



peel

PROGRESSIVE | PROSPEROUS | DYNAMIC

Strong & Resilient Communities

Social infrastructure services to support our growing population

Tourism Excellence

Natural environment & local product gives Peel a distinct edge

Peel local businesses

Creating jobs and thriving communities

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Cover: Peel Business Mastery
Event. Image: Overland Media



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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**



Building sustainable pathways for Peel's economic development to support our growing population is not possible without a foundation of strong and resilient communities.

Behind every successful project that promotes thriving industry, tourism excellence, workforce confidence and readiness, health, well-being and social plans that contribute to a strong a resilient future for the Peel, you'll find the capable and resilient people that make up the rich tapestry of our communities.

Peel's business community is critical to our region. Our local businesses not only create jobs, diversify our industries and local economy, and build economic resilience in the region, but play a crucial role in creating thriving communities and attracting investment to the region.

The Peel Business Mastery Event was specifically designed to support our region's small and medium businesses with the most common business challenges. It gave the business community a chance to access some of the best minds in government and industry in workshops and one-to-one advice sessions. It was an incredibly valuable event in terms of sharing knowledge, experience and resources, but also as a conduit for networking and relationship building.



Building sustainable pathways for economic development in parallel to protecting and nurturing our natural environment is critical for our regional communities. Protecting the region's unique ecosystem is a priority of global significance and must underpin all our regional work in creating the industries that support our communities.

The Peel Harvey Catchment Council works tirelessly to promote an integrated approach to managing and protecting our environment within the Peel-Harvey catchment.


The Green Jobs Plan creates education, training and employment opportunities for Peel residents through the collection of native seeds for environmental restoration projects. This important work engages our local community members in conservation education and employment opportunities that will help the region both economically and environmentally.

I'm constantly amazed by the way our communities respond and cope with challenges, their innovation in thinking and their willingness to reach out to others and collaborate to achieve outcomes that make our communities stronger. The Serpentine Jarrahdale Food and Farm Alliance work hard to make peri-urban agriculture more viable because they see this as a way to create more sustainable and resilient

communities. Their Food and Farm Fests, workshops and on-farm research projects promote regenerative farming methods that support our communities into the future.

The Warlang Bidi Therapeutic Refuge, a collaboration between OVIS, Allambee Counselling and the Department of Communities, shows a commitment to ensuring women and children in our communities have access to the services they need most, when they need them the most.

The Southern Dirt Future of Food Conference, the Peel *Food and Beverage Capability Guide* and the WA Food Innovation Precinct support the region's agri-food producers in creating products and networks that are good for people and good for our local economy.

This edition of *Peel* magazine highlights just some of the exciting work that's helping to build a bright and prosperous future for region. This kind of work is the fuel we need to strengthen our regional economy, sustainably grow our local industries, protect our unique natural environment and support our local communities. 

Paddi Creevey OAM

Chair, Peel Development Commission

CEO's Management Report



Peel's tourism industry is grounded in the region's natural environment and biodiversity. We have flora and fauna that's not found anywhere else in the world, extensive waterways, stunning coastline, and world-class trails and national parks.

We've got dolphins, prehistoric living rocks — the thrombolites — the Peel inlet and Harvey Estuary, a Ramsar listed wetland of international significance, ancient forests along an excellent network of trails hosting adventure and nature experiences amongst some of the best in the world, first-class golf courses, as well

as wineries, breweries and restaurants serving up fresh local produce with that distinct regional edge.

Tourism is a fantastic opportunity for Peel, not only in terms of the economic benefits and the creation of jobs the industry provides, but in terms of consolidating and marketing our identity as a region. Tourism allows us to promote our region to a world-wide audience, create employment, strengthen our economy and support our local communities through our unique regional tourism products.

COVID obviously had a huge impact on the tourism industry worldwide and Peel was no exception. While Peel's accommodation and hospitality providers have benefited with the easing of initial restrictions and the increase in-state tourism, this is generally weekend trade and doesn't include spending on experience-based tourism products. This means many of our cafes, bars and accommodation places are busy enough on the weekends to support the business through the quiet weekdays, but our experience-based providers; cruises, adventure recreation and tours, are struggling. Despite the challenges, Peel's tourism industry continues to cultivate resilience.

Hotham Park Boddington is a terrific example of a redevelopment project that capitalises on the natural environment to supply a tourism experience that attracts visitors to the town and encourages them to stay longer. This is not only good for Boddington, but also plays a role in the region's overall tourism products on offer, creating clusters of experiences as a drawcard for the region.

Dwellingup continues to go from strength to strength with recognition as the State's Top Small Tourism Town in the GWN7 Top Tourism Town Awards for 2021. Dwellingup Trails and Visitor Centre is now fully operational and the town is seeing record visitation numbers with an increase of more than 170%. That's created employment opportunities and attracted investment into the town and the region.

Biodiversity


We have flora and fauna that's not found anywhere else in the world.

Salt and Bush Eco Tours are not only promoting the natural wonders of the Peel region, but educating visitors and residents alike about the environmental significance of Peel's wetlands, waterways and wildlife. They know that Peel

is a top destination for nature-lovers and were recognised as a finalist for the FACET Golden Guide Award, part of the 2021 Perth Airport WA Tourism Awards.

Visit Mandurah's implementation of immersive technology will allow the centre to highlight more of the region to more visitors, connecting them to the region's history, culture and tourism experiences.

The growth of Peel's tourism industry is a key focus for the Commission. Despite the impacts of COVID-19, there's a lot of optimism, resilience and indications of growth for Peel tourism.

The Autumn/Winter 2021 *Peel* magazine highlights some of the tourism experiences that showcase the best of Peel. I encourage you to support our local tourism businesses and re-discover the wonder that is our backyard. 

Andrew Ward

Chief Executive Officer
Peel Development Commission



Photo © Lisa Watson Photography and Visit Mandurah



City explores hydrogen options to boost regional economy

PERTH AND PEEL TECHNOLOGY CLUSTER

One of 13 clusters around Australia participating in National Energy Resources Australia's (NERA) Regional Hydrogen Technology Clusters Program.

WORDS | City of Mandurah

The City of Mandurah has partnered with Murdoch University, the Peel Development Commission and hydrogen industry businesses in a bid to establish the Peel and South-West Metropolitan region as a leading Australian hydrogen industry technology developer and enabler.

The Perth and Peel Technology Cluster is one of 15 clusters around Australia participating in National Energy Resources Australia's (NERA) \$1.85 million Regional Hydrogen Technology Clusters Program, announced in February by the Australian Government.

Mayor Rhys Williams said hydrogen technology could have huge potential for two of Mandurah's main focuses — the economy and the environment.

"As we progress our plans to Transform Mandurah, the use of hydrogen could have significant impacts towards how we create jobs for our future, and how we tackle climate change," he said.

"I'm looking forward to seeing what comes from this important collaboration as the group explores a number of hydrogen research and development projects and education and training opportunities to progress.

"Although the projects are currently being developed, hydrogen could potentially be used in the areas of heavy transport, 'green' steel and aluminium

manufacturing and off-grid renewable energy supply, which would in turn create new industry jobs and reduce greenhouse emissions.

"We've worked with our community extensively on what matters to people, and we know that the economy and the environment are paramount. The City of Mandurah — as the cluster manager — will play an important leadership role alongside Murdoch University and its project partners in furthering the hydrogen industry in Peel, Perth and Western Australia."

The Regional Hydrogen Technology Clusters Program includes hydrogen clusters in every Australian State and Territory, with three clusters selected in Western Australia and four in Victoria. The program will establish a nationwide hydrogen cluster network aimed at fostering a multi-billion dollar, globally competitive hydrogen industry, and thousands of jobs to the national economy by 2050.

The Perth and Peel Technology Cluster is a collaboration between the City of

Mandurah and Murdoch University, and is supported by the Peel Development Commission, Kwinana Industries Council, Hazer Group Limited, Balance Group, Biopower Solutions and Lavo. The cluster will seek to grow its membership over the initial 12-month life of the program.

The Perth and Peel Cluster has received \$75,000 from NERA to establish the cluster and explore hydrogen technology opportunities. The four focus areas of the cluster are: Research and Development, Education and Training, Business Development and Advocacy and Collaboration.

The City of Mandurah and Murdoch University have also committed \$20,000 each for the cluster's first 12 months of operation, with additional contributions from other founding members totalling \$40,000. 🌿

MORE INFORMATION

The cluster's program will also aim to align with the WA Government's Renewable Hydrogen Strategy and Australia's National Hydrogen Strategy.



Peel Business Mastery Event

BUSINESS SUPPORT

Practical, how-to guidance focused on specific areas of support that businesses need to grow.

WORDS & IMAGES | Peel Development Commission

Support for our local businesses on the long road to recovery from COVID-19 is paramount to the region's resilience.

Our local businesses create jobs, diversify our industries and local economy, and contribute to Peel's economic sustainability. They play a crucial role in creating thriving communities and attract investment to the region. We not only need to protect and support our existing businesses, but find ways to expand and encourage new industry sectors within the region.

During the COVID-19 restrictions, Business Advisory South West & Peel found that many of the small

businesses they were assisting had common skills and knowledge deficits. Areas of stress included financial literacy, digital literacy, procurement, grant & tender writing, commercial lease agreements and marketing.

Along with the challenges businesses face as they re-open and adjust operating models to navigate a new economic landscape, there is also real opportunity. With proper support, businesses that create best practices during this phase have a chance to emerge as market leaders in the region and in their industries.

But of course, achieving that takes more than just a business pep-talk.

No individual, organisation or industry has a silver bullet that solves all the challenges business owners face during this time. However, connecting with others to share ideas, experience and opportunities, and to

access available resources, does help businesses adapt and move forward more quickly.

The Peel Development Commission, in partnership with Business Advisory South West & Peel, created the Peel Business Mastery Event to provide the practical, how-to guidance that businesses need. This event focused on specific areas of support needed for businesses to adapt to the new landscape, continue to grow their business, and ultimately emerge from the ongoing effects of COVID-19 with the certainty and strength required for a sustainable future.

This free, one-day event in Mandurah was designed to do just that and brought together some of the best minds in business and government. It was a unique event that allowed local business owners to engage with experts in a range of practical & interactive skills development sessions.

Participants were able to attend one and a half hour workshops throughout the day as well as engage in one-to-one consultation with a range of specialists on the following topics:

- Financial literacy
- Commercial leasing
- Business health and agility checks
- Digital literacy
- Cyber security
- Tender writing
- Supplying to the WA government
- Social media
- Effective marketing
- Agile small business planning

Each session included a presentation from a field specialist to enable top-level sharing of knowledge and experience. Attendees were then able to extend their learning through a one to one session on the day, or by booking a follow-up session post-event with a Small Business Advisor.

Business owners want to invest their time in something that's really going to help their business. They want to walk away with something relevant

Business owners

want to invest their time in something that's really going to help their business.

to their situation, something they can immediately apply in their business and something that gives them results and this event answered that call.

Paddi Creevey OAM, Chair, Peel Development Commission, said, "It was wonderful to see so many local businesses attend this event and indicates the appetite for this kind of business support in the region."

"There were many comments on the day from attendees saying the workshops were really relevant, helpful and applicable and that the one-to-one advisory sessions were terrific for getting tailored advice specific to individual businesses and situations. Many of the attendees said they had a lot of work ahead of them applying all they had learnt and were very happy they had invested the time to come."

Colette McEntee, Innovation and Advisory Lead, Business Advisory South West & Peel, echoed this sentiment, adding, "I often hear that small businesses are overwhelmed by the volume of information available in the public domain. The Peel Business Mastery event offered an integrated

Supporting local

Diversifying our local economy and creating more jobs in our region is achievable with a commitment to collaboration between all sectors of government, industry and community. Practical support for our local businesses is one way of creating more jobs, attracting new businesses and supporting local industry growth in the Peel region.

The Peel Development Commission and Business Advisory South West & Peel proudly designed and delivered the Peel Business Mastery Event with support from AusIndustry, the Small Business Development Corporation and the City of Mandurah on Wednesday, 24 February 2021, at the Mandurah Performing Arts Centre.

source of trusted information and advice designed specifically for our local business community. We look forward to continued engagement with the Peel Development Commission and other stakeholders to ensure our community knows that free, local, trusted business advisory services are only ever a call or a mail away".



NEW REFUGE

Warlang Bidi
Therapeutic
Refuge in the
Peel region.

WOMEN'S REFUGE

WORDS & IMAGES | OVIS Community Services and Allambee Counselling

Setting a new standard for refuges that enable women to live free from violence and have a place to call home is a challenging task.

Warlang Bidi

delivers coordinated and tailored services managing each person's needs.

Through strong collaboration and partnerships, OVIS Community Services, Allambee Counselling and the Department of Communities have opened the Warlang Bidi Therapeutic Refuge in the Peel region.

As well as providing accommodation for women and children impacted by Family and Domestic Violence (FDV), Warlang Bidi delivers coordinated and tailored services for women who may be experiencing mental health concerns or harm from alcohol and other drugs.

The therapeutic model holistically manages each person's needs, and was developed through an intensive co-design process with people with lived experience of family and domestic violence, community service providers, peak bodies and various government agencies.

OVIS was committed to working in partnership with others in the

delivery of an innovative and flexible therapeutic approach for the Refuge. Working with other specialist services meant that complimentary expertise, knowledge and experience could be offered.

With this in mind, OVIS partnered with trauma specialist organisation Allambee Counselling, as the therapeutic partner to lead the design, delivery and management of the therapeutic aspects of the model, working closely with OVIS and other service providers.

Alongside Department of Communities, this relationship was dependent on a core principle of collaboration and mutuality — ensuring that everyone had a valid role to play in a trauma informed approach to practice and service delivery.

