



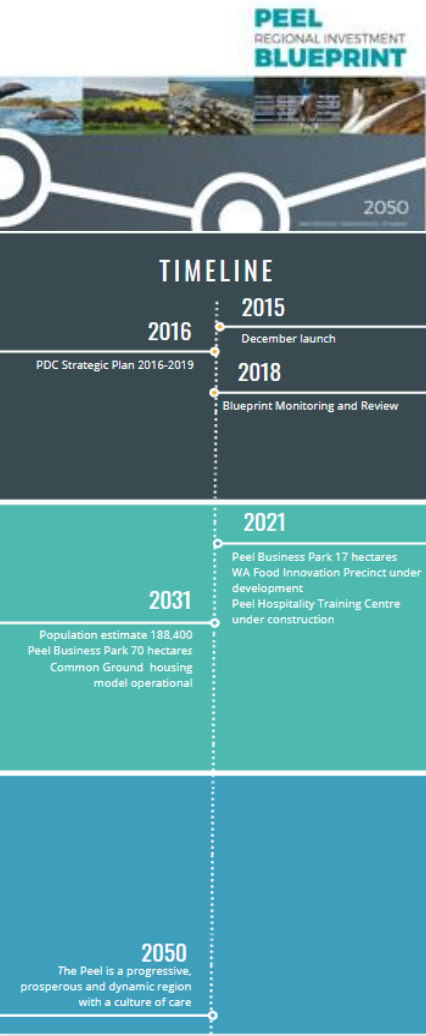
SCORECARD: October 2021

PEEL REGIONAL INVESTMENT BLUEPRINT



2050

PROGRESSIVE | PROSPEROUS | DYNAMIC



From the CEO



The impacts of the COVID-19 pandemic continued to be felt and more deeply understood through 2020 and into 2021. With a population driven economy heavily focused on service delivery, many of our local businesses were significantly impacted by restrictions and circuit-breaker Perth-Peel lockdowns.

Building regional resilience relies on collaboration across industry, community, government and the environmental sector to ensure the long-term benefits of growing Peel socially and economically are realised.

During the period regional stakeholders have continued to focus on planning, establishing and championing long-term visionary projects like Transform Peel and Transform Mandurah which will shift the region's economic structure and are critical to achieving resilience in the long term. Also critical is supporting infrastructure projects that improve the region's amenity and connections to economic opportunities alongside building the capability and capacity of the people of Peel to contribute to those opportunities.

This scorecard update provides an overview of achievements and short-term plans of regional stakeholders. I would like to acknowledge the collaborative approach of our regional leaders and stakeholders in their commitment toward working together to achieve positive outcomes for the Peel region and stress that these achievements and plans are those of our regional stakeholders and not of the Commission alone. I thank our partners and look forward to our continued work together.

Andrew Ward

Chief Executive Officer

Vision

The Peel is a progressive, prosperous and dynamic region with a culture of care.



THRIVING INDUSTRY

- 1.1** New and expanded market opportunities
- 1.2** Integrated network of prosperous regional communities



AGRICULTURE & FOOD INNOVATION

- 2.1** Innovative and sustainable agriculture and food practices
- 2.2** Peri urban food zone



TOURISM EXCELLENCE

- 3.1** Tourism growth through investment
- 3.2** Network of diverse adventures



CAPABLE PEOPLE

- 4.1** Boosting productivity
- 4.2** Pathways to employment



STRONG & RESILIENT COMMUNITIES

- 5.1** Secure housing
- 5.2** Age friendly communities
- 5.3** Targeted services
- 5.4** Sport and recreation
- 5.5** Arts and Culture

Summary Indicators



147 of the 228 initiatives identified by stakeholders in alignment with Blueprint objectives are underway, 55 are implemented



2020 Arts & recreational services generated an estimated annual output of \$169.62m (156.87m in 2019)



2020 estimated Peel GRP totaled \$8.774b (\$8.013b in 2019)



