


peel

PROGRESSIVE | PROSPEROUS | DYNAMIC



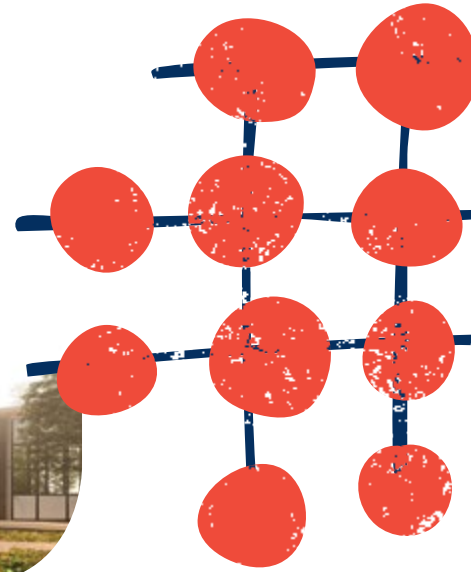
RED Grants
a catalyst
for progress

**Thriving
industry**

supporting and expanding
new industries in Peel

**Capable
people**

Peel's greatest asset



Sustainable. **Future-proof.** Perfectly positioned.

There's good reason why only two lots remain of Stage 1 in Peel Business Park, Nambeelup.

Boasting a premium position, these lots are fully serviced with gas, water, wastewater and high-speed internet.

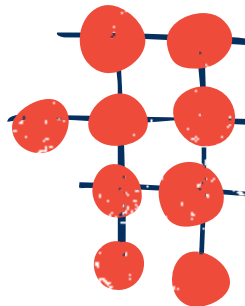
Powered by Australia's first renewable energy industrial microgrid, it's expected to deliver savings of around 30% on energy bills when compared to regulated bundled tariffs.

With a focus on agri-innovation and industry, and offering new innovations in equipment, infrastructure and processes, Peel Business Park continues to draw the best in

field for agribusiness, ancillary light, general transport and support industries.

Stage 1 is already home to Western Australia's Food Innovation Precinct delivered by Shire of Murray and the Bushfire Centre of Excellence delivered by Department of Fire and Emergency Services.

It's now time for your business to share in its growing success.



Register your interest today.

Phil Melville (Agribusiness) 0488 203 088

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developmentwa.com.au/peel

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Cover: Samudera Mandurah.
Image: Visit Mandurah & Russell
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Primary Industries and
Regional Development

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WESTERN AUSTRALIA

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Peel Development Commission is a statutory authority established in 1993 by the Western Australian State Government under the *Regional Development Commissions Act 1993*. The Commission is one of nine regional development commissions across the State, each established and operating under the same legislation.



Chair's Welcome



2020 is certainly a year to go down in history and live on in the memories and stories we share of our own experiences during this unique time.

This was certainly not a 'business as usual' year and while it has undoubtedly been a stressful and overwhelming time for many, I've also been amazed by the way our communities demonstrate their ability to cope and their willingness to reach out to others to contribute to the important recovery of our

region. The pandemic had a huge and continuing impact on many of the region's businesses and definitely reinforced the importance of building regional resilience.

By reassessing the way we work, the way we do business and the way we collaborate, we've been able to develop a deeper and more immediate understanding of what will build our region up and contribute to future prosperity.

Support for our local businesses is paramount to the resilience of our region — thriving industry, jobs for the people of the Peel region, as well as the preservation of our

natural environment and a sense of community, connection and place.

The Round 3 RED Grant recipients for Peel highlight projects that help to create and sustain thriving industry in our region and it's exciting to see how these projects will develop over time.

The support offered by our local government authorities is fantastic and some of City of Mandurah's local business support is featured in this edition as the region in focus.

Of course, without capable people we would not have the strong and resilient communities that underpin our thriving industries.

The industry projects, tourism developments, workforce confidence and readiness initiatives and support, as well as health, well-being and social initiatives included in this magazine, all contribute to a strong a resilient future for the Peel.

The skills and education of our local workforce plays a key role in the resilience of our local economy, so the free and reduced fee courses on offer through South Metro TAFE is a practical and very accessible benefit to the region. The Mandurah campus also incorporates the Peel Jobs and Skills Centre which provides free careers advice, as well as advice for apprenticeships, traineeships and other employment assistance.

I commend the ongoing work of many in the community and local businesses for all they contribute to the fabric of our region, especially those that have been doing it tough over the past few months. I also commend the Commission Staff and Board members for their flexibility, adaptability, resilience and unwavering professionalism in bringing our concepts, visions and plans for the region to fruition.

Paddi Creevey OAM

Chair, Peel Development Commission





CEO's Management Report



It's often been said that regional Australia's greatest asset is its people and that's certainly the case in Peel.

Even in a year as unpredictable and uncertain as 2020, when the importance of building a strong local economy came to the fore in no uncertain terms, it was the people of the region who got on with the job, showed resilience and engaged with innovation to pull through.

We know that if we're going to create jobs, ensure a bright future and advance the prosperity of the region, we have to diversify our local economy and grow our local industries. That requires the commitment, collaboration and time of all sectors of government, industry and community. Facilitating and activating those partnerships and opportunities is at the heart of the Peel Development Commission's role in the region and gives context for the region's growth projects and initiatives.

The Peel Development Commission's vision for the WA Food Innovation Precinct continues to gather momentum as an enabler for entrepreneurs, food companies and agri-enterprises to research, develop, and test new value-added food products derived from Western Australian primary produce. Part of Transform Peel's Peel Business Park, the precinct plays a key role in the project's vision of transforming the region; creating new industries, more jobs and better food security, through innovation, research and collaboration.

The Precinct will support Western Australia in building a robust and vibrant food and beverage manufacturing sector and is well-aligned with the vision for developing Peel's industries and businesses to be diverse and globally competitive — a cornerstone of our vision for Peel as a progressive, prosperous and dynamic region with a culture of care.

Supporting Peel's diversity of industry in this way and leveraging the Peel Business Park's access to global markets will significantly contribute to a stronger local economy that not only creates jobs and raises living standards, but provides the depth and resilience required for long-term prosperity.

Progressing our vision for Peel relies heavily on collaboration. Connecting communities and industry in working partnerships creates jobs and underpins initiatives that build a stronger, brighter and more

prosperous future for the Peel. The partnership between Newmont Boddington Gold and the Peel-Harvey Catchment Council is one example of these kinds of relationships. Supporting the community in achieving their aspirations locally is also contributing to global sustainability initiatives in clean water and sanitation.

Alcoa Australia's Vice President of Operations, Michael Gollschewski, acknowledges the role capable people play in maintaining a thriving industry and highlights their investment in community and environmental management as key avenues of delivering benefits to our region.

*This edition of the **Peel Magazine** celebrates the thriving industry and capable people of our region — our business and industry representatives, our community members, local government authorities, not-for-profits, and regional support organisations.*

Contribution and collaboration to these working relationships and partnerships allow us to harness and leverage the experience, knowledge and influence necessary to develop, resource and implement our regional vision to reality.

Andrew Ward

Chief Executive Officer
Peel Development Commission

Mandurah

on the move with new industry and business grants

WORDS & IMAGES | City of Mandurah

Industry, private investments and businesses that can create more jobs and contribute to Mandurah's economic agenda are being encouraged to apply for funding through an exciting new grants program now open.

The new Restart Mandurah Now — Industry and Business Incentive Scheme, funded through the \$5 million Restart Mandurah package, aims to entice businesses and industry to mobilise and expand in Mandurah to help the city's struggling economy.

The City of Mandurah is committing \$1 million over two years to attract and boost private investment to deliver projects with economic benefits to the local community. The City is specifically seeking initiatives that support local job creation, industry diversification and business sustainability.

Mayor Rhys Williams said the new scheme focused on one of the community's biggest priorities — the economy, and was another way the City was helping to restart Mandurah from the impacts of COVID-19.

"Our local economy has felt the full brunt of the fallout from the pandemic, and we know there are many businesses doing it tough at the moment," Mayor Williams said.

"The Restart Mandurah business grants program focuses our efforts on our economic recovery which is key in plans to Restart and Transform Mandurah for our future."

"We know that businesses play a crucial and transformative role in building thriving communities and local job prospects. We want to attract investment from various sized businesses to help deliver our economic agenda for Mandurah and the city centre, which is to build business sustainability, resilience and capacity to make our future the best it can be.

"We already have exciting works underway with the Mandurah Waterfront project and the first stages of our Transform Mandurah vision, so this presents a unique chance to proactively promote investment opportunities that build a better Mandurah and help us achieve our goals."

MANDURAH'S NEW ECONOMIC DEVELOPMENT TASKFORCE

Alan Cransberg, Professor
Lyn Beazley, Myrianthe Riddy,
William (Bill) Hames and
Mayor Rhys Williams.



The Restart Mandurah Now — Industry and Business Incentive Scheme has three funding streams:

1. Ready Now

Business Capability Fund

A Business Capability Fund aimed at improving the number of local businesses that can participate as suppliers of goods, services and works to the City of Mandurah and the market in general.

Applications for grants up to \$15,000 are now open.

2. Grow Now and Invest Now

Investment Attraction Program

Investment Attraction Programs aimed at increasing investment in and development of Mandurah's economy to diversify and grow Mandurah's economy employment through jobs, industries and enterprise.

Applications for Grow Now grants up to \$50,000 and EOIs for Invest Now are now open. Both streams' objectives and criteria are the same, however the Invest Now EOIs are for larger projects with a value of over \$50,000.

3. Activate Now

City Centre Business Incentive Program

A City Centre Business Incentive Program aimed at Increasing business investment in City Centre and improving the quality and scale of unique offerings to increase foot traffic and add vibrancy to the City Centre during the day and night.

Applications for grants up to \$15,000 are now open.

All grants require up to 50 per cent matched funding by the applicant, which demonstrates the business' commitment to the project, event or activity. Applications for the 2020–21 financial year must be submitted by **31 March, 2021**.

The overall Restart Mandurah Now program is funded through the City's Restart Mandurah Fund (\$350,000pa for two years) and \$150,000pa from already budgeted City Centre business-led partnership project funds. 🌿

MORE INFORMATION

For more information go to:
www.mandurah.wa.gov.au/business/business-training-and-support/economic-grants

Transform Peel

achievements and milestones

WORDS & IMAGES | Peel Development Commission

Transform Peel is a 35-year visionary project to create new industries, more jobs and improved food security, through innovation, research and collaboration.

To achieve this, the project aims to capitalise on the Peel region's unique peri-urban location and proximity to existing export infrastructure. The Peel region is in a strong position to take advantage of existing and emerging market opportunities and to becoming a regional hub for innovation in food and agriculture.

Historically, Peel's population growth has been driven by lifestyle-based migration, rather than driven by employment, which is why approximately 28.6% of people living in the region travel to employment in the Perth metropolitan area¹.

Transform Peel represents a significant opportunity to increase the region's employment self-sufficiency, particularly through food and agricultural innovation.

As the population in Peel continues its rapid growth trajectory, we must establish and pursue long-term

plans that address the need for industry and job growth to sustain the growing population.

The region's long-term visionary projects, Transform Peel and Transform Mandurah will create more jobs by supporting the growth of new industries like;

- Food manufacturing & intensive food production
- Research and development
- Manufacturing
- Knowledge economy industries and sectors
- Mining

Taking an integrated approach, Transform Peel aims to build regional resilience and promote economic development encompassing innovative water, energy and waste

¹ Department of Training and Workforce Development, 2015. Peel Workforce Development Plan 2015–2018.



TRANSFORM PEEL PROJECT CENTREPIECE

Peel Business Park is designed with a focus on agri-innovation and industry.



management solutions combining three strategic initiatives; Peel Business Park, including the WA Food Innovation Precinct, the Peel Agri Food Study and the Peel Integrated Water Initiative.

Peel Business Park, the centrepiece of the Transform Peel project, is designed with a focus on agri-innovation and industry that includes the Shire of Murray's Agri Innovation Precinct.

Peel Agri Food Study, supports Peel's suitability for innovative food technology solutions in producing high value product for domestic and global markets.

Peel Integrated Water Initiative addresses future water demands and environmentally responsible water management solutions.

Peel's Natural advantage

Transform Peel leverages the region's advantages and opportunities of proximity to transport routes of road, rail, air and ports and a shared time zone with developing Asian markets. A rapidly growing population, access to onsite research, development and training facilities, and best practice food provenance represent the depth of this opportunity.

Transform Peel is located at Nambeelup in the Peel region of Western Australia, approximately 75km south of Perth.

This unique peri-urban location, with its proximity to existing export infrastructure, creates a distinct advantage for capitalising on existing and emerging market opportunities

Peel
shares a timezone
with more than
60% of the world
population.

that will help establish Peel as an food innovation and agriculture hub.

The project combines a strategic location, a time zone shared by more than 60% of the world population, research and data to fast track investment analysis, the flexibility of tailored investment packages and the synergies of an innovative industrial ecosystem for the future.

Moving into Phase 2

Transform Peel Phase 1 was identified by activation ventures. Heavily characterised by research and planning, many of the project's key activation milestones have now been achieved and continue

to gather momentum as the project moves into the consolidation, investment attraction and new initiatives of Phase 2.

Peel Business Park, the flagship project of DevelopmentWA's Industrial Lands Authority, is positioned as WA's home of agri-innovation and industry, features WA's only Food Innovation Precinct designed and delivered by the Shire of Murray, and the Renewable Energy Industrial Microgrid, one of the first of its kind in Australia.

MORE INFORMATION

Peel Development Commission:
Phone (08) 9535 4140 or go to PDC website
www.peel.wa.gov.au/transformpeel

Developing thriving industry in the Peel

WORDS | Peel Development Commission
IMAGES | Visit Mandurah & Russell Ord Photography

The prosperity and liveability of our state is greatly impacted by the prosperity and liveability of our nine regions. When the regions do well, it means a more liveable state for all West Australians.

The Peel region's economy is population-based and service-driven, and heavily characterised by tourism, hospitality, retail and small construction employment opportunities. There are also a high percentage of sole traders, small family and micro businesses, as well as a relatively high portion of low paying jobs.

Our population growth in the Peel, although providing some growth for our local economy and service industries, has historically exceeded the job growth required to support it. Therefore, a large portion of the region's residents travel outside of the region to their place of employment.

The long-term solution to Peel's economic challenges are not quick fixes and require a long-term focus on moving the region's economy from a population-driven, service-delivery nature towards a more export, strategic, innovation and trade-driven economy.

To support this evolution, we need to develop economic resilience in Peel; we need to diversify our local economy and grow our local industries. We must protect our natural environment and we need to support our local communities.

With the population of the Peel expected to grow to 444,000 by 2050, there will be a requirement for 78,352 new jobs to maintain an employment self-sufficiency target of 78.5%¹.

Sources of future job creation are projected to occur through population driven employment in industries such as healthcare and social assistance, education, training and retail trade. Strategic employment growth is expected to occur in export industries such as mining, food and producer services industries such as research, universities and professional services.

If the Peel is to remain economically competitive and maintain employment self-sufficiency targets, it needs to diversify its economy.