Each organisation had an established network of partnerships across the FDV, accommodation,

crisis support, early intervention and children's services' sector. These partnerships ensured that an integrated, seamless support mechanism for women and children impacted by FDV was developed and provided.

The collaborative approach between OVIS, Allambee Counselling and Department of Communities was based on the premise that:

- Trust is an essential component of every relationship with stakeholders, service providers and clients. Through regular communication, information exchange and working together, we build and maintain trust to strengthen our partnerships.
- Strengths-based approaches apply to our partnerships. We seek to work with others who are skilled and capable in areas and services that complement our service model.




WARLANG BIDI OPENING

Allambee Counselling EO, Nicole Lambert, and OVIS Community Services CEO, Dawn Smith, participating in a smoking ceremony with Elder George Walley at the opening of Warlang Bidi.

- Innovation and adaptability are key. Together with our partners, we identify and design ways of working collaboratively that best responds to the unique needs of each client.
- Alignment of goals and approach is imperative to working in partnership with others. Each of our partnerships includes a shared understanding of the needs of the target cohort, the combination of supports to be provided, and roles and responsibilities of each contributing partner.
- Shared accountability for outcomes. A true commitment to working together includes sharing accountability for the outcomes achieved.

This strategic approach to working with partners has improved the service coordination across different services and delivers a holistic response to clients' multiple and complex needs.

The collaboration between OVIS, Allambee Counselling and Department of Communities is a demonstration of our commitment to working with complementary services to ensure women and children in our communities have access to the services they need, when they need them. 

MORE INFORMATION

OVIS Community Services
<https://ovis.org.au/>

Mandurah Visitor Centre

A digital future

There have been significant changes in technology, visitor behaviour and expectations, and visitor centres need to adapt to the changing consumer trends to remain sustainable and relevant into the future¹.

Visit Mandurah, with the Peel Development Commission's support through the Regional Economic Development (RED) Grants program, are implementing innovations and technology trends to create an immersive and engaging environment that embraces technology and optimises footprint, and focus on the higher quality visitor experience at the Mandurah Visitor Centre. The vibrant digital tourism hub will include customised touchscreen installations both externally and within the Centre.

The project involves creating a digital platform through which visitors can interactively explore attractions and tourism offerings in the region. The interface will feature points of interest overlaid with multimedia to explore further and learn and enhance the overall visitor experience. The multimedia elements will include video, images, audio and text.

The digital transformation will include large touchscreen monitors with embedded computers. The main features of the touchscreen monitors will consist of:

- Search function capability that allow visitors to find tourism attractions easily
- Regional attractions grouped by categories i.e. 'Relaxed by Nature' and 'Waterways for Days'
- Map
- Itineraries
- Virtual tours

The exterior monitor will be located at the Visitor Centre entrance, under cover for protection, allowing for 24-hour access to information, therefore catching more visitors. Both the exterior and interior monitors will have information on the region, things to


do and booking ability through the Visit Mandurah website.

The transformation will also include virtual reality experience showcasing the region through four VR headsets. With seven videos currently on rotation and more to be added soon, visitors can experience a unique taste of what Mandurah has to offer. These headsets are an immersive experience that allow visitors to see the region and its experiences from a real perspective. The rationale for introducing VR experiences is to attract more people into the Visitor Centre. Once in the Centre, visitors can browse the unique retail offering and learn more about the region's attractions and tourism offerings.

The Visitor Centre's new design will also include experiential elements that celebrate Mandurah's 100-year seafood history and other significant stories.

The implementation of augmented reality technology, such as QR codes, provides a unique opportunity for immersive reality, offering a richer visitor experience.

The new digital tourism hub will help to optimise foot traffic, increase visitation and dwell time, and create additional opportunities for businesses to connect with potential customers through pop-up activations and longer-term lease opportunities.

The Bindjareb people of the Noongar Nation named the locality Mandjoogoordap, which translates to meeting place of the heart. The redevelopment aims to make the Mandurah Visitor Centre a meeting place and destination in its own right. 

¹ The Future of Visitor Centres in WA, 2014.

Green Jobs

Providing training and employment in the Peel-Harvey



WORDS | Peel-Harvey Catchment Council
IMAGES | Indigenous Managed Services

The Green Jobs Plan has hit the ground running, with training and employment building the capacity and capability of local Peel Residents, as well as providing native seeds for future environmental restoration projects.

Working in conjunction with key stakeholders, Peel-Harvey Catchment Council and the State Government have rolled out the Green Jobs Plan as part of the WA Recovery Plan to get the state 'back on track' during the COVID-19 crisis.

Through this project, local business Indigenous Managed Services (IMS) has been instrumental in linking job seekers with meaningful paid work, as well as delivering opportunities to further skills and training.

Native seed collection is a key component of the project, and local business and stakeholders have been incredibly welcoming of this important

work. Many landowners around the Peel region have welcomed the Green jobs team onto their land to collect a diverse range of native seed and have provided a variety of in-kind support.

At the core of the Green Jobs Plan is the drive to engage more locals in becoming job ready and provide them with employment opportunities in conservation works that will benefit the region in terms of increased capability and capacity. The program has provided effective and engaging training and employment to local job seekers, while furthering the work done to protect and manage the ever-important natural environment of the Peel (Bindjareb Boodja) region.

First Cohort

In the Peel, the Plan was carried out with three cohorts. The first involved five trainees who were referred via the local TAFE. Students who had completed Conservation and Land Management (CLM) training and were looking for field work completed four weeks of practical, on-ground work collecting seed for future offset planting programs with processing and reporting days also taking place. It was incredibly successful, with a total of 19 individual seed species collected, processed and stored. This is an important component of the participants' TAFE accreditation on the pathway to a career in the horticulture industry.

The trainees and their supervisor were provided with early prototype Revegetation Industry Association of Western Australia (RIAWA) training that included correct techniques and practises for safe and environmentally-minded seed collection. A Regulation 60 license for collection of flora for commercial purposes was acquired and potential collection sites were identified.

All participants gave positive feedback on the project and will continue to collaborate with IMS about potential future work, with two participants returning to study and four others gaining work through subsequent projects managed by IMS. One participant was even hired to help supervise the second cohort, and obtained their own Reg. 60 licence, allowing them to collect flora from Crown Land.

The first cohort of inductees graduated on 12 February 2021.

Second Cohort

For the second cohort, IMS reached out to the local Aboriginal community and was successful in engaging seven trainees who completed the work collecting a total of 20 species of seed, 10 being new species not collected by Cohort 1.

The project aimed to give opportunities to the individuals and introduce them to an industry into which they may not have otherwise ventured. Individuals from a range of backgrounds including single mothers and unemployed youth were hired.

Once again RIAWA training was provided and Noongar consultation, undertaken to ensure selected sites

were suitable for seed collection. Twelve days of work was undertaken including collection, processing and reporting.

All involved have provided positive feedback. Two people have already been hired for a separate contract through IMS and the remaining are likely to receive the option to work in the future with both IMS and CapeLife, who specialise in native seed collection, revegetation and rehabilitation. All have received opportunities and have interviewed for potential future work.

The second cohort of inductees graduated on 12 March 2021.

Third Cohort

The third and final cohort graduated on 5th May. These five local people, some who have not worked for some time were very grateful for the opportunity to receive training and work on a meaningful local project.

General

The Green Jobs Plan is the latest in efforts to promote and galvanise a sense of community, and the keen interest since the rollout of the plan has meant it has already made headway in both collection of seed for future planting programs, and providing effective training and employment to local unemployed and youth at risk.

Through the Plan, multiple trainees and professionals have completed accredited and non-accredited training programs, with the practical, on-ground work lending itself to furthering their studies in the horticulture industry. For those already involved in TAFE courses such as Horticulture or CLM, the relevant field work experience they have received has been an important component of their TAFE accreditation and the pathway to further their careers.

As diverse as the region's flora and fauna is, the entire ecosystem depends on a fine balancing act of available natural resources including water sources, food and habitat to ensure it remains healthy. Ongoing research into the intricacies of the system continues to shed light on the rehabilitation of areas that have been affected by development and other land use changes.

It is hoped that, through programs such as the Green Jobs Plan, more and

more local community members will not only become aware of what can affect our natural environment but also build a strong knowledge base of how to prevent or manage these issues.

More than just an attempt to protect natural environments, the Green Jobs Plan aims to form cultural connections between the community and the landscape around them — an ideal that Indigenous Managed Services, Peel Harvey Catchment Council, State Government and other stakeholders see as vitally important in encouraging the community to become passionate about preserving local ecology.

PHCC Chair, Caroline Knight reinforced the PHCC's motivation for involvement in the project.

"PHCC is proud to partner in this project that provides skills to our local people helping them to gain employment in conservation work. Environmental conservation and eco-tourism has the potential to provide many employment opportunities whilst protecting and showcasing the unique biodiversity of our region which is so precious to us all."

Partners in the delivery of Green Jobs in the Peel include CapeLife, Bunnings Halls Head, Frasers Landing, Peel Health Campus and the City of Mandurah.

MORE INFORMATION

For more information on Green Jobs go to www.wa.gov.au/organisation/departments-of-water-and-environmental-regulation/green-jobs-plan

This project is made possible by the State Government's Green Jobs Plan, part of the WA Recovery Plan.

#phcc_ims_workingtogether

#Greenjobs_BindjarebBoodja

The Green Jobs Plan promotes and galvanises a sense of community.

Green Jobs Plan

The Green Jobs Plan is a **\$60.3 million** investment in environmental projects as part of the WA Recovery Plan and will be managed by four State Government departments, working together.

Growing an
exciting future
together.

Region in focus

Shire of Serpentine Jarrahdale



WORDS & IMAGES | Shire of Serpentine Jarrahdale

The Shire of Serpentine Jarrahdale offers the best of both worlds — being one of Western Australia's fastest growing local government areas while also boasting a wonderful collection of pristine natural attractions.

SJ is growing into a metropolitan hub while still holding close ties to the region's rural and agricultural background.

The future for SJ is exciting, with hyper-population growth in areas like Byford bringing new opportunities.

The Shire is also doing its part to hold onto the heritage that forms the extraordinary identity of areas like Serpentine and Jarrahdale.

Planning for our growing community

The Shire of Serpentine Jarrahdale is dedicated to building a prosperous community.

As the population continues to grow at a rapid rate, it's imperative that our local infrastructure, facilities and services develop at the same pace.

There are currently several major projects in the works that will help the Shire achieve this goal.

Among these projects is our commitment to delivering a Health Hub to provide for the growing health needs of local residents.

The dedicated health centre is set to be located in the heart of Byford — the Shire's most densely-populated suburb — with residents able to visit the community facility for potential health services including extended GP hours and Urgent Care, psychology, adult and child mental health, optometry, and dental.

Council endorsed the Health Hub Business Case in February, before Premier Mark McGowan committed a re-elected Labor Government to fund the project to a total of \$30.6 million.



The Health Hub will be a major boon to Shire residents, providing them access to primary healthcare services without having to travel outside of the district.

The unprecedented growth occurring within the Shire also brings about a high demand for increased sport and recreation facilities.

The Keirnan Park Regional Sporting and Recreation Precinct will offer clubs from all sports a home within the Shire.

The 63-hectare site is located at the corner of Keirnan Street and South Western Highway, Mundijong.

A Masterplan has recently been developed for the precinct, and Stage 1, which includes detailed design and construction of two new sporting ovals and a community pavilion, will

be delivered following a \$20 million funding commitment from the State Government.

Later stages of the project will provide homes to sports including soccer, rugby and hockey, which do not currently have a home base within the Shire.

Training and education has also been the focus of the Shire's planning, with the Shire identifying the need for a dedicated TAFE campus to be built in Byford.

The study identified the long-term benefits a TAFE campus offers the region, both economically and socially.

The Shire has also teamed up with South Metropolitan TAFE, with specific courses being delivered locally in 2021.



One of these courses — the Jobs Ready Basics Skill Set course — is aimed at helping those looking to enter the workforce and focuses on the skills employers require for entry-level jobs.

The delivery of these local courses has been a huge benefit to students who are unable to travel to TAFE campuses outside the Shire.

Investing in education today will pave the way for a brighter tomorrow here in Serpentine Jarrahdale, equipping the region with more skilled workers to support them to access jobs closer to home.

Transport investment will help keep community connected

Improved public transport is another vital piece of the puzzle when it comes to connecting our community, with the Byford Rail Extension set to play a crucial role in the development of the Northern Peel corridor.

The 8km extension of the Armadale rail line will see a new train station built in the Byford town centre, which will provide a direct connection between Byford and the Perth CBD.

The new station won't just connect the Shire to visitors, it will also

support economic development and investment.

The Shire welcomes the State Government's decision to investigate expanding the Byford Rail Extension project scope to potentially include elevated rail, which would help realise the Shire's vision for a vibrant and connected Byford town centre.

Investing in education today will pave the way for a brighter tomorrow.

An elevated train station will connect the Byford town centre and support it to grow into a vibrant city centre, while also providing for safer east-west connections.

The Shire continues to work collaboratively with the State Government, Metronet team and Main Roads WA to achieve the delivery of the local road network needed to connect our community to the new station precinct, to ensure we can fulfil the shared vision for this transformational project.

Extending the existing Tonkin Highway from Thomas Road in Byford to South Western Highway in Mundijong will also be a game-changer.

The 14km Tonkin Highway extension will provide full vehicle access onto Thomas Road, Orton Road, Bishop

Road, Mundijong Road and South Western Highway.

This extension will provide improved connections for residents and businesses to Perth's major transport hubs, including Perth International and Domestic airports, Fremantle Harbour and the future Westport facility.

It will also play a major role in reducing the amount of heavy haulage vehicles that currently travel through the Byford town centre.

Alongside the Tonkin Highway extension, improving our local roads is also another priority for the Shire.

