



peel

PROGRESSIVE | PROSPEROUS | DYNAMIC

Tourism Excellence

Unique experiences on offer in the Peel region

Capable People

Developing, attracting, and retaining talent for Peel

Peel RED Grants

Impact report shows how the program is making a difference



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Cover: Mandurah Giants on display in the Peel region.
Photo: By Duncan Wright.
Image courtesy of FORM, building a State of Creativity.



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Department of
**Primary Industries and
Regional Development**

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



It's an exciting time for tourism in the Peel

The Peel region offers unique experiences to explore our beautiful landscapes, natural environment, heritage, and Aboriginal tourism opportunities.

A quick snapshot of just some of the tourism activity in the Peel has the Giants of Mandurah bringing thousands of visitors to secret locations throughout the region to discover these phenomenal wooden creatures, and the annual Waroona Show generating a significant economic benefit for the region. We are also thrilled to welcome back the much-loved Channel 7 Mandurah Crab Fest in March 2023.

The 2022 WA Top Tourism Town awards saw Mandurah win gold in its category and Dwellingup win silver. The Australian Tourism Awards followed soon after, with the City of Mandurah winning bronze in the Top Tourism Town Award category, and Salt and Bush Eco Tours named Australia's Top Tour Guide. These accolades illustrate the quality of tourism products in our region.



In November, the Commission delivered a workshop to build awareness, understanding and capacity for agritourism opportunities in the Peel, guiding participants on how to plan and deliver an enticing product or service. Adding agritourism to the mix could elevate the portfolio of tourism products and desirable experiences in the Peel region.

Looking to the future of tourism, we are fortunate to have a team of expert community stakeholders working to realise a Geopark in the Peel region with the support of Geoparks WA. We are excited to help progress the journey for Peel to become an accredited UNESCO Global Geopark, enabling visitors to engage with the region's beautiful and internationally significant natural attractions in a sustainable manner.

Projects like the Peel Aspiring Geopark wouldn't be possible without the capacity and capability of people in our region. This issue of *Peel Magazine* also highlights the programs and community groups helping to achieve the goal of ensuring our region's people are skilled, adaptable, and empowered

to drive a thriving regional society and economy.

We provide an overview of the recently launched *Peel Away the Mask III* report, which provides an in-depth look at the socioeconomic challenges and potential solutions for the region. We also have an update on the People of Peel project, with three Peel businesses sharing their stories of supporting the region's people in various capacities.

The quality of tourism products in our region has been recognised on a state-wide and national scale.

Mandurah is our *Region in Focus*, and they are doing incredible work in this space off the back of the Transform Mandurah report. This report and the considerable research behind it have laid the foundation for the work ahead.

We are collectively committed to the vision laid out in the pages for a vibrant and resilient greater Mandurah that people will be proud to call home.

Read on to explore how the collective efforts of our region's people continue to have a positive and lasting impact on the Peel.

David Doepel

Chair, Peel Development Commission



CEO's Management Report



Growth of Peel's tourism industry is a key focus for the Peel Development Commission.

The Commission is committed to supporting tourism investment in the region and creating a network of diverse initiatives which attracts more visitors to stay longer and fosters economic growth, job creation and environmental sustainability.

The Peel region fared reasonably well with intrastate and local visitors during COVID, with the area attracting 2.2-million day trips in 2021–22 (compared to 3.1m pre-COVID).

We expect a continued increase in visitor numbers through 2023 with several high-profile events like the Giants, Plein Air Down Under and next year's UCI Mountain Bike Marathon Masters World Championships, and the return of the Mandurah Crab Fest increasing the region's profile to audiences across the state, throughout Australia and globally.

State Government investment in Trails provides another drawcard for the region. In the Peel we have a diverse natural environment with geological features and unique ecosystems,

making the growing popularity of trail tourism a significant opportunity for economic growth.

The Commission has facilitated state government funding based on the *Peel Tourism Infrastructure Strategy* to support Peel Regional Trails, the Yalgorup National Park Ecotourism Development, Dwellingup Trails Gap Project and Dwellingup Adventure Trails. The Commission is also supporting the City of Mandurah with funding for a feasibility study to set up a mixed-use trail around the 80km+ perimeter of the Peel-Harvey Estuary.

Regional Economic Development Grants (RED Grants) continue to support regional economic diversity with clear outcomes in job creation, training, economic diversification and building capacity in our regions. We examine these outcomes starting on page 8 of this issue. The latest round of RED Grants was announced in December with \$680,000 invested to support business expansion, increased production capability, hospitality and tourism and training opportunities in the region.

In collaboration with our regional stakeholders, there is ongoing work and research into the human capital potential within Peel and a continued

focus on planning, establishing, and executing long-term visionary projects like Transform Mandurah.

The People of Peel project gives us a deeper understanding of the Peel region's human capital, allowing for stronger workforce planning and development with an update featured on page 32.

This issue of the *Peel Magazine* highlights some of the best offerings in the region's tourism sector and highlights how we can support the development of a skilled, adaptable and empowered workforce. We also examine the challenges and opportunities facing our communities and the context in which health and community service providers operate. (See our Peel Away the Mask III report update on page 36).

We invite everyone to visit the region this summer and experience our unique environment, cultural heritage, and outstanding natural assets in the Peel.

Andrew Ward

**Chief Executive Officer
Peel Development Commission**

The growing popularity of trail tourism is a significant opportunity for economic growth.

Collaboration the key

as local projects deliver for Serpentine Jarrahdale community

WORDS & IMAGE | Shire of Serpentine Jarrahdale

Strong partnerships between the Shire of Serpentine Jarrahdale, WA State Government and local community groups have resulted in improvements to local community facilities.

Funded through State Government election commitments with works carried out by the Shire, these projects included:

- Upgrades to the Old Serpentine Bridge School
- Restoration works at the Old Hopeland School Hall
- New fencing installed at the Serpentine Sports Reserve
- New basketball hoops and lighting installed at the Serpentine Jarrahdale Community Recreation Centre

In total, the State Government contributed more than \$270,000 towards these local community infrastructure projects.

Works to both the Serpentine and Hopeland school halls have helped breathe life into two of the Shire's most historic heritage locations.

Each of these buildings helped to shape the early days of the Shire, with many SJ locals having fond memories of attending the schools during the mid-1900s.

One of those locals is Serpentine Historical Society President Trevor Senior, who attended the Old Serpentine Bridge School from 1951–52.

Mr Senior worked hard to facilitate the upgrades to the school, which included accessibility improvements for both people with a disability and the elderly.

"We get a lot of former students visiting the Old Bridge School who now require quite a bit of help to get into the building, so the new ramp access will be a great help for them," he said.

"A lot of people have very fond memories of the school or just playing by the river close by, so it's great to have it be more accessible to those people now."



New fencing at the Serpentine Sports Reserve has provided a boost to the Shire's vast equine community, enhancing safety for riders of both the Serpentine Horse and Pony Club and Serpentine Foothills Polocross Club.

Shire President Cr Michelle Rich said ensuring facilities continue to meet the demand of SJ's growing equine community was a key focus for the Shire.

"This new fencing is an important upgrade for our equine community, directly supporting some of our most popular clubs while also improving the facility for the public.

"We thank the State Government and (Member for Darling Range) Hugh Jones for this election commitment and for supporting this important local project."

Finally, upgrades to the Serpentine Jarrahdale Community Recreation Centre have improved the user experience for hundreds of junior and senior basketballers in the Shire.

Working in collaboration with the Byford Basketball Association, the upgrades follow significant improvements to the Centre's car park.

GROWING EQUINE COMMUNITY

Member for Darling Range Hugh Jones MLA, Lily Jones, Serpentine Horse and Pony Club Life Member Shaun Lowry, Natalie Day, Shire of Serpentine Jarrahdale President Cr Michelle Rich, Zoe Day, Serpentine Horse and Pony Club Vice President Amanda Day.

Member for Darling Range Hugh Jones MLA said he was pleased to see the completion of the upgrades at one of the Shire's busiest community hubs.

"There is a thriving basketball and netball community in Serpentine Jarrahdale, and I am very pleased to see new motorised backboards installed which improves safety and efficiency for centre staff when reconfiguring the hoops," he said.

The completion of these projects and the benefits delivered for the community are an endorsement of what can be achieved through a strong connection between community groups, Local and State government.



THOMAS DAMBO

GIANTS

OF MANDURAH

WESTERN AUSTRALIA

Free

outdoor exhibition
by Danish artist
Thomas Dambo.

"The Giants of Mandurah outdoor exhibition firmly puts Mandurah and surrounds on the map as a location with a unique hospitality scene and thriving arts and culture program that the entire community can enjoy, free of charge for an entire year."

*Hon David Templeman, Minister
for Culture and the Arts & Member
for Mandurah.*



WORDS | Peel Development Commission, City of Mandurah

IMAGES | Visit Mandurah

The much-anticipated Giants of Mandurah exhibition officially launched on 12 November, with a massive turnout of visitors descending upon the area in its opening weekend, eager to ‘play the game’ and enjoy discovering these phenomenal wooden creatures in secret locations throughout the Peel region.

The free outdoor exhibition by Danish artist Thomas Dambo is an Australian first and will be on display for at least the next 12 months. It is expected to attract thousands of visitors to the region and boost the local accommodation, hospitality and tourism industries.



THE GIANTS OF MANDURAH EXHIBITION

Thomas Dambo's first and only outdoor sculpture discovery trail in Australia to date aims to encourage visitors to enjoy the outdoors and appreciate the natural surroundings and wonders of the Peel region, while searching for the Giants.



Thomas Dambo is the world's leading recycle artist and is famous for his wooden creations, which convey important messages about conservation, environmental protection, and respect for nature.

The artistic and environmental story of the sculpture is intertwined with the creation story of the local area, as shared by the region's Traditional Owners, the Bindjareb Noongar people. Look out for the signage in each location where the giant is placed.

The project was initiated and produced by WA arts and culture organisation FORM — Building a State of Creativity Inc and delivered in collaboration with the City of Mandurah.

FORM's CEO Tabitha McMullan said, "We're so thrilled to work with Thomas Dambo and our partners, including the State Government, City of Mandurah and City of Subiaco, to bring Thomas Dambo's Giants of Mandurah to life.

This project highlights important local stories, connecting Western Australia to the artist's global narrative.

"As a free-to-view outdoor sculpture trail, it provides access to arts and culture for thousands of people, transforming the traditional gallery experience, and encourages people to reconnect with nature and one another."

The State Government supports this project through Tourism WA's Regional Events Program and the Department of Local Government, Sport and Cultural Industries.

MORE INFORMATION

Visit www.giantsofmandurah.com.au to download your travellers' companion and get started. Or start your epic adventure at the Mandurah Visitor Centre for a map and vital clues.



Mandurah

centre stage as major tourism competitor

WORDS & IMAGES | Visit Mandurah

From humble beginnings as a small fishing village, Mandurah has fast become a serious competitor in Australia's tourism industry, and it's being noticed.

Crowned Western Australia's Top Tourism Town, and third top town in Australia, 2022 has proven to be a defining year for Mandurah's tourism scene as it receives an ongoing surge of national recognition.

Visit Mandurah, Mandurah's peak tourism body, has a strong commitment to encouraging tourism and increasing visitation to the destination. Part of this work includes getting Mandurah the recognition it deserves through submissions to the industry's most prestigious awards.

As a result, Mandurah was crowned Western Australia's 2022 Top Tourism Town and went on to be awarded Bronze at the Australian Top Tourism Town Awards. In September, it was announced that Mandurah was a finalist in four categories of the Perth Airport WA Tourism Awards 2022 — further cementing Mandurah's position as Western Australia's top tourism destination.

Visit Mandurah's General Manager, Anita Kane, says it is wonderful to see Mandurah on center-stage and being acknowledged as a major tourism destination at a national level.

"There is no denying the pandemic had a heavy impact on tourism, but Mandurah has emerged from the pandemic at the fore of Australia's tourism industry," said Ms Kane.

"Western Australians spent the last two years exploring their State and Mandurah fast became a much-loved tourism destination. This groundswell of interest in our city has captured the hearts and minds of people across Australia and Mandurah is receiving serious attention," added Anita.

An hour from Perth, Mandurah is known for its relaxed holiday atmosphere. With an estuary twice the size of Sydney Harbour, RAMSAR-listed waterways and endless stretches of pristine coastline, Mandurah is known


as one of Australia's most spectacular playgrounds for boating, fishing and wildlife watching.

"Mandurah's tourism industry is supported by tourism operators and government organisations that share a collective passion for showcasing our incredible lifestyle. Acknowledgements, such as being crowned the Top Tourism Town Award, recognise these efforts.

"More specifically, these awards are a testament to the outstanding tourism and hospitality businesses operating here. The pandemic placed incredible strain on the industry, but tourism operators responded by adjusting their services, launching new products and opening new attractions.

"We have some of the industry's best talent delivering excellence every day. In fact, Jamie Van Jones, from local tour company Salt and Bush Eco Tours, was recently crowned Australia's top tour guide!"

With excellent service providers, outstanding tourism experiences, a transformed city centre, refurbished Visitor Centre, major marketing efforts and a year-round events calendar, the script has changed about what it means to visit and holiday in Mandurah.

The thriving city we know and love today is receiving national attention and its reputation as the perfect destination for a day trip, romantic weekend getaway or family-friendly holiday is firmly, and proudly, in motion. 

THE VISIT MANDURAH TEAM

(L-R): Alana Hammond, Nadine Heinen, Mayor Rhys Williams, Anita Kane, Alanna Cooper, Kellie White.