This can be achieved through a focus on:

- protecting our existing capital base and associated businesses and industries;
- expanding industry sectors that are of strategic importance to the State; and
- building new industry sectors.

Protecting our existing capital base

The Peel's current capital base has enabled a substantial economy with a diverse range of businesses and industry. They are the foundation of the region's economy and play a critical role in creating employment. This capital base includes:

- mining;
- health care and aged care services;
- metals and manufacturing;
- building and construction;
- retail, accommodation, food services and tourism; and
- agriculture, forestry and fishing industry sectors.

¹ Perth and Peel@3.5million

Investment into maintaining this capital base is required, as are strategies aimed at supporting the competitiveness of existing businesses and industry.

Expanding industry sectors

The Peel has identified three strategic industry sectors where a State imperative has been established and where the region has a potential comparative advantage. It is strategically important that these are supported.

One significant area of opportunity is intensive food production, with Australian produce being recognised in the market place both nationally and internationally for its safety and high quality produce. Few of Western

Strategy for Tourism in Western Australia 2020²:

- a vast and diverse natural resource base which requires careful management and protection, but which holds significant new opportunity in adventure tourism;
- proximity to the Perth metropolitan region and linkages to the South West region present broader opportunities for tourism sustainability, connectivity and development;
- proximity to overseas tourists through port and airport facilities; and
- an existing road infrastructure network that facilitates connectivity between natural adventures.

to the successful Pinjarra Racing Club, Pinjarra Harness Racing Club, Boddington Riding Club, Murray Equestrian Association and the Murray Districts Carriage Driving Club.

Building new industry sectors

In order to attract new enterprise, create a highly skilled and adaptable workforce and build regional resilience we must enhance the region's capital base through investment in our natural, social, produced, financial and human capital. This is essential if the region is to create comparative advantage and attract new enterprises into the Peel.

A significant opportunity lies in developing a regionally-based research industry. Building a regionally-based



Australia's regions are as well-placed as the Peel to develop in this area.

This comparative advantage, coupled with the opportunity to actively intervene in addressing the region's environmental and social challenges, makes the establishment of the WA Food Innovation Precinct, part of the Peel Business Park and the first of its kind in WA, focusing on innovative food production, a compelling opportunity for sustained investment.

A second opportunity exists to enhance the role that tourism plays in the regional economy. The following aspects give the Peel a clear comparative advantage and the potential for the region to contribute to the goals of the *State Government*

Thirdly, the opportunity exists for the establishment of the Peel as a premier equine region given its close proximity to the Perth metropolitan region.

A recent Racing and Wagering Western Australia Metropolitan Equine Asset Review³ suggests that the Peel represents the most viable location for the long-term development of the racing equine industry.

The Peel has an enduring rich and successful history with the equine industry. It is presently home

"knowledge economy" is recognised as being critical to the future economic success of the Peel — enabling the development of commercial intellectual property, strategic jobs and increased capacity of our people into the future.

The Peel Development Commission works with partners and stakeholders across industry, community and environment to make sure we achieve long term benefits for our region. We want to ensure Peel is a great place to live and work now and for future generations — a region that's progressive, prosperous and dynamic with a culture of care. 

² State Government Strategy for Tourism in Western Australia 2020, page 3

³ Racing and Wagering Western Australia; Metropolitan Equine Asset Review Taskforce High Level Options Paper, August 2015

MORE INFORMATION

Peel Development Commission:
(08) 9535 4140 or www.peel.wa.gov.au

Peel RED grants helping to create more jobs

WORDS | Peel Development Commission
IMAGES | Veronika Sajova Photography
and supplied by recipients

The Regional Economic Development Grants (RED Grants) program is a \$28.8 million (over five years) State Government initiative that invests in community driven projects to stimulate economic growth and development in regional Western Australia.

An additional \$5 million has now been committed by the State Government to extend the initiative for another year — with a total of

\$33.8 million directed to RED grants over six years (2018–19 to 2023–24) for projects that will directly benefit regional communities.

The program is part of the State Government's \$4 billion job-creating Royalties for Regions investment across regional WA.

Delivered locally by the State's nine Regional Development Commissions, RED Grants support individual projects that contribute to sustainable jobs, expand or diversify industry, develop skills and capability, attract new investment or maximise recovery from COVID-19 impacts to the region.

The grants boost investment in local regional projects that contribute to population and economic growth initiatives, local marketing and innovation pilots, and importantly, are driven by the community.

The objectives of the RED Grants Program include:

- Sustainable jobs
- Expanding or diversifying industry;
- Developing skills or capabilities;
- Attracting new investment in the region;
- Maximising recovery from the COVID-19 pandemic impacts.

Round three of the RED Grants program was announced in the Peel region on 6 November 2020 with eleven projects supported to share in \$1,033,000 for business development, increased manufacturing capability and to expand local tourism in the region.

The reshaping of these businesses will provide local job and training opportunities across a number of areas including distillery operations and practices, mixology, food and beverage service and venue and event management.



Eleven Peel
projects will share in
\$1,033,000
funding.



Jarrahfall Bushcamp \$170,000

The Fredricks Corporation Pty Ltd will use a \$170,000 grant towards the upgrade of the Jarrahfall Bushcamp accommodation, dining and activity facilities to increase capacity to host more school groups, events and training days. The upgrade will create new local jobs to deliver the services, increase visitor capacity and enable the diversification of target markets to drive tourism visitation to the Dwellingup area.



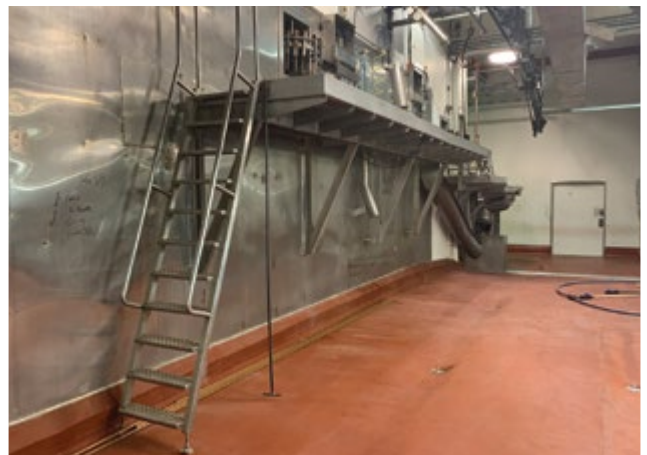
Community Recycling WA \$120,000

Community Recycling WA is receiving \$120,000 to establish a mobile recycling deposit scheme for Boddington, Waroona, Pinjarra and Serpentine-Jarrahdale and build permanent depot points at Pinjarra and Serpentine-Jarrahdale. The project is set to create 20 new jobs by the end of 2020 to deliver the program and returns profits to the community through social enterprise development.



Drakesbrook Wines \$150,000

Peel Parrot Sanctuary tourist development includes the construction of an aviary complex and auxiliary buildings expanding the tourist offering at Drakesbrook Fine Wine's winery and cellar door. Once launched, this attraction will focus on raising awareness and provide education on threats faced by native birds. This project also provides strong economic benefit through an additional tourist attraction in the region.



Prime Meat Co Pty Ltd \$120,000

Prime Meat Co Pty Ltd will upgrade the hot water system as part of the recommissioning of the Waroona abattoir. Once the abattoir commence operations it will create up to 330-350 new jobs at full operating capacity and provide economic benefit for the region in a priority industry sector.



Kanyana Engineering Pty Ltd
\$100,000

Kanyana Engineering will invest \$100,000 to purchase new high tech fabrication equipment to increase production to service businesses otherwise seeking overseas manufacturing services. This investment will increase supply and production capability, enabling competitiveness in mining and rail supply and create local jobs.



Miami Bakehouse
\$90,000

The iconic Miami Bakehouse will expand its baking capacity through the introduction of supplementary baking equipment and a mobile bakery capability. This will result in sustainable job growth in the region and the ability to access new markets, exporting food products from the region.



Little Stiller
\$80,000

Little Stiller Mandurah's \$80,000 grant will provide opportunity to develop a boutique tavern with a fully operational gin distillery within Mandurah central, creating local jobs as well as a tourism and hospitality attraction.



Jarrahdale Equestrian
\$80,000

The Jarrahdale Equestrian Arena Upgrade will include the construction of an all-weather shed structure, stables, and viewing platform enabling the arena to be used in all weather conditions and in the evening. This will enable the business to increase productivity and offer a high quality tourism product.



Mandurah Cruises \$60,000

The Mandjar Bay Beach Activity Activation will provide a unique experience to visitors through the purchase of water bikes and a mobile mooring pontoon. It is part of Mandurah Cruises post COVID strategy to broaden services offered beyond boat tours by providing a new, complementary tourism product.



Serpentine Jarrahdale Food and Farm Alliance \$30,000

Serpentine Jarrahdale Food and Farm Alliance is supporting the establishment of the SJ Farmers' Market with the purchase of a mobile cool room trailer for use at the market and to enable an online ordering function supported by the development of a website. This regular event will attract visitation to the area and enable local farmers and food producers to supply fresh produce to consumers.



Groundswell Drive Thru \$33,000

Groundswell Drive Thru is establishing a bean to bar chocolate industry in Mandurah through the purchase of equipment required to wood fire roast fermented chocolate beans into nibs for supply to local chocolate makers. This project supports the region's goals for growth in both the food production and tourism sectors.

Congratulations

The Peel Development Commission congratulates the successful third round RED Grant recipients on securing funding for their projects.

These eleven projects will help to create and sustain thriving industry in the Peel region through business development, increased manufacturing capability and to expand local tourism in the region. We look forward to seeing how these projects progress over time. 🌱



RED Grants

the catalyst for progress in Peel

WORDS | Peel Development Commission
IMAGES | Supplied

The Regional Economic Development Grants (RED Grants) program has seen over \$2.2 million in funding for the Peel region over the past two years.

RED Grants have supported 23 projects driven by regional organisations that are creating real economic impact and employment opportunities in regional Western Australia.

The Peel Development Commission has welcomed the most recent RED Grants recipient announcement and strongly encourages local organisations to get involved and apply for future rounds that will be opened between now and 2024.

The 2018–19 Regional Economic Development (RED) Grants, Round one, for the Peel region were announced by the Minister for Regional Development, Hon. Alannah MacTiernan MLC on 5 April 2019.

In this round, more than \$755,000 went towards six projects for the Peel region including; a cold storage facility for Caprogreco Farms,

upgrades at the Jarrah Forrest Lodge in Dwellingup, a manuka oil plant breeding and trial project for ManukaLife, new tour vessels for Mandurah Boat & Bike Hire, relocation support for Smartstream Technology and a paint yard to enable business growth for Cays Engineering.

Round two of RED Grants funding for the Peel region, announced in December 2019, totalled \$618,960 for seven projects contributing to sustainable jobs, expanding or diversifying industry, developing skills and capability and attracting new investment.

Round 2
RED Grant funding
totalled \$618,960 for
seven Peel projects

Round two recipients...

Shire of Murray \$150,000

The Shire of Murray received \$150,000 to complete a state-of-the-art technology fit-out of the Dwellingup Trails and Visitor Centre, making it a State and potentially nationally acclaimed iconic trails and tourism centre promoting Dwellingup and the greater Shire of Murray and Peel region. The centre is now complete and officially opened 10 September 2020.



Visit Mandurah \$139,100

Visit Mandurah will use their \$139,100 grant to create a digital tourism hub in the Mandurah tourism precinct, and develop a walking tour and visit Mandurah ambassador program to tell the stories of the people, places and produce across the region.

Pinjarra Bakery \$100,000

Pinjarra Bakery secured \$100,000 to upgrade its distribution centre and equipment to improve efficiency and production capacity. This upgrade positioned the bakery to take advantage of increasing wholesale market opportunities and support its fourth store.



C-Wise \$100,000

C-Wise were awarded \$100,000 RED Grant funding to build and trial specialised enclosures to receive, decontaminate, blend and process organic waste from the Peel region.



Southern Dirt Inc \$65,000

Southern Dirt secured \$65,000 to provide networking activities and deliver three pilot projects through the Peel Growers' Hub. The projects explored opportunities within the premium beef supply chain, the future food conference and a protected cropping pilot to support farmers to maintain and build profitable farm businesses in the Peel region.



Grubs Up Australia \$15,000

Grubs Up Australia will use their \$15,000 RED Grant to take part in a 16-week international research and development study tour in collaboration with Nuffield Farming Scholars. Participation in the tour represents a chance for Grubs Up to increase capacity to commercialise insect farming within the Peel region, gain insights into best practice, build international relationships for future business partnerships, and create local employment and sustainable farming opportunities. Due to COVID-19 restrictions this project has been delayed and will commence once restrictions have lifted and flights resumed. International travel is a core component of this scholarship.

Cape Bouvard Brewing Company \$49,860

Cape Bouvard Brewing Company used their \$49,860 funding to upgrade the existing facility's brewing equipment to increase production capacity and introduce aluminium bottles reducing the company's environmental footprint as well as giving them a distinct market edge. The facility will also be available for common use by other beverage producers for aluminium bottling.



Western Australian Food Innovation Precinct

WORDS & IMAGES | Shire of Murray

The future is brighter for the Peel region's agtech, IT and food and beverage entrepreneurs, start-ups and existing business including producers, as final designs are prepared for the Shire of Murray's Western Australian Food Innovation Precinct in Transform Peel's Peel Business Park in Nambeelup.

About the precinct

The Precinct is being developed in the Peel region to support Western Australia in building a robust and vibrant food and beverage manufacturing sector.

Specialised equipment and research and production capabilities will ensure the Precinct offers a substantial variety of technologies and processing methods, aimed at scientifically proving nutrition, traceability and transportability, and supporting the development of high-value premium foods with extended shelf life.

The Precinct will create an enabling environment for Western Australian, Australian and global entrepreneurs, food companies and agri-enterprises to cost effectively network, research, develop, prototype and market-test new value-added food products derived from Western Australian primary produce.

Network, research, develop, prototype and market-test new WA food products.

Stage one of the Precinct will see the development of three bespoke facilities, with agreement to lease negotiations well underway with prospective tenants.

Innovation

Intended for lease to Growhub, for sublease arrangements with SMEs, start-ups and entrepreneurs for office or coworking space. Growhub would strengthen the Precinct through access to international technologies and markets.

Research

Intended for lease to Murdoch University for research into food and nutrition. The lease would support their Bachelor of Food Science and Nutrition, launching in 2021 with some teaching and training to be conducted at the Precinct as well as Fairbridge Farm.