As we transition from a rural area to a metropolitan hub, ensuring our roads are equipped to handle the inevitable increase in local traffic is critical.

As part of our Hypergrowth Road Network Implementation Plan, we have secured \$18 million in State Government funding to upgrade a series of key roads, including the frequently used Kargotich Road, Orton Road and Soldiers Road.

These transport and road projects are essential pillars in the Shire's vision moving forward, highlighting the emphasis we place on providing improved and safer road connections for our residents and businesses.



NATURAL BEAUTY

Home to some of Western Australia's most picturesque sights, SJ's natural attractions are enhanced by world-renowned trails.

Improving our attractions to better the SJ experience

Our local attractions are also an essential part of providing an attractive place for our local residents and visitors.

Serpentine Jarrahdale is home to some of Western Australia's most picturesque sights, including the gorgeous Serpentine Falls, Serpentine Dam and the historic Jarrahdale townsite.

Alongside these natural attractions are our world-renowned trails.

These trails showcase the gorgeous wildlife we have in our own backyard, and offer experiences whether you prefer to mountain bike, ride on horseback or simply enjoy a walk through nature.

They have long been a vital part of the community and the Shire is committed to improving and maintaining our trails, especially as West Australians seek out local experiences in a post-COVID environment.

The Shire also recently received a commitment from the State Government to invest \$40,000 for new signage along the Jarrahdale Heritage Town Walk and a new public toilet at the head of the Kitty's Gorge Trail.

These improvements will be a step forward in helping to drive further

tourism opportunities in the Shire, benefitting both residents and visitors.

Our local heritage buildings are also of great importance to us. Places like the Mill Manager's Residence and the Serpentine General Store play a special role in preserving the history of our region.

The Shire is currently reviewing our Local Heritage Survey, which aims to identify further places of heritage significance throughout the area.

Outside of our natural and historic wonders, however, the Shire is also dedicated to building exciting new amenities for our growing community.

The Shire has plans for a new Nature Playground and Water Splash Park for the Byford town centre.

The new park will provide a place for young families to enjoy in a central location and help support a connected and activated town centre.

The project has received \$1.3 million in State Government funding which will assist the Shire to continue the planning for this new facility.

Investment in our young people also includes delivering Stage 2 of the Byford Skate Park, which has also received \$800,000 in State Government support.

Engaging the community like never before

There are lots of things happening within Serpentine Jarrahdale, and it has never been easier for our community to have their say on the issues in their neighbourhood thanks to the recent launch of our new online community engagement platform — Your Say SJ.


The website creates an easy and user-friendly way for people to give feedback on proposals and developments that impact them.

On Your Say SJ residents can see all current works and projects happening around the Shire and are encouraged to give their input.

Through the platform the Shire has been able to greatly increase their engagement with the community, which helps us to plan for the future of Serpentine Jarrahdale.

To view Your Say SJ, visit: yoursaysj.sjshire.wa.gov.au

So why not be a part of something special?

The Shire of Serpentine Jarrahdale is transforming, and it's an exciting time to be on board. 

MORE INFORMATION

For more information on these projects, initiatives and more, visit our website at sjshire.wa.gov.au



RED Grant projects *update*

WORDS & IMAGES | Peel Development Commission and Peel RED Grant recipients

Regional Economic Development (RED) Grants projects aren't just a good news story for the region — they're projects that deserve recognition for their contribution to building a strong local economy, creating jobs and diversifying our regional industries.

These projects contribute to our local communities both economically and socially, and demonstrate the industry diversity that's strengthening the Peel region as a thriving and sustainable place to live, work and visit.

The State Government is investing \$33.8 million to regional communities over six years in community-driven projects that create jobs, drive economic development and expand and diversify industry in the regions. RED Grant investments particularly support projects that capitalise on each region's unique strengths.

RED Grants have supported 24 Peel projects that are creating real economic impact and employment opportunities in our region. The following updates illustrate the diverse range of projects and the impact they're delivering locally.



Jarrahhall Bush Camp

Jarrahhall Bush Camp's upgrade and expansion project is now fully underway. Their RED Grant funded the mess hall and activity centre upgrade to increase visitor capacity and drive tourism visitation to the Dwellingup area.

The pads are down for both new buildings with the frame taking shape for the mess hall and activities space. Most of the renovations to existing buildings are now complete and have had fantastic reviews from teachers about their new ensuite and teachers rooms. Over the next two months, walls and roofing will be completed and should be finished in time for the Jarrahhall campout weekend in October.

The new space has already attracted interest with schools booked into the bunkhouse from September and weddings booked as far in advance as 2023 in anticipation of the new functions area. Local builder J&K Reed Constructions engaged local trades and kept the project on budget.



Mandurah Boat and Bike Hire

Mandurah Boat and Bike Hire were awarded funding for the construction of two charter vessels.

Using local Mandurah contractors Bouvard Marine and Mandurah Outboards, the vessels are now complete, surveyed for commercial use and are fully operational in the water.

These vessels have been extremely well received by patrons and were very popular with family groups for the Christmas lights. Both of the vessels have perfectly filled a niche market of 13 to 20 person groups and forward bookings continue to be received with groups of friends, families and businesses chartering for all sorts of celebrations, even a couple of weddings.

Although lacking international tourists at this time, the vessels have carried out a number of crabbing educational charters, which have also been a huge success.

Visit Mandurah

Visit Mandurah's grant was used to create a digital tourism hub in the Mandurah Visitor Centre, and develop a walking tour and visit Mandurah ambassador program to tell the stories of the people, places and produce across the region.

The vibrant digital tourism hub will include customised touchscreen installations that allow visitors to explore attractions and tourism

offerings. The interface will feature points of interest overlaid with multimedia to enhance the overall visitor experience.

An exterior monitor will be located at the Visitor Centre entrance, undercover for protection, allowing for 24-hour access to information.

The transformation will also include virtual reality experience showcasing the region through four VR headsets.

With seven videos currently on rotation and more to be added soon, visitors can experience a unique taste of what Mandurah has to offer with an immersive real-life perspective. The Visitor Centre's new design will also include augmented reality technology, such as QR codes, providing a unique opportunity for immersive reality, offering a richer visitor experience.



Forest Discovery Centre

The Forest Discovery Centre in Dwellingup received funding for the preservation and upgrade of the Jarrah Forest Lodge.

The improvements to the facility's accommodation lodge supports Dwellingup's growing popularity as a tourism destination and has allowed the Jarrah Forest Lodge to continue offering a quality, low-cost accommodation option to visitors. This kind of accommodation enhances the experience for guests not only to the Lodge itself, but also to the town of Dwellingup. The Jarrah Forest Lodge now attracts a wider variety of guests to the Forest Discovery Centre.

Jarrah Forest Lodge are currently working on an online booking system to make the lodge more accessible and increase bookings. In 2021 the next phase will be new heritage signage including adding historical photos, history and stories about the lodge for all to see and appreciate.



Kanyana

Kanyana Engineering purchased a new high tech fabrication machine to increase their supply and production capability.

The Xact Smart Bystronic Press Brake has arrived with final installation to be completed.

Installation delays allowed the Kanyana team to restructure the workshop in line with Lean Manufacturing principals, creating work spaces to reduce production times and cost. A complete restructure of material bays accommodated another 100 tonnes of material stock.

Since the grant, Kanyana has signed on an extra apprentice predominately employed on this new machine and their ISO accreditation is just around the corner, giving them an edge for more works and becoming more competitive in a growing market.



C-Wise

C-Wise has helped over 15 regional communities around Australia build composting systems to recycle organic waste.

Changes in the market are demanding improved composting technology so C-Wise used their RED Grant funds to build and trial specialised enclosures to receive, decontaminate, blend and process organic waste from the Peel region.

Composting has always been part of the circular economy and now contributes to a growing carbon economy through regenerative agriculture and building carbon credits.

Government policy is driving more organic waste out of landfill and, at the same time, more onerous environmental regulations require the elimination of potential off-site impacts from compost sites.

Working with businesses in the Peel and Wheatbelt regions, C-Wise is developing modular enclosures to manufacture the bio-fertilisers of the future whilst meeting the highest environmental standards.

Pinjarra Bakery

The Pinjarra Bakery's \$100,00 RED Grant funding allowed the expansion and renovation of their distribution premises, including installing new freezers and an innovative packing machine.

These new and improved production capabilities have given Pinjarra Bakery the ability to open an additional store, expand their wholesale footprint and explore new markets and product offerings that were not possible before.

Next on the list will be the major upgrade of the production premises and bakehouse.

The bakery is currently bursting at the seams, so a new purpose-built facility will be an incredible boost for their hard-working team, not to mention the huge growth potential. Exciting times ahead!



Mandurah Cruises

Mandurah Cruises channelled their RED Grant funds towards the Mandjar Bay Beach Activity Activation including the purchase of water bikes and a mobile mooring pontoon. This initiative is part of Mandurah Cruises' post-COVID strategy to broaden the services they offer beyond boat tours by creating a new, complementary water experience.

The waterbikes are now operational and have delivered \$30,000 in revenue to date.

The skeleton for the accompanying barge has been delivered and is awaiting final touches. 🐟



Explore *The Peel*

Expedition style
guided tours of Peel's
natural beauty.

Salt and Bush Eco Tours

WORDS & IMAGES | Salt and Bush Eco Tours

The early morning light was shining through the samphire, as we launched our tandem kayak into the river and we could hear a whistling kite in the distance calling out from the top of a huge Tuart tree.

The adventure of exploring the waterways and bushland around the Peel region was such a wonderful way to adjust to life back at home. We had just spent the past five years traveling the world non-stop as professional naturalist guides on small expedition ships. In fact, we had just left Antarctica and headed along the Patagonian coast when the Global Pandemic was officially announced. We feel extremely lucky that we made it back into Western Australia and home to Mandurah before mandatory lockdowns were introduced in March last year.

Having met curious King Penguins in South Georgia, and spotting pure white Polar Bears in the Arctic and visiting remote tribes of West Papua, we have been so blessed to visit remote corners of our planet. With endless travel, you might think that getting home and

being stuck in one place would bring us down... yet, that has not been the case.

Growing up in Mundijong and Melros, I knew a lot of the good things about Mandurah and the Peel region. Endless beaches and waterways, great surf, crabbing, and such a good place to relax whenever we came home.

What I did not realise is that there are so many unexplored natural treasures right here from Yalgorup National Park to the amazing ancient rocks of the scarp and everything in between.

This inspired myself and my wife to start up Salt and Bush Eco Tours. We wanted to bring expedition style guided tours to this amazing part of the world. We knew from our first scouting kayak when we saw 17 species of birds



and had dolphins circle around us, that this is a world class destination. It feels like the Peel region has been hidden as a secret destination for people who love nature. Whether it is the International Ramsar Protected Wetlands, the amazing wildlife or going for spectacular bushwalks in this global biodiversity hot spot, we pinch ourselves regularly that we get to showcase such a fantastic part of our planet and call it home at the same time.

What gives us the best feeling in the world is seeing the wonder and awe that people experience when they come to the Peel region to go on a tour with us. We can drive not even 10 minutes from Mandurah City Centre, and we are kayaking in an area that makes you feel like you've driven five hours into the deep Southwest to get

such a beautiful remote experience. It is even better when we have a Peel region local on our tours and they say to us "I didn't even know this was here" or "I had no idea how much wildlife we have right here in Mandurah".

Having worked as Professional Naturalist Guides that have crossed oceans, and been to all corners of our planet, you must take it from us — We are so lucky to live in a world class destination! Why not come and explore with Salt and Bush Eco Tours in the Peel region and discover the many natural wonders found right here! 🦋

MORE INFORMATION

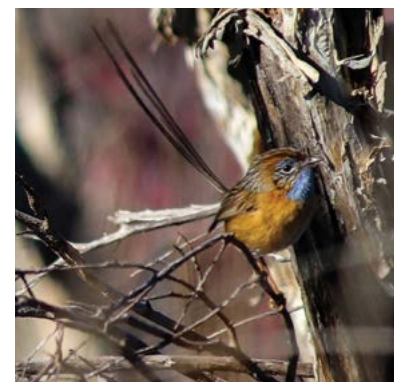
Salt and Bush Eco Tours
Sebastian Jones and Jamie Van Jones
M: 0414 174 415
www.saltandbush.com.au



Salt and Bush: Sailing Kayaking Tours

Experience the wind blowing through your hair as you glide silently along the water with not a care in the world. Our sailing kayak tours give you a great way to experience safe, stable, small sailing craft that are easy to use and are also a fantastic way to learn to sail.

For more information go to:
<https://saltandbush.com.au/itinerary/sailing-kayaks/>



Salt and Bush: Specialty Birding Tours

Explore on land or via the water to see bird species found in and along the Ramsar Protected Wetlands of the Peel-Harvey Estuary and the Yalgorup Lakes. Land, shore and sea birds are all accessible.

For more information go to:
<https://saltandbush.com.au/itinerary/birdwatching-specialty-trips/>

WESTERN AUSTRALIAN FOOD INNOVATION PRECINCT



Construction underway

WORDS | Shire of Murray
IMAGES | Shire of Murray and Josh Cowling
Photography

A major milestone was reached recently for Western Australia's food production and manufacturing sectors, with ground broken on the state's first food innovation precinct.

The occasion was marked on Thursday 20 May during a sod turning event held on site at the Shire of Murray's Western Australian Food Innovation Precinct at Peel Business Park in Nambeelup.

Attendees included Assistant Minister for Defence and Federal Member for Canning the Hon. Andrew Hastie MP, Minister for Regional Development, Agriculture and Food, the Hon. Alannah MacTiernan MLC, Shire of Murray President Cr. David Bolt, contractors and key project stakeholders.

The state-of-the-art facility has been designed to inspire WA growers and producers, to build a robust and vibrant food and beverage manufacturing sector.