2018-20 Visitor average length of stay – Intrastate 2.7 nights, Interstate 5.3 nights, International 14.8 nights. Average annual growth rate of visitors over the period 2014-2020 is -0.5%



2020 Manufacturing was the region's largest output generating sector, supporting an estimated annual output of \$4.715b (\$4.098b in 2019)



2020 estimated Peel Population of 146,239 (142,960 2019)



2020 Agriculture, forestry & fishing generated an estimated annual output of \$520.60m (\$520.68m in 2019)



June 2021 Peel smoothed unemployment rate of 6.4% (4,965 people) (5.6% (4,978 people) June 2020)

WISE USE OF OUR ENVIRONMENT



Environment

Driving wise use of our environment to ensure social and economic development balanced with conservation

Key Regional References

- Binjareb Boodja Landscapes 2025
- Wetlands and People Plan for the Peel-Yalgorup System: A CEPA Action Plan for Ramsar Site 482
- Ecological Character Description for the Peel-Yalgorup Ramsar Site
- Peel-Harvey WQIP
- Peel Yalgorup System Ramsar Site Management Plan
- Hotham-Williams NRM Plan

Regional partners have:

- Continued to deliver State Government funded projects and industry partnerships to improve water quality of the rivers and the Peel-Harvey estuary including the Regional Estuaries Initiative, Healthy Estuaries WA, Peel-Harvey Estuary Grants, employment of a Science Advisor, restoration works on the Murray and Serpentine rivers and supporting NRM Officers in the upper catchment to improve the health of the Hotham-Williams rivers and tributaries
- Delivered projects to protect or improve the biodiversity of the Peel-Harvey Catchment and the ecological character of the Peel-Yalgorup Ramsar Site
- Met all outputs and milestones of the National Landcare Program / Regional Land Partnership Projects designed to protect or improve the trajectory of Threatened Ecological Communities and Threatened Species in the catchment, restore the ecological character of the Peel-Yalgorup Ramsar Site and / or increase productivity of the land for agriculture
- Developed a business case of the Peel Waterways Institute (Stage 1 – Water Research Infrastructure) then secured initial funding of \$500,000 to provide priority components of research and community engagement infrastructure and equipment to complement the PHCC's programs and to facilitate further scientific research and monitoring activities in the region
- Completed an Australian Research Council Linkage Project – Balancing estuarine and societal health in a changing environment, focussed on assessing the ecological health of the Peel-Harvey estuary and providing a framework for an estuary response model

During 2021-22 regional partners will:

- Provide science advice for improvement review and update the Science Strategy for the Peel-Harvey Estuary, the Peel Yalgorup Wetlands and catchment
- Host the State Natural Resource Management and Coastal Conference in Mandurah in September 2022

1.0 THRIVING INDUSTRY

OUR GOAL TO 2050

The Peel's industries and businesses are diverse and globally competitive and part of an economy that has raised incomes and living standards for all.

OBJECTIVES

- New and expanded market opportunities
- An integrated network of regional towns and communities
- Positioned as the premier region for the expansion of the equine industry

A network of regional stakeholders have:

- Delivered \$880,112 of Regional Economic Development round 3 grants across the region to drive economic growth in the food and beverage, manufacturing, tourism and agricultural industries
- Commenced Pinjarra Heavy haulage deviation planning and design and drafted a Structure Plan for Dwellingup town.
- Completed the construction of the Bushfire Centre of Excellence in the Peel Business Park.
- Secured \$1.3M for the Waroona Town Centre Revitalisation Centre
- Joined the Perth and Peel Hydrogen Cluster to consider opportunities for the emerging hydrogen industry
- Secured \$8.65M and established a contract for key infrastructure to unlock development at the East Keralup site. Development WA has endorsed one option to lease with a private sector tenant, with a second imminent
- Completed the \$15M Western Power Pinjarra Depot improving response times as well as employee safety
- Commenced planning and construction for the \$485M Byford Metronet extension and planning for Tonkin Hwy extension (\$505M estimated capital cost)
- Completed trunk power infrastructure, bulk earthworks and Stage 1 subdivisions for the Peel Business Park as well as the appointment of Enwave Consortium to deliver the renewable energy industrial microgrid. 9 of 10 lots sold. Stage 2 earthworks underway.
- Delivered Sub Regional Economic Opportunity Analysis reports for the Shire of Murray and Shire of Serpentine Jarrahdale and commenced development of a report for the City of Mandurah

