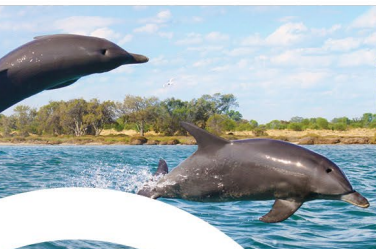




SCORECARD: September 2022

PEEL REGIONAL INVESTMENT BLUEPRINT



2050

PROGRESSIVE | PROSPEROUS | DYNAMIC

ACKNOWLEDGEMENT OF COUNTRY

The land upon the Peel Development Commission (PDC) operates is on Mandjoogoordap Boodja, part of the Bindjareb Noongar Boodja and Wilman Noongar Boodja, which is part of the Noongar Nation. The Noongar Nation is part of the many different Aboriginal and Torres Strait Islander Nations in the Boodja we know as Australia.

We acknowledge their 50,000 years of human existence on this boodja and acknowledge their continuing connection to the boodja (land), the gabi (waters), the worl (sky) and kaadadjan (knowledge).

We pay respect to their cultures and their Eldership – past, present and emerging.

*Image: Dolphins Dreaming
provided by Yirra –Kurl aboriginal artist Deborah Newenham*





From the CEO



The vision for the Peel as a progressive, prosperous and dynamic region with a culture of care is the culmination of extensive collaboration and engagement across all sectors of government, industry and the community.

During this period, regional stakeholders have continued to focus on planning, establishing and executing long-term visionary projects like Transform Peel and Transform Mandurah. All of our regional work in creating thriving industries, agriculture and food innovation, tourism excellence, capable people and strong and resilient communities is underpinned and balanced by the protection and conservation of our natural environment.

This scorecard update provides an overview of achievements from the past financial year and short-term plans of regional stakeholders. It demonstrates a range of funding secured for critical infrastructure projects including Byford Metronet, freight links, community precincts, huge steps being made in agribusiness with significant progression of the Food Innovation Precinct WA and tourism product offerings. There has also been ongoing work and advocacy in the areas of aged care and health and research into the human capital potential within Peel.

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



109 of the 237 initiatives identified by stakeholders in alignment with Blueprint objectives are underway, 76 are implemented



2021 estimated Peel GRP totaled \$8.984b (\$8.774 b in 2020)



2021 Mining was the region's largest output generating sector, supporting an estimated annual output of \$5.427b (\$4.754b in 2020)



2021 Agriculture, forestry & fishing generated an estimated annual output of \$514.27m (\$520.60m in 2020)



2021 Arts & recreational services generated an estimated annual output of \$181.52m (169.2m in 2020)



2021 Tourism

2.246m daytrip visitors (3.1m 2019).
697,000 overnight domestic visitors (674,000 2019).



2021 Peel Population 146,486 (130,324 in 2016)



March 2022 Peel smoothed unemployment rate of 4.7% (3,165 people) (8.8% (5,980 people) June 2021)

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
- Binjareb Djilba Protection Plan
- Wetlands and People Plan for the Peel-Yalgorup System
- Ecological Character Description for the Peel-Yalgorup Ramsar Site
- Peel-Harvey Water Quality Improvement Plan
- Peel Yalgorup System Ramsar Site Management Plan
- Hotham-Williams Natural Resource Mgt Plan

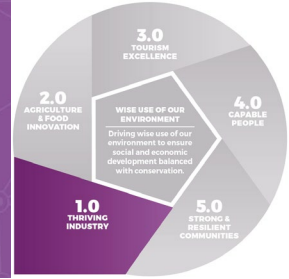
In 2021-22 regional partners have:

- Provided science advice for improvement, review and update the Science Strategy for the Peel-Harvey Estuary, the Peel Yalgorup Wetlands and catchment.
- Developed a Renewable Energy Council Policy and Scheme Amendment for the Shire of Waroona to both invite investment and steer positive environmental protection outcomes.
- Implemented high priority objectives of the Wetlands and People Plan for Ramsar Site 482* designed to encourage government, community and industry to become more involved in the care and protection of the wetlands.
- Delivered a successful feral pig control program on Keralup as a key measure in the Peel-Harvey biosecurity region.
- Undertook investigations of the hydrology, soil and macroinvertebrates at Lake McLarty to inform decisions to manage acid sulphate soils and drying climate.
- Commenced investigations of surface water and groundwater at Lake Clifton to understand the threats of increasing salinity to the threatened ecological community of Thrombolites.
- Commenced cross agency implementation of Bindjareb Djilba (Peel-Harvey estuary) Protection Plan via establishment of a Policy and Planning Coordinating Committee.
- Peel Alliance prioritised the sustainable supply of water for community, economy and environment as its highest priority. The *Peel Region Water Supply Strategy* project commenced and will be complete early 2023.