The Precinct will broaden WA's economic base by competitively positioning food and beverage product development and production primarily for international markets.

A common trend in today's economy sees enterprises operating independently, with limited access to infrastructure or research and product development support.

The Precinct will be a place where small-to-medium enterprises, research and development institutions, wider industry players including international agri-innovation firms and government entities can test, research and develop their products for market.

The Australian food and beverage sector is a major economic contributor, generating close to \$30 billion in export value and supporting hundreds of thousands of jobs.

SOD TURNING EVENT

(L-R): Shire of Murray President Cr. David Bolt, Assistant Minister for Defence and Federal Member for Canning the Hon. Andrew Hastie MP, Minister for Regional Development, Agriculture and Food the Hon. Alannah MacTiernan MLC and Member for Murray-Wellington Mrs. Robyn Clarke MLA officially turning the sod for the Western Australian Food Innovation Precinct.

Building upon this base is vital for Australia's future sustainability and security and provides a growing opportunity to support regional communities and expand their economies.

WA however, trails behind other states in the total value of agricultural produce transformed into manufactured products for overseas markets.

The Precinct will therefore focus on growing the state's capacity to manufacture more of its food product locally. It will also assist in building international demand for local brands among consumers willing to pay for quality, premium WA products.

The precinct will tackle three key challenges including scaling up of agribusinesses, product creation and diversification through commercial research and development and capturing a greater market share for WA food and beverage.

The Western Australian Food Innovation Precinct will comprise a research and development facility, production building and innovation centre which by mid-2022, will house agrifood research and development experts, innovative start-ups, business services related to trade and markets and a one-stop common-use food technology facility.

The Precinct will explore the creation of a unique brand, trademark and relevant industry certification, which will draw activity to become the one-stop shop for the agri-food community in WA.

While physically located in the Peel region, a hub-and-spokes model will be established and digital infrastructure will be used to connect and engage with other agri-food regions.

An Expert in Residence Program will be delivered, focusing on overcoming challenges to growth in the alternative protein industry, which is strongly supported by the Peel Development Commission and the Commonwealth Government.

An Enterprise Support Program currently open for applications, is supporting industry scale-up.

The competitive grant program, a partnership between the Shire of Murray, DevelopmentWA and the Department of Primary Industries and Regional Development, offers up to \$200K in 1:1 co-funding for agri-businesses seeking to pursue business development and innovation opportunities.

The Western Australian Food Innovation Precinct and Enterprise Support Program were launched to industry at an event held at the Bushfire Centre of Excellence on Thursday 20 May.

Attendees heard from the Shire of Murray, precinct tenants as well as feeder businesses including brewer Spinifex and Pinjarra café Jarra Infusion, who are preparing to pioneer the opportunities on offer at the Precinct once operational.

Ensuring success

To enable success at the precinct, a Governance Committee comprising core project collaborators has been established and key success measures identified.

These measures include industry growth and innovation, commercialisation, internationalisation, skill, capacity and capability building in the community.

Work programs will be aligned with these measures.

Readying business for precinct operation

With Singapore food imports reaching an all-time high of \$1.1 billion in December 2020, coupled with a population of 5.5 million consumers, Singapore's discerning appetite for high-quality foods and new, sustainably produced foodstuffs continues to grow exponentially.

Late last year, Singapore was the first country to approve cultured chicken meat and recently, the Singapore Government announced the formation of an agrifood cluster transformation fund to drive local production to achieve a 30% self-sufficiency by 2030.

With these trends in place, on 14 April over 90 participants joined a free webinar to find out:

- How WA food and beverage producers can engage the Singapore market
- How Singapore can be a food and beverage hub for Australian producers into the ASEAN region
- How the Western Australian Food Innovation Precinct is going to aid these opportunities

The event was supported by the Chamber of Commerce and Industry of WA, Peel Development Commission and the Shire of Murray.

Economic benefit

Economic modelling indicates that the Precinct could increase WA's food and beverage sector output between one and three per cent in the first five years of operation.

This equates to between 17 and 51 new food businesses delivering benefits to the state's economy, including growth in its food and beverage sector output by between \$110M and \$330M, injection of between \$245M and \$737M in other economic sectors, direct job creation of between 169 and 506 jobs and indirect job creation of between 323 and 977 jobs.

The Western Australian Food Innovation Precinct is activating a new agritech industry, delivering jobs and economic benefit for Murray, the Peel region and the State and the Shire of Murray is proud of its pioneering role in support of WA's agri-innovation transformation.

MORE INFORMATION

Further information about the Western Australian Food Innovation Precinct and the Expert in Residence and Enterprise Support Programs can be viewed at murray.wa.gov.au or by emailing wafip@murray.wa.gov.au.

The Agri-Innovation Precinct is supported by funding from the Australian Government's Regional Growth Fund.

The Precinct
supports our regional
community and
expands the local
economy.

LOCAL PRODUCERS *to shine*

Peel Food and Beverage Capability Guide

WORDS & IMAGES | Skipper van Peer,
Ready Aim Fire

**Selling and sourcing
local food products
will soon be easier
than ever thanks to
a new guide that
will showcase Peel's
local produce.**



Opportunity
for producers to
promote themselves
in the Peel Food and
Beverage Capability
Guide.

The *Peel Food and Beverage Capability Guide* will bring together and highlight the best of the Peel region's offerings, creating one go-to place for local food and drink and allowing caterers, restaurants and wholesalers to select quality ingredients at a glance.

The countdown to publication is on, with the project coordinators making the final call for producers to submit their product range by 11 June 2021. All Peel producers have the opportunity to be featured in the guide for free. So far businesses of all shapes and sizes have taken up the chance to promote their products whether brewed, baked, caught, grown, or harvested. The guide is set to be released to the public online by July 2021.

The Guide will be an important resource to assist the Peel community in supporting local businesses right through the supply chain, as well as giving locals the chance to enjoy the best of what the region's food and beverage businesses have to offer.

Peel Development Commission Chair Paddi Creevey said the Peel is packed with a wide range of products and this guide will give consumers a chance to discover and back Peel food-based businesses.

LOCAL PRODUCERS


The Peel Food and Beverage Capability Guide will bring together and highlight the best of the Peel region's offerings.

"The outcomes of The Guide could be a game-changer for the smaller producers in the region. Increased brand awareness and local buying will mean profits are channelled into new jobs, equipment or product development."

"The Peel region is renowned for its natural assets, but let's not forget that we have unique products that you can't find anywhere else; a distinct advantage for the region. This guide is a great opportunity to take stock and make sure we are making the most of the talented producers in the region. By increasing awareness and supporting local growers and makers we can set the region up for success in the food and beverage market."

"Identifying and promoting well-established producers and up-and-comers who are thinking outside the box, means Peel can provide a diversified offering to domestic and international markets. The more we can help producers reach new customers, the better."

With the impact of COVID-19 shut-downs still lingering, a push for buying local could not come at a better time. With uncertainty around what the future will hold, a free opportunity for producers to promote themselves could prove valuable in reaching customers.

"Following COVID-19 we know the importance of buying local and this initiative will make it easier for buyers to take action in supporting local businesses," said Ms Creevey. 



MORE INFORMATION

The Guide will be a digital resource that is hosted online and includes links to producer websites. The Guide is a collaborative initiative between the Department of Primary Industries and Regional Development (DPIRD), the Peel Development Commission (PDC) and Mandurah-based marketing agency Ready Aim Fire.

PEEL BUSINESS PARK RECOGNISED AS AN ENVIRONMENTALLY SUSTAINABLE DEVELOPMENT



WORDS & IMAGE | Peel Development Commission

The Peel Business Park is the centrepiece of the Transform Peel program. This visionary project aims to create new industries, more jobs and better food security through innovation, research and collaboration.

Transform Peel stimulates intergenerational environmental sustainability and innovation — smart thinking and big ideas around water, energy and waste management for the future.

The Urban Development Institute of Australia (UDIA) recognises Peel Business Park nationally as an environmentally sustainable development under the EnviroDevelopment scheme.

EnviroDevelopment is a scientifically-based assessment scheme that independently reviews development projects and awards certification to those that achieve outstanding performance across four or more of the provided elements:

- Ecosystems
- Waste
- Energy
- Materials
- Water
- Community

EnviroDevelopment makes it easier for purchasers to recognise and, thereby, select more environmentally sustainable developments and lifestyles.

Certified developments will have been carefully designed to protect the environment and use resources responsibly, whilst offering a range of benefits to homeowners, industry and government.

Peel Integrated Water Initiative (PIWI)

Water availability is critical for effective and sustainable regional development. PIWI supports the Peel region's growth and economic development by delivering technical information that underpins sustainable and secure water use for the Transform Peel program, and environmental benefits for future generations.

PIWI focusses on innovative techniques to identify and develop alternative water sources that are climate independent and focus on water quantity and quality.

Studies include:

- **Managed Aquifer Recharge (MAR) feasibility study:** an investigation of storing water collected over winter by pumping it into the natural aquifer system for future demand.
- **Groundwater environmental tracer analysis:** used to improve existing hydrogeological knowledge of the groundwater areas.
- **Airborne Electromagnetic (AEM) and Seismic Surveys:** measured changes in below-ground conductivity (an indicator of groundwater salinity) to better understand the regional groundwater system.
- **Ecological water requirements assessment:** defined the quantity of water needed to preserve groundwater-dependent ecosystems.

Waterwise

The PBP Design Guidelines reduce adverse impacts of the development on the natural area. Provisions include the installation of Water Efficiency Labelling and Standards (WELS) rated water efficient fixtures and appliances, the use of rain water tanks and waterwise landscaping, including the use of local native water-wise plants species, efficient irrigation systems, mulch and soil improvements.

Phosphorous Retention Index (PRI) Material

Eclipse Soils supplied a Phosphorus Retentive Filter Media in the Stage 1 drainage basin to improve the management of phosphorous in the environment. The filter media improves environmental phosphorous management, stormwater quality and improves environmental outcomes for the Peel Harvey Estuary.

Peel Business Park excels in energy efficiency and renewable energy

The first of its kind in Australia, Peel Business Park's Renewable Energy Industrial Microgrid harnesses solar energy and utilises battery storage to power Stage 1 — a truly innovative power solution.

Delivered by Peel Renewable Energy, this safe, reliable, sustainable and scalable energy solution powers the

Peel Business Park and is expected to generate electricity cost savings of 30% for local businesses, compared to regulated tariffs outside the Park.

The Microgrid will deliver a minimum of 50% renewable energy content to customers through an on-site 1.2MW ground-mounted solar farm and 2.5MWh battery energy storage system. As the Park expands, additional renewable generation and storage capacity, including new technologies, will be added to power the Park and the region's transformation.

Peel Business Park Waste Management and Recycling integrations

Since construction began in July 2019, recycling data shows the average recycling rates by weight is >96%, and by volume 84%.

Waste Management and Recycling provisions require developers engage a reputable Waste Management Recycling Company who can capture, recycle or reuse a minimum of 80% (by volume) of construction waste materials and monitor and verify recycling rates.

Recycling bins will be installed in all public spaces in addition to;

- All topsoil is retained and stockpiled for reuse within public open spaces and parklands
- All cleared vegetation is mulched and reused in the landscaped areas
- All excess construction materials, such as PVC/plastics, metals, sand, concrete, wood, plasterboard, paper and cardboard is removed and processed at an approved Materials Recycling Facility (MRF).

The Park includes more than 18% of the total development area as public open space featuring the re-establishment of local native trees, shrubs and ground covers, and capture rainfall in water retention swales.

A new home for wildlife

Cockatoo nesting boxes have been installed in North Dandalup as part of the project's environmental response. These were supplied and installed by

local Serpentine-Jarrahdale business LandcareSJ in collaboration with the Shire of Murray.

DevelopmentWA also engaged with local wildlife carer, River Wren Rescue to assist with fauna relocation.

The Peel Business Park industrial estate is designed as an innovative and sustainable industrial zone focusing on food manufacturing and processing industries, logistics enterprises, and supporting rural-related commercial and industrial activities.

It also incorporates plans for a campus-style technology park to attract research, development and training organisations to the area.

Designed to encourage pedestrian and cycling throughout and enable passive recreation, particularly in conjunction with the wetland areas, the Park features extensive tree planting, providing shade and visual amenity to the pedestrian and cycle corridors.

The Renewable Energy Industrial Microgrid delivers a safe, reliable, sustainable and scalable energy solution.

The Peel Agri Food Study identifies the Peel region as having the capacity for a range of high-value intensive rural and food production activities. Highlighted by the study were several innovative food production solutions

as well as research for producing high-value product for domestic and global markets.

The Peel Agri Food Study indicates innovative food technology solutions while protecting the productive capacity of our soil and water resources, and maintaining WA's world-class biosecurity system to deliver clean, safe and premium products. 🌿

MORE INFORMATION

For more information about the Peel Business Park, visit:

- www.peel.wa.gov.au/transformpeel
- <https://developmentwa.com.au/projects/industrial-and-commercial/peel-business-park/overview>
- www.murray.wa.gov.au/Shire-and-Council/Projects/Western-Australian-Food-Innovation-Precinct

Dwellingup's transformation

LANE POOLE RESERVE

Riders exploring a
Murray Valley Trail.

*A must visit
trails and adventure
destination!*

WORDS | Shire of Murray
IMAGES | Josh Cowling Photography

Dwellingup is experiencing record visitation and as the winner of the 2021 GWN7 Top Small Tourism Town Award, it is quite obvious that Dwellingup has become one of Western Australia's must visit trails and adventure destinations.

A number of projects continue to contribute towards the town's success including the Dwellingup Trails and Visitor Centre which is now fully operational, and the Dwellingup Adventure Trails project.