Murdoch University would also bring strategic links to the Western Australian State Agricultural Biotechnology Centre, the Australian

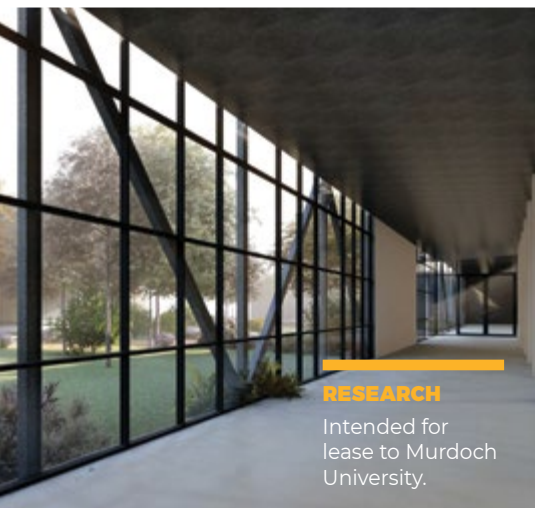
National Phenome Centre and the Future Food Systems Cooperative Research Centre.

Production

Subject to negotiations with various parties including State Government, intended for the housing of cutting-edge technology and equipment to assist in the development of new food products and testing food for new markets.

Tender documents for the Precinct's construction will be drawn up by the end of 2020, with advertising expected to commence in January 2021 followed by tender award in March 2021. Following a 12-month construction period, the buildings are anticipated for occupation by early-2022. Local content and local jobs will be a key consideration for construction.

Synergies have been optimised between the Precinct and the State Government's Bushfire Centre of Excellence. The Centre and Precinct will be situated next to one another with coordinated orientation of



RESEARCH

Intended for lease to Murdoch University.

buildings and landscaping, joint parking areas and shared use of common facilities such as the cafe and meeting rooms in the Precinct.

Business plan

A business plan to guide operation of the Western Australian Food Innovation Precinct was endorsed by Shire of Murray Councillors in September 2020.

The plan is a critical component that aligns focus of the Precinct with achieving the overall mission of scaling up Western Australian agri-enterprises, deploying research and development and fostering industry innovation to drive growth and export.

The Shire will manage the activation, organisation, engagement and sustainability of the Precinct through the recent appointment of a business manager, who will operationalise the business plan.

Dr Christopher Vas, Precinct Business Manager, will work closely with key stakeholders, initially focusing on securing tenants and establishing and implementing programs, policies and strategies. Following commencement of operations, the manager will be responsible for supporting tenant success and achieving a recognised market position for the Precinct within agtech, foodtech and Western Australian investment management industries.

Successful delivery and operation of the Western Australian Food Innovation Precinct is being achieved by:

- Understanding how policy shifts, international transport capacities and costs, and changing consumer preferences will impact the food and beverage market
- Building workforce skills and creating regional employment

in all aspects of food production, including advanced manufacturing capabilities

- Building local food chains that connect our small and larger producers/farmers with strong local and export markets

Economic modelling indicates that the Precinct could, in the first five years of operation:

- Create between 17 and 51 new food and beverage enterprises
- Create between 169 and 506 direct jobs and 323 and 977 indirect jobs
- Grow WA's food and beverage sector output by between \$110 million and \$330 million
- Inject between \$245 million and \$737 million in other economic sectors

Capacity building

An interim program for individuals, entrepreneurs and small and major enterprise wishing to be part of the Precinct is underway, comprising a one-day Business Owner Boot Camp, six-week Build Your Business course and one-on-one mentorship opportunities.

Successful participants will pioneer the opportunities of the Precinct once open. The Shire of Murray is working with Spacecubed and Meshpoints to deliver the program, which is supported by the State Government.

Business opportunities

An Enterprise Support Program has been successfully negotiated with the State Government. The Program will provide small business support, export advice and a grant voucher scheme to enable access to research and product development facilities, equipment and expertise for SMEs and start-ups.

The grant voucher scheme will commence early-2021 whilst the Precinct is in construction, with a


total of \$3.8 million in grants available over the coming years. The grants will be available on a 50:50 basis, up to a maximum of \$200,000.

Building Local Product

The advent of COVID-19 prompted collaboration amongst Murray's local producers, who worked quickly to establish the Murray-Waroona Food Network, and resultantly, a local food chain.

The resilience of local producers during this time and their willingness to adapt how they do business, demonstrated Murray's capability to build a strong food sector.

In order to strengthen this local food chain, plans are in motion to link the Western Australian Food Innovation Precinct with initiatives already underway in Murray, including Edenvale Tea Rooms by Fairbridge WA, proposed development of the Exchange Hotel, the Dwellingup National Trails Centre and Fairbridge Farm, as well as our local producers.

Pinjarra is ideally positioned to benefit from the strategic activity that will soon be realised through the Precinct, to celebrate the region's strong agricultural heritage, provide a window into our local food bowl and strengthen Pinjarra and the Shire of Murray's identity as an innovative and unique food and cultural destination. Construction of the Precinct has been made possible through a \$21.75 million Australian Government Regional Growth Fund grant. 

MORE INFORMATION

Shire of Murray: Phone (08) 9531 7777 or go to www.murray.wa.gov.au/agri-innovation



Industry partnership

delivering on community goals

WORDS & IMAGES | Peel Harvey
Catchment Council

An innovative partnership between Newmont Boddington Gold and the Peel-Harvey Catchment Council is supporting local community aspirations and contributing to global sustainability initiatives.

Building on a long standing relationship, Newmont Boddington Gold (NBG) and the Peel-Harvey Catchment Council (PHCC) have formalised a five-year delivery agreement that is being recognised Nationally and Internationally, contributing to the United Nations "Clean Water and Sanitation" Sustainable Development Goal¹.

The *Hotham-Williams Rivers & Tributaries' Natural Resource Management (NRM) and Conservation Project* focuses on the critical issue of catchment management in the fragile Peel-Harvey Catchment, enabling a long term, coordinated approach to improving river health, reducing threats to waterways and surrounding land and building community capacity for future land management.

To date the partnership has enabled a range of on-ground and catchment wide activities as

¹ Minerals Council of Australia & Cardno (2018): Sustainable Development Goals — Sustainability in Action — Australian Mining and the United Nations Sustainable Development Goals https://minerals.org.au/sites/default/files/Sustainability%20in%20Action%20October%202018%20WEB_0.pdf

The Hotham-Williams portion makes up almost half of the Peel-Harvey Catchment.

well as local direct and indirect employment. Landowners, local schools and representatives from the local Noongar community, industry and government have participated in catchment strategic planning and restoration activities including planting, weed and feral animal control that benefit both agriculture and the natural environment.

A River Action Plan (RAP) has been prepared in partnership with Urbaqua, and River Health Assessments undertaken at several locations.

Delivery of the agreement is now into its third year and, under the leadership of Melanie Durack (PHCC's Program Manager for the Hotham-Williams) it is going from strength to strength, including being a finalist in the 2020 Department of Mines, Industry Regulation and Safety (WA) Community Partnership Resource Sector Award² and attracting interest from

² <http://dmp.wa.gov.au/News/Resources-sector-projects-apply-27292.aspx>



In May 2019 IUCN reps came from across the globe as part of biodiversity review with Newmont. Pictured here at Creery Wetlands, Mandurah.

other parties to contribute to NRM works prioritised by the Hotham-Williams community.

A new phase of collaboration: the Newmont Boddington Gold-PHCC Community Investment Agreement

Specifically the partnership is supporting:

- Employment of an NRM officer to oversee implementation of activities in the Hotham-Williams Catchment.
- Development of a RAP for the Hotham and Williams Rivers and tributaries addressing natural, conservation and cultural resource management knowledge gaps. The plan will capture Aboriginal cultural perspectives and outline recommendations to inform potential research opportunities and on-ground actions.
- Collaboration with Noongar elders and community members to incorporate traditional ecological knowledge into catchment planning.
- Delivery and support of biosecurity activities, including education

and training of local community groups and landholders.

- Building community capacity for future land management, including conservation workshops, accredited skills development courses for landholders and Aboriginal stakeholders and local community planting events focused on priority catchment areas.
- Restoration projects for the Hotham and Williams Rivers and tributaries including invasive weed control, riparian vegetation and community planting days; and
- Development and delivery of a landowner grants program to support sustainable agricultural activities and protection of natural assets across the catchment.

Local Government Support

The Shires of Boddington, Cuballing, Wandering and Williams are also playing an important role in the partnership and have all entered into a collaborative MoU with the PHCC which delivers an investment of up to \$40,000^a per year to build the community's landcare capacity.

^a Subject to annual budget approvals

Global Sustainable Development Goals

Adopted in 2015, the United Nations Sustainable Development Goals (SDGs) are 17 ambitious and integrated global goals to achieve progress across the three dimensions of sustainable development: economic prosperity, social inclusion and environmental conservation.

Newmont's partnership with the PHCC supports *Goal 6: Clean Water and Sanitation* (see Table), in particular the indicator to support and strengthen the participation of local communities in improving water and sanitation management. The partnership enables Newmont to support its catchment communities across Boddington, Wandering, Williams and Dwellingup and related localities to develop and implement a water management approach that is community-owned, championed and delivered by them.



PHCC and Newmont staff and volunteers conducting field work for the Hotham-Williams RAP, October 2019.

Clean water and sanitation

Working together for healthy water systems	SDG6 – Clean water and sanitation	Enduring Value Principles
<i>Newmont's partnership with the Peel-Harvey Catchment Council will support improved water quality within the catchment while also supporting integration of local traditional knowledge into water management practices, sustainable agricultural practices and regional capacity building.</i>	<p>Expected outcomes:</p> <ul style="list-style-type: none"> • Restoration and improvement of the Peel-Harvey Catchment, enhancing water quality and supporting biodiversity • Incorporation of traditional local knowledge into catchment planning, improved water management practices and promotion of Indigenous knowledge • Strengthened community capacity for future land management activities 	<p>EV2: Integrate sustainable development principles into company policies and practices</p> <p>EV6: Seek continual improvement of our environmental performance</p> <p>EV7: Contribute to conservation of biodiversity and integrated approaches to land use planning</p> <p>EV9: Contribute to the social, economic and institutional development of the communities in which we operate</p>



Peel-Harvey surface water catchment

The Peel-Harvey Catchment is a 1.12 million hectare area covering the entire surface water catchment of the Peel-Harvey estuarine system. The Hotham-Williams is the upper portion of the Peel-Harvey surface water Catchment and makes up almost half of the Peel-Harvey Catchment.

Newmont Boddington Gold³

Newmont Boddington Gold is the largest operating gold mine in Australia, employing approximately

1,850 employees and contractors. Located 16 kilometres from Boddington, NBG sits approximately in the centre of the Peel-Harvey Catchment. The Boddington Mine was established shortly after gold was discovered at the site in 1980.

Newmont is one of the largest custodians of land in the South-West of Western Australia with an operational footprint of 5,000 hectares and landholdings of approximately 30,000 hectares of native forest, plantation and agricultural land.

Under its operating licence, NBG is able to extract and store up to 15 gigalitres of water per annum from the Hotham River, subject to water flow limits and results of ongoing ecosystem health monitoring.

³ Minerals Council of Australia & Cardno (2018): Sustainable Development Goals — Sustainability in Action — Australian Mining and the United Nations Sustainable Development Goals https://minerals.org.au/sites/default/files/Sustainability%20in%20Action%20October%202018%20WEB_0.pdf



Volunteers at the 2018 annual Tunbridge Gully planting event in Boddington. Volunteers include the Boddington District High School students and staff, Newmont, Friends of the Reserves — Boddington (Inc.), Newmont Boddington Gold and South32 staff.

Peel-Harvey Catchment Council

PHCC is a not-for-profit, community-based NRM organisation promoting an integrated approach to catchment management within the Peel-Harvey catchment. With a strong emphasis on partnerships, PHCC works with landholders, community groups, industry and all levels of government to enhance environmental management.

PHCC's activities address sustainable NRM including climate change, river and wetland restoration, biodiversity protection, sustainable agriculture and building community capacity⁴.

Background to the Newmont Boddington Gold — Peel-Harvey Catchment Council Partnership

NBG and PHCC began working together in 2011 as members of the Hotham-Williams Catchment Environmental Alliance (HWCEA), a community group focused on catchment-level responses. Membership of HWCEA included a broad range of stakeholders: local Landcare groups, resource sector companies, Traditional Owners, environmental organisations, local government representatives, local schools, universities and community members.

After many years of strong support and community-level projects, public investment in Landcare in




River health monitoring being undertaken by Wetland Research and Management, March 2020.

the Hotham-Williams Catchment declined. With support, the PHCC prepared a business case and a NRM Strategy for the Hotham Williams and subsequently secured funding to employ a dedicated officer to work in the upper catchment. These initial projects delivered considerable outcomes and reinforced the importance of a strategic approach to identify and implement community priorities and maintain a NRM presence in the community.

The success of the NBG and PHCC relationship is built on the mutually supportive collaboration between the two organisations.

Fast forward to 2020 and the PHCC now has four local professionals

working from the Boddington Community Resource Centre. The consistent local presence has enabled the PHCC to build local capacity amongst committed NRM stakeholder groups to build a coalition of community support for continued NRM. NRM and Landcare is now, once again firmly part of the Hotham-Williams community. 

MORE INFORMATION

<https://peel-harvey.org.au/hotham-williams-nrm-partnerships-turn-one/>



⁴ Peel-Harvey Catchment Council, What we Do, PHCC, viewed 2 October 2018.

WALGA tendering workshops

WORDS & IMAGE | Peel Development Commission

When the State government makes regional prosperity a priority and commits to creating jobs in Western Australia's regions, a lot goes into fulfilling those goals and a lot of that work is unseen.

Many of the initiatives developed to create and sustain jobs in the regions are long term projects that have been worked on for many years. Such initiatives depend on making sure local government, State Government agencies, industry and the local community work together and that local businesses are supported to increase their capacity and capability.

Right now, we are witnessing new opportunities for creating jobs in our region by ensuring local participation in government contracting opportunities.

The Western Australian government invests significant amounts of money in contract services every year, so it makes sense to make those opportunities more accessible to local businesses.

The Peel Business Park was one of the first projects in regional Western Australia to apply the Government's *WA Jobs Act* and the Western Australian Industry Participation Strategy (WAIPS) to their procurement process. It's a long name, but it essentially means jobs for local people. This has resulted in \$27 million of construction work with 16 local Peel based businesses engaged for works led by DevelopmentWA.

That's a remarkable achievement and one that has the flow-on effects



in our community of more jobs for local people and more businesses being able to take on apprentices and trainees to support the development of our region's youth. That's good for our local economy and for creating a strong future for the Peel region.

Of course, local businesses need to be supported if they're going to be competitive in quoting and tendering for regional Government contracts. In partnership with WALGA, local government authorities and the Peel Development Commission, free regional workshops were held to help small businesses improve their tender submissions and avoid the common mistakes.

While many small businesses may have tried and failed in winning work with Government, others are unsure of how to approach the process for the first time. These workshops focused on practical advice on how to understand the process and prepare more professional and competitive submissions and included;

- Government requirements for tendering or quoting
- How tenders are assessed

- Selection criteria — what you need to include and how much
- Common mistakes evaluators see and how to fix them
- Local Government policy on procurement
- Tendering for big and small contracts

Preparing
more professional
and competitive
submissions.