Maitland Hill

WORDS | Peel Development Commission
IMAGES | NAITOC and Tourism Australia

The Peel Development Commission was pleased to sponsor local Aboriginal cultural tour operator Maitland Hill's attendance at the National Australian Indigenous Tourism Conference in Cairns in June 2022. Maitland is the owner/operator of Kaarak Dreaming Maitland's Cultural Tours.



"What people can expect (on my tours) is welcoming and to be grounded. They can really feel country. I want them to feel what it's like to be on Nyoongar country; feel what it's like to be an Aboriginal person to walk this land, feel the energy, what they feel when they leave here and know that they're always welcome to come back here."
 — Maitland Hill



Western Australian Indigenous Tourism Operators Council (WAITOC) hosted the conference, which offered a valuable opportunity for Aboriginal tourism businesses to meet, learn from and form new partnerships with wholesale and retail operators.

The three-day event provided Maitland with an excellent forum to collaborate with other Aboriginal tour operators, learn how they run their tours and businesses and promote his tourism business to delegates from interstate and overseas.

During a workshop by Sole Traders, Maitland learned how to adapt his tours for bad weather and better connect with the local community and schools to help build his business.

Maitland also gained insight into how others promote their culture and connection to country and learned different ways of engaging visitors with his ancestral living stories.

NSW tourism operator Burruguu Art's presentation and, their WHY statement, left an impression on Maitland: "To create artworks that share our rich history and reflect our land so that through an exploration of my Ancestors culture, nature and today's environment, I strive to inspire all through art and sharing knowledge."



"As a tourism operator and professional artist, this statement inspires me and relates to me," said Maitland. "It tells of artwork connecting and reflecting on the land and its history. It also tells of exploring and connecting to our Ancestors and cultural knowledge."

During his time in Cairns, Maitland connected with local Aboriginal elders and participated in a tour of culturally significant areas. He also connected with Elders from Arnhem Land in Northern Territory, whom he has invited back to visit our region to learn about Nyoongar culture.

Overall, Maitland found the conference to be a valuable experience, furthering Aboriginal connections and learnings to support the development of his businesses, including cultural tours, cultural awareness sessions and Aboriginal art.

MORE INFORMATION

Kaarak Dreaming Maitland's Cultural Tours offers Aboriginal guided tours in Nyoongar country where participants can explore ancient and contemporary art, meet wildlife and watch traditional performances. You will also learn about Indigenous culture, hear Dreaming stories, and see native food, bush medicine and traditional tools.

Visit www.kaarakdreaming.com.au to read Maitland's story and learn more about the tours offered.

Maitland gained insight into promoting culture and connection to country.

Peel Regional Economic Development Grants

IMPACT REPORT



WORDS | Peel Development Commission

IMAGES | Peel CCI & Visit Mandurah & Russell Ord Photography

Fulfilling our commitment to organisational excellence, the Peel Development Commission recently undertook a review of Regional Economic Development (RED) Grants distributed over 2018–21 to quantify the impact of the grants and to identify improvements in the grant process.

The Regional Economic Development Grants program, commonly known as RED Grants, is a \$45.8 million (over eight years) State Government initiative that invests in locally-driven projects to stimulate economic growth and development in regional Western Australia. The Commission administers the program for the Peel region.

Using data from Peel RED Grant projects that have been completed and acquitted, staff undertook a review of project outcomes to consider the impact against the program's objectives. Additional qualitative data was collected through interviews with a selection

of grant recipients to provide further information for the impact report and develop case studies to showcase the success of the projects and program investment.

Table 1 provides an estimate of quantitative impacts of the 15 projects from rounds 1 to 4 acquitted to date.

A common thread evident across all interviews was the range of personal feelings the participants expressed in response to how they felt about receiving the grant. The responses communicated included: thankful, overwhelmed, excited, happy, grateful, ecstatic, awesome.

\$45.8 million
State Government
initiative.

Objective	Estimated impact
Sustainable Jobs	• At least 61 jobs created or sustained
Expanding or diversifying industry	• # of new clients or contracts entered into — 19
Developing skills or capability	• # of people upskilled* — 47
Attracting new investment	• \$ leveraged funds contributed to projects — \$3,219,100 • \$ govt funds contributed to projects — \$1,512,860
Increasing productivity	• 8 organisations reported an increase in productivity
Local Content (% of project budget spent in the local economy)	• 6 projects achieved local content between 10–49% • 3 projects achieved local content between 50–79% • 4 projects achieved local content between 80–100% • 2 projects did not report local content outcomes

* Trade assistants; coxswains; tourism ambassadors; upskilling existing staff in IT, safety management and first aid; trade certificates; trainees and volunteers



JARRAHFALL BUSH CAMP OFFICIALLY OPENS THEIR NEW EVENT SPACE

RED Grants will support initiatives driven by regional organisations that will create real economic impact and employment opportunities.

The qualitative data is powerful as recipients were able to tell the stories about the how the grant made a difference to their lives, the wider community, and how the support received made them feel positive about doing business in the Peel region and continue to expand or develop their business.

In addition to valuable information about the impacts of the program, the review identified several improvements Commission staff can make to the grant process to improve outcomes in the future and the experience for grant recipients. These included improvements to the acquittal form, discussing the reporting requirements in more detail upfront and increasing frequency of contact with grant recipients to monitor progress.

We look forward to continuing to collate and report information on RED Grant achievements and sharing profiles of our Round 5 awardees in the coming months. 🌿

MORE INFORMATION

Further information about the RED Grant program including the five case studies developed through the review can be found on the Peel Development Commission website: www.peel.wa.gov.au



“Currently our business has clients as far south as Ravensthorpe, Hopetown and up as high as Kununurra. We are now able to send pies across the state.”

— Pinjarra Bakery

Case study

Cays Engineering

WORDS | Peel Development Commission
IMAGES | Cays Engineering

Cays Engineering was one of six recipients from the first round of Regional Economic Development (RED) Grants in 2018–19.

The funding of \$95,000 enabled the company to build and fit out an in-house paint yard and blast room for fabricated products such as chutes and impact plates, primarily for the mining industry. Previously, Cays transported products offsite for this stage of the manufacturing process, compromising productivity and quality.

Jobs creation

The project has benefited the wider community and industry by increasing employment, skills, and local capability. The RED Grant directly supported the creation of 5–10 additional positions including trade assistants, painters, and paint inspectors, with the roles mostly filled by locals. Some of these roles were created as junior positions, with upskilling and industry exposure opening doors to a new career pathway. Cays also doubled their apprenticeships from 6 to 12 positions.

RED objective	Project outcomes
Sustainable jobs	• 5–10 additional FTEs
Expanding or diversifying industry	• 300% increase in business for mining/maintenance
Increasing productivity	• Reduced turnaround time for blasting and painting to less than 2 days • Reduction in transport costs
Local content	• Increased purchase of consumables from local suppliers by more than 10%
Developing skills or capabilities	• 6 additional apprenticeships • 3 trades assistants trained in painting and blasting

Expanding industry

Finance Director Teresa Twining said the greatest impact of the grant is the support to expand the business and gain recognition from key customers.

“Rio Tinto is Cays Engineering’s major mining customer and the new paint yard facility gave us the chance to renew our contract with them. Having the paint yard on site has also increased productivity and customer confidence in the quality of our products,” said Ms Twining.

“The contract renewal enabled the business to expand, recruit more people, be more self-sufficient and be noticed as a significant supplier to the mining industry.”

The company has also secured work from organisations such as FMG, BHP and METRONET.

Local Content

A key factor in assessing RED Grant applications is a project’s benefit to the broader Peel economy and other businesses in the supply chain. Several local businesses and contractors collaborated with Cays Engineering on this project to source and supply steel and material parts, supply consumables such as paint and masks and recruit workers using local labour hire companies.

According to Ms Twining, the grant has spurred the business on to progress plans and local investment. The grant has also helped stabilise the mining side of the company and enabled the business to invest money back into the local economy, with plans to build another workshop within the complex to house all the currently exposed mining equipment.

The Peel Development Commission is pleased to see the RED Grant providing opportunities for Cays Engineering to expand and diversify their business, offer skills development for local people, and provide supply chain opportunities for local businesses. 

MORE INFORMATION

For more information about Cays Engineering visit www.cays.com.au



“Not only has the grant benefited Cays Engineering but also benefited the wider community and industry by increased employment and traineeships for apprentices.”

— Cays Engineering

Exercise Karla Wirrin tests emergency services ahead of fire season

WORDS & IMAGE | Bushfire Centre of Excellence, Department of Fire and Emergency Services

The emergency response capability of trained personnel was recently tested at the Department of Fire and Emergency Services' (DFES) annual State Bushfire Exercise.



STATE BUSHFIRE EXERCISE
Multi-agency pre-formed teams in action.

Hosted by DFES' Bushfire Centre of Excellence (BCoE) in Nambelup, Pre-Formed Incident Management Teams and teams from DFES' Metropolitan and State Operations Centres worked in unison to test and assess their capabilities from 12–15 September 2022.

Pre-Formed Incident Management Teams are made up of trained personnel from DFES and the Department of Biodiversity, Conservation and Attractions (DBCA), with each team comprising of approximately 60 personnel.

The teams are deployed throughout the bushfire season to support regions in Western Australia manage and coordinate a response to large scale emergency incidents.

Exercise Karla Wirrin, meaning "Fire Spirit" in Nyungar, was based on a scenario that included the

escalation and demobilisation of three simultaneous bushfires.

Personnel from WA Police and the Department of Primary Industries and Regional Development were also involved and the Salvation Army provided logistical support and catering throughout the exercise.

The simulated incident also tested the capacity of the BCoE to operate as a Level 3 Incident Control Centre.

DFES Chief Superintendent BCoE John Tillman AFSM said the exercise was a huge success.

"I would like to thank everyone that participated including staff, volunteers and external agencies," Chief Superintendent Tillman said.

"The week-long exercise is a great example of collaboration between individuals, teams, services and agencies.

"It is a great opportunity for new personnel to learn about their role and work with their team in a controlled environment.

"Testing our capabilities during the low-threat period is critical to ensuring we are as prepared as possible for the high-threat period."

The week concluded with senior operational staff from DFES, DBCA and the Bureau of Meteorology coming together for their annual pre-season briefing on agency preparedness, the seasonal outlook and familiarisation with changes to systems and procedures prior to the southern bushfire season.

The exercise was run by the DFES Simulation and Exercise Capability Unit (SECU), who throughout the exercise role-played interactions to make the exercise as realistic as possible.

BCoE staff provided key support services through timely and effective set-up, clean-up, providing inject material, organisation, and management of venue and catering.

The BCoE has been operational since January 2021 and is Western Australia's premier centre for bushfire training, knowledge and events. 🌿

MORE INFORMATION

For booking enquiries or more information, email BushfireCoE@dfes.wa.gov.au

The teams are deployed throughout the bushfire season to support regions in WA.

Peel Business Park

adopts dual name from Noongar language

WORDS | DevelopmentWA

IMAGES | Nexxt Frame Photography

The Peel Business Park has taken on a dual name to include the Noongar language, in recognition of the rich Aboriginal cultural heritage of the area.

The name Nambeelup Kaadadjan, combines the estate's location in Nambeelup with the Noongar word for knowledge and information, in recognition of its role as a centre for innovation and learning.

The dual naming project was led by the Peel Development Commission and DevelopmentWA, working closely with local Bindjareb Noongar Elder Mr George Walley of Mandjoogoordap Dreaming.

Mr Walley spoke with Bindjareb elders across Murray and Mandurah to capture their life experiences and memories through storytelling to develop a cultural narrative of the local area and name the Business Park in Noongar language.



The old people been everywhere here. Walking the land like our ancestors did for over 50,000 years. Families lived near here. No one lived in or near swampland but here it was rich in swampland foods and Spiritual understandings. We have a saying which goes:

"When we look after the land, the land will look after us".

There are lots of life lessons in that saying and it was the way of the Bindjareb Noongar people who thrived in Nambeelup and accessed the food and fresh water available in the swamps and flood plain, and who practiced effective land management skills on Bindjareb country, which benefited everyone.

Read the full story of the local area: <https://developmentwa.com.au/projects/industrial-and-commercial/peel-business-park/nambeelup-kaadadjan>

Two other sites within the park have also been given Noongar names — the Shire of Murray's Food Innovation Precinct WA, also known as Mereny Bidi Boodja (food, pathway, country) and the Department of Fire and Emergency Services Bushfire Centre of Excellence, known as Karla Katitjin (fire knowledge).

"I'd like to acknowledge Mr George Walley and the other Bindjareb Elders for their willingness to share their knowledge and stories throughout this process."

"The Noongar name for this innovative and forward-thinking precinct perfectly encapsulates its vision and the role it has to play in advancing industry knowledge.

"This new dual name ensures we acknowledge and respect the long

history and ongoing contribution of Aboriginal people in the region," Lands Minister John Carey said.

A key part of the Peel Development Commission's \$49.4 million Transform Peel project, the Peel Business Park/Nambeelup Kaadadjan is a strategically-located industrial estate supporting a range of sectors including manufacturing and fabrication, transport and logistics, wholesale storage, warehousing and agri-innovation.

MORE INFORMATION

See page 45 of this issue of *Peel Magazine* to learn about new opportunities to join the growing Business Park, or visit developmentwa.com.au.



Region in focus

City of Mandurah



TRANSFORM MANDURAH VISION

Mandurah's Waterfront has seen some impressive changes in recent times.

Momentum in full swing as City works to *transform Mandurah's future*

WORDS & IMAGES | City of Mandurah

The City of Mandurah is in the midst of harnessing exciting opportunities and building on a wave of momentum, all geared towards diversifying the economy and creating a bright future for generations to come.

In July, the Mandurah Council endorsed a milestone, transformational report which highlights opportunities to guide the way forward in diversifying Mandurah's economy and shaping a better future for Mandurah.