Since opening seven months ago, the Dwellingup Trails and Visitor Centre is welcoming several thousand more visitors per month, in comparison to previous years.

The number peaked in October, with over 13,000 people visiting the Centre.

The strong, consistent increase in visitation has provided additional employment opportunities and new business investment, as well as increased activation of the surrounding trails precinct.

The centrally located facility boasts modern and contemporary furnishings and a spacious layout which houses the much loved 1938 bright orange Mack Truck Fire Tender, large screen digital displays, trail maps and local area and historical information through interactive touch technology, virtual reality experiences and the Alcoa interactive space which offers the chance to win an Avanti state-of-the-art

aluminium alloy mountain bike. The Centre is in close proximity to modern toilet, shower, laundromat and locker facilities, Dwellingup Skate Park and Pump Track and the Hotham Valley Tourist Railway.

The visitor servicing style has been adjusted to a concierge style of service, providing improved opportunity for visitors to engage with visitor servicing officers and the interactive technology, as tools to learn more about the area and to discover new adventures and activities. This customer servicing technique provides the opportunity to encourage longer stays and repeat visitation. The new approach has created demand for additional locally employed staff and seen to the upskilling of current staff to achieve the required friendly but local service style which spruiks Dwellingup sourced and/or branded retail product, accommodation and experiences in Dwellingup and the wider Murray area.

The trails component of visitor servicing was further enhanced by the opening of Waypoints Tours, Retail and Café by Dwellingup Adventures in December 2020. Waypoints offers guided and unguided adventure experiences in the area and adventure hire facilities (bike, kayak and canoe).

The Dwellingup Trails and Visitor Centre project was funded by the Australian Government's Building Better Regions Fund, Dwellingup Community Association Inc. and the Shire of Murray with fit-out supported by Alcoa and the State Government's Regional Economic Development Grants Program which is delivered by the Peel Development Commission.

A crucial component in the success of Dwellingup's transformation into a must visit destination, has been the concurrent marketing launch of the "Wild@Heart" brand, which saw to the creation of compelling digital content including images, destination films, virtual reality vision, a destination booklet, the Visit Dwellingup website and social media platforms.

The Wild@Heart brand communicates Dwellingup's adventure and nature experiences through incredible imagery that aligns with the Shire of Murray's Tourism Marketing Brand Strategy and promotion of Western Australia by Regional Tourism Organisation Destination Perth and State Tourism Organisation Tourism WA.

Wild@Heart
celebrates Dwellingup's
adventure and nature
experiences.

Through the Dwellingup Adventure Trails project new trails are being progressively rolled out across the Murray Valley Trail Network in Lane Poole reserve, the most recent being the 35 kilometres of mountain bike trails opened in October last year.

The opening nudged Dwellingup closer to becoming a recognised trails town.

Upon completion of the project which is being delivered by the Department of Biodiversity, Conservation and Attractions in partnership with the Shire of Murray, there will be around 60km of dedicated single-track mountain bike trail in and around Dwellingup, connected by the realignment of the Munda Biddi Trail.

New canoe launching facilities are enhancing the existing paddling opportunities on the Murray River, an 80m suspension bridge will improve access to the extensive mountain bike trail network, sealing of gravel roads will create a scenic drive through the Reserve and improvements to the Captain Fawcett Track will offer four-wheel drivers year-round access to explore the Murray River along the old historic timber railway formations.

It is anticipated that works will be completed in 2022.

The \$8.4 million Dwellingup Adventure Trails project is proudly funded by the Australian Government's Building Better Regions Fund, the State Government and the Shire of Murray.

Hard statistics

↑ 177%

Visitation to the Dwellingup Trails and Visitor Centre since September 2020 shows an average of 5,900 visitors per month, the expected visitation for 2020–21 financial year is 58,387 — an increase of 177% from the highest visitation recorded, which was in 2018–19.

↑ 187%

There has also been opportunity to improve and increase retail sales within the Dwellingup Trails and Visitor Centre. This includes on selling of locally produced or created product and the 'Wild@Heart' and 'Dwellingup — Where Trails Meet' brands. The current average monthly retail sales from September 2020, is \$8,595 per month with an expected total year retail sale amount of \$85,000 — an increase of 187% from previous record retail sales in 2018–19.

The effects of the COVID-19 pandemic should be considered when discussing Dwellingup's success thus far.

The response to curb the spread of COVID-19, created uncertain and difficult economic operating environments which necessitated the need for businesses to be flexible and adaptive to the 'new age' of operating, servicing and meeting visitor expectations.

There was also a considerable uptake of mountain biking, hiking and outdoor adventure experiences.

There is evidence of a spike in visitation to many regional areas in Western Australia, however, the Dwellingup Trails and Visitor Centre is seeing a sustained increase, consistent with previous trends.

MORE INFORMATION

The Dwellingup Trails and Visitor Centre is open Monday to Sunday 9:00am to 4:00pm (closed Christmas day) and is located in Marinup Street, Dwellingup.

For further information about the Adventure Trails project visit: mtbwa.com.au/dwellingup.



Enhancing traditional fire practices in the modern landscape

WORDS & IMAGES | Department of Fire and Emergency Services

The Department of Fire and Emergency Services (DFES) is committed to improving bushfire management and protecting Western Australian communities and the environment from the impacts of bushfire.

To achieve this, DFES has established the first of its kind Bushfire Centre of Excellence — an education hub where volunteers and other bushfire management personnel can learn and share ideas, knowledge, experiences and skills.

The Centre was purpose built in 2020 and is the first building to be completed in the Peel Business Park. It is a leading facility in bushfire learning and is strengthening the way knowledge and skills are built and shared through its knowledge management, training development and training delivery functions.

This includes the knowledge and cultural practices of Aboriginal Australians who have used fire for thousands of years to care for Country. The Centre's Traditional Fire Program aims to gather and promote this knowledge and look at ways to combine cultural burning into contemporary fire management, incorporating the fire management knowledge and experience of Aboriginal people into the Centre's work.


It will engage with Traditional Custodians, land managers, and local communities to gain a better understanding of the uses and cultural

connection with fire and support communities in sharing, developing, implementing and promoting traditional fire programs and land management activities.

One year on from the program's inception, the key focus has been developing partnerships and gathering and providing information to embed into training packages.

To date, the program has met with several groups across the State in Pinjarra, Mandurah, Broome, Dunsborough, Yallingup, Esperance and Brookton.

A suite of cultural burning and cultural awareness documents will be released over the coming months and include informative community resources to enhance the understanding of the traditional uses and application of fire.

As the program develops, the team will continue to prioritise the integration and application of traditional knowledge to improve bushfire management outcomes into the future. 

MORE INFORMATION

Learn more about the Bushfire Centre of Excellence at dfes.wa.gov.au/bushfirecoe.

The significance of cultural burning

Cultural burning describes burning practices that are performed by Aboriginal people as a way of keeping people and Country healthy.

These burns are small, low-intensity fires that minimise damage to ecosystems and landscapes and promote the application of cool fires at the right time, in the right way and by the right people.

In WA and across Australia, cultural burning has been incorporated into contemporary land management practices as part of planned burning regimes.

Aboriginal ranger programs are continuing to learn and practice the cultural application of fire and traditional land owners are applying these techniques on their respective lands through their appropriate land councils and Aboriginal corporations.

The sustained application of both contemporary and cultural burning techniques is vital and provides a variety of strategies for traditional custodians, fire practitioners, land managers and local communities to reduce bushfire risk whilst protecting cultural and environmental values.



HOTHAM PARK OPENING

WORDS & IMAGES | Shire of Boddington

The Peel region has an amazingly diverse array of physical features and unique ecosystems that provide the basis for the lifestyle and industries our region is known for.

We're talking waterways, coastline and estuary system, rivers, marinas and canals, world-class trails, national parks and adventure recreation facilities, wineries, agriculture and tourism just to name a few.

As Peel grows and we position ourselves as a progressive, prosperous and dynamic region with a culture of care, tourism to our regional centres plays a critical role in accelerating local economic growth and business opportunities.

Tourism is a major growth market for Peel — last year we exceeded our three-year goal of attracting 3 million day trips when we hit 3.1 million day-trippers. Leveraging our natural assets and promoting all there is to see and do

in Peel will continue to attract visitors and encourage overnight stays. That means more visitors and longer stays in the region.

Peel's natural resources are supported by built attractions that complement the stunning features of our environment, a great network of road infrastructure, and proximity to Perth and other regions making Peel a top choice for many visitors. These characteristics create a terrific opportunity for the development of clusters of tourism adventures that can be collectively promoted to attract visitors and entice them to stay in the region for longer.

Hotham Park Boddington fits the vision perfectly.

Hidden just off Albany Highway, around 90km south of Armadale lies the picturesque town of Boddington, which has recently unveiled its long awaited Hotham Park Foreshore Redevelopment with rave reviews. The state-of-the-art park lies along the banks of the Hotham River and features an adventure playground with a flying fox, skate bowl, pump track, outdoor fitness equipment, half-court, kayak launching ramp and barbecue facilities.

Being located only a stone's throw from Dwellingup, Williams, Wandering and a short trip from Mandurah, the Shire of Boddington saw an opportunity to transform the stunning location into an exciting new attraction for the community, as well as a fantastic drawcard to encourage tourism within the Peel region.

The park is located adjacent to the existing Boddington Caravan Park, Rusty Camp Oven Café, Boddington Public Library and Youth Centre, making it a central location to ensure there is something for everyone. Much consideration and public consultation was undertaken in the initial stages of the project to ensure that the redevelopment catered for all members of the community and beyond.

To encourage the use of the brand new facilities, a number of fantastic programs have been undertaken by the Shire of Boddington, including Pump Track and Skate Park Clinics, Outdoor Gym Equipment sessions and an evening 'Summer by the River' series, sponsored by South32 Worsley Alumina, to make use of the stunning location.

Already proving popular with visitors, many leaving popular reviews online and locals loving the variety of facilities, the park is sure to be enjoyed by many for years to come. Hotham Park is a significant project that contributes to tourism growth in our region, helping to build a strong local economy and regional prosperity, and one that will bring many years of enjoyment, recreation and community to Peel residents and visitors alike. 🦋

MORE INFORMATION

The Park had a number of funding bodies that include Peel Development Commission, Newmont Boddington Gold, South32 Worsley Alumina, the Department of Local Government, Sport and Cultural Industries, SUEZ and the Lions Club Boddington.



Building a stronger Falcon community ... *through cricket*

WORDS | Gerard Leddin, President, South Mandurah Cricket Club
IMAGES | South Mandurah Cricket Club President

The South Mandurah Cricket Club is a community cricket club based at Falcon, it plays in the Peel Cricket Association and its home oval is Falcon Oval.

This oval only has a carpet (astro turf) cricket pitch, this means that the A Grade side and the Under 15 and 17's teams are forced to play away from Falcon as high grade cricket in the Peel region is played on grass turf pitches only.

Not having A Grade at Falcon Oval was impacting the club financially and was limiting its ability to draw in sponsors and new members.



THE OFFICIAL ANNOUNCEMENT

L-R: Terry Arnold (Peel Cricket Association President), Nicole Stapleton (South Mandurah Junior Cricket President), David Templeman MLA (Member for Mandurah), Lisa Munday MLA (Member for Dawesville), Tony Hemming (the inventor of the hybrid pitch), Gerard Leddin (South Mandurah Cricket President).

The club's committee made a decision three years ago to attract new players, financially strengthen the club and become a larger part of the Falcon community, a turf pitch was required at Falcon Oval. This decision started a two year research project by the club to find a suitable turf option.

A standard grass turf cricket pitch costs approximately \$70,000 to install and another \$20,000 per year to maintain. This cost was outside the reach of a community sporting club. But the club's research found some new cricket pitch technology which offered significant benefits to the club.

The new pitch was called a hybrid turf pitch and was developed in Dubai at the International Cricket Council facility. It has been successfully used for the past 10 years there for premier cricket. It costs \$30,000 installed, a clear saving to community cricket clubs. So what is a hybrid turf pitch?, a standard grass turf pitch uses grass to bind the clay together which is then rolled to form the pitch. A hybrid pitch uses synthetic fibres to bind the clay instead of grass.

There are two significant differences between a hybrid pitch and a grass turf pitch, firstly the hybrid needs 80% less water because there is no grass with the pitch (this is a big environmental saving) and secondly the pitch can be prepared in an hour. Compare this to a grass turf pitch which takes 10 hours to prepare each week. Combine these two and there are significant benefits to community cricket from a hybrid pitch.

The environmental savings (80% less water) is one of the reasons South Mandurah Cricket Club President, Gerard Leddin stated that "given the upfront savings and the need for 80% less water, we believe this new technology is the future for community cricket clubs in Australia".

There is currently only one hybrid pitch in Australia, located at Townsville in Queensland. The new hybrid at Falcon Oval will be the second in Australia and will be watched widely by the cricket community across Australia. Mr Leddin said "South Mandurah Cricket Club is proud to bring this new pitch to WA and be at the forefront of cricket technology and environmental responsibility".

According to Mr Leddin, "this is now an important community asset in the Peel region and we want to use it to draw more local people into playing sport, we believe we have a role to play in building a stronger Falcon community and we want people increasing their involvement in the local community through sport".

MORE INFORMATION

The new hybrid pitch is due to be installed this September (2021) ready for the 2021-22 cricket season here in the Peel.

Southmandurahcricket@outlook.com



FILMING IN THE PEEL

Ouback Car Hunters follows the hunt for the cars scattered across Australia.

WORDS & IMAGES | Peel Development Commission

Ouback Car Hunters is the next series to film an episode in the Peel region with filming in Serpentine Jarrahdale, as well as some footage in Boddington, running from April through May.

Featuring abandoned classic cars from all over the world, *Ouback Car Hunters* is a tv series that follows the hunt for the cars scattered across Australia that may or may not be worth a fortune to those lucky enough to find them.