- Upcoming tender opportunities
- Q&A
- Take away tips to improve your responses

Diversifying our local economy, and creating more jobs in our region is not something that happens overnight, but it is something we can achieve with a long term vision and the commitment to collaboration between all sectors of government, industry and community. More government contracts for more local businesses is one way of creating more jobs in the Peel region. 🌱

MORE INFORMATION

For more information on tendering and quoting for government, visit our local content pages on the Peel Development Commission website; www.peel.wa.gov.au/our-focus/local-content-advisor or contact Therese Ejsak, Local Content Advisor on (08) 9535 4140 or email therese.ejsak@peel.wa.gov.au

Capable people critical to thriving industry at Alcoa

ALCOA'S GLOBALLY RECOGNISED REHABILITATION

Contributes to the bank of scientific knowledge and the resources sector more broadly.

WORDS & IMAGES | Alcoa of Australia

There is no doubt that 2020 has been a challenging year for families, communities and businesses across the globe.

While Western Australians have been very fortunate in navigating COVID-19, this edition's theme of 'Thriving Industry and Capable People' is particularly relevant in the current circumstances.

Alcoa's Vice President Operations — Australia Michael Gollschewski reflects on the critical role capable people play at the company's Western Australian operations.

"Our success in managing through the pandemic has resulted in our operations continuing without interruption across 2020. I have absolutely no doubt that we have achieved this significant outcome

due to the flexibility, hard work and dedication of thousands of very capable women and men who are at the heart of our operations. Their efforts have allowed our business to keep operating safely and actually improve performance on a number of key operational performance measures," said Michael.

Contributing to regional success

Alcoa has been part of the Peel region since 1963, operating two bauxite mines (Huntly and Willowdale) and three alumina refineries, (Kwinana, Pinjarra and Wagerup), world class facilities that are a major employer in the region.

"As a company we very much value our place in the Western Australian communities where we operate, and the Peel region specifically, remains a high priority for our organisation. We currently provide employment for 2000 people within the Peel region, 4200 across the country and in 2019 alone we injected \$1.5 billion back into the state's economy through local purchasing," said Gollschewski.

As part of its commitment to the region, Alcoa also has a clearly defined and well-funded community investment program focused on building healthy and vibrant local communities.

In 2019, approximately \$4.4 million was invested in community activities and programs in areas near to their operations in the south-west of WA. The majority of that support was delivered to recipients in the Peel region. It ranged from multi-year and multi-million dollar commitments for improving local waterways, including the Peel Harvey Estuary, to extensive educational support programs, and grassroots community organisations and events.

Excellence in environmental management

Recognised as an industry leader in environmental management, Alcoa acknowledges both the privilege and responsibility it has in operating in an area of WA characterised by Jarrah forest, native flora and fauna and

waterways. The company has worked collaboratively with community, government and leading researchers over many years to deliver a comprehensive reserve system in the northern Jarrah forest.

Mr Gollschewski praised the efforts of Alcoa employees in contributing to research that not only informs Alcoa's rehabilitation practices but contributes to the bank of scientific knowledge and the resources sector more broadly.

"Our approach to rehabilitation is globally recognised as leading practice — a fact of which we are unashamedly proud and which is a strong example of the extraordinary capability of our people whose efforts have led to ways to maximise fauna return post-mining and, in collaboration with the new Cooperative Research Centre for Transformation in Mining Economies (CRC-TIME), will soon lead to new techniques to further improve rehabilitation outcomes," said Gollschewski.

Exceeding community expectations

As part of its desire to exceed community expectations, Alcoa has recently initiated an environmental assessment process with the State

and Federal Governments intended to modernise the environmental approval framework for the Pinjarra Alumina Refinery and Huntly Bauxite Mine.

Since May, Alcoa's representatives have been actively engaging with local communities and stakeholders to provide greater transparency about its operations, explain future development plans, seek feedback, answer questions and ensure that people have the facts about operations.

To date, less than four per cent of the Jarrah forest in the company's bauxite mineral lease, or about one per cent of the total Jarrah forest in the south-west, has been mined.

Future success depends on ensuring the longevity of operations and seeking innovative ways to grow the business.

Over the entire life of the proposed WA operations, Alcoa expects to mine less than eight per cent of the Jarrah forest in its mineral lease or less than three per cent of the total Jarrah forest in the south-west. Alcoa does not mine in gazetted national parks, nature conservation reserves, old growth forest or other areas of high conservation value.

"For our business to continue to thrive into the future, our desire is to go beyond just meeting community expectations for responsible environmental management —

that's not enough. We must strive to exceed expectations at every level of our operation, which is why we have proactively initiated this process with government. We are committed to working positively with stakeholders through this process to help ensure the continued success of the communities in which we operate," said Gollschewski.

Commitment to the future

With a proud history that dates back to 1888 and the invention of the aluminium smelting process, Alcoa recognises that future success will depend on securing resources to ensure the longevity of its operations, whilst also seeking new and innovative ways to grow the business.

That strategy was reflected in the recent signing of three new gas agreements to supply its three refineries over a 10-year period, providing certainty for employees, suppliers, customers and the communities where it operates.

As part of its commitment to innovation, Alcoa has launched the industry's first low-carbon, smelter-grade alumina brand known as EcoSource, for which its three WA refineries will all supply alumina. EcoSource has significant environmental advantages as it is produced with no more than 0.6 tons of carbon dioxide equivalents (CO₂e) per ton of alumina, two times better than the industry's average of 1.2 tons of CO₂e.

"During this period of challenge Alcoa's employees, suppliers and contractors have worked together to adapt to an ever-changing situation and find solutions that ensure continued safe and productive operations. I believe that our people, our systems and our sustained focus on continuous improvement hold the key to Alcoa's ongoing success and I very much look forward to us being a part of and maintaining positive connections with the Peel community for many years to come," said Gollschewski.

MORE INFORMATION

Visit Alcoa's website:
www.alcoa.com/australia



EMPLOYMENT

Alcoa currently provides employment for 2000 people within the Peel region.

Assisting Peel Aboriginal Businesses

WORDS & IMAGE | Peel Development Commission

The **Aboriginal Procurement Policy** came into effect from 1 July 2018 and sets mandatory government procurement targets for contracting with Aboriginal businesses.

This policy requires government departments to award contracts to registered Aboriginal businesses, consistent with progressive targets increasing to three per cent. The targets apply to all government agencies when purchasing goods, services, community services and works.

As a major employer, capital investor, asset manager and purchaser of goods and services in Western Australia, it makes sense for the State Government to leverage these roles to provide opportunities for Aboriginal businesses.

The targets are designed to achieve the prioritisation of Aboriginal businesses when procuring goods,


services, community services and works to improve the economic prosperity of not only the Aboriginal people involved, but also the broader Aboriginal community. Increased government contracting with Aboriginal businesses is also expected to provide new employment opportunities for Aboriginal people throughout the state.

Since the launch of this policy the Peel Development Commission has supported awareness and capability initiatives through the local content program in the region.

The Aboriginal Business Development Forum, which coincided with the policy launch in 2018, was an important first step in providing a networking forum, bringing awareness to the Aboriginal Procurement Policy and the opportunities it presents, as well as highlighting the support mechanisms that are available.

Momentum continued this year with the Aboriginal Business Tourism Operators workshop and Think Tank, 'Culture in the Parks', which connected relevant agencies with WA Indigenous Tourism Operators Council (WAITOC) to assist Peel Aboriginal businesses develop capabilities and

register as operators. Other awareness and capability initiatives include;

- Connected with Noongar CCI to work together to encourage registration of Peel businesses.
- Collaborated with PHCC and Winjan in the application process for the Aboriginal Rangers' Program.
- Influenced and supported the implementation of the Aboriginal Procurement Policy through collaboration with Department of Finance (DoF) in the 'Aboriginal Business Sector Procurement Training' workshop. Also worked with Business Advisory South West and Peel (BASW&P) to deliver the Aboriginal social media workshop 'Introduction to Facebook and Instagram'.
- Instrumental in organising the consultative process with Indigenous Professional Services (IPS), Peel Harvey Catchment Council (PHCC) and Indigenous Managed Services (IMS) in the delivery of the DoF Aboriginal Business Capability Building program.
- Involvement in the Bunbury Outer Ring Road project meeting with IPS, CoM and PCCI to assist Peel businesses to undertake subcontracting engagement with the Head Contractor.
- More recently collaborating with PHCC and IMS in the Wirra Hub Seminar to assist local Aboriginal Businesses grow their businesses using this free business coaching service. 

MORE INFORMATION

Visit our local content pages on the Peel Development Commission website; www.peel.wa.gov.au/our-focus/local-content-advisor or contact **Therese Ejsak**, Local Content Advisor on (08) 9535 4140 or therese.ejsak@peel.wa.gov.au



Developing
a future-ready
workforce in
the Peel.

Capable people Peel's greatest asset

WORDS | Peel Development Commission
IMAGE | Visit Mandurah & Russel Ord
Photography

Peel's workforce will be highly skilled and adaptable to structural and technological change to support a strong and diverse economy.

Access to world-class education, training and higher education systems is central to Peel's future economic growth, employment and workforce prospects. These systems, coupled with the community's knowledge, skills and capability will assist in attracting businesses and people into the region, as well as ensuring existing businesses and people remain in the community.

To support the needs of the Peel's rapidly growing population, and attract new businesses and industries, the Peel Development Commission supports key initiatives to improve outcomes in education, developing a future-ready workforce and contributing to a brighter future in regional Western Australia.

Without a dedicated focus on attracting new businesses and

supporting local industry growth, jobs growth will be constrained and unemployment in the region is likely to continue to rise. Transformational strategies, such as Transform Peel and the Peel Business Park, as well as the development of the agri-business sector, will provide strong and varied industry and business sectors, and also create direct and indirect jobs to support local employment and protect the incomes of families in the Peel.


The capable people theme for the economic development of the Peel region focuses on the following objectives;

- Developing our human capital to ensure the region can grow and prosper
- Advancing the skills and experience of Peel's workforce incorporating all working ages, backgrounds and abilities, to be highly sought after and competitive in the labour market
- Increasing access to, and governance over, regionally-based vocational training and higher education for Peel residents
- Developing and increase access to education and training pathways programs that lead to employment in priority industry occupations for the region's young people

Achieving these objectives will require long-term commitment and collaboration to ensure pathways are in place from early education to university, through to employment that are targeted to both existing and future industry sectors.

Pathways for careers in health and community services, aged care services, mining, manufacturing and construction, retail, accommodation, hospitality, tourism, agriculture and food will continue to be developed as these industries adapt for the future.

The delivery of high quality and relevant training that meets the workforce needs of industry, and strengths community knowledge and understanding of industry-focused education and career pathway opportunities, is critical.

Investment in education and training infrastructure that meets industry's workforce needs for the future is also a priority and will help drive the establishment of a locally based university and autonomously governed vocational education and training institutions with regional campuses in key locations. 

MORE INFORMATION

Peel Development Commission:
www.peel.wa.gov.au

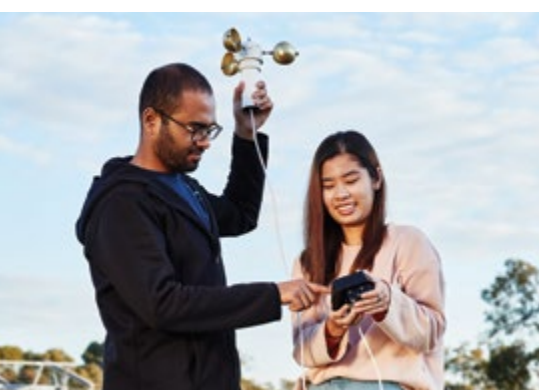


Future of work

WORDS | John Pike, Murdoch University
IMAGES | Murdoch University

You might have heard that the world of work is changing — new technologies, the gig economy, increasing automation, and jobs that you'll be applying for that don't exist yet.

The World Economic Forum estimates that half of all work tasks will be handled by machines by 2025 but millions of new jobs will emerge in care, big data and the green economy.



Future economic growth in the Peel region will reflect this trend with new jobs most likely to be in areas such as health and aged care; water science; agriculture, especially advanced agriculture and agtech; and mining and advanced manufacturing.

Many of our existing jobs as well as most of these new jobs will rely on STEM (Science, Technology, Engineering and Maths) skills as well as demanding 'human' skills such as communicating, interacting, decision-making, reasoning, and advising.

Employers will be looking for multi-skilled workers. In agriculture, for example, jobs will continue to call for basic manual and mechanical skills as well as increasing demand for higher level skills such as your ability to use and maintain technology; how you analyse and visualise data and make decisions based on your data, and your capacity to continue learning and renewing skills.

Jobs in health-based areas that seek to improve the mental or physical health of others will grow strongly over the next few years.

This is not just nurses and doctors but fitness instructors, occupational therapists, massage therapists, paramedics, medical technicians, and so on. All these jobs will have access to new technologies and will need STEM skills as well as skills in interacting with others, and problem solving and organisational skills to make effective use of new equipment and software.

Education will be key to how you meet the demands of jobs of the future. For some that will mean a degree or VET qualification, for others it will mean a short course (or what some people are now calling a

microcredential) to upgrade their skills or to gain new competencies.

No matter where you start, to be successful it will be advantageous to have solid grounding across several areas of knowledge and skill. Good depth of knowledge in different disciplines helps support creativity, problem-solving and innovation. Think of a radiologist with some background in gaming or 3-D visualisation who might come up with an innovative way of helping patients visualise their scans, or a farmer with data skills who can use remote monitoring to better utilise scarce water resources.

Where do you start? Murdoch University (www.murdoch.edu.au/study) and South Metropolitan TAFE (www.southmetrotafe.wa.edu.au) offer a wide range of courses that will help you gain future ready qualifications that prepare you for a wide range of careers in demand across the Peel region. One obvious example is the certificate courses and microcredentials SM TAFE offer in automation, including Australia's first Certificate IV in remote operations. Murdoch has courses to set you on a path to a career in agriculture, health, nursing and aged care, or one of many STEM-based professions.

Work might be changing, but that doesn't have to mean that robots will take your job. The key to your future is being adaptable and how you manage being adaptable will help you carve out a good career. 🌱

MORE INFORMATION

Peel Development Commission:
www.peel.wa.gov.au

Murdoch University:
www.murdoch.edu.au/study

South Metropolitan TAFE:
www.southmetrotafe.wa.edu.au

<https://joboutlook.gov.au/>

WA Trade Commissioners visit puts Peel on the map for overseas trade

WORDS & IMAGE | Peel Development Commission

The Peel Development Commission, in partnership with the Invest and Trade WA team from the State Department of Jobs, Tourism, Science and Innovation, was delighted to welcome four of the state's trade commissioners to visit the Peel region.

The visit was an opportunity for the Commissioners to learn about trade and investment opportunities in the region, as well as plans for the region's future growth.

Western Australia's Trade Commissioners play a critical role in advancing international opportunities for Australians. This was a chance for the Peel Development Commission (PDC) to brief the Commissioners and Invest and Trade WA on the development priorities for the region and to show off some of Peel's unique capabilities, create some new connections to overseas business networks, create awareness and attract investment into the region.