The 'Transform Mandurah Economic Opportunities' report is one of the most important pieces of work commissioned by Council, and outlines the city's long-term socio-economic challenges and presents key opportunities for a strong and resilient path ahead.

The report lays out Mandurah's fundamental structural challenges of the past 20–30 years, providing the City of Mandurah and Council with a comprehensive baseline from which

to confidently address Mandurah's toughest issues over the next decade. The report was jointly commissioned by the WA State Government through the Peel Development Commission.

Mayor Rhys Williams said due to Mandurah's immense population growth over the past three decades, a number of challenges relating to employment, housing, economy and education have presented themselves.

"This report has drilled down and given us a much deeper understanding of our challenges and where Mandurah is at. The data in this report is not new to us, but it's given us a reliable basis of where we are and where we want to be," Mayor Williams said.



“We see this as an exciting and important time ahead, as we now have solid data which provides a great platform to narrow our focus, stare down the significant challenges and create real and meaningful change over the next 10 years.

“We are now armed with the information to help us embrace the abundance of opportunities in Mandurah and correct the structural challenges of the past two to three decades. It’s an exciting time to consider what prospects we have and embrace further opportunities that may present themselves down the track.”

Some of the challenges the City is working to address includes improving Mandurah’s unemployment rate, and the need for stronger education pathways and better education outcomes.

“Transform Mandurah is a program of projects through which we will tackle these issues head on, and create the kind of Mandurah we all want to see for the future. The projects we have identified will help us to diversify our economy, build the capacity of our community, and hopefully improve education and employment opportunities for residents in Mandurah.

“We are setting our priority projects to help us achieve these big goals. Our commitment to this program signals to private investors, government and key partners that we are serious about setting Mandurah’s future on the best

and brightest path forward, and we want everyone to join us in helping to achieve this.”

Mandurah is currently experiencing a wave of momentum with both an exciting capital works program and private investment projects.

In recent times, Mandurah has seen a massive works program throughout public spaces, including milestone upgrades and projects as part of the \$22 million Mandurah Waterfront Project. This has seen the creation of a new and improved Mandurah Skate Park and recreation spaces, the new Koolaanga Waabiny Playground, the new circular Kwillena Gabi Pool on the Eastern Foreshore, upgrades to foreshore spaces, and a makeover of the Smart Street Mall.

In addition to these impressive public works, the positive momentum continues in Mandurah with more than \$100 million of private investment projects in the pipeline, including major developments along Mandurah Terrace in the City Centre.

“We’ve made some significant investments in our City Centre in the past few years, and we continue to do so. We’re committed to working alongside the public and private sectors to address our challenges and capitalise on our opportunities,” Mayor Williams said.

“We are determined to achieve our vision for Mandurah as the lifestyle alternative to Perth and the Southern City for Perth and Peel region. To

achieve this, we need to transform our city into an economic hub, offering more employment opportunities, particularly in skilled professional and technical services. We’re keen to form partnerships with government and the private sector to help us achieve this.”

The Transform Mandurah report has identified a number of key economic opportunities that fit with Mandurah’s strengths, including making Mandurah the lifestyle capital of WA, focusing on hospitality education, building the capacity of the aged-care workforce, and creating a strong base for professional workers in Mandurah.



Mandurah's identified opportunities

Making Mandurah the lifestyle capital of Western Australia

Mandurah offers highly appealing lifestyle opportunities, combining proximity to the coast and waterways, open and green spaces, and relatively affordable living. Under this opportunity, Mandurah becomes the location of choice within Western Australia for people determining their place of residence and work based on lifestyle factors. This opportunity would involve appealing to professionals and working families.

Developing Mandurah into a world-class Hospitality Education Precinct

Almost nine-in-10 of the next billion middle-class consumers across the globe are forecast to reside in China, India, and south-east Asia, with the Australian hospitality industry set to reap the benefits. Under this opportunity, Mandurah becomes home to a hub of world-class training and education providers in the hospitality sector, initially leveraging the new South Metropolitan TAFE Hospitality facility, its existing workforce and tourism assets to train locally as well as coordinating applied learning and skills development across the hospitality sectors of the Peel, Perth, and Southwest regions.

Building the capacity of the aged-care workforce

Nearly 27 per cent of Australia's population (8.1 million people) are expected to be aged over 60 years by 2040, representing a rise of 46 per cent from 2020 — or 2.6 million more people. Under this opportunity, Mandurah takes a leading role in expanded training to address significant forecast shortages of skilled labour in the aged care sector, both within the region but also elsewhere in WA and across Australia.

Making Mandurah a hub for 'Blue Collar Tech' training and industries

As the resources sector accelerates its adoption of technology, there is a growing need for 'Blue Collar Tech' or Digital Trades workers and related service providers. Under this opportunity, Mandurah positions itself as a hub for 'Blue Collar Tech' businesses and training opportunities, leveraging both its large existing labour pool of technicians, trades workers, and machinery operators and the significant presence of engineering and manufacturing businesses in the Mandurah region.

Innovation in healthcare delivery

The digitisation of healthcare is revolutionising the industry, enabling lower cost of service, better diagnostic and greater choice in treatment. Under this opportunity, Mandurah becomes the centre of innovation in healthcare service delivery in WA, capitalising on improvements in technology (such as telehealth) or alternative care models that allow services to be delivered remotely or more effectively in the community.

Innovative social interventions

Inequality of wealth, power, and opportunity — and the effects these have on community, economy, and politics — is highly prevalent in society today. Innovative social interventions can be utilised in Mandurah to improve employment and life outcomes for disadvantaged residents. Under this

opportunity, Mandurah would be a local government area for testing alternative and more holistic social interventions aimed at tackling the root causes of social and economic disadvantage while aiming to create cost efficiencies for Government.

A hub to lead industry decarbonisation and climate resilience and adaptation strategies

As climate continues to change and the world's focus moves towards strategies and programs to reduce long-term impacts, Mandurah has the opportunity to take on a regional leadership role and capitalise on the significant global investment in climate resilience and adaptation initiatives.

Develop a strong base for professional workers in Mandurah

COVID-19 has caused policy makers and businesses alike to re-think the traditional CBD commuter model of work, as well as the future of urbanisation and broader knowledge worker trend. Under this opportunity, Mandurah could capitalise on transitioning ways of work to increase the number of professional workers in the region. This could include the co-location of government workers and the possible relocation of agencies from the Perth metropolitan area in future.

"With the work done to date, we have formed a solid foundation and Mandurah is now perfectly positioned to rise to the occasion," added Mayor Williams.

"With the right support from State and Commonwealth governments, and the private sector, these projects could have a significant impact on our local economy — creating up to 3,400 full-time equivalent workers and adding an estimated \$1.5 billion to our local economy by 2032-33."

"It's an exciting time in Mandurah, as we are ready to launch into our next chapter."

The Transform Mandurah report identified a number of key economic opportunities.





Dwellingup takes silver in tourism awards

WORDS & IMAGE | Shire of Murray

Dwellingup has won silver in the 2022 GWN7 Top Tourism Town Awards. It's the second year in a row that it has been honoured in the category having won gold in 2021.

Winners were announced on Wednesday 22 June at the Perth Airport Tourism Conference Gala Dinner held at the Perth Convention and Exhibition Centre.

Shire President Cr. David Bolt said it was yet more recognition for the multi-award-winning destination:

"This is testament to the hard work and determination that was initiated years ago by the town residents of Dwellingup. They had a vision that their town should focus on its natural beauty and adventure assets, and the Shire of Murray worked with them to bring that vision to reality. With this accolade, and those of previous years, Dwellingup is now undoubtedly recognised as the State's best trails and adventure destination."


"I would like to thank the Dwellingup and greater Shire of Murray community and staff, in particular the Dwellingup Trails and Visitor Centre and Tourism teams, and all those visitors who voted for Dwellingup".

Dwellingup Town Trails

The next stage of the Dwellingup trails tourism transformation was finished in time for the Dwellingup 100 mountain bike event on 10 September 2022. The new Dwellingup Town Trails got a real workout over that weekend and continues to provide riders with some of the best trails in the State.

With around 20 kilometres of new cross-country green and blue trails (easy and not-so-easy grades!), there's

also a few more kilometres of technical trails in the network, as well as some joint walking and riding white trails (really easy grade!) that will prove very popular with 'Dwellingup discoverers' and individuals, groups and families.

The Dwellingup Town Trails begin and end at the award-winning, state-of-the-art Dwellingup Trails Visitor Centre where riders can access the Marrinup mountain bike trail that connects to a section of the new Town Trails via the Munda Biddi, or access additional trails in and around Dwellingup. 

MORE INFORMATION

Dwellingup Trails and Visitor Centre:
<https://dwellingup.destinationmurray.com.au/>

UCI Mountain Bike Marathon Masters World Championships

The 2023 UCI Mountain Bike Marathon Masters World Championships will be coming to WA as part of next year's Dwellingup 100 event. This will be the first time the world championship event has been held outside Italy. The event caters to mountain bike enthusiasts of all abilities from around the world, from novices to elite riders.

Both the Dwellingup 100 and 2023 UCI Mountain Bike Marathon Masters World Championships are supported by the McGowan Government, through Tourism WA's Regional Events Program.

Developing talent for Peel

WORDS & IMAGE | South Metropolitan TAFE

South Metropolitan TAFE (SM TAFE) will deliver new courses in Mandurah next year to develop talent for Peel's booming industries.

The Mandurah TAFE campus will be home to state-of-the-art, purpose-built facilities, offering dedicated hospitality, tourism, hair and beauty courses.

The \$16.87 million Mandurah Hospitality and Tourism Training Centre will deliver live training in commercial cookery, hospitality, tourism and events with two training kitchens, a production kitchen and restaurant.

Live hair and beauty training facilities will also be incorporated into the new centre, with a hair salon and dedicated training spaces for beauty and massage therapy.

Tourism and events students will have the opportunity to learn in a live training environment to practice their skills with real customers.

To meet the increasing demand for tourism staff in Peel, tourism students will learn industry relevant skills including customer service, sales and promotions, travel reservations, visitor services, cruises and workplace health and safety.

Graduates have numerous career options, such as working for tour operators, at attraction venues, travel agencies, hotels, airports and visitor information centres — the opportunities are endless.



TOURISM STUDENTS


From South Metropolitan TAFE

SM TAFE's events training will also be boosted by the new facilities in Mandurah, by providing a real life setting to coordinate, host and manage events.

Students will learn about the events industry and develop skills in staging support, events registration, customer service, teamwork and responsible service of alcohol.

Event graduates also have a great variety of career options from conference assistant, event/exhibition assistant, functions assistant to venue assistant.

There are a lot of work opportunities that students can undertake while studying in a casual capacity to complement their studies and help them gain full-time employment.

The growing hospitality and tourism industry need staff with current and relevant skills and knowledge, and these new facilities will help job-ready workers to step straight into the workforce. 

MORE INFORMATION

SM TAFE's Mandurah campus is part of the Peel education and training facility, sharing the campuses of Murdoch University and John Tonkin College. The campus offers training in accounting, business, tourism and events, IT, community services, childcare, fitness, beauty, hairdressing, massage, carpentry and joinery, electrical, painting and decorating, fabrication, aged-care, hospitality and horticulture.

The Peel Jobs and Skills Centre (JSC) is also located on campus, offering a one-stop-shop for anyone looking to improve their skills and job prospects. Visit the centre to access free, professional and practical advice on training and employment opportunities including careers advice, apprenticeship and training information. The Peel JSC is supported by Aboriginal services from SMYL.

Applications are now open for Semester 1, 2023.

For more information about our new courses and facilities in Mandurah, visit www.southmetrotafe.wa.edu.au



The appeal of Waroona's annual events

WORDS & IMAGES | Shire of Waroona

The Shire of Waroona is celebrated for stretching from 'sea to scarp', encompassing fabulous fishing and off-roading at Preston Beach, the ancient lake systems of Lake Clifton and forest adventures in Waroona and Hamel.

While natural attractions abound, it's the well-established calendar of community-led, annual events that reinforce Waroona's appeal as a tourism destination.

Perhaps the best known of these events is the Waroona Show, which has been providing Western Australians with an authentic agricultural field day experience for 91 years. Over time the event has grown larger, but the objective has remained the same: to celebrate and bring the community together while showcasing produce, animals and home industries.

The Waroona Troutfest is in its sixth year.

Run by the Waroona Agricultural Society, with more than 300 local volunteers, the Waroona Show is a true community and intergenerational undertaking — there are times when four generations come together to bring the event to fruition. Local farmers, transporters, trades, and the Shire all donate time, services, and funds to support the October event.

In addition to community pride, the Waroona Show generates a large economic benefit for the region. Where possible, the Waroona Agricultural Society purchases goods and services from within the community and provides a unique platform for local performers, artists, craftspeople, and exhibitors.

In 2021, at least 20,000 people from outside the Shire attended, with local accommodation always booked out during Show week. Farming families, in particular, travel long distances to exhibit or attend each year, with many holiday memories interwoven with Waroona Show day.

While the Waroona Show is the Shire's most iconic event, a host of smaller annual celebrations are also drawing good crowds of Perth

day-trippers. Just under 300 exhibitors from car clubs around the State roll into Waroona each year for the All Australian Car Day.

Run by local group Just Cruizin Street Machiners for the past nine years, this year's event was held in partnership with the Waroona Lions Club's Vintage Machinery Rally and attracted a wide crowd of visiting motor and antique enthusiasts.



The Waroona Troutfest is in its sixth year at the Drakesbrook Weir and has helped establish the region as a freshwater fisheries destination — around half of each event's attendees travel from outside the local area to attend.