Dave Morely and GT (Glenn Torrens) present the episode — both are car magazine journalists embarking on their first documentary series, and both are enjoying working in and exploring WA.

Pete, a truck restorer himself, and wife, Wendy, own the Oakford property hosting the set for the episode. The property will also be the venue for the car sale event for the restored vehicles, including a Series One Land Rover, a Beetle that had one owner for 47 years, and a VW Kombi.

Screenwest is a not-for-profit screen funding and development organisation, that supports film, television and digital production in Western Australia. Their purpose is to support and grow a more sustainable WA screen industry.

Focusing on supporting the growth, development, capability, and capacity of the industry, Screenwest, with support from Lotterywest, champions inclusion, development, and delivery of strategic initiatives for First Nations filmmakers and actively seeks partnerships to establish new market opportunities for the WA film industry. WA film industry growth is a vehicle for simultaneously embracing our local communities and attracting global interest in WA stories, storytellers, locations and culture.

Working together with organisations and individuals all over the state is key to achieving shared goals for WA's communities and industries. Screenwest can help us all harness the power and share the benefits of screen content in connecting communities, sharing stories and celebrating culture.

The screen industry can bring value to regional communities with the economic and social benefits of job creation, local economic activity, regional promotion and tourism outcomes. By showcasing WA's regions to national and international audiences, productions can help to

put regional towns and communities 'on the map' and encourage interest and visitors from other regions, states and countries.

Recognising this opportunity, the Western Australian Screen Fund (WASF) is a WA State Government Royalties for Regions funding initiative that supports regional film industry activity. Through strategic project funding, WASF aims to build Western Australia's regional capacity and contribute to the liveability and vibrancy of WA regional communities.

Feature films including adaptations of Tim Winton's novels *Dirt Music* (filmed in the Kimberley) and *Breath* (filmed in the Great Southern) have been shot in regional WA thanks to the Fund, and parts of season two of the *Itch* series filmed in the Peel region.

Shire of Serpentine Jarrahdale President, Michelle Rich is thrilled to have the episode filmed in the region and positive about the benefits to the local community. 🦋

MORE INFORMATION

The *Ouback Car Hunters* episode filmed in Peel will be screened locally for the Serpentine Jarrahdale community later in the year — details will be available from the Peel Development Commission website when they are confirmed.

Serpentine Jarrahdale Food & Farm Alliance

WORDS | Merri Harris, President of the
SJ Food and Farm Alliance
IMAGES | SJ Food and Farm Alliance

Serpentine Jarrahdale Food and Farm Alliance Inc. is about creating more sustainable and resilient communities by making peri-urban agricultural pursuits more viable, through opportunities to diversify income streams.

SJ FARMERS MARKET

Held every Saturday morning
at the SJ Community
Resource Centre.

Serpentine Jarrahdale Food and Farm Alliance Inc. (SJFFA) is a NFP organisation whose mission is:
“To champion educational and promotional activities that support peri-urban agriculture and influence broader issues such as food security, increasing local economies and community health and nutrition.”

We hold annual, regional scale events such as the Food and Farm Fests, workshops (some larger events with 50–100 attendees and hosting Internationally recognised speakers) and facilitate on-farm research projects that promote regenerative farming methods (through State Natural Resource Management grants).

Capacity building educational opportunities enable farmers/producers to learn new methods and ideas that potentially can increase their on-farm productivity. Adopting regenerative

farming principles enables farmers to increase carbon soil levels which in turn improves water holding and management capacity. Introducing higher carbons levels has been the goal behind two different on-farm research projects within the Shire over the past two years. The first trial, in 2019, introduced a commercially available compost product, while the trial underway this year aims to show farmers how their on-farm waste, horse manure and old hay, can be made into a highly valuable, microbiologically active compost that they produce themselves.

Farmers are learning hands on soil assessment methods, gaining knowledge about what soil and plant tissue tests can inform their decisions to build better soil, more nutrient dense pasture and ultimately healthy pastured animals. Better soils and pastures increase property productivity.



**SJ Food & Farm
Alliance**
is building a LOCAL
food network.



The Annual Food and Farm Fest is, for the first time in 2021, an affiliated Royal Agricultural Society Ag Show, and now includes multiple equestrian competitions and displays showcasing the impressive equestrian industry that calls Serpentine Jarrahdale home.

Alpacas, donkeys, sheep, goats, poultry and covies (guinea pigs) are now all using the Food and Farm Fest to display their breeds and local prowess.
(www.foodandfarmfest.com.au)

Thanks to the help of a successful Regional Economic Development (RED) grant application in 2020 the SJFFA established a weekly Farmers Market which is held at the Serpentine Jarrahdale Community Resource Centre in Mundijong on Saturday mornings. This market maintains strict local content rules and guidelines and represents the ethos of a true, local market that provides the opportunity

to buy fresh picked and vine ripened fruits and vegetables. While still small in comparison to many markets its authenticity as a local Farmers Market has ensured a regular and contented consumer base with well over 9,000 customer visits since its inception in November 2020.
(www.sjfarmersmarket.com.au)

The Farmers Market represents yet another SJFFA project that has successfully created further opportunities for local producers and farmers, increased further capacity for diversity of income streams for producers and provided a greater range of local produce made available to local consumers.

With COVID restrictions easing the SJFFA will re-introduce their very popular farm tours which further enhances the tourism potential of peri-urban agricultural farms and properties. 🌿



2021 Food and Farm Fest

The 2021 Food and Farm Fest is on for **Saturday 13 November 2021** from 10am until 4pm.

This date allows us to showcase the same great events, animal competitions, SJ Farmers Market and the fantastic Bendigo Community Bank Byford & Districts Kids & Youth Zone at a time of the year with beautiful Spring weather and conditions.

We are thrilled to still be able to run our 2021 Agricultural Show and hope you will all join us.

We look forward to bringing you an amazing event!

Visit the Food and Farm Fest page and also on our Facebook page for all details.

LOCAL CONTENT FOR LOCAL CONTRACTS



Gambara's
future plans
mean employment
opportunities and
industry development
for the Peel region.

WORDS & IMAGES | Peel Development Commission and Gambara

Western Australia's prosperity and living standards are directly linked to the prosperity and living standards of our regions. Thriving and resilient regions mean a more prosperous and liveable state for all West Australians.

Cultivating regional prosperity, increasing our living standards and developing regional resilience means diversifying our local economies, growing our local industries, and supporting our local communities. That takes collaboration across government,

industry and community to ensure our regions and state thrive both now and for generations to come.

One of the ways we can achieve this is by maximising the participation of regional businesses in government contracting opportunities.

The Local Content program, and the underlying legislation, supports State Government agencies to provide local businesses with full, fair and reasonable opportunity to access and win government supply contracts.

While much progress and many wins have been made since the program's 2018 inception, there is still a long way to go.

Each region has different characteristics and faces different challenges, just as each regional business does, so providing support in connecting businesses with contracting opportunities is critical.

One of the challenges particular to the Peel region is a high number of sole traders and businesses with less than 19 employees, and few of the larger businesses that tend to take on lead contractor roles.

If the majority of Peel's businesses are too small to take on head contractor roles, where is the opportunity for them to engage in government contracts?

The answer is subcontracting opportunities. Peel's smaller businesses have an opportunity to make smaller chunks of bigger contracts their specialty.

Through legislation, head contractors have local content targets that provide for the appointment of local suppliers and subcontractors and includes Aboriginal businesses. Head contractors are obliged to fulfill their local content commitments and report on the associated outcomes.

Peel Local Content Adviser, Therese Ejsak, can help Peel businesses by;

- Supporting regional suppliers and contractors to connect to government procurement opportunities;
- Encouraging government agencies to maximise supply and job opportunities for regional businesses on government projects;
- Influence and support the implementation and application of the WAIPS, Buy Local Policy and Aboriginal Procurement Policy;
- Connect regional businesses to capacity and capability building programs; and
- Support local content outcomes through Royalty for Regions funding and programs.

Some of the key State projects providing contracting opportunities in Peel are;

- **Madura Bay Primary School** — construction estimated to support **252 jobs**
- **Pinjarra Senior High School** — construction estimated to support **216 jobs**
- **South Metropolitan TAFE Mandurah Campus** — Local Business Engagement Plan is being developed
- **West Byford Primary School** — Local Business Engagement Plan is being developed
- **Lakelands Station** — construction estimated to support **200 jobs**
- **Mandurah Station Multi-Storey Carpark** — construction estimated to support **120 jobs**

Key to maximising local content opportunities is the engagement of Aboriginal businesses. Engagement includes support through workshops and learning opportunities, collaborations between government agencies, not-for-profits, and Aboriginal and non-Aboriginal businesses, support for new Aboriginal businesses and the promotion of their presence in the region.

Gambara is a new Peel-based Aboriginal business that specialises in the delivery of project management and environmental and revegetation services in civil construction, oil and gas, and mining sectors.

Directors, Darren Lundberg and Matthew Oswald, started Gambara in 2018. It was created out of the request from various industries, including civil construction, for an Aboriginal business to deliver major revegetation and environmental works.

Gambara is jointly run by Darren and Matthew. Darren brings decades of civil construction experience to the company, while Matthew's experience is based upon environmental consultancy and major revegetation delivery.

In winter, Gambara's peak season for landscaping and revegetation delivery, they employ up to 14 Noongar staff. Staff deliver a range of services including landscape maintenance, weed control, seeding, planting and civil construction services.

Providing innovative solutions to customers is extremely important. Director, Matthew Oswald, said, "Gambara focuses on solutions for

delivering works that are more efficient, more affordable and with improved safety. Gambara has an extensive range of innovative solutions for landscape materials placement including blower trucks, slinger trucks and walking floors. These expensive bits of equipment make all the difference in difficult to access locations for our clients."

"We're looking to further strengthen our services in State Government maintenance works, civil construction accommodation works and weed control for local governments. We're also looking at increasing our weed control capabilities with more Noongar staff achieving their spray technician tickets in 2021."

Gambara's future plans mean employment opportunities and industry development for the Peel region as they engage with Peel business, agencies and departments to deliver a high calibre of landscape and revegetation works. Providing employment opportunities within the region for Noongar candidates is a key focus.

With a vision of providing opportunities for skilled and trained Aboriginal staff in meaningful and sustainable roles, Gambara is most proud of achieving this vision for their staff through regular and ongoing work opportunities, and with support for further training and development.

"The opportunities are endless in the State at the moment, with large projects being funded both in road and rail upgrades. We have a solid workforce ready to deliver on these projects," Matthew Oswald.



Peel Senior Relationship Service

WORDS & IMAGE | Relationships Australia

There's no denying the past year has increased the vulnerabilities of the elderly. The introduction of necessary movement restrictions, combined with economic pressures, has resulted in increased occurrences of abuse for seniors.

In the Mandurah and Peel region, where nearly 23 percent of the population is over 65, instances of elder abuse are the highest in WA, outside of the Perth metropolitan area.

However, collaboration between local organisations and agencies has resulted in a stronger approach for the Peel Senior Relationship Service, who are working to reduce elder abuse and support the elderly in the local community.

Charmaine Kennedy, Manager of the Peel Senior Relationship Service, said it was a unique year for the program, as they adapted to online and telephone service delivery.

"It was challenging as we could no longer offer face to face office or home consultations, and COVID-19 prevented us from seeing clients in aged care facilities.

"However, by utilising new technology, we were able to overcome these barriers and offer significant assistance to the most vulnerable clients living in elder abuse situations.

"As our work involves significant collaboration with government and other agencies, we found we actually strengthened these working relationships as we were all experiencing similar practitioner constraints due to the restrictions."




Since 2019 the service has supported more than 140 people — which include individuals, partners, carers and family members — to find solutions to ageing-related issues.

Ms Kennedy said they received an influx of referrals following the lifting of the COVID-19 restrictions as well as increased reports from the Police, the local Magistrates Court and community agencies.

"In many cases, early intervention with case management support can mean the risk of elder abuse, including emotional and financial abuse, is reduced."

"In many cases, early intervention with case management support can mean mediation may not be required, and the risk of elder abuse, including emotional and financial abuse, is reduced."

The Peel Senior Relationship Service helps seniors make informed decisions on a range of ageing-related issues and offers free one-on-one counselling and mediation for victims and their families. You can attend the services on your own, with your partner, a carer or advocate, as a family, or your children or parents can come by themselves.

The service is provided at no cost to those living in the Peel region. 

What to do if you suspect Elder Abuse

- While elder abuse can be distressing, if you suspect someone may need support ask about the person's well-being — be quick to listen and don't judge.
- Take note of signs and symptoms that may help those who investigate and reassure the older person that there is help available and provide them with the contact details of a relevant support organisation.
- If someone is in immediate danger, call **000**.

MORE INFORMATION

Relationships Australia provides professional relationship support services throughout Australia. We are a not-for-profit, non-aligned, community-based organisation with partial funding from the Federal, State and Local Governments. Relationships Australia operates Australia-wide.



Shire's interactive equestrian education module wins planning excellence award

WORDS & IMAGES | Shire of Serpentine Jarrahdale

The Shire of Serpentine Jarrahdale has been recognised at the 2020 Planning Institute of Australia WA Awards for Excellence for its online Community Equestrian Education Module.

Awarded Best Planning Idea — Small Project, the interactive module provides a unique user experience for residents and the broader community to access information on all matters related to equestrian management, and how new ideas and techniques can be adapted.

Shire President Michelle Rich said the award from the Planning Institute of Australia WA was great recognition for the work the Shire was doing to support and promote its thriving equine community.

"In 2019 the Shire held an Equine Community Forum and feedback from horse owners was that they wanted educational materials that were relevant to land and properties in Serpentine Jarrahdale," Cr Rich said.