The Commissioners were able to learn more about the region from PDC Board Members while viewing our fantastic waterways with Mandurah Cruises. They then took in a progress tour of the Peel Business Park, and a visit to Fruitico's Riverdale Farm painting the vision for Peel as a progressive, prosperous and dynamic region with a culture of care and

framing presentations on future and current regional plans and projects.

These projects and enterprises illustrate the region's advantage with existing and emerging export and tourism opportunities, and in becoming a regional hub for innovation in food and agriculture.

Transform Peel, the 35-year visionary project to create new industries, more jobs and improved food security, of which the Peel Business Park is a strategic element, demonstrates the innovation and collaboration the region is becoming known for.

Paddi Creevey, Chair, Peel Development Commission, said the visit enabled many solid connections with plenty of follow-up potential. These relationships and opportunities, the collaboration between government, industry, and the community, are a key component of the Peel Development Commission's vision for diversifying our regional economy and creating a bright future for the Peel.

"Our role in connecting communities, industry and government helps to make our region prosper and our regional economy stronger. A strong economy and regional prosperity requires collaborative relationships between industry, government and communities. The Trade Commissioners' visit was a fantastic opportunity to link into relationships with some of our closest international economic partners and achieve advocacy for the investment opportunities our region offers."

The Trade Commissioners participating in the tour included Peter Baldwin, Commissioner, India, Stuart Crockett, Commissioner China, David McCulloch, Acting Commissioner Japan, Jennifer Mathews, Commissioner Indonesia and Rebecca Ball, Executive Director, Invest and Trade WA. 

MORE INFORMATION

Peel Development Commission:
www.peel.wa.gov.au





Region in focus

City of Mandurah's future

is looking bright



WORDS & IMAGES | City of Mandurah

Once a small fishing village, Mandurah has seen rapid growth and is now a thriving city of close to 90,000 people, which last year welcomed three million day trippers, more than any other location in the State.

With its spectacular waterways, RAMSAR-listed wetlands and beautiful beaches, all within an hour of the capital city, it's not hard to see why so many people are choosing to visit Mandurah or call it home.

Current population forecasts predict that between 2016 and 2036, the population for the City of Mandurah will increase by 37,000 people, a staggering 44.3% growth.

As Mayor Rhys Williams explains, with such a beautiful natural environment, a thriving and connected community, and huge day tripper numbers, it is easy to overlook the challenges that come with dramatic population growth.

"Mandurah's economy has long been centred on tourism, hospitality, retail and construction, which means we feel it intensely when the State economy declines. We don't have a port or an airport or any significant industry to boost our economy during tough times," Mayor Williams said.

"The current COVID-19 pandemic has magnified the challenges that already exist in Mandurah. The majority of our jobs are reliant on people spending money in our City and without

that, we are seeing job losses and businesses struggling, and the social issues that stem from the stresses and uncertainty that causes.

"We are an amazing location for people to live and play in, but as Mandurah continues to restart and rebuild following the damaging effects of the pandemic, the need to diversify the local economy and create long-term quality jobs has become even more clear."

However, Mandurah has an ambitious plan to address these challenges in its 'Transform Mandurah' economic revitalisation agenda, which is already drawing significant attention from government, private investors and the education sector.

"Council's Transform Mandurah agenda is an ambitious 10-year plan that will require significant government buy-in from all levels. It has the potential to be a game changer for Mandurah," Mayor Williams said.

"Our plan leverages our unique waterways and natural environment, and will deliver short and long-term investment, quality sustainable jobs and education opportunities. It also aims to bring new workforces and more pedestrian activation to the City Centre.

“Momentum is already building with the significant waterfront redevelopments underway — not only creating awesome spaces for our community, but also clearly signalling to investors that Mandurah means business and has a strong, resilient future ahead.”

Mandurah’s Waterfront revitalisation project the start of a transforming City

Works are well and truly underway on the \$22 million Mandurah Waterfront Project, which is set to change the face of Mandurah’s City Centre, and deliver iconic foreshore spaces for people to meet, play and rest.

Mayor Williams said this major and much-needed project supports local tourism and jobs for the future.

“This redevelopment will rejuvenate our city and enhance the ways we interact with our waterfront precinct, as well as sending a clear message to potential investors that the time to invest in Mandurah is now,” he said.

“Projects like this also go a long way towards increasing tourism and visitation which will help in boosting our local economy from the damage that’s been done by COVID. While this project has been a long time in the making, it has certainly come just at the right time.”

The Mandurah Waterfront Project includes a number of components and stages; the Western Foreshore Recreation Precinct, Eastern Foreshore South Precinct, Smart Street Mall Precinct, and the Eastern Foreshore North Boardwalk Precinct.

The overall project has received funding from the Federal Government (\$7 million) and the State Government (\$10 million).

The first stage of the project — redeveloping the popular Mandurah Skate Park — is making great progress in construction, and is due for completion later this year.

The new skate park will be a modern, regional-scale skate and activity area with state-of-the-art recreation and activity spaces for families, residents and visitors alike.

“We’ve worked really hard with our community, the project team and designers to make this project something really special, and it is great to see it making such amazing progress,” he said.

Also on the Western Foreshore will be a large-scale adventure play space with climbing structures and nature play, with construction due to start in late 2020.

An exciting feature of the Eastern Foreshore South Precinct will be a circular, enclosed estuary pool with floating jetty platform, giving a nod back to the days of the Mandurah baths and Robert Day Memorial Pools of the 1950s and 60s.

The Eastern Foreshore works also include an upgraded beach area with ramp access, and upgraded jetty and boat parking facilities, creating more water-based recreation and tourism opportunities.

The Smart Street Mall precinct is also set for \$2.5 million major upgrades to create adaptable, pedestrian-focused and activated streets, catering for markets, buskers, street performers and events.

Mandurah set to become the centre of Australia’s water science and research industry

Mandurah’s innovative Waterways Data Array project, which is already being trialed, will involve a series of sensors across the Peel-Harvey Estuary that will feed real-time ecology and hydrology data to an open online dashboard that can be accessed by students, scientists, researchers and industry.

Importantly, this data will ensure Government and other leaders have the information needed for informed decision making and to act on the wellbeing of our waterways for now and into the future.

The floating jetty estuary pool will be a major feature of the Waterfront revitalisation project.





Mayor Williams said Mandurah's unique waterways already attract researchers and PhD students from beyond the Peel region, and the Data Array will act as a catalyst for the creation of a broader water science industry in Mandurah.

"Council's Transform Mandurah agenda looks to capitalise on all this with the creation of the Australian Waterways Research Centre of Excellence," he said.

"This will act as a hub for water sciences, creating education pathways for our kids, bringing professional jobs to Mandurah and diversifying and strengthening our economy.

"Not only is our estuary stunning and perhaps our community's most prized part of Mandurah living, it is also vital to our local economy."

Each year \$217 million is spent in Mandurah on recreational fishing, another \$40 million on boat maintenance and operations in the Peel, and an awesome \$318.2 million is generated in tourism expenditure.

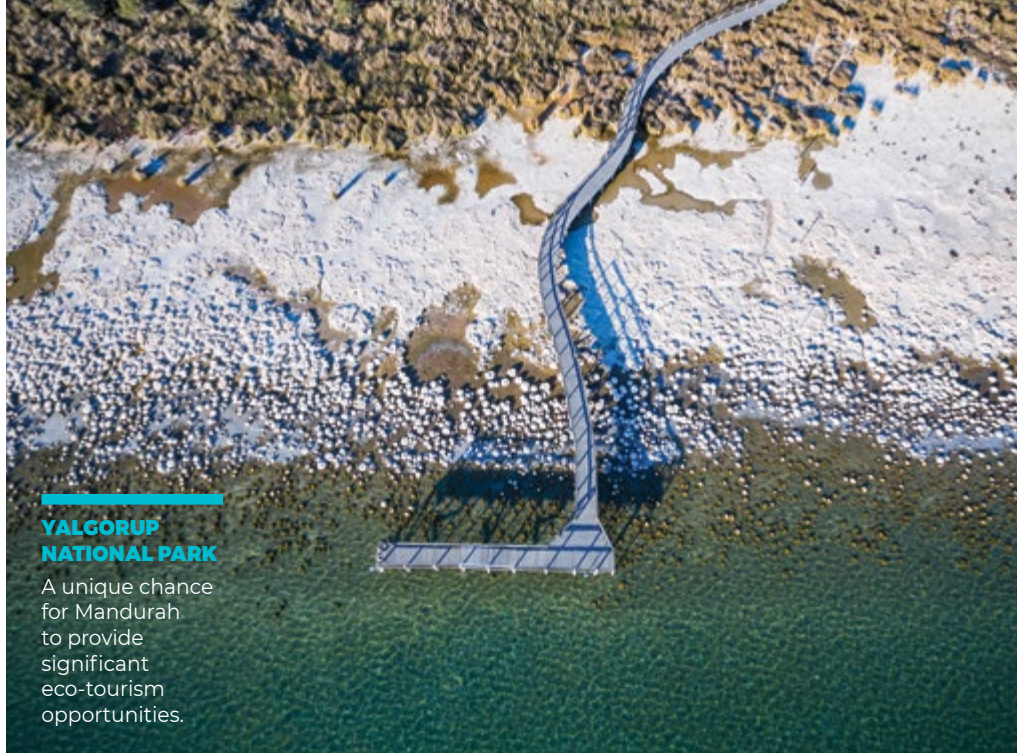
Council is also working with the Peel Harvey Catchment Council to help provide research and sciences infrastructure, including labs, vehicles and equipment that will make it easier for people to come and study Mandurah's waterways.

"The Data Array is the first step to repositioning Mandurah as the centre for estuarine research and ultimately realising Mandurah's waterways as a unique opportunity for economic growth," Mayor Williams said.

"Our community has told us that our waterways need to be at the centre of everything we do, and we agree. Not only are they the core reason for why people love this place, they are also our competitive advantage that need to be nurtured for future generations."

Creation of a civic heart to breathe new life into Mandurah's City Centre

If Mandurah is to be the National centre of water science, then it needs a City Centre that can attract and accommodate those private industry and government bodies.



YALGORUP NATIONAL PARK

A unique chance for Mandurah to provide significant eco-tourism opportunities.



WESTERN FORESHORE SKATEPARK

And so, the second component of the Transform Mandurah plan is about rethinking Mandurah's City Centre.

Council is looking to create a key commerce hub that draws people in to Mandurah from outside and creates the professional jobs that Mandurah needs to have that strong and resilient economy.

Mayor Williams said the City was working with State Government to relocate a government agency to Mandurah, bringing with it 900 to 1000 people into the City Centre to really activate it during the day.

"We are also looking at how we can incentivise the private sector to relocate or bring regional offices into Mandurah to really diversify our economy and create local professional jobs," he said.

"Coupled with this, we are looking to partner with education and training providers to create and deliver citizen science opportunities and

importantly, education pathways for our kids, centred around the water sciences and associated knowledge industries."

The Transform Mandurah City Centre revitalisation plan would also bring arts and culture to the City Centre, potentially including a library, cultural centre, amphitheatre and sculpture works. It would also be well connected to the train station and throughout Mandurah with a rapid transport network right into the City Centre.

"We are aiming for an accessible, vibrant and lively City Centre where people want to work, visit and socialise during the day, as well as into the evening," Mayor Williams said.

Eco-tourism and events opportunities to take Mandurah's tourism to the next level

The third part of the Transform Mandurah plan is about making the most of what Mandurah already has in a great tourism reputation.

Mayor Williams said with three million people visiting last year, it was clear that Mandurah is a place people want to visit and we need to capitalise on that with more unique experiences and event offerings.

"If we are going to take our tourism to the next level, we have to think differently about the product we have to offer both in the City Centre and throughout the Mandurah region," he said.

The Transform Mandurah plan looks to attract a hotel of an international standard to the City Centre, as well as a convention centre that will allow the area to host significant conferences and events.

"The City's events attraction strategy guides the City to become WA's regional events capital, which has so far been successful with many major events held in Mandurah. However, we need a dedicated conference and events space with associated accommodation and attractions to host more and larger events, and encourage visitors to stay longer and return to the city," Mayor Williams said.

"Once the City Centre precinct is redeveloped, there will be opportunities to host larger research and professional conferences around environmental issues, agriculture, aquaculture and water sustainability, consistent with the burgeoning water economy."

Beyond the City Centre, the Transform Mandurah Plan looks to the Yalgorup National Park as a unique chance for Mandurah to provide significant eco-tourism opportunities.

"We currently have 13,000 hectares of amazing national park on our doorstep, with a big fence around it. We are looking to unlock this hidden treasure and open it up for commercial and recreational opportunities for people to get out into nature and enjoy Mandurah's reputation as a natural beauty and a real eco-tourism town," Mayor Williams said.

Community vision the driving force behind Mandurah Matters

In 2020, the City launched the Mandurah Matters Strategic Community Plan, which was shaped with the help of more than 2000 community members.

The Plan outlines what's important to the people of Mandurah, and sets out a vision and actions to achieve shared goals over the next 20 years.

Mayor Williams said the Plan was developed after 18 months of work with the community, which is the City's biggest community engagement project to date.

"This Plan was shaped by our community, for our community. It clarifies what's important to us as citizens of Mandurah, and paves an ambitious pathway for the journey ahead," he said.

Based on what the community highlighted as priorities, the Mandurah Matters Plan has four key focus areas of economy, social wellbeing, health and environment, which will form the basis of everything the City does moving forward.

"Now is the perfect time to focus on our economic plans, using the Transform Mandurah project to launch our bold vision for the future," Mayor Williams said.

"We're heavily focusing on our big-picture efforts to transform our city and bring growth, development and more economic diversity to our beautiful city."

Mandurah's new economic taskforce

In helping to shape a new story for Mandurah's economy, a new Economic Development Taskforce has just been created.

A group of four energetic and experienced Mandurah locals have volunteered their time to help deliver

the Transform Mandurah agenda and ensure the city's future is bright and prosperous.

The group will provide expert strategic advice to the Council's economic agenda, and are well positioned to help build a strong, diverse and resilient local economy.

The Taskforce is chaired by neuroscientist Professor Lyn Beazley, WA's former Chief Scientist and 2015 West Australian of the Year.

Also appointed to the group are well-respected and experienced business leaders Alan Cransberg, William (Bill) Hames, and Myrianthe Riddy.

These impressive local leaders have relevant expertise and networks, and are acutely aware of the current economic challenges faced by Mandurah.

They will help the city to identify and act on the initiatives that will give Mandurah the best chance of a strong restart post COVID-19 and future economic transformation.

Mayor Williams said Mandurah will need support from all levels of Government to restructure the local economy, and the taskforce will play a key role in helping us to achieve this level of commitment.

"Through many months of research and planning, we have developed exciting plans for our Transform Mandurah vision and economic diversity, and we now need support to bring these plans to life," he said.

MORE INFORMATION

Contact the City of Mandurah at [visitmandurahmatters.com.au](https://www.visitmandurahmatters.com.au) or on (08) 9550 3777.



MAYOR RHYNS WILLIAMS

Delivering skills in Peel *for WA's recovery*

WORDS & IMAGES | South Metropolitan TAFE

South Metropolitan TAFE (SM TAFE) is making training more affordable and accessible in the Peel region to help rebuild the WA economy.