Troutfest plays an integral part in integrating Recfishwest's rainbow and brown trout stocking program with the end user beneficiaries, the WA fishing community.

It provides families with an opportunity to actively assist with stocking Drakesbrook Weir, followed by licence-free freshwater fishing and other fun activities.

Recfishwest considers Troutfest to be a great celebration that also plays an important role in supporting trout fishing in the region. Anglers visiting South-West freshwater dams, streams and rivers help to inject more than \$20 million annually into the regional economy.

In addition to the economic impact of these well-supported annual events, the Shire benefits from increased awareness, loyalty and returned visitation. It's clear from the number of event-goers that return each year, that the appeal of authentic events experiences are driving Waroona's success as a memorable day-trip destination.



Michael O'Dwyer: an award-winning Waroona principal

WORDS & IMAGE | Shire of Waroona

Education plays a key role in providing opportunities for regional communities to strengthen and grow.

While rural schools often experience an 'achievement gap' when compared to metropolitan schools, one educator within the Shire of Waroona is demonstrating how to narrow the divide.

St Joseph's Catholic Primary School Principal Michael O'Dwyer was recently named Primary Principal of the Year — Non-Government in the Australian Education Awards 2022, which celebrates the country's top teaching professionals.

The award represents formal recognition for Michael's efforts to embed an evidence-based science of reading into the whole school community, as part of a commitment to increase literacy.

St Joseph's has 170 students enrolled at its Waroona campus, encompassing kindergarten to year 6 classes. Under Michael's leadership, St Joseph's has established a process of giving students more say to inspire an environment where children are encouraged to achieve their best.

Regularly visiting classrooms, engaging in conversations with children at recess and lunch, moving the Principal's office to be visible and employing an open-door policy, are just some of the strategies Michael has implemented.

Michael believes that actively involving students in their education through student voice and child agency is one

of the most significant ways rural communities, like Waroona, can inspire student success.

"Children are the biggest stakeholders in their education, and their success is directly related to their engagement," he explained.

This led to instituting student leadership teams, where representatives influence the school by championing their peers' views.

"The students took this seriously and developed fantastic ideas such as improvements to the canteen, resourcing of classrooms, learning programs, and made recommendations to our school board too," Michael said.

Michael believes that the Shire of Waroona's unique strengths include an exceptionally strong community focus and a high level of parent engagement, particularly in sporting and community events.

Michael also believes that working collectively with the local state school Waroona District High School on shared professional development and community initiatives, has provided a way to embed professional practice that benefits the broader Waroona community.

While the national recognition has been proudly received by all, Michael's attention is now firmly positioned on his focus for the upcoming school year; ensuring all students demonstrate sustained growth in numeracy, literacy and collective well-being.

With success in educational outcomes underpinning the livability of Waroona, it's people like Michael and the community he's inspiring who will continue to prove instrumental to the Shire's ongoing social and economic growth. Well done, Michael!



Kickstart a career in resources close to home

WORDS & IMAGES | Alcoa

Alcoa will celebrate 60 years of operation in Australia next year, having forged a reputation as a respected local resources company, long-term community partner and employer of choice in the Peel region.

Today, its Western Australian operations employ more than 4,000 people across its Huntly and Willowdale mines, Kwinana, Pinjarra and Wagerup refineries, and Bunbury and Kwinana port facilities.

All locations are within a comfortable drive of nearby towns and major city centres, making it possible for workers to enjoy the benefits of the resources industry without having to Fly-In Fly-Out.

For people looking to enter the resources industry, Alcoa offers a unique opportunity to live locally, enjoy a healthy work-life balance and build the foundations for a long and successful career.

Graduate opportunities

While studying for a double major in chemical engineering and finance, Sushmita Tantry first signed on to Alcoa's vacation student program across the 2019–20 summer holidays.

"I was exposed to so many aspects of the alumina refining process while working alongside highly experienced people at Alcoa's Kwinana refinery," Ms Tantry said.

"Today, I am permanently employed through Alcoa's graduate program and I can't speak highly enough about the company's commitment to continual learning, innovation and sustainability."

Sarah Chalmers is a third-year chemical engineering graduate and credits the specialised program with providing both personal and professional growth.

"You get to work in more than one role and that's really important because you get many experiences, and you see where your interests lie and where you might want to progress in the future," Ms Chalmers said.

"There are also lots of training opportunities and I love how we get to collaborate with a variety of people, network and make connections."

The program is a proven training ground for future industry leaders. Marco Vukic joined in 2014 and has progressed through the ranks to become a global mechanical engineering manager.

"Getting exposure to different assets, different locations, different people means it's a great way to develop and progress your career," Mr Vukic said.

"It's also an opportunity to work with a material that's part of a future sustainable world ... so that's what makes it special."

Alcoa's Graduate Program is three years full-time and accepts students across disciplines including environment, health and safety, human resources, mine engineering, chemical engineering, mechanical engineering, electrical engineering and procurement.



Mandurah apprentice takes out top gong

Mandurah local Megan Hazelden took out the WA Apprentice of the Year at the 2022 WA Training Awards in September — recognising her work as an ambassador for her industry and readily presenting at schools about the benefits and opportunities available through apprenticeships.

After growing up on a farm and developing an appreciation for all things mechanical, Megan's passion for working on machines led her to study a Certificate III in Engineering through South Metropolitan TAFE.

Now a qualified mechanical fitter working for Alcoa at Wagerup Alumina Refinery, Megan wants to break down barriers and pave a way for women to start apprenticeships in non-traditional trades.

"We lived out of town on a hobby farm with cars, bikes and horses around us. Dad didn't have a son so he let my sister and I do everything a son might have. We both loved it and each of us took up a trade with Alcoa where Dad works!" Megan said.

Megan recently signed off her apprenticeship and was offered a contract to remain as part of the maintenance team at Wagerup.

"A lot of the older guys talk about retiring soon so I joke that I've got them covered. I really do want to thank them though, as going into what is not a traditional field for women, they have been brilliant in teaching me and making me always feel welcome," Megan said.

Megan's advice to future apprentices is simple:

"Don't be afraid, try different things, ask questions and you'll find there are some terrific people here who are happy to teach you. The four years goes very fast so get stuck into it as it's well worth the outcome."



WA APPRENTICE OF THE YEAR

Megan Hazelden with Alcoa Apprentice Coordinator Craig Watts.

Other Peel awards winners:

- WA Trainee of the Year: **Brittany-Leigh Wragg**
- WA Aboriginal and Torres Strait Islander Student of the Year: **Wayne Ryder**
- South Metropolitan TAFE was also recognised, taking out WA large training provider of the year for its important contribution to building a pipeline of skilled local workers.

Supporting First Nations jobseekers

First Nations jobseekers across the Peel, Kwinana and Upper South West regions now have access to a pre-employment program offering mentoring, support and tools to secure meaningful work.

Through a partnership with the Alcoa Foundation, the Waalitj Foundation is delivering its Plan 2 Day 4 Tomorrow (P242) program in communities close to Alcoa's bauxite mines and alumina refineries.

The program is delivered by First Nations mentors, who take a culturally appropriate approach to break down barriers to employment and provide individualised support.

Since February, more than 90 jobseekers have been assisted, and 30 have secured full-time employment.

Waalitj Employment Program Manager Erin Rundle invited all First Nations jobseekers to take part in the sessions run in Kwinana, Pinjarra, and Waroona.



"Our team is motivated to help each individual to find a job that they are interested in and suits their skill set. It's not just about finding a job, it's about reaching sustainable long-term employment," Ms Rundle said.

PRE-EMPLOYMENT PROGRAM

Alcoa Aboriginal Engagement Lead Bevan Whitby with Waalitj Foundation Employment Mentor Chantene Islam.

Session locations

- **Kwinana**
When: Wednesday, 10am–12pm (weekly)
Where: Medina Aboriginal Community Centre
- **Pinjarra**
When: Tuesday, 10am–12pm (fortnightly)
Where: Murray House Resource Centre
- **Waroona**
When: Tuesday, 1.30–3.30pm (monthly)
Where: Waroona Recreation Centre



Boosting business capacity

Empowering First Nations businesses to become sustainable and competitive is the aim of the Waalitj Hub support program also being delivered across the Peel, Kwinana and Upper South West regions.

The business support program is another aspect of the Alcoa Foundation and Waalitj Foundation partnership, which will run until at least the end of 2025.

Over that time, more than 25 business support pop-up hubs and 300 hours of coaching will be delivered, building the capacity and connections of existing and emerging First Nations businesses.

Networking at pop-up hubs allows the wider business community to gain awareness and benefit from the breadth of strong, emerging First Nations businesses in WA, while company presentations also outline upcoming opportunities and how to navigate tender processes.

One early success story to emerge from this program is WA-based and 100 per cent Aboriginal-owned company Woollahra Group, which is now supplying Alcoa with a degreaser product with positive performance and environmental benefits.

Woollahra Group Managing Director Chris Schmid said the contract win came off the back of the company attending one of the Waalitj Foundation's business hubs.

"It is great to see that in a relatively short space of time Alcoa has delivered on providing opportunities for Aboriginal businesses," Mr Schmid said.

To find out more or to register for the upcoming pop-ups visit www.wf.org.au

MORE INFORMATION

Through its Reconciliation Action Plan in 2022, Alcoa committed to help increase participation by First Nations people in its own business and the broader economy, through employment and procurement. The Waalitj Foundation partnership is helping Alcoa deliver on its commitment.

WAALITJ POP-UP BUSINESS HUB

The Waalitj Foundation partnership is increasing economic participation for Indigenous Australians through both business and employment opportunities.

It's easy to register your interest to work for Alcoa

Alcoa job opportunities are shared on the website Careers page. Once you have created a Workday profile, you can set up job email alerts to receive talent pool advertisements and current opportunities.

Entry talent programs

Roles include apprenticeship, traineeship, graduate and vacation student opportunities.

Blue-collar opportunities

Roles include production operator, mine operator, refinery worker, stores officer and mechanical and electrical trade positions.

White-collar opportunities

Diverse roles across all areas of the business are advertised including engineering, environment, maintenance, health and safety, social performance, finance, human resources and more.

Scan the QR code to register and find out more.



Aluminium value chain

Alcoa's flagship product, aluminium, is the world's most versatile metal. It is strong, flexible, impermeable, corrosion resistant and 100% recyclable, making it an essential part of a modern, sustainable world.



Mine bauxite

High quality bauxite is extracted from mining operations



Rehabilitate land

Mined land is rehabilitated and self-sustaining ecosystems re-established



Refine alumina

Using the Bayer process, bauxite is refined to produce alumina



Smelt aluminum

Aluminum is extracted from the alumina via the smelting process



Manufacture products

Strong, lightweight and flexible, aluminum is used in everyday products



Recycle

Aluminum is endlessly recyclable, minimising energy consumption and environmental impact

Jarrahfall Bush Camp

WORDS | Shire of Murray

IMAGE | Jarrahfall Bush Camp

Jarrahfall Bush Camp is a unique venue and camp location that began life in the early 1990s as Sabre Training and Dwellingup Bunkhouses.

Now owned by Clayton and Lauren Fredericks, the business was originally a school camp provider but, in recent years, has grown its appeal to include private bookings, weddings and events.

An employer of more than 20 people, the Fredericks say their culture is built on teamwork and excellent customer service, and they place the highest value on potential employees' attitudes rather than just their skill set.

COVID-19 presented enormous challenges for all hospitality and tourism businesses. For Jarrahfall, it forced a shift into other markets, but ultimately a refocus on their core areas of business: schools, large groups, weddings, functions, birthdays and events.

Despite an accumulative 12 months of shutdowns since 2020, the resilient refocus on core business sectors saw an increase in sales of 400% and the business now has 12 months of bookings for schools and 28 weddings booked through to 2024.

Training and support are key aspects of building the strength and capability of the Jarrahfall team. All staff retrain annually for first aid and bronze medallions and the business runs professional development days and scenario activities to complement those courses. But given the activities at Jarrahfall, staff also need to be well-versed in abseiling, kayaking and mountain biking, so the business

enables its staff to take courses in those areas. Instructors also undergo on-the-job training.

Developing new talent and capable people to bring into the business is another focus, and there are pathways for at least two trainee instructors and kitchen staff. The business innovates elsewhere and, over the last four years, has introduced cloud-based solutions, including VOIP phone systems, a customer relationship management (CRM) platform, a digital booking system, a staff rostering and communications app and an online library for our teachers.

Integrating cloud-based systems like these has meant retaining the knowledge and capability of staff who would otherwise have left the business due to moving away geographically.

In the next five years, Jarrahfall will continue on its pathway to becoming one of the best wedding venues in the Perth region, with Dare Adventures continuing the focus on school camps during the week.

There are plans to add a new café clubhouse, an adventure playground, and powered campsites. A new flying fox should be up and running by the start of 2023, and the business is also installing a disc golf course.

Jarrahfall regularly attracts groups of 500+ people to the region, and the activity programs allow for plenty of time to explore the local area during their stay.

Local businesses support local businesses, with visitors encouraged to use other local operations when staying. But people visit Jarrahfall from all over WA to attend weddings, so the business is very much promoting the region across the state and even further afield.

With all the exciting innovations and changes to the business in recent years, Clayton and Lauren are resolute that their biggest asset is still their incredible team. Feedback from visitors reflects the outstanding commitment to customer service, and the business is proud to have created a space where people can come together and create lifelong memories!

Jarrahfall
regularly attracts
groups of 500+ people
to the region.





A Peel drive geotrail in the making

**177 UNESCO
Global Geoparks**
across 48 countries



GEOPARKS

Primarily geological areas which have
unique or interesting features.