"Shire officers worked with the community and local company Labbit to develop the interactive module, which provides an innovative information platform regarding the keeping of horses. This is done in an online virtual equestrian setting located within the Shire.

"The interactive module is all about supporting horse owners in the Shire and making it easier for them to access information they need."

The Community Equestrian Education Module provides information on fencing, hay sheds, horse arenas, irrigation,

manure management, paddock shelters, indoor stables, wash down bays and weed management.

To learn more about the Community Equestrian Education Module visit www.sjshire.wa.gov.au/development-services/planning/keeping-of-horses.aspx

As part of the Shire's ongoing commitment to support its equine community, it has established an Equine Advisory Group, which has community representation from a range of equine disciplines.

The Equine Advisory Group will provide the Shire with advice in regards to the needs and priorities of the Serpentine Jarrahdale Equine Community. 🐾



2020 PLANNING INSTITUTE OF AUSTRALIA WA AWARDS FOR EXCELLENCE

Manager Strategic Planning Deon van der Linde, Shire President Michelle Rich, Director Development Service Andrew Trosic, Manager Building and Health Services Darren Kane and Manager Statutory Planning Ashwin Nair accept the Best Planning Idea — Small Project.

Southern Dirt's **FUTURE OF FOOD** CONFERENCE & EXHIBITION

WORDS & IMAGES | Southern Dirt

Southern Dirt's Future of Food Conference is shaping up to be this year's must-see event on the Western Australian Agri-Food calendar, with an impressive array of speakers and sponsors already confirmed.

The conference is being held at the Mandurah Performing Arts Centre on the 23rd September 2021.

The aim of the conference is to bring future focused individuals and organisations together to explore where the food industry is heading, with a focus on new food technologies, retail and trade, conscious consumers and the latest research in food for health.

Mike Lee will kick off the event with a keynote address. He is the founder and CEO of Alpha Food Labs, a food innovation company that helps

organisations to create strategies and products that are better for people, the planet and profits. Mike will discuss food innovations and consumer trends and how it is essential to rethink the way food is made. He will stay for a Q&A session to discuss the impact of COVID-19 on food markets and the need to pivot in times of change. Other speakers will be announced in the coming months.

Attendees will choose from a range of breakout sessions to attend, which will cover four major themes.

Technology breakout sessions, will discuss value-add technologies such as sustainable and small batch packaging products and equipment, innovative processing techniques that extend shelf life and the latest methods for protein extraction in grains and legumes. Trust, traceability and transparency within our supply chains will be another hot topic covered during the food technology sessions.

Attracting investors for small businesses can be a time-consuming task and often people don't know where to start.



FUTURE OF FOODS

Mandurah Performing Arts Centre, 23 September 2021.

Southern Dirt

FUTURE of FOOD

CONFERENCE & EXHIBITION

23 SEPTEMBER 2021

UWA Field Trip

WORDS | Joseph Armanasco, Regional Development Officer,
Peel Development Commission

On the 15th of February, the Commission hosted students from the University of Western Australia's (UWA) Regional Planning course as part of their annual four-day field trip to the region.

With this in mind, a panel of experts will discuss the realities of attaining investors and will be joined by a number of food businesses who will provide an insight into the most effective ways to do this successfully. This will run as a breakout session under the theme of retail and trade, with other session topics covering trends in food markets and online marketing.

A range of topics will be examined under our theme of conscious consumers, including the benefits of sustainable food networks, zero waste in the food and beverage industry and a panel discussing what 'premium produce' actually means.

Within our health and nutrition topic, panels of experts will discuss how food choices can have a profound effect on overall health. They will look at how certain foods can improve health outcomes and the latest research into the benefits of having a healthy gut microbiome, the factors that can influence it and how the microbiome can impact human health and disease.

The Future of Food conference will also host an exhibition on site, which will showcase the latest in sustainable packaging, demonstrations of innovative food technologies and give small and large organisations a platform to display their products and services.

Do you have an exciting, innovative product or service set to revolutionise the future of the food industry? We'd love to hear from you. Email Hannah to discuss opportunities in this space for your organisation: hannah@southerndirt.com.au.

We would like to thank the Department of Primary Industries and Regional Development for their support as our conference partner and Peel Development Commission for the ongoing commitment to the Peel Growers Hub and the agri-food industry in general through their support of events such as the Future of Food Conference. 

MORE INFORMATION

To register for updates or to find out more, please visit: www.futureoffood.com.au

The students were able to immerse themselves in all Peel has to offer, from experiencing our beautiful waterways and forest trails, observing work in our mining and agricultural sectors and touring the various community infrastructure projects the Commission and our partners are undertaking, to engaging in research on topics crucial to the future development of the Peel.

"As a cohort we were privileged to visit the Peel region. A broad yet detailed presentation by the Peel Development Commission gave indication for what to expect throughout the week. A tour of Alcoa allowed us to see the major impact that the mining industry has on the region. We were able to see rehabilitation sites first-hand and ask questions that would be difficult to find the answer to otherwise. We were also able to speak to local organisations who perceived the impact of mining differently, and the importance of considering both perspectives in any major industry.

The highlight of the trip was the tour we received from Maitland from Kaarak Dreaming. The knowledge that First Nations people have of the country we live on should never be underestimated. It was truly an honour to learn traditional healing methods firsthand from someone as passionate and knowledgeable as Maitland. This was an experience I will never forget. This course has truly sparked my interest and passion for regional development in Western Australia. There is no substitute for visiting a region and applying our knowledge to what we can see."
Michelle Winder

The field trip provided students with valuable place-based experiences that allowed them to learn about our region with intimate detail. The students were given a taste of what it is like to work in regional development throughout this field trip, which culminated in each student creating a strategic plan for the region on a topic of their choosing, based on the knowledge gained throughout the field trip activities.

"The importance of travelling to a place and experiencing it is immense. The amount of information that can be gleaned from people immersed in the planning system in these regional areas is phenomenal. It is a type of tacit knowledge that cannot be learnt through lectures. And the structure through which we engaged with groups in this unit was clearly thought through. We saw a variety of different perspectives sometimes on a single topic, which displayed the sharp divide in communities. These are the sorts of things that us as planners will have to mediate through and seeing firsthand the complexities of these situations, I am sure will be useful when in the planning system." **Jacob Flynn**

The partnership between the Commission and the University of Western Australia has been extremely valuable to the Peel in enhancing regional development outcomes and promoting higher education within the region. Hosting and engaging with regionally based activities such as UWA's annual field trip is essential in supporting the university to produce high quality graduates and regional development advocates for the future within Peel. 



Swing by the scarp

WORDS & IMAGES | Shire of Waroona

Nestled into the Darling Scarp, just 90 minutes south of Perth, the country town of Waroona is poised for a facelift.

Together with a motivated and community-led Taskforce, the Shire of Waroona is working on a town centre revitalisation program to brighten, refresh and activate the town.

Ideally positioned in the Peel region, Waroona is a hub in the hinterland — the perfect base to explore the trails and forest areas of the scarp, enjoy true country hospitality and venture across to the clear blue waters at Preston Beach.

The recently developed Town Centre Revitalisation Strategy identifies a series of physical, social and economic opportunities to enhance Waroona, give local businesses a boost and support community activities and

events that will attract people from across and beyond the region.

Shire President Mike Walmsley recognises the task ahead and is keen to see all stakeholders working together.

“Revitalising the town centre is the community’s number one priority — but resources and commitments are needed from locals, businesses and governments to fund the program and work collaboratively.”

The centrepiece of the town centre will be a new Community Precinct — an all ages area including spaces for passive and active recreation, community and family events, a playground and nature play area, skate park and pump track, along with all the amenities and facilities needed for a contemporary community space.

Incorporating public art, celebrating the natural assets of the area, providing heritage information and including aspects of the town’s agricultural history will help create a unique and welcoming space in Waroona.

The Precinct will link the retail area and other community facilities along the South Western Highway with the picturesque Fouracre Street, where the iconic Moreton Bay fig trees and towering eucalypts provide a sanctuary for rest, relaxation and enjoying the fresh country air.

Places for people

Waroona is not the Shire’s only location emerging with new plans and activities. Communities in Preston Beach and Lake Clifton are also sparkling with new community groups and events popping up.

The Shire’s recent adoption of a place-based approach is beginning the transformation of these places into environments where innovative ideas and projects bring the community together, inspire others and contribute to a vibrant, diverse and unique local experience.

The Shire team is working with local groups to support their own ideas and aspirations for how they want to see local communities grow and thrive.

Place and Community Development Coordinator Kelly Shipway has seen energy and enthusiasm in the local groups.

"While we are only a small Shire team, we love working with the groups that are keen to get things happening, involve their neighbours and friends, and make real change in their communities."

The outcomes achieved through place-making will increase the quality of life for local residents, create unique experiences for visitors to the towns and encourage return visitation, with flow on benefits for local business.

Live@theWeir

In January this year, the inaugural Live@theWeir event attracted a fabulous local crowd to the stunning Drakesbrook Weir in Waroona. Everyone enjoyed a relaxing Sunday afternoon of amazing live music, delicious food, giant garden games and spectacular artwork. The event hosted a 'Live at the Weir' quick-draw competition, attracting both professional and amateur artists with a love of outdoor painting.

With the success of the inaugural event in January 2021, the event is confirmed to return in January 2022, with another chilled, family friendly day out.

Preston Beach Community Garden

It's been a big year for the Preston Beach Community Garden group, who progressed their incorporation status and secured a sizeable portion of land along Stables Road in close proximity to the Preston Beach Community Centre and Golf Club.

The group have been busy writing grants and securing funds to progress the project to the next stages.

The garden is a terrific community initiative to connect and support the health and wellbeing of residents living in the area. As the group's tagline suggests, they are 'more than just a vegie patch' and the bee mascots are symbolic of a community that can work together to achieve great things.

Preston Beach Outdoor Cinema

The Preston Beach community enjoyed another successful outdoor cinema event on the March long weekend with well over 100 people and quite a few kangaroos on the golf club green to watch the movie: 'The Call of the Wyld' starring Harrison Ford.

Cinema goers enjoyed beautiful weather, a sausage sizzle, fresh popcorn and refreshments along with an

incredible movie that captured the attention and delighted all.

The Preston Beach Golf Club volunteers did a fabulous job preparing the green, delivering event flyers to individual households and coordinating the cinema snack shop. The Shire of Waroona was pleased to fund the movie license and deploy staff and cinema equipment to support the Preston Beach community.

Little Lake Clifton people have a new playgroup

The community reserve on Tuart Grove Avenue in Lake Clifton has seen an explosion of colour, laughter and vibrancy with the establishment of the Lake Clifton Playgroup.

The Playgroup, which operates each Friday, has partnered with the Lake Clifton Action Group to share the 'Middle Shed' space. The Playgroup and Action Group will work together with the Shire of Waroona to better activate the space and provide activities for all ages.

In April, the Playgroup co-hosted an outdoor cinema event at the Lake Clifton Basketball Courts with proceeds set to support the purchase of toys and equipment for the kids.





Youth Fusion and community mural.



Youth Fusion

Young people in Waroona and Lake Clifton have been enjoying a series of events over the past few months with more to come during 2021.

The Local Drug Action Team and Shire of Waroona have been delivering the monthly Youth Fusion Program to engage young people and connect them with services supports.

With activities including drumming, basketball and hip-hop workshops, the program is delivering something for all interests.

Waroona Leos co-hosted the Drug Aware Fusion on the Green event for Youth Week 2021, featuring breakdancing workshops, inflatable games, cultural dancing and artworks, and activities for the young ones with a range of youth services on hand build some local links.

Street art and installations

Despite the challenges of the COVID pandemic, our creative community has been busy delivering 17 creative installations, supported by the Shire of Waroona.

Bringing colour, brightness and joy to local communities, these projects have included little libraries, pavement art, quirky cows, hay bale creations, and the *Angels of Art* project with community members able to leave their fingerprints all over their local neighborhood.

One of the larger installations funded, was a paint by colours community mural led by Melski McVee and the Preston Beach Progress Association, which will be enjoyed by the community and visitors for years to come. 🌿

Q&A: Board



Cr Michelle Rich
Shire of Serpentine
Jarrahdale President

How long has your family been in the Peel region, and how did they come to settle in the area?

My boyfriend (now husband) and I first visited family and friends in the Dwellingup and Mandurah for holidays in 1990. In 1993 we moved from residential mining work to FIFO and needed a home base. We were drawn back to the Jarrahdale/Serpentine

area and were lucky enough to find what would become our family home nestled in the Darling Scarp within walking distance of the Serpentine National Park.

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

Strong, honest, open, respectful communication is the most important lesson I have learnt through my professional, community and personal life. People want to be heard. They want their opinion to be respected. They want to be part of well-considered, planned and developed policies, strategies and projects that affect their lifestyle, history, future and sense of place.

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

I see an exciting future for the Peel region. Current leaders in the region have an important role to play in shaping what that future looks like for our Peel community. We are all part of the conversation and need to consider the differences between the short term and long-term development of the region focusing on the effect and ability to gain the long-term outcomes that are desired and important to the community.

We need to understand the relationship between economic, social and environmental development to protect what is unique, special and valued in the region.

What do you most enjoy about living in the Peel region?

I thoroughly enjoy and value the natural setting that is the Peel region. We have so much rolled into our region that is accessible for a quick trip or an extended stay to explore. We are on the door step of Perth but far enough away to provide a unique lifestyle or holiday experience.

What do you do in your spare time?

My spare time overlaps and blends into my work as a community leader. I enjoy being out and about within my community, taking my four grandkids to activities, events and generally enjoying the natural exceptionally beautiful surroundings that we call home. 🌿

Q&A: Staff profiles

WORDS | Stefan Chappell and Joseph Armanasco

IMAGES | Peel Development Commission

Introducing

Stefan Chappell
*Principal Regional
 Development Officer*



Tell us a bit about your role at the PDC?