WA needs skilled workers to be part of the state's recovery, so SM TAFE is offering a range of courses at reduced prices in Mandurah to help people get the skills they need, for the job they want.

SM TAFE works closely with Peel industries, businesses and employers to identify the types of skills needed right now.

To meet the needs of the Peel industry, SM TAFE has developed free skill sets from nationally recognised vocational training, with some also available online.

SM TAFE's Mandurah campus is also home to the Peel Jobs and Skills Centre (JSC) in partnership with Bridging the Gap and SMYL Community Services.

The Peel JSC is a one-stop-shop for free careers, apprenticeship and traineeship and employment advice and assistance.

Manager of the Peel JSC, Melinda Blagaich, said numerous incentives have been introduced to support and enhance the capacity of the Peel industry to meet the current and future workforce and skills needs.

"There is a new Apprenticeship and Traineeship Re-engagement Incentive to assist businesses to employ an apprentice or trainee and help WA build a pipeline of skilled employees as we move into the economic recovery phase," Melinda said.

"Displaced apprentices and trainees who have had their training cancelled or suspended by their employer due to the impact of COVID-19, can still continue off the job training with TAFE at no cost."

Course fees for many qualifications in Mandurah have been reduced for semester 1, 2021 to stimulate training in key areas including horticulture, construction, tourism, aged care, early childhood studies and hospitality.



NEW COURSES

Responding to the needs of numerous industries including health, tourism and hairdressing.

New courses on offer

SM TAFE is also offering several new courses at the Mandurah campus in 2021 to develop Peel's capability and respond to the needs of numerous industries including health, tourism and hairdressing.

Health and Nursing Studies

SM TAFE is planning for Peel's future health workforce by introducing the Preparation for Health and Nursing Studies qualification to Mandurah in semester 1, 2021.

This course will be delivered part-time at night so students can work during the day, while also gaining the medical knowledge and skills to ease into nursing studies.

Salon Assistant Course

A new Salon Assistant course will be delivered for the first time in SM TAFE's student hair, beauty and massage clinic in Mandurah next year to prepare students for a hairdressing apprenticeship.

Outdoor Recreation Course

To support Mandurah's tourism industry, SM TAFE has also introduced an Outdoor Recreation course that provides students with the skills and knowledge to work in marine tourism.

Hospitality and Tourism Training Centre

As part of the WA Recovery Plan, the State Government recently announced a world-class hospitality and tourism training centre will be built at SM TAFE's Mandurah campus.

The \$9.17 million centre will vastly improve the greater Peel region's capacity to train job-ready, highly skilled chefs, front of house staff, and events management and tourism workers.

The facility will focus on training apprentice chefs and engaging local secondary students, young people and the long-term unemployed in vocational education and training.

Mandurah's new state-of-the-art training facility will meet demand for more skilled workers and greater youth engagement in the region by expanding training options and the number of half price courses available.

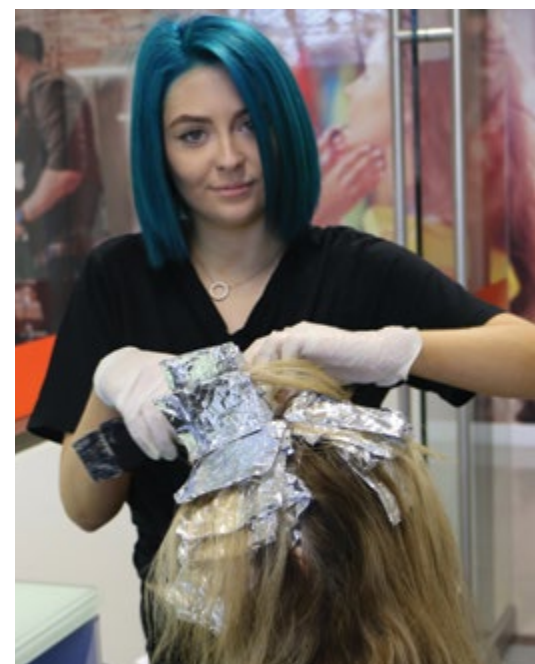
Applications to study at South Metropolitan TAFE in semester 1, 2021 are now open.

Applications for semester 1 2021 are now open.

MORE INFORMATION

Peel Jobs and Skills Centre call 13 64 64 or visit www.jobsandskills.wa.gov.au

South Metropolitan TAFE call 1800 001 001 or visit www.southmetrotafe.wa.edu.au





Showcasing innovation in action

Peel Bright Minds

WORDS | Skipper van Peer, Program Director, Peel Bright Minds

IMAGES | Peel Bright Minds & Tangents TV

As our world becomes more technologically advanced and automation becomes more extensive, the changing nature of work continues to accelerate.

Although we may not know what the jobs of the future will be, we do know that STEM-related fields will be critical to a thriving economy and the arsenal of a resilient workforce.

The jobs of tomorrow will demand STEM skills, digital expertise, problem solving and critical thinking. Peel Bright Minds believes that the people who will soar in the careers of the future will have three characteristics in

common; they will have an aptitude to learn, an interest in STEM and belong to an aspirant community.

The challenge for the Peel is to facilitate the growth of a workforce that embodies these characteristics to avoid being left behind amidst the changes. This will require developing a workforce with transferable skills, one which is well prepared to regularly up-skill, reskill and change jobs. To thrive, Peel will need a culture in which people are aware of and value STEM and see its relevance to their everyday lives and future careers. The workforce will also need to be passionate about using STEM to solve problems and take advantage of opportunities right here in the Peel.

It isn't always clear what STEM-related job opportunities are available locally, nor is it clear what STEM careers actually involve in real-world application. With the gap between career-education and the demands

of industry widening all the time, there is a need to demystify STEM-related careers and show what the future of Peel-based industries look like.

Since 2018, Peel Bright Minds has been on a mission to increase community interest in STEM and digital fields and inspire a culture of life-long learning. This means connecting the community with relevant and accessible learning experiences that inspire aspirant thinking towards training pathways and career decisions.

In partnership with the Department of Jobs, Tourism, Science and Innovation, Peel Bright Minds is launching the Industry Insights initiative. The video series feature Peel based organisations who are innovating in their field and developing a workforce that will thrive no matter how technology evolves in the future. The first episode is will be out in November, starring Murray Engineering's automation and innovation team.

STEM-RELATED FIELDS

Critical to a thriving economy and the arsenal of a resilient workforce.



The episode looks at how Murray Engineering's dedicated innovation team are developing mining technology that will make operations less wasteful, more precise, and most importantly safer. The team have immense pride for their work and believe that what they are creating with intelligent automation and renewable energy will change the future of the industry.

One of the projects mentioned in the episode is the development of electric vehicles specifically for use on mine sites.

Dr Max Ong, Manager of Innovation and Technology explains that diesel exhaust emissions underground can be detrimental to the health of workers and the environment.

“A very big challenge in the underground mining industry is diesel particulate emissions especially exhaust gases that can be harmful to your health.”

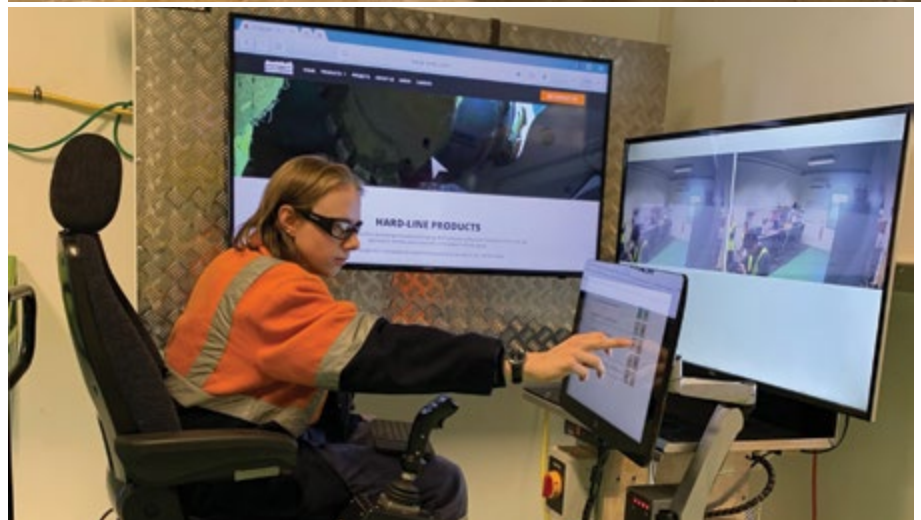
“We’re working on electric vehicles to reduce the amount of emissions, which is also great for the environment because we reduce our use of traditional fuels such as diesel and petrol.”

Although the benefits of electric vehicles are clear, the mining industry needs to be able to apply renewable energy in their day-to-day operations without bottlenecks, extra costs or delays.

“What is unique about our batteries is that they can be recharged very very rapidly using various sources including renewables such as solar or wind energy.”

“A regular road car would take 8–10 hours to charge — basically overnight. What we’re working on here at Murray will allow our electric mine vehicles to be recharged within 10–15 minutes. That is quite a breakthrough for the entire industry.”

In addition to electric vehicles, Murray Engineering is developing autonomous vehicle technology and various underground equipment features that use intelligent navigation and guidance technology.



Automation and smart sensor technology have the potential to significantly increase Australia's economic competitiveness, with automation alone set to provide a \$2.2 trillion boost to our national income between 2015 and 2030 from productivity gains (RMIT, 2020). Murray Engineering is positioning itself to capitalise on this opportunity. By developing automation technology, they will allow businesses to make better use of human effort, with machines taking over mundane tasks so that employees can focus on skills unique to humans such as critical thinking, creativity and emotional intelligence. This opens up new opportunities for businesses to improve and optimise their operations.

Murray Engineering is just one example of a Peel-based company that is applying 21st century skills and innovating in their field. There are many other local organisations

in the Peel region that are solving problems and finding new ways to do things across a range of sectors. By highlighting and cheering on local innovators, we can encourage

young and emerging problem solvers to keep aspiring and developing their skills in the region.

Helping businesses
to make better use of human effort.

The continued advancement of technology is inevitable, so the goal of Peel Bright Minds is to empower the local community to embrace and make use of new technology and opportunities. If Peel can adopt and develop new technology in a way that leverages the region's unique advantages, we will see a greater ability to compete in the market, better decision making, higher standards of living and positive social and environmental change. 🌱

MORE INFORMATION

For more information on Industry Insights visit www.peelbrightminds.com.au or search Peel Bright Minds on social media.



Powering the METS sector *through innovation*

WORDS & IMAGES | Murray Engineering

Murray Engineering continues to go from strength to strength by bringing the power of innovation to the mining equipment, technology and services industry.

Peel based mining services provider, Murray Engineering is fast becoming an innovation powerhouse in the South-West. State-of-the-art Refuge Chambers, a 3D Shotcrete Optimizer and a Jumbo Drill Alignment system are just some of the revolutionary new innovations which have been developed in recent months by the company.

Dr Max Ong, the Technology and Innovation Manager, is the driving force behind many of the company's recent projects.

"Murray has a very strong vision to use advanced automation and data technologies to improve operational performance, safety and efficiency", Dr Ong says.

"Safe, efficient, robust and dependable technology is our priority. Murray Engineering is not introducing technology for the sake of having a hand in the technology shift in the METS industry. There is a clear objective of using the technology to improve the bottom line of customers, and that certainly starts with safety and efficiency measures."

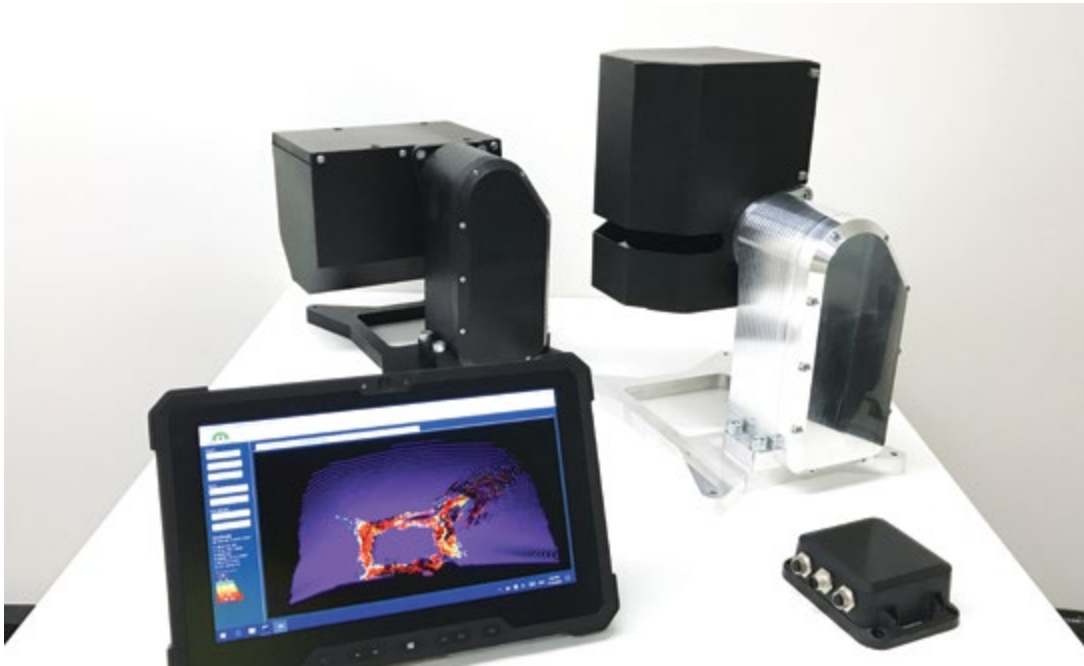
One such safety measure is the introduction of Refuge Chambers to the mix of services that Murray offers. The chambers are manufactured by Murrays in Pinjarra and Newcastle, and are built for Australian mining conditions. In an emergency, RefugeME Chambers are self-sufficient and do not depend on external air or power supplies to keep occupants safe — especially in

Stand-Alone mode. The breathing air regeneration system provides clean breathing air; a large battery bank provides power for the emergency systems, and the climate control system keeps the chamber's interior temperature and humidity at a safe level.

To combat some of the more technical issues that most mine sites face, Murray has developed the OptiME 3D Shotcrete Optimiser, and the AlignME Jumbo Drill Alignment system.