(Source: www.australiangeoparksnetwork.org)

WORDS | Alan Briggs, Sebastian Jones

IMAGES | Salt and Bush Eco Tours

As part of the Peel Development Commission's goal of broadening the region's economic base and creating a diverse network of adventures to attract visitors and extend their stay, Geoparks Western Australia and the Australian Geoparks Network continue to work closely with the Commission, the Binjareb community, Visit Mandurah, and local businesses to promote and establish a geopark in the Peel region.

Since our last update on the Peel Aspiring Geopark, eight UNESCO Global Geoparks were established, bringing the total to 177 across 48 countries. The world understands geoparks and the good they can bring in terms of business growth, employment, community benefits and environmental sustainability.

A forerunner to establishing a geopark is to identify the geoheritage of an area (geosites) and to develop a geotrail that links these sites to better inform our community about the geology of the place. It is through education about these sites that we can conserve them.

Recently, the Commission agreed to support Geoparks WA in the development of a geotrail in the region, and local business Salt and Bush Eco Tours developed a report identifying likely geosites which might be incorporated into the drive geotrail.

Collectively, we will work with the UWA McCusker Centre to engage a student to research the geology and cultural association of the sites along the trail and design educational materials to interpret the sites. The material will include QR codes to enable visitors to access further information on the Australian Geoparks Network website.


We anticipate that the Drive Geotrail will be developed and in operation next year as a first, tangible step towards creating a geopark. Establishing a geopark will place a national and international spotlight on the many attractions in the Peel region.

A visit to UNESCO Global Geoparks in Canada

In May this year, working group member Sebastian Jones of Salt and Bush Eco Tours visited UNESCO Global Geoparks in Nova Scotia and New Brunswick.

During his visit, Sebastian attended the first professional excursion of the newly established UNESCO Global Geopark at the Cliffs of Fundy. The three-day excursion included visits to key geological sites and discussions with the Cliffs of Fundy Geopark's founders and management. Key insights from this visit included: knowledge about science communication of internationally significant geological sites, funding strategies for geoparks, challenges with geopark establishment, and the necessity for cultural and community consultation. Overall, the field trip provided valuable opportunities for connections and learning.

Sebastian also visited several sites in the Stonehammer Global Geopark and the UNESCO World Heritage Site Joggins Fossil Cliffs. Geotourism is well established in this part of Canada and brings together educators, eco-tourism operators, accommodation providers, food producers, local governments, passionate locals, and academics to celebrate the rich geological heritage of the Bay of Fundy and the incredible geological story it tells.

Sebastian is now back in the Peel region and continues working towards gaining international recognition for the Peel region's landscape and environment. 



WORDS | Cr David Bolt, Shire President

IMAGE | Shire of Murray

The last few weeks have shown how important it is for communities to come together.

At probably the grandest event of the century so far, the global population found solace, together, at the solemn spectacle of Queen Elizabeth the Second's funeral. For a time, populations around the world were connected more by what they had in common than by what divided them. In London, the act of just coming together, of making connections with people not previously known, even just by sharing some time in a queue to see the lying-in-state, linked people from different backgrounds, histories and social situations. I don't doubt it brought comfort, new friendships, joy even, to those who took part, and good things blossomed from what was otherwise a sober event.

At a local level, it is much easier to find these opportunities.


In October the Shire of Murray organised a sell-out drive-in movie event, probably for the first time, in Pinjarra. People of all different walks of life came together to enjoy a communal event, and it sparked moments of community connection that had real value, even from something as seemingly inconsequential as a drive-in. Just by being there, by sharing the space with others, we felt connected through that common denominator. And it was a joy to see.

Children who'd never been to a drive-in before, who may not have even known they existed, were regaled with stories and memories of the relatives who'd done it all in the 60s and 70s.

The screen, the speakers, the popcorn, the novelty of watching a film from your car, sparked recollections and yarns across the park. I was asked about my first drive-in experience (The Sound of Music and Born Free!), and the event lit memories I've not thought about in a long time; I recalled that my first date with my now wife was at a drive-in (quite a bold choice given the choice of film- Alien!); for a lot of people the drive-in was the only way you could see colour movies in Australia. For many it was their first memory of seeing moving pictures in colour; and who else remembers the old Sandman panel van which would open up at the back and act as the perfect seating option!

These types of memories were being repeated throughout the evening, and you could almost see the connections forming as people who were together only for a drive-in, told each other their stories and recollections. It's what makes a community.

These things don't just happen. The event, which was the result of some funding from the Western Australia Primary Health Alliance for mental health month, took many people a lot of effort to bring about. The investment was worth it. Another generation of first-time drive-in attendees now have their own stories and memories that they will pass on to their kids in decades to come.

Community is an essential part of human life. Playing a part in one, whether it be big or small, creates a sense of connection, purpose and belonging, and studies have shown that it can improve our mood, our sense of wellbeing, and help combat loneliness and depression. I hope you find your community. 

Winjan

Aboriginal Corporation

WORDS | Coral Richards

IMAGES | Peel-Harvey Catchment Council

Winjan is an exciting place to be. It draws the community to our buildings and grounds and is recognised as a special place where Aboriginal residents are supported.

Aboriginal culture is foremost in every gathering and activity, where local people network as a community and feel at home in this space.

About Winjan

Winjan Aboriginal Corporation was established in October 1989 and was named after a local Nyoongar, Yabagut (George Winjan), who lived from 1824 to 1915. He was a Binjareb traditional owner and survivor of the Pinjarra massacre (October 28, 1834).

Winjan is registered with the Office of Registrar of Indigenous Corporations (ORIC) and became a registered charity with DRG status in 2021.

Winjan is available as a space, a hall, and a facility for meetings and gatherings. The grounds provide opportunities for 'walk and talk' tours

with the large range of local plants and flowers on the property. The grounds at Winjan look fantastic thanks to our current group of Rangers and their hard work maintaining the walking paths and bush areas in readiness for the summer bushfire season.

Winjan continues to build its capacity and reputation in this region and sees itself as a place to gather, discuss, challenge, and educate.

We regularly meet with local, state, and federal Government representatives and provide a space for Cultural Awareness Training for various groups.

We are becoming more innovative and politically active. We plan to survey our community soon to find out how we can assist and represent the local Aboriginal Community as effectively as possible.



ABORIGINAL RANGER PROGRAM

Working on
country in Binjareb
Boodja.



Community engagement, partnerships and caring for country

Winjan successfully started a ranger program in 2020 with funding from the State Government. Sixteen people have been employed through this program and completed their training in first aid, Jarrah dieback, feral animal control, plant surveys, weed spraying and chemical handling.

We are thrilled to be recently announced as a successful applicant for round five funding of the Aboriginal Ranger Program by Minister Reece Whitby MLA. The funding for two years will enable us to continue this important work and offer employment and training opportunities for local Aboriginal people.

Winjan currently has a Memorandum of Understanding with Indigenous Management Services (IMS), and together have successfully gained a contract for five years with Alcoa, working on country.

Winjan successfully obtained a grant to run Binjareb Nyoongar language classes starting in January 2023. The classes will help young people get in touch with their culture and older people to gain confidence in using the language.

The Winjan Board agreed to approach local businesses and ask them to display a sticker acknowledging the local Bindjareb Nyoongar people and their stewardship of the land.

The Binjareb Nyoongar area is a small geographic area that includes Mandurah and Rockingham, the Shires of Murray, Waroona, Serpentine-Jarrahdale and Boddington.

Any business that would like to display a sticker should contact the Winjan Project Officer.

Winjan's buildings are used regularly by the City of Mandurah for the Young Yorgas Group, Coodanup College young men's cooking group, Winjan Men's Group, the Lakelands train station art, Giants of Mandurah, and Alcoa consultation groups.

With the assistance of the Department of Water and Environmental Regulation, members of Winjan are contributing to Binjareb-led cultural mapping of the estuary and its waterways. Thank you to local members Hon David Templeman MLA and Lisa Munday MLA for their support of these initiatives and for co-chairing the Bindjareb Djilba Policy and Planning Committee.

Winjan Board members actively network in the community as part of the City of Mandurah RAP Group, Binjareb Aboriginal Interagency Network, Koolbardies Women's Talking Group and Public Transport Authority consultation group for Mandurah and Lakelands train stations.

Winjan's partnerships include:

- Peel Harvey Catchment Council
- Department of Biodiversity Conservation and Attractions (DBCA)
- City of Mandurah
- Department of Fisheries
- Main Roads WA
- Murray Districts Aboriginal Corporation
- Nature Conservancy
- Bunnings
- Blackwoods
- Bendigo Bank
- Alcoa Pinjarra
- Indigenous Management Services
- Kinship Connections who engage our members to support their young people with activities.

Winjan Aboriginal Corporation has enormous potential in the coming years as we strengthen governance, develop strategic planning, expand our partnerships, and increase the number of community programs on offer at our premises. 🌿

Winjan
has enormous
potential in the
coming years.

Meet the Winjan Board

- **Franklyn Nannup, Chair:** Binjareb Elder, international performer and traditional dance teacher. For the past 10 years, Franklyn has presented Cultural Awareness and Understanding workshops in the Bindjareb region and Welcome to Country ceremonies in the City of Mandurah.
- **Brett Hill, Deputy Chair:** Noongar man, member of South West Aboriginal Land and Sea Council (SWALSC) and Gnaarla Karla Boodjar Native Title area.
Brett is a board member of the Mandurah Community Financial Services Limited/Halls Head Branch of Bendigo Bank and Money Mentors.
- **Kallan Nannup, Treasurer:** Bindjareb man, owner-operator of SML Painting Solutions and a registered Master Painter.

- **Coral Richards, Assistant Treasurer:** Wadjella woman, Secretary FinUCAre Board, Treasurer, Uniting Outreach Mandurah Board and teacher at Coodanup College.
- **Kerry Stack, Secretary**
- **George Walley:** Binjareb man, Manager Nidjaala Waangan Mia, Tour Operator (Mandjoogoordap Dreaming), qualified teacher and a musician who regularly performs in public.
- **Ricky Ugle:** Bindjareb man who cares for family members and is involved with the Men's Group.
- **Elsie Ugle:** Binjareb Noongar woman who regularly Welcomes people to events (especially women's events). She is an artist completing commissions and kept busy raising her grandchildren.

Governance sub-committee

- **Brett Hill, James Palmer, Kerry Stack, Kallan Nannup and Coral Richards.** The Governance sub-committee, meets with Winjan's partners, manages grants and supports employees.
The Governance Committee is open to engaging new members with finance or planning skills to help the Board in its work.
- **James Palmer:** Bindjareb man, FIFO mineworker, previous Aboriginal and Islander education officer (AIEO) at local schools.



Salt and Bush Eco Tours

WORDS & IMAGES | Salt and Bush Eco Tours

Salt and Bush Eco Tours have just completed their second year of operating small-group-led nature tours in the Peel region.

Starting a tourism business during a global pandemic was challenging but also rewarding. As a result of the halt in international travel in 2020, our full-time positions as nature guides on expedition ships around the world came to an end. When we returned home to the Peel, we decided to use our international guiding experience to showcase the region's world-class natural assets.

Over the past two years, we have taken West Australians on tours of the Peel region to discover some of its remarkable secrets. Our tours have allowed Peel residents and day trippers from Perth to see the natural world from a different perspective. With in-depth knowledge and storytelling, we strive to bring nature experiences to life on all our tours.

As we head into the summer season, Salt and Bush Eco Tours are in full swing; with our water-based tours the best way to explore the vast, internationally recognised waterways of the Peel. Our easy-to-use foot-peddled tandem kayaks are ideally suited for exploring the lower reaches and meandering tributaries of the Murray, Serpentine, and Harvey rivers. For the more adventurous, we have tandem sailing kayaks which make exploring the Peel-Harvey Estuary fun and easy while looking out for our resident bottlenose dolphins and spotting some of the numerous bird species.

As the days continue to warm up, we move into the summer evenings with our land-based tours. The Thrombolite Discovery Tour at sunset with your expert geologist guide is an unforgettable way to end the day.

A stargazing tour is another great way to experience the amazing dark skies and learn about galaxies near and far. Wildlife lovers can enjoy our Nocturnal Wildlife Walks and discover what wakes up when the sun goes down.

You'll have the chance to see the critically endangered Western ringtail possums, brush-tail possums, brush-tailed phascogales, owls, and quenda.

We have had a few exciting developments since launching in September 2020, starting with our newest offering of multi-day tours throughout the Peel Region. Our itinerary, in partnership with Australian Geographic, explores the region's biodiversity hotspots over 5 days and 4 nights, starting in Mandurah and



WATER-BASED TOURS

The best way to explore the vast, internationally recognised waterways of the Peel.

travelling to Waroona, Dwellingup, Boddington, and finally, Dryandra National Park to see the critically endangered numbat. As part of our multi-day tour, we are proud to serve food from Peel producers, including fruit, vegetables, meat, wine, beer, and cheese.



Salt and Bush Eco Tours recognised for Tourism Excellence

Jamie Van Jones was announced as the 2022 WA FACET Golden Guide Award and at the national level, Jamie was named Australia's Top Tour Guide at the 2022 Australian Tourism Awards. Sebastian Jones was a finalist for the FACET Golden Guide Award in 2021.

"It is an absolute honour to receive these awards and we are committed to living up to them. As a relatively new business, we are thrilled to be recognised for our guiding efforts." Jamie Van Jones, Salt and Bush Eco Tours

As we enter our third year in operation, it has been the incredible support of the local community members and businesses that have enabled Salt and Bush Eco Tours to come this far. We look forward to sharing the amazing natural areas of Peel region into the future. 🦋

MORE INFORMATION

Salt and Bush Eco Tours

Sebastian Jones and Jamie Van Jones
M: 0414 174 415

www.saltandbush.com.au



Salt and Bush: Stargazing Tours

The night sky is filled with wonders. Gaze up at the stars and listen to stories and tales that will astonish you with how amazing our universe is! It will be more than what your star app can tell you! Children ages 10 and up will enjoy this tour.