In 2021-22, in collaboration with our network of stakeholders we will:

- Progress the Transform Mandurah development program to create increased economic opportunities in the Mandurah CBD
- Progress the Byford Metronet site activation including relocation of the library and development of a co-working space
- Deliver a Concept Brief to attract funding for additional high priority water resource investigations and to consider strategic wastewater recycling opportunities with industry



2.0 AGRICULTURE AND FOOD INNOVATION



OUR GOAL TO 2050

The Peel's agriculture and food production sectors will be enhanced through continued innovation, investment and research

OBJECTIVES

- Sustainable and innovative practices
- International research capability in food and related sciences
- Major food and trade hub

Regional networks have:

- Commenced construction of the WA Food Innovation Precinct (WAFIP)
- Launched the \$3.8 million Enterprise Support Program (incentive scheme) and X-Protein Lab Expert in Residence Program through the WAFIP
- Developed a business case for Seasonal Workers Housing in Waroona
- Established the Peel Growers Hub designed to connect agriculture and food producers in the region with leading research and innovations
- Finalised Transform Peel's Peel Agri-Food Study and Peel Integrated Water Initiative. Both reports provide region specific information to guide sustainable development and investment within Peel
- Attracted a world first commercial scale solar powered indoor vertical farm to the region
- Secured \$10M to deliver a common user Food Technology Facility at the WAFIP
- Facilitated through GrowHub sale of WA produce into Singapore (wine, fresh produce, chocolate powder and alternative milk)

Regional networks during 2021-22 will:

- Deliver Southern Dirt's Future of Food Conference in Mandurah during September 2021
- Complete and launch the Peel Food and Beverage Capability Guide
- Establish a water demand and supply strategy for the Pinjarra, Waroona and Harvey districts

3.0 TOURISM EXCELLENCE



OUR GOAL TO 2050

The Peel's tourism and related businesses will be diverse, competitive and sustainable creating economic growth and jobs through hit value products and services

OBJECTIVES

- Grow the Peel tourism economy through infrastructure investment and product diversification
- Create a network of adventures which attracts visitor and extend their stay

Regional partners have:

- Delivered a range of tourism infrastructure including the Dwellingup Trails and Visitors Centre, Hotham Park Foreshore redevelopment, Murray Square and Foreshore redevelopment, mountain bike trails and visitor centre upgrades
- Seen Dwellingup crowned the Top Small Tourism Town in the Top Tourism Town Awards
- Commenced tourism activation strategies for Harvest Highway, Creery Wetlands and Edenvale Heritage Precinct
- Hosted a tourism recovery forum in Serpentine Jarrahdale in conjunction with Tourism WA and Destination Perth and hosted a "Meet the Tourism Minister" event in Mandurah
- Continued work on the Mandurah Foreshore Redevelopment due for completion in October 2021 and secured funds to deliver new tourism attractions
- Held regional events including Boddington Rodeo, Medieval Festival, Live Action Role Play, Country Muster, SJ State of Business Breakfasts and secured the WA Gravity Enduro event for 2022
- Secured funds for trails in Dwellingup, Waroona and Yalgorup (\$4.7M) and for the development of Yalgorup National Park (\$2M)
- Commenced development of a \$19.5M master plan for the Pinjarra Heritage Railway Precinct

Regional partners in 2021-22 will:

- Support the delivery of the Trolls in Western Australia project
- Facilitate investment for priority tourism projects including the Drakesbrook Weir Tourism, Pinjarra Short Term Accommodation, trails development, Jarrahdale multiuse tourism and accommodation site, and Yalgorup National Park

4.0 CAPABLE PEOPLE



OUR GOAL TO 2050

The Peel's workforce will be highly skilled and adaptable to structural and technological change to support an economy that is strong, diverse and high performing

OBJECTIVES

- Human capital will be developed to ensure the region can grow and prosper.
- Peel people will be more advanced skilled and experienced
- Increased access to regionally based vocational training and higher education
- Young people have access to education and training pathways that lead to employment

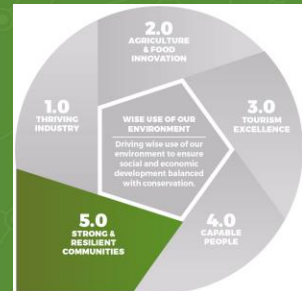
Regional stakeholders have achieved the following outcomes:

- Hosted the Peel Business Mastery event providing locals with a one stop shop for business development
- Awarded the National winner in the Contributing to Regional Growth category for the City of Mandurah's Entrepreneurial Capacity Building Program
- Developed a business case and progressing the concept of a future TAFE in Byford
- Developed a new Youth Plan for Mandurah designed to enhance the wellbeing of the community's young people
- Examined options for a regional learning hub to engage and connect university students living locally and studying outside the region
- Participated in two national Cooperative Research Centre (CRC) programs – TiME and Future Food Systems
- Hosted the Peel CCI Business Excellence Awards celebrating the achievements of local businesses
- Peel Bright Minds continued to engage the community in a variety of STEM based activities, shifting its business model to suit COVID-19 restrictions through podcasting and development of industry tour videos
- Held a range of events to build the capacity of local businesses to engage in government procurement including tender writing workshops, Aboriginal business development workshops and one on one assistance

During 2021-22 stakeholders will:

- Compete construction of the \$14.67m Mandurah Hospitality and Tourism Centre and \$10m Pinjarra High School Arts and Sports Centre
- Deliver a People of Peel project to investigate the human capital of the region, creating discussion points with government, industry and community
- Host a careers expo for the region's youth in Byford

5.0 STRONG AND RESILIENT COMMUNITIES



OUR GOAL TO 2050

The Peel will be a strong, vibrant and resilient community underpinned by best practice social services and infrastructure

OBJECTIVES

- Secure housing and employment support services are available
- A diverse range of active ageing plans are implemented
- Targeted early childhood and social services support are available
- A range of sport and leisure plans are implemented
- A range of arts, entertainment and cultural events and facilities are developed

Regional communities have:

- Secured \$3.75M for two Community Centres in the region, \$28.1M for the Mandurah Common Ground facility and \$30.6M for an integrated health hub in Byford
- Completed the Dwellingup Futures project and provided a report to the Minister for consideration
- Finalised the Boddington Aged Accommodation Report
- Begun development of the Peel Away The Mask III report
- Commenced development of the Waroona Community Precinct and Sport & Recreational Master Plan
- Worked with the community sector to develop a Mandurah Homelessness and Street Present strategy with a focus on accessible accommodation, effective support systems, ensuring safety and security and creating meaningful systemic change
- Opened WA's first therapeutic women's refuge "Warlang Bidi" with a local consortium of providers successful in their bid to operate the service
- Developed Local Health Plans in alignment with the *WA Public Health Act 2016* to enhance the health, wellbeing and safety of all residents
- Completed a pilot of care coordinator roles at the Peel Health Hub to provide advanced access for clients to reduce distress, maintain engagement, prevent deterioration, improve mental health outcomes and link to appropriate social and clinical care services and secured funding for a further year

During 2021-22 we will collaborate with regional communities to:

- Advocate for targeted increases in community services to address community needs and support the service sector in meeting its workforce needs
- Develop the Kiernan Park sport and recreation precinct in Whitby



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