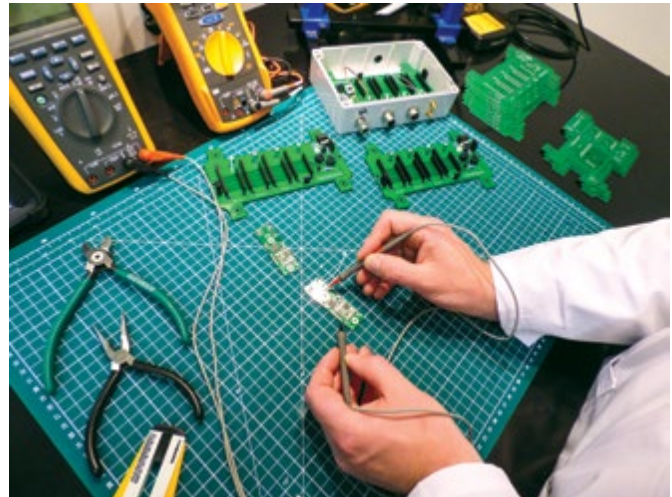
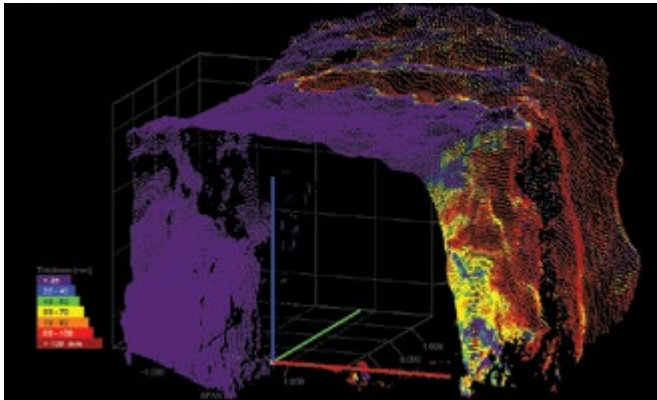
The Shotcrete Optimiser is a precision 3D technology for measuring, analysing, visualising and recording the quality of shotcrete ground support. All too often, operators overspray or underspray the shotcrete material, which can either be extremely wasteful and expensive. Even worse, tunnel integrity can be compromised if the shotcrete is applied too thin. Operators usually





MURRAY ENGINEERING

Safe, efficient,
robust and
dependable
mining
technology.



rely on visual thickness assessment, which can be subjective and flawed, or occasional spot-testing which is both time-consuming and resource intensive. With OptiME-3D technology, operators can now scan the shotcrete in real time, and receive a live measurement on a 3D map which highlights areas which are too thick or thin, and then adjust accordingly.

On the other hand, AlignME is an innovative technology for precision 3D drill alignment on jumbo drill machines. Drilling at precise angles is crucial in achieving maximum productivity and quality. AlignME gives a live measurement of drill angles, and ultimately, it minimises hole deviation therefore improving drilling outcomes.


In order to help launch these new products into the mine safety sphere, Murray Engineering is planning

on holding an industry open day in partnership with AusIMM and the Underground Operators Conference 2021.

The tour will invite METS professionals to view the 55,000m² headquarters in Pinjarra, showcasing innovations which are a fusion of military, Formula-1 and aerospace technology adapted to the mining industry.

The open day will include a full site tour around each of the seven different mining services divisions: Mechanical, Electrical, Fabrication, Pumping, Automation & Control Systems, Products and Hire, and Labour Hire. Guests will also be able to experience some of the recently launched, and yet to be released state-of-the-art technology and innovations, see live machine demonstrations, and look around the

modern workshops and facilities; used as the exporting springboard to more than 20 countries globally.

The company was also recently visited by the Premier, Mark McGowan, who was delighted that these impressive innovations were coming from the local Pinjarra region. Murray Engineering continues to demonstrate how Peel businesses are leading the way in heavy industry, and are constantly pushing the boundaries to solve serious safety and production issues in mining and beyond. 

MORE INFORMATION

Visit www.murrayengineering.com.au or search Murray Engineering on social media. If you would like to express interest in attending the 2021 industry open day, please contact shanae.curtis@murrayengineering.com.au.



Local support
was tremendous.

Pinjarra Bakery

WORDS & IMAGES | Pinjarra Bakery

Tell us a bit about the bakery's history and background.

We didn't start out as pie maker or bakers. But our Italian roots have long inspired a love of food and coming together as a family.

The bakery was founded in the mid 90s when mum and dad (Larry & Narda Pantaleo) decided to start producing a small selection of specialty baked goods within their existing fresh food mart business.

The bakery component of the business became so successful, they decided to move next door into an independent bricks and mortar store and in 1997, Pinjarra Bakery & Patisserie was born.

Local support was tremendous and people came from around the Murray and South West to taste the superbly prepared, bread, cakes and pies. Our earliest entries at local awards shows were triumphant — and we've continued to enter every single year since then.

DISTINCTIVE AND UNIQUE

Our signature
pies are what we
are re-known for.

After 10 years of operation and three adult kids in tow — we finally moved into a brand-new purpose built flagship store in Pinjarra.

Building on this success, not long after we celebrated the opening of our second store in Waroona — in 2014 Maddington, and most recently we opened our fourth store in Port Kennedy, December 2018.

Our signature pies are what we are re-known for. Distinctive and unique, crammed to the brim with tasty fillings you can see and flavour combinations that have become crowd favourites.

Together with our 90 strong team, we've been rolling out award winning goodness for more than 23 years. We're proud of what we've achieved and stand by our belief in creating simple, feel good food to be enjoyed.

Q How important is innovation in keeping a company like Pinjarra Bakery competitive and what are some of the bakery's innovative advancements that have had a big impact on the company and/or industry?

Innovation is more of a necessity rather than a choice, these days.

Innovation from our bakehouse team, continual reviewing and improving how we train our front of house team to provide an exceptional customer experience, and, evolution of our branding and marketing to hit all the right touchpoints.

At the core, we are in relentless pursuit of how we can continue to 'up the ante'. Provide more value, entertainment and continue to build a genuine emotional connection and long-term loyalty with our pie loving community.

Q What about strategic partnerships and alliances, both locally, nationally and internationally?

We now have partners over east, as far north as Kununurra and south in Hopetoun.

Q Has this created bigger opportunities for the business e.g. openings into interstate or overseas markets?

Yes, the funding from the RED grant has allowed us to increase our production capacity capabilities, which in turn gave us the confidence

INNOVATION

More of a necessity rather than a choice, these days.

to explore new markets and product offerings that were just not possible before.

There is huge growth potential within these partnerships and alliances — we haven't even scratched the surface yet. Exciting times ahead!

Q Where do you see the business into the future (e.g. five years' time). Are there any plans to expand further?

We have plans to expand into a new, purpose built bakehouse/distribution facility in the not too distant future. The aim is to try and keep our main production house local and exclusive to the region. It's a big part of our story.

In terms of our plans to grow the retail business — quite possibly, another store could be on the cards.

Our fans are screaming for a location north of the river — logistically, it's tricky for us with the bakehouse in Pinjarra — but we're definitely open.

Expanding our wholesale model is also a major priority. We just took on our first wholesale partner from South Australia — which is really cool! So hopefully more interstate expansion is on the cards for 2021.

We'd also love the opportunity to export our amazing pies both nationally and internationally. That would be a real pipe dream!

Q What benefits and opportunities do the bakery's future plans mean for the greater Peel region?

Without a doubt, more employment opportunities.

Currently, our team has almost tipped 100! Which is a major milestone.

To think where we started 23 years ago with just a handful of employees — one of the things we are most

proud is our commitment to employing, nurturing and mentoring local talent.

We genuinely believe that Pinjarra Bakery has been integral in putting our local region on the map. We want to continue broadening our brand awareness and become a highly recognisable brand — both nationally and internationally.

In turn, a major draw card for tourists considering visiting the Peel region.

Q What's the thing about Pinjarra Bakery that you're most proud of?

Probably that fact that we are family owned and operated. Our story and circumstances are very unique and always peaks interest.

The fact that as a family, we have all found our strengths and niche within the business, the dynamic just works. Well — we've made it work!

And of course, it goes without saying – we couldn't achieve any of it without the support and dedication of our amazing team and throngs of loyal customers.

Also, being crowned "Best Meat Pie in Australia" was pretty bloody awesome!

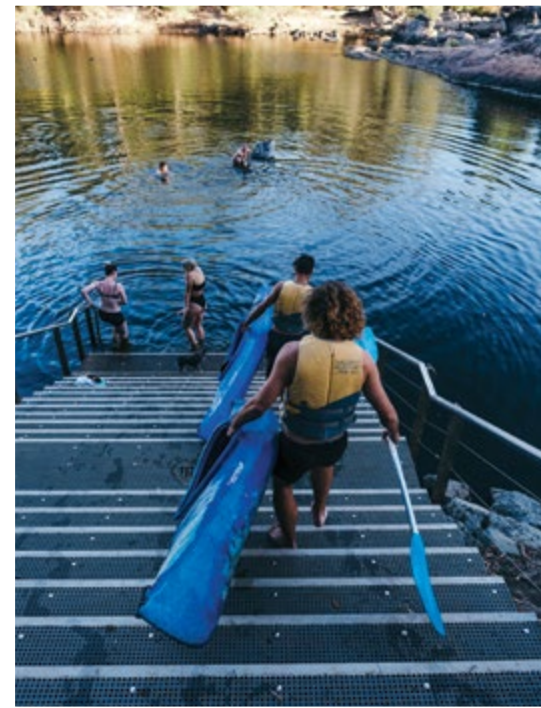
Growing up, everyone has a favourite childhood bakery memory. We hope in some small way we've seamlessly embed ourselves into the West Australian way of life, helping families re-visit nostalgic memories, and create new ones. 🍷

MORE INFORMATION

www.pinjarrabakery.com



The future of Dwellingup



DWELLINGUP

Its natural environment and connection with nature are what makes it special.

WORDS | Peel Development Commission
IMAGES | Visit Mandurah & Russell Ord Photography

As Dwellingup experiences a period of change and growth in mining, construction, agriculture, forestry, recreation and tourism, Dwellingup Futures provides a road map to successfully plan for and manage this growth for a sustainable future.

The Dwellingup Futures Project has been established by the Shire of Murray, with the support of the Peel Development Commission, to establish the vision and strategic intent for the future of Dwellingup.

“Future growth in Dwellingup will emanate from making the most of our best assets — enhancing our natural resources, sharing our cultural heritage, supporting our people and maintaining our small town charm.”

Dwellingup is surrounded by forest. Its natural environment and connection with nature are what makes it special. The community strongly values its small-town charm and lifestyle and see the natural environment and their town as the community's greatest assets and ultimately, the primary attraction.

Dwellingup Futures is a plan for achieving self-sufficiency for the town and will help it to thrive into the future by supporting varied job opportunities, good housing and a better range of day-to-day services.

Dwellingup was historically born on the back of forestry and mining.

Together these industries have been integral to shaping what Dwellingup is today, and will continue to be, in the future.

The community welcomes managed and organic growth but is wary of rapid expansion as a tourist town, so recognition and success must not undermine its very purpose for being. Accommodating the varied and diverse land uses and striking the right balance is important.

The community strongly values its small-town charm and lifestyle.

A Stakeholder Working Group with key industry, government and community representatives has been established to identify how different industries, particularly mining, recreation, forestry and tourism can sustainably co-exist into the future. A Technical Advisory Committee has also been formed to provide specialist expertise and knowledge into a Dwellingup Futures Growth Management Road Map.

Helping older adults *connect with community*

WORDS | WayFairer Project

IMAGE | Visit Mandurah and Russell Ord Photography

Older adults have so many skills, talents and experiences that are a fantastic resource and which can be utilised within our communities.

Consultants FARlane Consulting and RobertsDay, along with the Stakeholder Working Group and Technical Advisory Committee will assess the most sustainable direction for industry and economic development for Dwellingup. This direction will be outlined in the Road Map, due for completion early in 2021.

Road Map will cover the following key outcomes;

- An agreed vision and strategic intent for the future of Dwellingup.
- Social, economic and environmental modelling indicators relevant to the future growth of Dwellingup.
- Industry Growth Scenarios that identify new and existing opportunities for industry and jobs.
- Provision of a supporting evidence base for each industry growth scenario.

The project is reaching the mid-way point, with much of the foundational work completed including stakeholder consultations to identify and understand key issues and themes, land use review, economic and land-use trend analysis and the establishment of a future desired state and vision statement and defining the strategic challenges that may impact the realisation of the future state. 🦋

MORE INFORMATION

Contact Shire of Murray on (08) 9531 7777 or visit <https://yoursay.murray.wa.gov.au>

The WayFairer Project is changing the volunteer landscape by making connections that are based on skills, interests and experience. It helps adults aged 50+ years and community networks to connect with each other and foster a reciprocal relationship.

Through the WayFairer Project, adults aged 50+ years will be matched with community clubs and organisations to gift their time, skills, talents and interests to help address the challenges faced by clubs and help them thrive.

How it works

Community groups, clubs, not-for profit organisations and schools take part in a Community Analysis, where the organisations are able to self-reflect and determine what areas they might need support in.

On the other end, Wayfairers will take part in a process called knowledge mapping. Knowledge mapping helps people to understand the skills they've acquired, the experiences they've gathered, and identify their own interests. The WayFairer Project then takes all of these into consideration when matching them with a community organisation.

After the Community Analysis and Knowledge Mapping has been completed, community organisations and WayFairers will be matched to ensure that a reciprocal and mutually beneficial relationship can be formed.

The amount of time gifted will depend on the WayFairer's availability and the requirements of community groups with the goal of mutually beneficial matching of individuals and the needs of community groups. The amount of time and specific hours will be determined by the WayFairer and a suitable community group.

The WayFairer Project is currently running in two WA communities: the City of Kalamunda and the City of Mandurah. The Mandurah WayFairer Project is a five-year project with the City of Mandurah. 🦋

MORE INFORMATION

If you are a community organisation, club, group, not-for-profit, or community member within the City of Mandurah, or, if you are a Mandurah community member and are aged 50 years or older, interested in taking part in the WayFairer Project as a WayFairer and become more connected with your community, find out more by heading to; <https://inclusionsolutions.org.au/what-we-do/wayfairer-project/the-mandurah-wayfairer-project/>



Baptistcare ageing in place hub planned for Byford

WORDS & IMAGES | Baptistcare

The purchase of a 6.7 hectare site in Byford will allow Baptistcare to create an exciting *ageing in place* hub in the heart of Australia's fastest growing population centre — the Shire of Serpentine Jarrahdale.

The proposed \$78m development will focus on delivering continuous, tailored services and support to local seniors as they travel the ageing journey, enabling them to remain connected to the unique, semi-rural community they love.

Independent retirement living apartments and units, contemporary residential aged care and an administration centre for Baptistcare's local Home Care services will be built around shared hospitality, respite, and health and wellness facilities.

Communal spaces and services will be open to the public and the Byford Baptist Church will build a new church and administration buildings on a one hectare portion of the land.

Chief Executive Officer, Russell Bricknell, said the innovative project supports Baptistcare's expansion in the South Metropolitan Region and will assist the Shire of Serpentine Jarrahdale to meet its future population demands.

"It's exciting to be able to plan and develop a best-practice approach to aged care support services that truly reflect local needs and aspirations," he said.

"While the bricks and mortar aspects of this development are important, it's the collaboration with the community



Shire of Serpentine Jarrahdale President Cr Michelle Rich and Baptistcare CEO Russell Bricknell.

and the opportunity to contribute to Byford's urban realm through clever integration that make this project a game-changer."

President Michelle Rich said the Shire of Serpentine Jarrahdale welcomed the announcement of Baptistcare's commitment to provide state-of-the-art aged care and independent living facilities in Byford.