➔ <https://saltandbush.com.au/itinerary/star-gazing-nights/>



Salt and Bush: Nocturnal Wildlife Tours

Discover our amazing local wildlife at night while exploring the bush.

Take a walk with head torches on we will seek out the nocturnal animals that are waking up. As part of our efforts to protect our local wildlife, we use night vision binoculars and infrared lighting. Children over the age of 6 and adults alike will love this tour!

➔ <https://saltandbush.com.au/itinerary/wildlife-nocturnal-tour/>

Plein Air Down Under

Places Peel region
on international
arts map

AUSTRALIA'S PREMIERE PLEIN AIR EVENT

Gaining
international
attention and
recognition.

WORDS | Judith Darlington
IMAGES | Mark Labrow Photography

Something new, unique and uplifting is capturing the community's imagination. The Plein Air Down Under outdoor painting festival is a European concept but local, so there's no need to travel overseas for this unique experience! Due to its wide appeal, art can transform any region into a choice tourism destination.

Plein Air Down Under, derived from the French 'en plein air' (meaning 'outside'), is positioning itself to be part of the international circuit of outdoor painting festivals, attracting visitors from all over the world. In just four years, it has become Australia's premiere plein air event and has already gained international attention and recognition.

Over the September long weekend, the Peel Region was filled with almost 200 local, national, and international artists, attracting crowds to join in this art-loving experience. Importantly, they also brought revenue to the region as well as media coverage far and wide.

Peel's month of 'plein air' began in the Alcoa Mandurah Art Gallery with the inaugural Royal Flying Doctor Service 'Spirit of the Landscape' exhibition,

featuring 44 artworks by 21 award-winning Australian and international artists, all previous winners or Feature Artists of Plein Air Down Under.

The festival's high calibre of Feature Artists adds a certain kudos, and bringing USA Gouache Specialist Tiffanie Mang to Mandurah, supported by Mandurah artist Leon Holmes, proved a winning combination.

Pre-festival Masterclasses and Workshops catered to 48 artists, with many participants attending from the eastern states. Tiffanie Mang is well known for her work on the feature film *Loving Vincent*, where she worked in Poland alongside 125 other artists, painting each scene in the style of Van Gogh, in oil.

Due to its wide appeal, art can transform any region into a choice tourism destination.



Across these two days, the Lotterywest Demo Zone featured free demonstrations by six additional Guest Artists.

Monday's fast and furious two-hour Quick Draw competition drew quite the crowd in Mandjar Square, with judging, awards and art sales taking place under sunny skies.

That afternoon, the ManPAC foyer gallery showcased an exhibition of festival weekend paintings and the Major Award presentation, where over \$8,000 in cash and prizes were awarded in professional, non-professional and youth categories. The 2022 Plein Air Down Under Open Award, presented by City of Mandurah Councillor Daniel Wilkins, was won by Leanne Pearson, for her artwork, Ferris Wheel Memories. The Peel Region Award, presented by the Peel Development Commission, was won by Natasha Ruschka for her artwork, Mandurah Bridge.

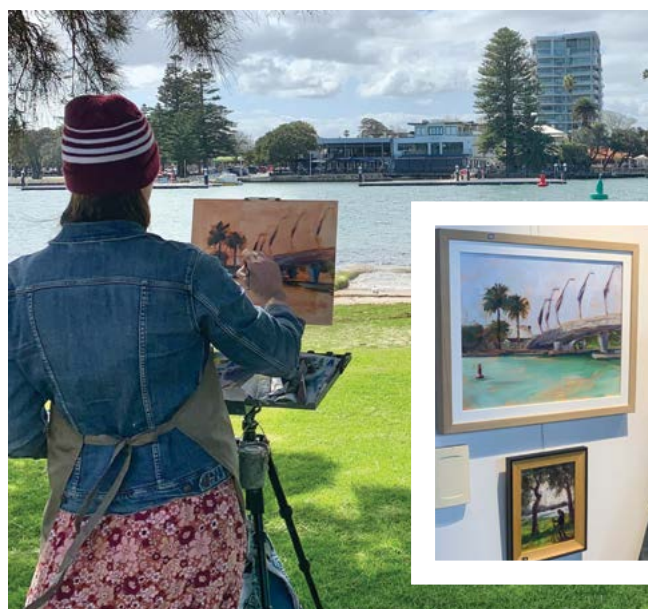
"It was great to see Plein Air Down Under attracting a record number of local and interstate artists, who captured the beauty of our City and the surrounding region," Councillor Daniel Wilkins said.

Plein Air Down Under was co-founded by Leon Holmes and Barb Thoms. Leon Holmes is an award-winning Australian artist, lecturer and ambassador of outdoor painting. He travels as an invited guest to international festivals and events, and it is through these experiences that the idea of Plein Air Down Under was born. Barb Thoms is a founding member of the Mandurah Plein Air Artists Incorporated (2011), the facilitators of Plein Air Down Under. Her leadership plays an important part in the group's development and culture and she continues to lead the PADU Steering Committee. 🌿

The festival weekend began on Saturday, 24 September, with many artists and easels dotted across Mandurah's Western Foreshore, from the War Memorial to the bridge. The City of Mandurah Youth Zone, Bendigo Bank art activity and Plein Air Down Under's watercolour station offered free activities for all ages.

The festival's second day centred around the Pinjarra Edenvale Complex, with artists painting along the picturesque Pinjarra Heritage Trail and Murray River.

At night, the Mandurah Performing Arts Centre provided a hub for artists and art lovers to gather and soak up the atmosphere with live music, painting demonstrations, food, drinks, and prizes.



PEEL REGION AWARD WINNER

Natasha Ruschka
for her artwork,
Mandurah Bridge.



People of Peel Update

Attracting and retaining talent

WORDS | Peel Development Commission, Ecosafe, Kingdom Initiative Mandurah Chapter, Peel CCI

IMAGES | Visit Mandurah & Russell Ord Photography, BroomstickChick Photography

The People of Peel Roadmap 2022–2027 sets out a framework to support and develop a skilled, adaptable, and empowered workforce to drive a thriving regional society and economy.

The framework recognises this will involve proactive planning, vision, and aspiration, and addressing the socioeconomic challenges facing people living in Peel.

One of the three pillars identified for action in the Roadmap is attracting talent to strategic industries through partnering with industry, cultivating entrepreneurial spirit, and driving strategic industry development. Actions in this pillar focus on building on the existing professional skills, industry strengths and lifestyle assets of the Peel to drive investment and attract or retain workforce talent, enabling our strategic industries to thrive.

FRAMEWORK

Supporting and developing a skilled, adaptable, and empowered workforce.

Since the Roadmap launch, the Peel Capability Collaborative have been progressing several initiatives within this pillar including:

- Working with the health sector to understand workforce shortages and attraction options.
- Investigating the potential of a Peel Regional Growth Summit to highlight regional investment opportunities, emerging growth sectors and enable networking and specialist insights.
- Delivering a Workforce Options for Industry event in November

Building
on the existing
professional skills,
industry strengths and
lifestyle assets of
the Peel.

2022 to present several workforce opportunities, including skilled migration pathways and upskilling opportunities.

Critical to success in this pillar is working with industry to understand their workforce opportunities, encouraging innovative solutions, and leveraging learnings across sectors.

By highlighting initiatives driven by individual enterprises and communities innovating to create workforce solutions, we hope to spark ideas for others.





Ecosafe International

Ecosafe International (Ecosafe Int.) was established in 2009 and is a niche water risk management consultancy providing specialist services across Australia and internationally to key sectors, including healthcare, mining, oil and gas, facilities, and Defence.

Our Team consists mostly of specialist consultants, engineers, auditors and supporting technicians. As a business, Ecosafe Int. made an intentional decision to expand our vision to something greater than just ourselves, starting a transition and journey of valuing people, profit, and planet. This journey has defined our purpose as **'Growing to deliver positive outcomes for others'**.

This purpose has shaped our decision-making process and is underpinned by three key pillars:

- A progressive annual donation target with a view of prospering others externally.
- Prospering our Team and their families.
- Positively influencing industry and those around us.

A recent initiative linked to prospering our Team and their families commenced in March 2022 with the "Employee Paid Personal Development Day" (EPD), a fully paid day off for each Team member every fortnight.

This counterintuitive commitment is rooted in supporting our Team in their personal growth and development. It acknowledges the importance of health and well-being and a sustained work/life balance, encouraging activities such as personal reflection and care, study, community service/volunteer work and nurturing personal relationships.

Since the implementation of EPD, significant positive outcomes have been realised, including improved role satisfaction, efficiency, and overall performance (including the achievement of financial targets despite the reduction in working hours).

Additional benefits include attracting like-minded individuals (improved recruitment success), accelerating capacity building, improving resilience across the Team (the need to cover for other Team members on days off), improving well-being, improving family and community outcomes (via improved relationships and community service) and the impact of and multiple synergies associated with a shared goal.

Looking ahead to workforce planning, we will continue to value individuals and move towards a shared vision of a four-day work week (fully paid for five days).

For more information about using your business for positive Team and community outcomes contact **info@ecosafeinternational.com**



Kingdom Initiatives

Kingdom Initiatives (KI) Mandurah, is part of a unique faith-based international organisation (with 102 chapters worldwide), which teaches and equips business people to successfully grow their businesses whilst driving prosperity in their communities.

Implementing biblical economics and the concept of 'just business practices' into the marketplace brings balance to the consideration of people, profit, and the planet.

KI Mandurah has a current membership of 35 SME's and continues to grow, with new members most welcome.

KI Mandurah has a vision to transform the local marketplace by delivering positive impacts to promote economic sustainability, employment, local manufacturing, and resilience.

This ongoing process is achieved by proving concepts and then implementing that proof to assist stakeholders.

KI Mandurah's initial focus was on employment for vulnerable and disadvantaged groups in our community. Collaboration with local employers and service providers has been a catalyst in providing a customised business perspective, needed to introduce a robust engagement and placement process.

Enhanced pre-employment screening and matching criteria drive a shift in relational mindset, establishing a foundation for meaningful engagement for vulnerable individuals. The process will improve access, upskilling and retention of our local 'human capital'.

Employment, self-worth and a life routine that has structure, ensures social acceptance with economic independence. The positive social and economic impact on the empowered individual, local business and the community are immeasurable.

KI Mandurah recognises the importance of SMEs to our local economy and the well-being of our community. Challenges faced by SMEs have, in some cases, been exacerbated during the past two years.

As a result, the KI Mandurah Chapter is providing a fully funded Chaplaincy Service to the Mandurah/Peel business community as part of an innovative strategy that aims to enhance positive economic and social outcomes in our region.

For more information, contact KI Mandurah Chaplaincy Service on 0408 166 024 or email **kichaplaincy@gmail.com**

Peel Chamber of Commerce & Industry

Breakfast Club

Each fortnight Peel Chamber of Commerce & Industry (Peel CCI) invites businesses from around the region to join them at the ever-popular Peel Breakfast Club (PBC) for the opportunity to network and showcase their business to the Peel community in a different forum. Peel CCI non-members are invited as well — they can attend 3 PBC sessions before becoming members.

Every 3 months the PBC is hosted by a different Peel CCI member, giving their business extra exposure as well as giving the participants and host the opportunity to really learn about each other and their business properly, rather than getting to know their current sales pitch.

Our participants have told us they really enjoy the teaching-learning aspect of PBC, the opportunity to share their ideas and problem solve in small groups.

They find it beneficial to work on parts of their business then trying it out for real, rather than learning the theory and not knowing how to apply it to them. There's always laughter and fun at PBC, we don't take things too seriously and there's no such thing as a dumb question!



PEEL CCI
Supporting Peel Businesses.

PBC is about our participants and their businesses, so we ask them; what's working, what's not, what do you want to focus on next? We're currently covering vision and mission, but not in a traditional corporate-speak sense — our facilitator, Jackie Campbell (BOSS Centre) takes the '*what do you want to be known for*' approach as a foundation and builds from there — getting it clear and working out how to talk about it so clients '*get it*'.

Peel Breakfast Club is run every second Thursday from 7–9am. Registration is a must and can be done via our website — www.peelcci.com.au/breakfastclub (the website and Facebook Event are updated the afternoon of each PBC, ready for the next one).



We suggest you get in quick — this morning networking event is extremely popular! If you register but can no longer make it, just let us know so we can contact the next person on the waitlist. We look forward to seeing you there! 🐦

MORE INFORMATION

More information on the People of Peel project can be found on the Peel Development Commission website — www.peel.wa.gov.au or by contacting the Commission on 9535 4140.

PEEL BREAKFAST CLUB

Every 3 months the PBC is hosted by a different Peel CCI member.



Koolbardies Talking

celebrates 25 years

WORDS | Louise Helfgott and Peel Development Commission

IMAGE | Koolbardies Talking

Koolbardies Talking is a community organisation offering Aboriginal and non-Aboriginal women a welcoming place to experience camaraderie, unity, and a safe space to talk.

The group was initially founded as the Women's Friendship Circle in 1997. The idea to form a group for women and build it on a relationship of trust was sparked by a conversation between former City of Mandurah Mayor and Peel Development Commission Chair Paddi Creevey, South-West Noongar artist Sandra Hill and members of Women's Refuge Association, Zonta House.

In its 25 years in operation, Koolbardies Talking has grown to a membership of 260 people, with the volunteer-run meetings regularly hosting up to 35–40 at each session.

The Koolbardies Program is coordinated by Elsie Ugle and Louise Helfgott. Louise says the purpose behind starting the organisation was to fulfil a need in the community and bring together Indigenous and non-Indigenous women.