I'm a Principal Regional Development Officer here at the Commission and I provide strategic guidance to the Transform Peel program. In this role I work with regional stakeholders in the Peel to support economic growth in the region, particularly in the agriculture and food sector, and attracting investment into the region.

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

The Peel region is such a diverse place and full of great people. Relocating here provides great lifestyle opportunities through beaches, team sports, the Peel waterways and tucking into some freshly caught crabs.

How did you decide on a career in regional development?

With a degree in Urban and Regional Planning, 'regional development' makes up 50% of the qualification — it seemed fitting to leave Perth and experience a way of life

in regional WA, firstly in the Gascoyne and now in the Peel region. Regional WA is brimming with opportunities to get involved in unique and interesting projects and to meet a variety of people along the way.

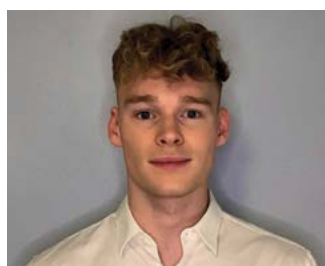
How do you spend your spare time?

In my spare time I enjoy playing tennis, going to the beach, fishing and tasting as much of the delicious food that's on offer.

What is your favourite Peel discovery?

I have been pleasantly surprised by the number of establishments that sell high quality pies. Beef, chicken, seafood, vegetable — or various combinations of the above the possibilities and supply appear to be endless. I can't wait to try them all on my lunch breaks or when I'm on the road.

Joseph Armanasco
Regional Development Officer



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

My role at the Commission is Regional Development Officer. It's a diverse role that brings me a lot of opportunities to work in a range of areas, including data analytics, planning, policy and project support. This allows me to get across everything the Peel has to offer, whilst helping to develop this beautiful region.

What brought you to the Peel region for work?

I was initially scouted to work part-time for the Commission during my final year of studies through UWA's regional development program to work on Sub-Regional Economic Opportunity Analysis for Murray and Serpentine-Jarrahdale. Being a recent graduate, once a full-time position opened up in late 2020, I jumped at the chance to join the team!

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

The region is just so diverse in everything there is to offer, from trails to beaches to food. There are also some stunning landscapes across the Peel, all on the doorstep of the city. I've been fortunate enough to explore much of the region either through my own travels or various visits my role at the Commission has involved.

How did you decide on a career in Regional Development?

I have a background in Planning and Economics, so Regional Development was a natural combination of the two disciplines for me. Travelling around WA has shown me just how much our regions have to offer, and how important Regional Development is for maintaining our unique identity here in the Peel. I was fortunate enough to have had a great mentor, Prof. Fiona McKenzie, as well as opportunities to visit both the Peel and Wheatbelt quite extensively throughout my time at uni which kickstarted opportunities for me to develop a career in this field.

Where do you see yourself in 10 years time?

I can't say I've got a plan for my next 10 years, but I'd love to continue working in the Regional Development field. If our borders ever open again, I'd love the opportunity to work internationally for a while before settling back down in the region.

How do you like to spend your spare time?

I spend most of it at the gym, apart from when I'm relaxing at the beach on a Sunday morning. Once it gets to winter I love heading out to cycle and hike on the weekends. Being a bit of a foodie, I'm also on a mission to explore everything Perth & Peel has to offer — that includes going through the menu at Samudera!

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

The Peel region really has something for everyone, it's close to the beach, the city and the hills, and all within an hour's drive. Having grown up in Perth I can really appreciate just how much the region has to offer — the opportunities for adventure are endless and right on your doorstep.

What is your favourite Peel discovery?

I really love the adventure trails around Dwellingup. Having visited the area several times growing up, there is really so much to do here, from canoeing in the Murray River, swimming at Lane Poole and walking through the state forest on the Hotham Valley Railway Trail. I'd love to build a retreat for myself out here one day — the landscapes here are just so picturesque, it feels like you're in a movie. 🌿

FUTURE-FOCUSED

WORDS | Joseph Armanasco, Regional Development Officer, Peel Development Commission
IMAGE | Visit Mandurah and Clip Media Motion

Being the fastest growing region in Western Australia means that we need a clear vision for our region's future now more than ever.

The Peel Development Commission has been working to understand the challenges and opportunities shaping the future growth of our region, based on the *Peel Regional Investment Blueprint's* vision of the Peel as a progressive, prosperous and dynamic region. The *Blueprint* outlines a need for regional intelligence gathering to support the Commission's activities, with work being undertaken on both a Human Capital Report and Sub-Regional Economic Opportunity Analysis for the Shires of Murray and Serpentine Jarrahdale over the last financial year to this end.

The Sub-Regional Economic Opportunity Analysis conducted for the Shires of Murray and Serpentine Jarrahdale is designed to highlight the pathways for future growth in both Shires by providing a roadmap for economic diversification. These strategies seek to leverage future demographic, developmental and workforce trends that will create and sustain local jobs filled by local people.

The Human Capital Report goes deeper, seeking to identify the factors influencing how Peel people interact

with the broader economy, telling the story of the past, present and future of work in our region. Understanding the human capital of the Peel will better enable the Commission to facilitate and advocate measures that will support improvements in business capability, educational attainment and workforce development, particularly for future generations.

Planning for the future is essential for the Peel to be able to manage growth in a way that can keep our community strong and resilient. An understanding of our workforce, through the Human Capital Report, and of our economy, through the Sub-Regional Economic Opportunity Analysis, go hand in hand in providing support to many of the initiatives the Commission undertakes, providing us with confidence that our work is innovative and well informed. This helps us to attract and retain new businesses, boost local industry growth and facilitate the provision of essential services to our community.

Not only do these reports act as a tool for advocacy, but they also allow us to start a conversation between government, industry and the local

community to ensure each works together to support the region as a whole. While the brick-and-mortar projects the Commission helps facilitate are incredibly important, reports like these are critical to making sure that all residents across the Peel benefit from the diverse opportunities our region offers.

Works like these reports ensure we deliver concrete outcomes for the Peel:

- Better pathways for education;
- More support for businesses and investment;
- Building regionally connective infrastructure;
- High-quality community service delivery; and
- Local content, local jobs and local opportunities.

These regionally focused strategic documents will highlight the strengths, weaknesses, opportunities and threats the Peel faces as it continues its rapid growth, with the intent to guide the direction of funding and resources to continue developing strong and resilient communities within our region.



Peel Business Park

Tailor a lot to suit your needs

WORDS & IMAGE | DevelopmentWA

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

Unlike anything previously conceived, this ambitious multi-million-dollar initiative will give innovative businesses access to onsite research, development and training facilities, best practice food provenance and a focus on sustainable water and food supply.

This is a real gamechanger for Western Australia and leading the delivery of Transform Peel is the exciting 1000-hectare Peel Business Park.

Strategically located in Nambeelup, Peel Business Park sits within the gateway to the South West agricultural region. The first 120 hectares of the business park is being delivered by DevelopmentWA's strategic business unit, the Industrial Lands Authority. Frank Marra, DevelopmentWA CEO, commented "Peel Business Park is really going to be the powerhouse of the Peel region for economic growth and jobs."

With climate change and a growing population, DevelopmentWA recognises the importance of continuing to advance newer and smarter technologies to save energy and water.

As an *Innovation Through Demonstration* project, Peel Business Park is pushing the boundaries of sustainability, allowing businesses to be more effective and save money.

One such initiative is the inclusion of Australia's first renewable energy industrial microgrid, delivered by Peel Renewable Energy. Powering

the Park with forward-thinking innovation, this solution is expected to generate 30% in electricity cost savings for businesses, compared to regulated tariffs.


With over \$20 million invested into major infrastructure extension works, Stage 1 at Peel Business Park is now complete. The future is looking bright.

Stage 1 includes the Department of Fire and Emergency Services' \$18 million purpose-built Bushfire Centre of Excellence, an Australian first. This facility will be a leading location for learning, promoting the best from academia, science and Aboriginal traditional land practices.

Delivered by the Shire of Murray and made possible by the Australian Government's Regional Growth Fund, the Western Australian Food

Innovation Precinct will also reside in Peel Business Park, creating a state-of-the-art facility for growers, producers, and industry leaders. The Precinct forms a space to network, undertake commercial research and development and market-test

prototypes and products derived from Western Australian produce, offering value-adding opportunities for functional and premium food-product development.

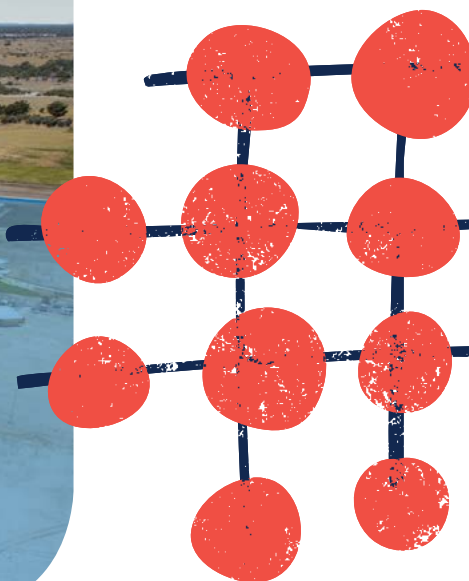
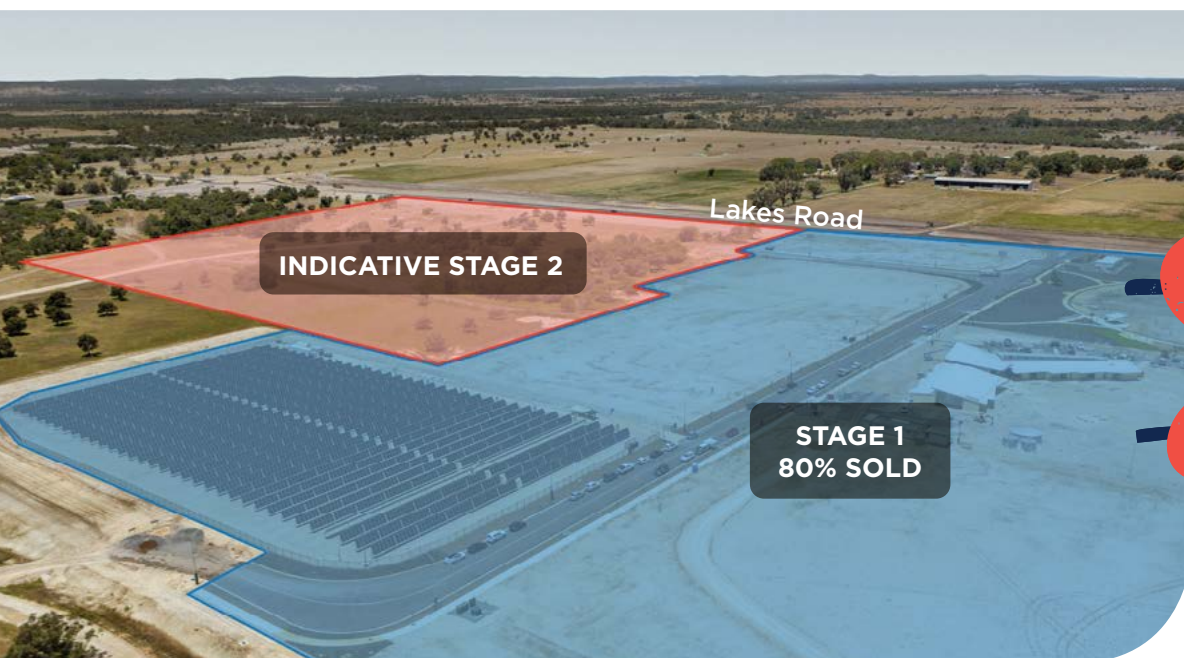
After high demand for Stage 1, businesses will need to act fast to secure a space in Stage 2. Plus, for a limited time, you can tailor a lot size in Stage 2 to suit your business needs. Act before 30 June to register your interest. 

Stage 2
Act before 30 June
to register your
interest.

MORE INFORMATION

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





Don't miss your chance to create a tailored lot in Stage 2.

Registrations of Interest for Peel Business Park new release close this June.

For a limited time, the opportunity exists for DevelopmentWA to tailor lot sizes and shapes to suit your unique business needs in Peel Business Park, a game-changer for agri-innovation, industry, transport, and logistics.

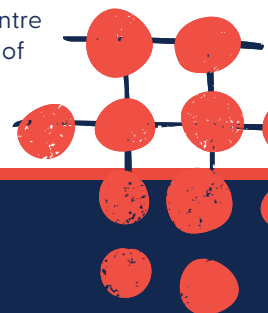
Stage 1 is completed, so don't miss out on your chance to secure a fit for purpose lot in Stage 2 – available for early applicants only!

The Peel Business Park has an extensive land buffer to support business development and growth and is well connected by major road and rail networks. Purchasers

benefit from infrastructure extension works including power, water, sewer, gas and telecommunication services.

Plus, enjoy access to Australia's first renewable energy industrial microgrid and save up to 30% on energy costs compared to regulated bundled tariffs.

Join initial occupants the Department of Fire and Emergency Services' purpose built Bushfire Centre of Excellence, an Australian first. Also the Shire of Murray's Western Australian Food Innovation Precinct, a Western Australian first.



Register by 6.00pm 30 June 2021 at developmentwa.com.au/peel

Phil Melville (Agribusiness)

0488 203 088

Jarrad Grierson (Industrial Commercial)

0413 242 240

CBRE

PEEL Development
Commission

Shire of Murray

Supported by the State Government's Royalties for Regions program. Funded by the Australian Government's Regional Growth Fund.

Industrial Lands Authority

Shaping our State's future

Development WA