During 2022-23 regional partners will:

- Host the State NRM & Coastal Conference
- Consider strategic water supply opportunities associated with the Gordon Road Water Resource Recovery Facility.
- Review the Science Strategy for the Peel Harvey Estuary, the Peel Yalgorup Wetlands and catchment
- Continue to fill data gaps in monitoring of the condition of Peel waterways

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

In 2021 – 22 a network of regional stakeholders have:

- Commenced planning and construction for the \$600+m Byford Metronet extension and progressed the Byford Metronet site.
- Delivered \$780,000 of Regional Economic Development grants across 6 projects to drive economic growth.
- Progressed the Transform Mandurah development program to create strategic economic opportunities for Mandurah.
- Delivered Sub Regional Economic Opportunity Analysis report for the City of Mandurah.
- Secured \$250m funding commitment for Pinjarra Heavy Haulage Deviation (\$50m State/\$200m Federal)
- \$145m for Thomas Road – Dual Carriageway – South Western Highway to Tonkin Highway and interchange at Tonkin Highway.
- Secured \$8.65m and established a contract for key infrastructure to unlock development at the East Keralup site.
- Partnered Industry to prepare a Business Case and Grant application for an organic carbon recycling facility.
- Completed the \$15m Western Power Pinjarra Depot improving response times as well as employee safety.
- Continued to work together to sustain and grow the equine industry in Peel, such as approval of the Draft Southern Palusplain Strategy, the 2020 Planning Institute of Australia WA Awards for Excellence for the Serpentine Online Community Equestrian Education Module.
- Successfully activated the West Mundijong Industrial Area through the sale of two industrial lots totalling 36ha.
- Secured ~ \$5m for the Waroona Community Precinct, a key project in the Waroona Revitalisation Strategy.
- Partnered in the development of a Hydrogen Cluster, collaborating with industry to explore opportunities for pilot projects
- Peel Business Park first stage lots sold out and progressed stage 2 market analysis and land release.

In 2022-23, in collaboration with our network of stakeholders we will:

- Consult with stakeholders to define an optimal future alignment and condition of Johnson Road, Waroona to facilitate development of the strategic basic raw material industry and safe heavy haulage and passenger vehicle movement.
- Complete stages 1 & 2 of Mandurah Waterfront Redevelopment and award Western Foreshore Commercial lease.
- Develop a main street revitalisation plan to activate and beautify the Boddington area.

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

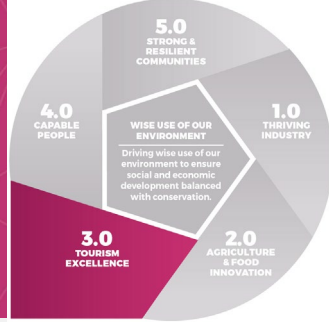
In 2022-23 regional networks have:

- Delivered Southern Dirt's Future of Food Conference in Peel September 2021.
- Completed and launched the Peel Food and Beverage Capability Guide.
- Increased marketplace with the success of the SJ Food and Farm Alliance weekly markets in Mundijong and supply of fruit from Serpentine orchards into all major supermarket chains.
- Completed construction of the Food Innovation Precinct WA (FIPWA), launched the new FIPWA brand and secured \$10m to deliver a common user Food Technology Facility in the precinct.
- Delivered the X-Protein Lab (XPL) experts in residence to 6 agri-businesses and awarded one grant under the \$3.8m Enterprise Support Program at the FIPWA.
- Undertook further investigation and pump trials into Managed Aquifer Recharge (MAR) within Nambeelup.
- Facilitated signing of a MOU between Eden Towers and local Bindjareb community to partner on a bush-tucker project utilising cutting edge growing technology.
- Attracted a solar powered vertical farming proponent to the PBP, which will be capable of producing 120T of food per annum under controlled growing environments.
- Attracted the Grazing Matcher program to the region, designed to improve local pasture grazing management systems and supported an increase in awareness of opportunities for farmers to enter the Carbon Market.
- Facilitated through GrowHub sale of WA produce into Singapore (wine, beer, fresh produce, artisanal chocolate, black barley, gin and alternative milk) including 5 businesses from Peel.

Regional networks during 2022-23 will:

- Officially open the FIPWA in November 2022 and explore two ASEAN nodes for the Precinct in Singapore and Malaysia
- Expand the collaborative "Science Meets Business" discussions series for industry working with Murdoch University, Future Foods Systems CRC and GrowHub.