"There was no other agenda apart from creating a yarning group where people from different cultures could get together and learn about each other's cultural background.

"The group is very diverse, with members from Noongar and other Aboriginal groups, African, Asian and Australian cultures, and many religious faiths represented," said Louise.



MEETING AT MANDURAH PRIMARY SCHOOL

Attendees were from a diverse group including State agencies, NFPs, Police, service industries and tourism businesses.

Louise says that coming up to the 25th anniversary of Koolbardies Talking is a significant milestone and a proud moment for the women's group. "We plan to put together a book of stories written by group members about what Koolbardies means to them or their experiences at Koolbardies. We have also put together a video including some of these stories, which was shown at the Mandurah Arts Festival in November 2022."

Louise sees the group continuing to grow into the future and hopes it inspires similar groups around Australia to form. "We are proud that Koolbardies Talking has survived and grown over the past 25 years — the group is expanding exponentially in a fluid way without us trying."

Koolbardies Talking has a notable impact within the Peel community, performing advocacy work on behalf of its members and imparting information about opportunities available in the region.

Within their membership, the group is represented by several agencies in the Perth and Peel region, including Peel Community Legal Service, Chorus, Allambee, Palmerston, Mum's Cottage, Ruah Community Services, Ways to Nature, Peel Development Commission, WestAus, Department of Indigenous Affairs and Department of Communities.

Koolbardies Talking
has grown to a
membership of
260 people.

"Indigenous people are coming along in greater numbers and have expressed that they feel like they're being listened to and have a voice.

When our members bring problems to our group, we have a way of being able to help solve them."

MORE INFORMATION

Watch the Koolbardies Talking 25th Anniversary Celebration video on the Peel Community Legal Services YouTube Channel.

Peel Away the Mask III

WORDS & IMAGE | Peel Community Development Group

Peel Community Development Group (PCDG) is a for-purpose advocacy group for the community services sector in the Peel region.

It has been more than twenty years since PCDG endorsed the first Peel Away the Mask (PATM) report on the social conditions of the region, with a second report, Peel Away the Mask II, commissioned in 2012. Since early 2021, FAR Lane Consulting has been engaged to undertake research, gather facts, analyse statistics, and consult with regional stakeholders for **Peel Away the Mask (PATM) III**.

As the region realises its economic aspirations and potential, communities and individuals isolated or prevented by systems and entrenched cycles of disadvantage must not be left behind.

Access to health and community services, coordinated support for children and families and access to safe and affordable housing will be critical for building a strong future workforce that wants to stay, live, and work in the region.

PATM III provides an in-depth look at the socioeconomic challenges and potential solutions for the region. It complements the People of Peel report and Roadmap that focusses on connecting people to current and future work opportunities in the region once they have been supported to a pathway towards overcoming complex social challenges.

PATM III seeks to understand how the challenges and opportunities facing our communities have evolved since the last PATM report (2012) and the context in which health and community service providers operate.

Accompanying the PATM III Report are the **PATM III Action Plan** and the **PATM III Dashboard** — two important new elements of the project. The Action Plan draws on consultation with health and community service providers across the region. It consolidates the key recommendations of PATM III into priority initiatives and projects that PCDG and partners can advocate for. The Dashboard is an interactive online resource providing valuable up-to-date social and economic data about the region and its people, including Local Government Area specific data (where available).

What we learned

PATM III investigates the socioeconomic conditions of the region through five Quality of Life Indicators, which form the main chapters of the Report and focus of the Action Plan. Table 1 is a high-level overview of the key data finds, consultation insights and focus areas for action.

Next steps

The Action Plan identifies priority actions and primary stakeholders within the five focus areas. It will be a live document that is reviewed and updated to ensure

priorities align with emerging and evolving community needs.

PCDG will provide annual updates to stakeholders following an Annual Implementation and Impact Review.

The success of the Action Plan is dependent upon a willingness to work collaboratively. Although

well-meaning, intervention is often managed in silos without considering the intersectionality and complexity of social issues and the added value of place-based solutions in regional areas.

PCDG is proud of the work we have achieved in delivering this project and would like to thank the hundreds of people who have attended workshops, completed surveys, agreed to interviews and given so generously of their time to bring this project to fruition. 🌱

Success
is dependent upon a
willingness to work
collaboratively.



PCDG BOARD
with consultant
Jason McFarlane.

MORE INFORMATION

There would not have been a report without the moral and financial support of the Peel Development Commission, Peel Alliance, City of Mandurah, ALCOA, Shire of Serpentine-Jarrahdale, Shire of Murray, Shire of Waroona, Shire of Boddington, Peel-Harvey Catchment Council and Regional Development Australia Peel.

To access the PATM III Report and Action Plan, visit: www.pcdg.org.au

To access the People of Peel Dashboard, visit: www.peel.wa.gov.au/people-of-peel

TABLE 1. Key data overview

Quality of life Indicator & goal	Indicators & trends	Consultation insights	Focus for action
 <p>Education — People have access to education to build skills, gain employment and engage in lifelong learning.</p>	<ul style="list-style-type: none"> Early childhood development outcomes: Improving across most LGAs Primary & secondary school socio-educational advantage: Improvement in some LGAs Proportion of population with a tertiary level education: Increasing Number of people commencing traineeships and apprenticeships: Decreasing 	<p>Teachers and schools are challenged with supporting increasingly complex mental health issues amongst students. Children and young people are increasingly at risk of disengagement from the education system and have limited access to life skills development. Limited public transport options creates additional barriers for students.</p>	<ul style="list-style-type: none"> Life skills education and increased resilience for children and young people. Physically and culturally accessible education. Accessible training and upskilling. Skilled education sector workforce able to address complex challenges.
 <p>Safety & Security — People live free from crime, family, domestic and sexual violence and abuse</p>	<ul style="list-style-type: none"> Regional reported crime rate: Stable Prevalence of family, domestic and sexual violence: Increasing in number and complexity 	<p>Compared to other LGAs, people living in Mandurah reported feeling the least safe walking around their neighbourhood at night. Service providers have noted a significant increase in the number and complexity of family, domestic and sexual violence in the region and are extremely challenged to meet the demand for their services.</p>	<ul style="list-style-type: none"> Coordinated and wrap around support services for individuals and families across the region. Increased access to crisis accommodation and affordable housing options. Funding models and arrangements that facilitate adequate outreach.
 <p>Health and Community Services — People have access to health and community services for physical, mental health and wellbeing.</p>	<ul style="list-style-type: none"> Prevalence of physiological health risk factors: Higher than the WA average Prevalence of mental health risk factors: Higher than the WA average Number of people living with a disability: Increasing in most LGAs 	<p>Accessing health and community services continues to be a challenge for people living in the region. High costs associated with delivering outreach constrain services from reaching more isolated areas and provide coordinated care. There is a shortage of skilled and experienced professionals across the health and community sector.</p>	<ul style="list-style-type: none"> Clearer health and community service delivery boundaries/jurisdictions. Increased access to mental health services throughout the region. Increased use of innovative delivery models enhance access to services. Expansion in the delivery of Aboriginal and Torres Strait Islander-led/focussed health and community services. Enhanced transport linkages across the region.
 <p>Housing and Homelessness — People have access to affordable and safe housing</p>	<ul style="list-style-type: none"> Median weekly rental costs: Increasing in most LGAs Median house prices: Less than Perth Median monthly mortgage costs: Less than Perth Homelessness rate: Increasing in some LGAs 	<p>A highly competitive rental and buyers housing market is exacerbating financial stress for individuals. In 2021, demand for social housing was extremely high. Homelessness, including rough sleeping, was reported as an increasing issue in some LGAs, particularly Mandurah. The demand for crisis accommodation is high.</p>	<ul style="list-style-type: none"> Increased access to housing that allows population to age in place. Increased availability and diversity affordable housing options. Enhanced access to crisis and refuge accommodation. Increased provision of homelessness support services.
 <p>Income and Employment — People have access to local, stable and meaningful employment with a liveable income</p>	<ul style="list-style-type: none"> Unemployment rate: Decreasing Medium weekly personal income: Increasing in most LGAs Benefit payments made to the region's residents: Increasing 	<p>Resident perceptions of the availability of local, well paid, good quality jobs were mostly negative across all LGAs. A lack of transport linkages and services throughout the region was seen as a key issue. There is a concern that young people are lacking knowledge of and access to local career pathways and opportunities, leading to a disengagement.</p>	<ul style="list-style-type: none"> Enhanced and innovative models of education and training delivery to increase access. More young people must be engaged at an early age to build positivity, aspirations for the future. Enhanced transport linkages across region.

Trail Blazers

of the Peel region

WORDS | Nanci Nott

IMAGES | Peel Bright Minds

Trail Blazers is a unique mentorship program for Peel region teens which aims to equip participants with the confidence and skills needed to succeed in science, technology, engineering, and mathematics (STEM).

Trail Blazers is facilitated by Peel Bright Minds — a not-for-profit STEM outreach initiative run by RDA Peel — and is made possible with the support of generous sponsors.

Fourteen year old Mandurah resident, Azalia Turner, was thrilled to attend the first iteration of Trail Blazers in January 2022. Prior to attending, Azalia had no idea what the program would entail, other than basic STEM engagement and some degree of physical activity. She was pleasantly surprised by the scope of the program, and appreciated the atmosphere of instant camaraderie. Azalia believes the STEM-themed ice-breakers on day one nurtured a connection between attendees, setting the tone for the rest of the camp.

"There was always a reason for activities they had planned," says Azalia, who enjoyed the program's intentional focus on the real-world application of skills. She describes a mysterious letter, hidden mentors, and the youth-led planning of a real-life VIP function.

"The entire camp was very active; both physically and mentally," she explains. "We conducted experiments, launched bottle rockets, and rescued simulated-plane-crash survivors. At one point there was a staged murder. We had to examine forensic evidence and analyse blood spatter."

Trail Blazers
made possible with the
support of generous
sponsors.

The crime scene in question was facilitated by Trail Blazers mentor and forensics science student, Lili Nicholls, whose expertise made the mock murder possible. "It was really incredible to be able to share my passion for science — specifically forensics — with participants, to spark an interest in them," says Nicholls. "It is always so rewarding to watch young people grow as individuals and as a group." No humans were harmed in the pursuit of forensic knowledge.

CURIOUS COMMUNITY

Local teens aged 13–17 can nominate to join Trail Blazers for a week of adventure, challenges, skill-building, and new friends.





EPIC TEAMWORK

Red, blue, green and purple teams solve tricky STEM challenges like absolute experts!

Attendees unanimously appreciated their mentors' many efforts and were consistently impressed by how informed the Trail Blazers team members were about an array of intriguing topics. "The mentors were awesome," says Azalia. "They played a huge role — not just in the planning aspects — but also in ensuring everyone's wellbeing."

In a post-camp meetup, attendees were asked about the impact Trail Blazers had on their lives. Several students said the experience made them more motivated and active and improved their attitude to study. Nathan Berry, who attended in July 2022, describes Trail Blazers as being one of the best experiences of his life. Azalia shares the sentiment, crediting the program with helping her to become a more proactive person. "I would recommend Trail Blazers to anyone interested in STEM who wants to meet like-minded

people through participation in intense activities," she says. "I would not recommend it to people who aren't willing to put in any effort."

Parents, public figures, sponsors, and community members have been singing the program's praises since its first iteration in January. "Trail Blazers fosters the social, emotional, and mental wellbeing of participants, in addition to providing quality STEM engagement for young people in the Peel Region," says Jenny Hammington, on behalf of Community Bank Halls Head.

"It has been an honour and a privilege to support this program, and we look forward to seeing how it develops in the future."

Unlike traditional educational programs that deliver static concepts to participants by means of passive observation and rote memorisation,

the Trail Blazers program requires participants to demonstrate active participation, personal responsibility, the ability to think critically, and a willingness to take initiative.

With almost twice as many nominations as participant places for the first intake, it is clear that high demand for this style of STEM engagement exists within the region.

Trail Blazers project manager Skipper van Peer is a passionate educational advocate, who is dedicated to facilitating high-quality STEM engagement. Her role as Peel Bright Minds' program director enables her to provide a diverse range of community-focused events and citizen science opportunities, in addition to facilitating youth programs. She will be running the third Trail Blazers camp in January 2023 and encourages Peel residents aged between 13–17 to keep an eye out for future announcements to apply for a full scholarship to attend this five-day STEM adventure. 

MORE INFORMATION

www.peelbrightminds.com.au

Curtin Ignition



WORDS | Peel Development Commission
IMAGES | Curtin Ignition Program

Building the capacity of the Peel region's human capital (regional know-how) is an objective of the Peel Development Commission to help position the Peel to meet its social and economic development aspirations.

This year, the Commission partnered with Curtin University to sponsor a fully funded place in the 2022 Curtin Ignition Program, a 5-day intensive course providing knowledge, skills, and support to aspiring entrepreneurs and innovators to trial and prepare business ideas for the commercial environment.

The sponsorship was valued at \$3,250 and aimed to support a Peel-based recipient in bringing their business innovation to fruition and providing them with advanced skills and networking opportunities to further their professional development.

Raechelle Bidesi is the co-owner of Mandurah Health, a local Chiropractic and Pilates clinic and the successful recipient of the Peel Development Commission sponsorship.

Raechelle is developing an interactive and educational app for chronic pain sufferers and saw the Curtin Ignition program as a valuable opportunity to propel her business idea forward.

"This program was a fantastic opportunity to learn from experienced entrepreneurs and receive specialist guidance from a mentor. In addition, clinicians gave me excellent feedback, highlighting key areas to consider as we build our digital health platform for chronic pain patients," said Raechelle.