"One of our Ageing Well Strategy objectives is to advocate for the provision of more accessible and affordable housing options that enable ageing-in-place," she said.

"The Shire looks forward to working with Baptistcare moving forward through the planning process."


Baptistcare Byford Church Senior Pastor, Shayne Goldfinch, said the popularity of the Sunday Service and an increasing number of community activities had seen the church outgrow its current location.

"In addition to requiring a spiritual home that can cater for the rapidly

growing population of Byford and the surrounds, we hold a free weekly food market, run a school mentoring program and help out with a variety of local events," he said.

"We are excited to team up with Baptistcare and share the same ethos for caring for others."

Russell Bricknell said Baptistcare has commenced the creation of a design vision for the new development and will engage with key stakeholders on how to deliver optimum aged care and community outcomes for Byford.

"There are a number of planning and approval stages to work through, but we hope to have a final proposal to submit to Council in the first half of 2021," he said. 

MORE INFORMATION

Please email ceo@baptistcare.com.au

Q&A: Staff profiles

WORDS | Nicole Pegg and Ben Robbins
IMAGES | Peel Development Commission

Every workplace has a team of staff working tirelessly to bring projects, strategies and outcomes to life. In this issue, the Commission welcomes two new team members.

Introducing Nicole Pegg Senior Administration Officer



Q Tell us a bit about your role at the Peel Development Commission:

My role at the Commission is Senior Administration Officer. It's a diverse role with many different facets including finance administration, HR coordination, asset and contract management, office coordination and generally anything else that comes across my desk! I work across a variety of functions and every day is different which is what I love about it — there's always a surprise or new challenge waiting around the corner!

Q What brought you to the Peel region for work?

Even though I've lived in Mandurah for over 10 years, I spent that time travelling to remote areas for work or working in the Perth CBD. My dream was to find a multi-faceted, challenging support role closer to home, where I could contribute to my community and be more present at home. My role at the Commission ticks all those boxes so I feel like I'm living my dream!

Q What do you enjoy most about working in the Peel region?

Living 10 minutes from work! Having spent years working away from the region, I love being able to head home

in the afternoon and have time to potter about in my garden, to take a walk with our dogs, or to sit and relax in nature while my husband is busy fishing in a nearby river. It's the ultimate in work-life balance!

Q How did you decide on a career in Regional development?

I have a background in teaching and have always felt that the most valuable part of education is the positive influence a teacher can have on the people and the environment around them. I felt that my move from teaching into the resources sector didn't offer up many opportunities for me to make a positive difference in my community, so the opportunity to work in regional development means I can be part of a team who positively contributes to this amazing region in which I live.

Q Where do you see yourself in 10 years' time?

I'm passionate about the Peel region so I hope to still be working with the Commission to help the region to grow and diversify, while keeping the unique beauty that is the Peel.

Q How do you like to spend your spare time?

Most of my spare time is spent outdoors, exploring with my family. Most weekends you'll find us out in 4WDs in the hills or heading down the beach to go fishing. Not that I fish, I generally 'observe' from a shady spot on the beach!

We also love taking our boat for a trip up the Murray River for lunch or exploring various markets across the region. In saying that, I'm also a bit partial to spending a lazy afternoon relaxing with a good book!

Q In your opinion, what makes the Peel region so unique?

We have such diversity in our region. You can spend your time in a vibrant city space, on a pristine beach, exploring the hills and bush, or making a trip to a country pub for lunch, all within a short drive. Who could ask for anything more!

Q What is your favourite Peel discovery?

The thrombolites at Lake Clifton! That may sound a bit weird as many people would think they're just old rocks, but I'm fascinated by the Earth's history and proud that we live in a healthy ecosystem where these amazing microbial communities continue to thrive on our doorstep. Thrombolites also hold an important place in the cultural history of the local Noongar people and I'm grateful we have the opportunity to hear the traditional stories about these amazing little critters.

Introducing Ben Robins Regional Development Officer



Q What brought you to the Peel region for work?

I joined the Peel Development Commission as a Regional Development Officer in early March 2020 to undertake a project analysing the mining and mining services sector of the Peel, and methods to further establish economic development and industry diversification surrounding this industry base. Since COVID-19 occurred relatively early within the establishment of this project, I have been responsible for coordinating impact analysis on behalf of the Peel Development Commission and undertaking the updating of datasets and research for the Peel Region.

Q What do you enjoy most about working in the Peel region?

The Peel Region is a region of growth and diversification. Its natural and artificial assets (land, environment, soft & hard infrastructure) and its people offer strong potential for industry development and diversification.



Q&A: Board

Q How did you decide on a career in Regional development?

I grew up with a regional perspective from an agricultural background in the Wheatbelt on a farm in Kulin and studied Urban and Regional Planning at Curtin University. I have always enjoyed seeking out the detail in ideas, concepts and in the detail and mechanisms for how things work. Regional development is an area which undergoes constant change and hence the constant requirement to understand what, and how certain levers (economic, social, environmental & governance) cause and effect changes. I also have a strong interest in geography, planning, politics and economics, and regional development fits my interest field strongly.


Q Where do you see yourself in 10 years' time?

I would like to continue working in regional development and strategic development spaces, and undertaking the opportunity to further my studies. I'm looking in the future to pursue a Masters in Geospatial Science, Masters in Data Science and potentially a PhD in Urban & Regional Planning. The university fee change for subjects recently announced has certainly had an impact on my study decision and is hence something I am watching very closely.

Q In your opinion, what makes the Peel region so unique?

The Peel Region encompasses a very diverse economic, environmental, and social base between the sea to scarp (Mandurah & Waroona on our West and Boddington in our East). Its economic infrastructure and advantages in natural assets, its people and the built form of the Peel provides a strong base for further development.

Q What is your favourite Peel discovery?

Cycling Network & Peel Trails. Cycling infrastructure in the Peel Region is continuing to develop, however the extent of the current cycling network and the landscapes the Peel traverses provides a strong fitness/tourism product. 

WORDS | David Doepel



David Doepel

Q Most memorable board or corporate moment

I did a corporate fundraising last year for a film company that I lead. We spent some time updating our risk register for the raise. Fast forward to February this year, nowhere anywhere in our registers or documentation did it say a global pandemic would strike and shut down cinemas all over the world. Not sure how we could have planned for that given our primary business is selling tickets to films in cinemas in multiple countries. The challenges this year around COVID have been extraordinary and nothing like I have ever faced in my life.

Q What important lessons from the corporate sector still shape your leadership approach today?

One of the lessons from going through this pandemic, is for most of us, a risk register can sometimes just be a box ticking exercise, rather than something that actually does drive your thinking. However, I would not have ever imagined that a business could go from earning millions of dollars of revenue a year to then zero. That is the unexpected. What has surprised me though, is both the resilience of the people I work with and the industry as a whole. The important lesson I have learnt is always anticipating about the future and what are the opportunities; what are going to be the challenges and how do you be both conservative to ensure you can weather the storms and simultaneously progressive to seize opportunities.


Q What do you see for the overall future of the Peel region?

Play to the natural strengths and those are the glorious environment and the incredibly productive agriculture sector. Tourism opportunities are abundant for the region because of the environment but then I think it is also about agriculture and food which ties in with tourism and the opportunity to create a truly world class food offering. That offering can find its way throughout retail that are seen in every pub and café and restaurant in the region, but also what we can export and develop and the kind of R&D that we're going to be doing in the WA Food & Innovation Precinct. Together these can be huge drivers of employment for the region and lead to really satisfying and meaningful careers. I see the future for the region is how to maximise the value of its natural assets.

Q What are some of your favourite places/people/experiences in the Peel region?

I'm working on rehabbing an orchard in Byford at the moment so I'm regularly in Jarrahdale and go to Dwellingup and Pinjarra frequently. There are some great little cafés around such as Edenvale in Pinjarra — which Fairbridge are now running so there is a great opportunity for students to work in the café there. Millbrook Winery in Jarrahdale is also an amazing place to visit and dine in their restaurant there. In my demand farm business which is part of the pivot from Demand Film, we're working with a whole bunch of farmers mainly in the Serpentine-Jarrahdale area.

Q What do you do in your spare time?

I don't have any spare time! But I do like growing stuff. I like gardening and at home I have both a Native and European styled garden which I enjoy working in and maintaining (and apparently the research says it will help me live longer). I dream of fishing and maybe in 2021 will have time but that's not something I think I can talk my wife Barbara into joining me for. 

Peel Business Park in Nambeelup powering ahead

WORDS & IMAGES | DevelopmentWA

Peel Business Park in Nambeelup recently reached a major milestone with the completion of the first 10 lots at this innovative industrial development.

Stage 1 construction included bulk earthworks, civil works and trunk power infrastructure.

Located 75km south of Perth in the Shire of Murray at the gateway to the Peel agricultural region, Peel Business Park in Nambeelup is a central part of the State Government's Transform Peel initiative, championed by Peel Development Commission.

The \$49 million Transform Peel initiative, including \$45 million to deliver essential trunk infrastructure for Peel Business Park, aims to establish new economic growth drivers in the Peel Region to create more than 33,000 jobs across a diverse range of industries and inject up to \$1 billion a year into the WA economy by 2050.

DevelopmentWA's 120ha development sits within a strategically-located 1,000ha industrial area, and is attractive to agri-food and agri-processing businesses seeking to add value to the Region's world class food and agriculture sector.

Of the ten stage 1 lots, eight are already sold to a range of local businesses including the Shire of Murray's Western Australia Food Innovation Precinct, and the Department of Fire and Emergency Services' Bushfire Centre for Excellence.

With the lots now completed, contracts were issued to Total Eden for landscaping and to Peel-based contractor Wormall Civil for offsite water and sewer extensions.



Wormall Civil are also completing significant upgrades to Lakes Road and Gull Road.

DevelopmentWA's Industrial Land's Authority is developing the first stage of the Park as an Innovation through Demonstration project.

The estate includes sustainable approaches to material re-use in the landscaping works and responsible environmental management.

DevelopmentWA's commitment to innovation and sustainability is highlighted by the Park's renewable energy industrial microgrids, one of the first in Australia to combine onsite

solar generation, battery storage and a grid connection back-up.

Developed in partnership with Peel Renewable Energy (formerly Enwave Australia), the microgrid network will deliver a safe, reliable, renewable and scalable energy solution at a lower price for businesses within the Park.

DevelopmentWA's Stage 1 of Peel Business Park is expected to generate 300 jobs during construction and on completion, occupants in Stage 1 are expected to deliver more than 160 ongoing jobs for the region. 🌿

MORE INFORMATION

For further information please visit:
www.developmentwa.com.au/peel

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NATIONAL CODE	COURSE TITLE
FNS40217	Certificate IV in Accounting and Bookkeeping
FNS30317	Certificate III in Accounts Administration
★CHC43015	Certificate IV in Ageing Support
ACM20117	Certificate II in Animal Studies
★AUR20516	Certificate II in Automotive Servicing Technology (Light Vehicle Servicing Pre-Apprenticeship)
SHB30115	Certificate III in Beauty Services
SHB40115	Certificate IV in Beauty Therapy
SHB50115	Diploma of Beauty Therapy
★52824WA-AB25	Certificate II in Building and Construction (Pathway - Trades) (Brick and Block Laying Pre-Apprenticeship)
★52824WA-AB31	Certificate II in Building and Construction (Pathway - Trades) (Carpentry and Joinery Pre-Apprenticeship)
★52824WA-AB29	Certificate II in Building and Construction (Pathway - Trades) (Painting and Decorating Pre-Apprenticeship)
BSB20115	Certificate II in Business
BSB30115	Certificate III in Business
BSB30415	Certificate III in Business Administration
★CPC32011	Certificate III in Carpentry and Joinery
★SIT30816	Certificate III in Commercial Cookery
★CHC32015	Certificate III in Community Services
★CHC42015	Certificate IV in Community Services
★CHC52015	Diploma of Community Services
★AHC21016	Certificate II in Conservation & Land Management
22484VIC	Certificate I in EAL (Access)
22485VIC	Certificate II in EAL (Access)
22486VIC	Certificate III in EAL (Access)
★CHC30113	Certificate III in Early Childhood Education & Care
CHC40213	Certificate IV in Education Support
★UEE22011	Certificate II in Electrotechnology (Career Start) (Electrotechnology Pre-Apprenticeship)
★MEM20105-AA50	Certificate II in Engineering (Heavy Fabrication Pre-Apprenticeship)
★MEM20105-AA49	Certificate II in Engineering (Mechanical Fitter and Machinist Pre-Apprenticeship)
★SIT30516	Certificate III in Events
22472VIC	Certificate I in General Education for Adults
22473VIC	Certificate II in General Education for Adults
22474VIC	Certificate III in General Education for Adults
HLT33115	Certificate III in Health Services Assistance
★AHC20416	Certificate II in Horticulture
★SIT30616	Certificate III in Hospitality
★CHC33015-AB71	Certificate III in Individual Support (Ageing, Home and Community)
★CHC33015-AA67	Certificate III in Individual Support (Disability)
★SIT20416	Certificate II in Kitchen Operations
52774WA	Certificate II in Leadership
SIS20419	Certificate II in Outdoor Recreation
★52831WA	Certificate IV in Preparation for Health & Nursing Studies
SHB20216	Certificate II in Salon Assistant
★SIT30116	Certificate III in Tourism



NATIONAL CODE	COURSE TITLE
▲CPC50210	Diploma of Building and Construction (Building) (Builder's Registration)
▲ICT30118	Certificate III in Information, Digital Media and Technology
▲ICT30118-AB72	Certificate III in Information, Digital Media and Technology (Cyber Security)
▲ICT30118-AB73	Certificate III in Information, Digital Media and Technology (Network Administration)

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● **FEE FREE** courses are free for 15 – 24 year olds; or those who are receiving JobKeeper, Youth Allowance, AUSTUDY, or ABSTUDY payments; or concession card holders.

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S0272P	Brow Lamination short course
S0301P	Brow Stylist short course
GAB79	Civil Construction Skill Set
GAB38	Cosmetic Tattooing Skill Set
● AE161	COVID-19 Direct Care Skill Set (FEE FREE)
AE134	Customer Service Skill Set
● AE146	Customer Service Skill Set (FEE FREE)
S0178P	Dermaplaning short course
● CHCSS00114	Entry into Care Roles Skill Set (FREE FOR EVERYONE!)
S0280P	Eyelash Extensions short course
AE142	Introduction to Cybersecurity Skill Set
● AE154	Introduction to Cybersecurity Skill Set (FEE FREE)
AE136	Job Ready Basics Skill Set
● AE148	Job Ready Basics Skill Set (FEE FREE)
GAA19	Makeup Artistry Skill Set
GAB52	Nail Technology Skill Set
S0153P	Skin Needling Workshop (Collagen Induction Therapy) short course
S0312P	Volume Eyelash Extensions short course
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● AE155	Work in Community Care Skill Set (FEE FREE)
AE159	Work Safety in Construction Skill Set
● AE162	Work Safety in Construction Skill Set (FEE FREE)

Please check southmetrotafe.wa.edu.au for full eligibility information and for the latest courses.

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