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

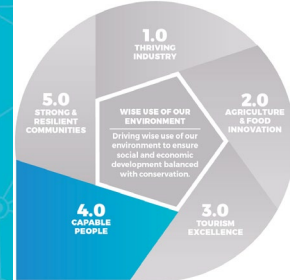
In 2021-22 regional partners have:

- Secured \$8,000,000 funding commitment from the Australian Government for Peel Trails Projects
- Continued work on delivering election commitments for Dwellingup Gap project (\$2.7m), Peel Regional Trails (\$2m), and the development of Yalgorup National Park (\$2m).
- Secured in partnership with City of Mandurah, FORM and the WA State Government international artist and environmental activist Thomas Dambo to build 5 large scale wooden sculptures in and around the Peel Harvey Estuary.
- Facilitated development of priority tourism projects including Jarrahdale trails development, Lot 814 Jarrahdale multiuse tourism and accommodation site, Dwellingup and Pinjarra Short Term Accommodation, Mandurah Tourism Resort Park,, Hotham Valley Tourism Railway link, and Mandurah Round the Estuary Trails.
- Held regional events including SJ Food & Farm Fest; Plein Air Down Under Painting Festival, Boddington Rodeo, Country Muster and Medieval Festival.
- Hosted a tourism recovery forum in Serpentine Jarrahdale in conjunction with Tourism WA and Destination Perth.
- Won a suite of awards recognising our efforts in tourism development including Parks & Leisure WA 2022 award for 'Play space over \$0.5m' and also 'Park of the Year' for Hotham Park in Boddington; Mandurah crowned the Top Tourism Town and Dwellingup Silver Small Tourism Town in the GWN7 2022 Top Tourism Town Awards; Mandurah awarded Bronze in Destination Marketing category for Perth Airport WA Tourism Awards 2021.
- Secured Building Better Regions Funding of \$2.33m for Exchange Hotel Redevelopment.

Regional partners during 2022-23 will:

- Progress development of priority tourism projects including Yalgorup National Park, Peel Trails Program, Boddington Mountain Bike Trail, Boddington Caravan Park, Peel Aspiring Geo Park, Lot 814 Jarrahdale Tourism Precinct, Thrombolites opportunities and Lake Navarino.
- Bid for the National Australian Regional Tourism Conference 2023.

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

In 2021-22 regional stakeholders have achieved the following outcomes:

- Construction of the \$16+m Mandurah Hospitality and Tourism Centre and \$10m Pinjarra High School Arts and Sports Centre nearing completion.
- Delivered a People of Peel project to investigate and explore the human capital of the region producing an insights report, roadmap and dashboard.
- Delivered Trail Blazers program for 36 participants aiming to ignite and promote young people's passion for learning in STEM. A second program is due for delivery in July-December 2022.
- Developed a business case and progressing the concept of a future trades focussed Byford TAFE.
- 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.
- 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.
- Considered demand, models and funding options for a tertiary student learning hub in Mandurah.
- Participated in a Regional Skills Summit with DTWD in November 2021, sponsored TedX Mandurah event in 2022 and a scholarship in Curtin's Ignition program.
- Delivered the Peel Hospitality Job Connect program in December 2021 in Mandurah with Tourism WA and SM TAFE.
- Hosted the inaugural Boddington Career Expo and expanded school holiday program at Boddington Youth Centre

During 2022-23 stakeholders will:

- Deliver Serpentine Jarrahdale careers expo mid 2023
- Deliver a Bachelor of Food Science and Nutrition program at the Food Innovation Precinct.
- Work with the Committee for Perth on the regional advocacy priorities emerging from the Race to the Top study.
- Deliver priority initiatives of the People of Peel Roadmap



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

In 2021-22 regional communities have:

- Progressed 84 small election commitments distributing \$2.3m of State government funding to community organisations. Of the projects 52 are underway, 31 are complete and 1 is in development.
- Developed a business case and sought funding to expand the Peel Health Hub infrastructure and services.
- Progressed election commitments for two Community Centres in the region, the Mandurah Common Ground facility and an integrated Health Hub in Byford.
- Planning and conceptual development of Kiernan Park Recreation Precinct in Mundijong
- Delivered the Dwellingup Futures Roadmap 2021-2036 and Beyond.
- Secured \$900,000 Building Better Regions Funding for Waroona Community Precinct.
- Secured funding of \$4.5m for 12 new dwellings for seniors at the Dwellingup Community Village, \$5m for 35 apartments in Greenfields and \$1.95m for 8 apartments in Falcon. \$487,215 was received for refurbishment of Pat Thomas House.
- Established a Peel Mental Health Taskforce focused on delivering strategies and projects that reduce mental health service duplication, increase collaboration and improve patient journeys.
- Joined Housing First Initiative - Zero Project Action Lab Team to help end homelessness in Mandurah.
- Progressed Peel Away The Mask III research including a series of stakeholder workshops.
- Finalised initial planning to provide a residential aged care facility in Boddington.
- Commenced a Sport and Recreation Master Plan with Shire of Waroona sporting groups aiming to ensure their future viability as a vital part of the community

During 2022-23 we will collaborate with regional communities to:

- Progress priorities initiatives including Dwellingup Futures, Peel Mental Health Taskforce, residential aged care in Boddington, and social infrastructure projects.
- Deliver Peel Away the Mask III Research Report, Action Plan and Dashboard.



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