The platform will include pain education, evidence-based exercise programs, and support for chronic pain patients, particularly those in rural and regional areas.

"The platform will also be informed by the guidance of an advisory board and community organisations. The goal is to

help individuals access information and resources in managing their chronic pain symptoms, with the support of their Medical and Allied Health providers", said Raechelle.

Based on the feedback and guidance received at Curtin Ignition, Raechelle will focus on further education, research, and development of her business concept in the near term.

"The Curtin Ignition program has been an incredible opportunity for me to learn and to develop my entrepreneurial skill set and education, with practical advice and resources for building a robust business model and the ability to plan and implement our business goals and objectives strategically.

"I am grateful to have been given the opportunity to develop our digital health platform, thanks to the support of the Peel Development Commission."

MORE INFORMATION

To learn more about Raechelle's business, visit www.mandurahhealth.com.au

The next intake of the Curtin Ignition program is September 3–8, 2023. For more information, visit curtin.edu/ignition

Ragdoll Foundation ATAR Bursary

WORDS | Coodanup College & Andrew Taggart

IMAGES | Coodanup College

Coodanup College celebrated the announcement of the 2022 Ragdoll Foundation ATAR Bursary with a ceremony held at the college on 24 May 2022. The bursaries, worth up to \$3,000 per student over Years 11 and 12, allow students to purchase tutoring, attend exam preparation classes and access additional educational resources.

Parents of current Year 12 students, along with many special guests including Hon Klara Andric MLC, Rhys Williams, Mayor City of Mandurah, Jim Bell, Deputy Director, Department of Education, and Ken Perris, Director of Education, South Metropolitan Education Regional Office were invited to launch the Bursary Program.

Mr Trevor Stack from Goolamwiin performed the Welcome to Country and Billy Hayes, 2021 Head Boy, addressed the audience about his time at the school, challenges he faced and what he is doing now.

Billy's speech was very inspiring and he, along with alumna Kayla Garcia were the recipients of bursary funding to assist them with their university studies.

Miss Taylor Kelly, a Year 10 student from the Coodanup College Stars Foundation spoke to the audience about her journey at the college and how she is inspired to become a teacher when she leaves school. The College Stars


Foundation is a holistic program that supports Indigenous girls and young women to attend and remain engaged at school, complete Year 12 and move into full-time work or further study.

Coodanup College Board Vice Chair, Andrew Taggart has served on the Board for seven years and has enjoyed seeing the consistent academic improvement shown by students at Coodanup.

"For many years Coodanup did not have any ATAR students. Having 11 ATAR students in Year 12 this year, and 16 ATAR students in Year 11 makes it clear that all students now have an opportunity to achieve their academic potential," said Mr Taggart.

Understanding the importance of supporting students financially Ted Powell, Director of the Ragdoll Foundation, was introduced to Coodanup by Andrew and he decided to invest in the academic potential of our students.

"ATAR students provide motivation for all commencing Year 7 students to study hard. Supporting ATAR students means they can work less and allocate more time to their studies."

Ragdoll Foundation has a long history of supporting Mandurah students through a range of scholarships to attend Murdoch University and has committed \$150,000 over 4 years to support Coodanup students. Ted's generosity is highly valued by staff and students. 

MORE INFORMATION

The Ragdoll Foundation ATAR Bursary is now open to current Year 11 and 12 students at Coodanup College to provide extra support to help pursue their academic future at university.

\$3,000
bursaries now open
to current Coodanup
College Year 11 and
Year 12 students.

RAGDOLL FOUNDATION ATAR BURSARY CEREMONY

1. Mr Trevor Stack.
2. Mr Ted Powell and Billy Hayes.
3. Mr Ted Powell and Kayla Garcia.
4. Taylor Kelly.



Q&A: Work experience program

WORDS | Finlay Hayes

IMAGE | Mandurah Catholic College

Our Capable People theme featured in this issue of *Peel Magazine* reflects the Commission's goal to facilitate a highly skilled and adaptable workforce.

For young people, this means providing access to education and training pathways programs that lead to employment in priority industry occupations.

This year, we were pleased to support these programs at the Commission by providing workplace experience to two students as part of their curriculum.

First, we meet Year 11 student Finlay (Finn) Hayes from Mandurah Catholic College's Workplace Learning program. The program helps students prepare for the transition from school to work by providing experience in a real workplace environment and insight into available career pathways and whether a particular industry or job is right for them.

Read on as Finn shares his thoughts about his time at the Commission and looks ahead to his dream career.

Introducing

Finlay Hayes

Year 11 student



Tell us about the Workplace Learning program at Mandurah Catholic College.

The Workplace Learning program at MCC is mandatory for all students that are doing VET studies or are currently in TAFE. The program runs from Year 11 through to year 12 and is based on what the student is studying at TAFE, and then it is matched. You will need a minimum of 60 hours each year to pass VET and graduate. You can usually get a placement by calling up the workplace and asking them if it would be possible if you can do work experience with them.

What interested you about the Peel Development Commission for your placement?

I wanted to learn about business so that I could get a better understanding of the way finance functions in an organisation and how it is budgeted, spent, and monitored.

What type of work did you do at the Commission?

I did administrative and financial work during my time at the Commission. I learned so much about how to file tax invoices, take phone calls in a business

manner and how a business works in general.

Did you have a favourite task or project?

My favourite project was working on the Stakeholder Contact list. Part of the task involved scrolling through a list of local businesses and identifying Aboriginal-owned businesses. This helps the Commission support Aboriginal businesses in the region and let them know about upcoming opportunities.

How do you like to spend your spare time?

I like to spend my spare time doing Mixed Martial Arts and Brazilian jiu-jitsu and going to the gym. My goal is to become an MMA fighter and to make it into Australia's biggest MMA promotion which is called Eternal MMA.

What is your favourite thing to do in the Peel?

My favourite thing to do in the Peel region is go to the beach. We have so many nice beaches around here, and I feel so lucky to be able to access them; they are not like any other. My favourite beach is Falcon Bay. I also have been seeing a lot of the Giants sculptures around Mandurah, so that is also a fun thing to do too.

What would you like to study or do for a career after high school?

I would like to pursue my music career and become a producer. Music has always been a passion of mine, and it would be great to see it as my job in the future.

P.S. Thank you for welcoming me to the Commission, the staff are so friendly and such lovely people, and I sure do miss working with all of you!



Q&A: CEO profile

WORDS | Julie Burton

IMAGE | Shire of Boddington

Introducing

Julie Burton

CEO, Shire of Boddington



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

My family has been in the Peel region for over 60 years, with my dad moving to the area due to employment at Brownes Dairy in Coolup in the 1960s.

Who do you look up to for inspiration or mentorship?

I don't have a particular mentor that I follow, however, I am continually scanning for learnings about leadership, and gravitate to authors and speakers who promote high levels of emotional intelligence, efficiency, and continuous improvement. Some of my favourites are Stephen Covey, Simon Sinek, and Brené Brown. A book that I have recently enjoyed is *Radical Candor* by Kim Scott. It teaches the need to care personally but also speak candidly.

What important lessons still shape your leadership approach today?/ What are the most important attributes of successful leaders today?

Over time I have realised the truth of what many experienced leaders teach. That is, to first and foremost develop people. To create the strongest organisation possible, recruit based on a candidate's ethics and values, develop technical skills and continually provide opportunities to take on challenges. I believe in embedding learning around understanding the diversity of communications styles and personality types, and use this diversity to strengthen an organisation and enable better decision making.

In the environment we face today, where there is so much to do — more than time permits — it is more and more important to understand true priorities. I have, for many years, followed Steven Covey's urgent/ importance prioritisation matrix, which quickly allows an assessment of what to tackle first. It's a very useful tool when overwhelmed.

What do you see for the overall future of Boddington?

The future of Boddington is exciting as it continues to evolve into a vibrant country town, with quality tourism experiences, a diverse natural environment that both residents and visitors enjoy, all within close proximity to larger regional centres. The Shire has recently finalised its major strategic planning process, and there are a number of exciting projects that will both

create stronger community connections, and enhance the visitor experience.

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

The diversity on our doorstep. We can jump in the car and be at a beach, a forest trail, the city, boating or a favourite camping spot all within an hour.

What do you do in your spare time?

In between work and family, I have forgotten what spare time is, but if I had any, I would be playing a few musical instruments, writing songs, learning a language and walking some of the wonderful trails we have in our Region and throughout Western Australia. 🦋

Boddington Rodeo 2022

WORDS | Shire of Boddington

IMAGE | Daniel Njegich

For the past 46 years, the Boddington Lions Club has hosted the annual Boddington Lions Rodeo on the first Saturday in November.

2022 saw a huge number of visitors to Boddington for the weekend with overflow camping numbers at a record high.

Rodeo Weekend in Boddington traditionally kicks off on Friday evening with the Friday Night Festival, a carnival style event held at the Old School Oval with rides, music, food trucks and entertainment for the whole family. The festivities continue Saturday morning with the main street filled for the Saturday Street Parade and the Old School Oval Saturday Morning Markets.

Over 5,500 people attended the 2022 Rodeo which continues to grow each year. This event is run entirely by volunteers of the Boddington Lions Club, with over 130 volunteers working on the day to ensure its continued success, as well as countless hours put in throughout the year. The Boddington Lions Rodeo is an annual event held on the first Saturday of November. Make sure you mark it down in your diary for a great weekend in the country!



Q&A: Staff profiles

WORDS | Milla Harris and Anne Evans
IMAGES | Peel Development Commission

Introducing

Milla Harris

Graduate Program Intern



Tell us about the UWA Graduate Program.

The program is designed to assist graduate students in gaining further knowledge and skills within the workforce and in being involved in fields of particular interest to the students. The UWA Graduate program has been beneficial to me because whilst I am studying for my Master's in Urban and Regional Planning, I am able to continue to learn new skills and information.

What interested you about completing the Graduate Program with the Peel Development Commission?

I was excited to get the opportunity to complete the Graduate program with the Peel Development Commission as I was eager to learn and gain new skills away from the university setting and within the actual workplace. I was eager to work with different staff members from the Commission, whom all offered a diverse range of skills and different expertise. I was thrilled to get the

opportunity to gain real-life experience and be able to put into practice the knowledge I have learnt from my university degrees.

Why does regional development interest you?

My love for geography and the environment initially sparked my interest in regional development, and this interest further grew after completing my undergraduate degree in Human Geography and Planning and further led me to undertake my Master's in Urban and Regional Planning. I believe that regional planning underpins such a wide variety of factors and can positively benefit the entire region. Regional development is constantly undergoing change within the different factors of social, economic, and environmental change. One area of regional development I am passionate about is the opportunity to enhance the living and wellbeing of the entire region.

Where do you see yourself in five years' time?

After completing my Masters in June of next year, I would like to continue working in the fields of either regional or urban planning. I want to explore the different areas of planning and further gain knowledge and skills to excel in these fields.

In your opinion, what makes the Peel region a great place to live?

The Peel region is such a diverse place and there is something for everyone, no matter your age. Whether it's spending time in the vibrant town centres, exploring the restaurants,

cafés and bars or visiting the tranquil bushlands.

What is your favourite thing to do in the Peel region?

One of my favourite things to do in the Peel region is visiting the glorious beaches and fully immersing myself in the beautiful scenery that the Peel region has to offer.

Anne Evans

Corporate Communications Officer



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

In my role, I support our team's fantastic work by creating and implementing content to inform our stakeholders about the Commission's projects, initiatives, and the broad range of strategies to make Peel a great place to live, work and invest. This involves keeping our social media and websites current and engaging, writing media releases, editing our bi-annual *Peel Magazine*, distributing a monthly E-Newsletter, and delivering the Commission's annual report.

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

I live just outside the Peel region, so I love coming to the office in Mandurah and catching a glimpse of the gorgeous foreshore on

my way in and having the opportunity to visit the other areas in Peel as part of my work. It's a beautiful and diverse place with so much to offer and learn about.


How do you spend your spare time?

I love to read, go on nature walks, hang out with my family, and cook great homemade food.

What is your favourite thing to do in the Peel region?

As a family, we spend a great deal of time in the region enjoying the natural areas, the beach and the City of Mandurah's amenities and chill atmosphere. This summer I'm looking forward to taking some nature walks and visiting places in Peel that I haven't yet visited, such as Yalgorup and Serpentine National Parks. I'm also looking forward to seeing the Giants!

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

I grew up near Toronto, Canada and have lived in the area for over a decade, but I'm still in awe at the diversity and beauty of the Peel region. From the endless natural attractions, amenities and vibrant lifestyle in the regional and city areas, Peel truly has it all. It's a stunning place and I love it here. 

STAGE 2

New opportunities to join growing Peel Business Park

Nambeelup Kaadadjan

If you're looking to grow your business or establish your first premises within the Peel region, now is your chance to join Peel Business Park in Nambeelup, with nine new lots recently released by pre-sale.

The first ten Stage 1 lots have now been sold with several new businesses under construction or operating within the 120ha Park at the heart of a strategically-located 1,000ha industrial area.

Peel Business Park, also known as Nambeelup Kaadadjan, meaning 'Nambeelup Knowledge/Information' is located 75km south of Perth in the Shire of Murray at the gateway to the Peel agricultural region. The park is a central part of the State Government's Transform Peel initiative championed by Peel Development Commission.

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

Since being released by DevelopmentWA, four lots have already been snapped up, with four serviced industrial lots and one commercial lot remaining, ranging in size from 1,650sqm to 1 hectare and priced from \$264,000 (excluding GST). All lots will be fully serviced with renewably generated electricity, water, sewer, gas and telecommunications.

The lots are ideal for agri-innovation and wholesale storage, general service commercial, manufacturing and fabrication, second tier transport and logistics, and warehousing businesses seeking to reduce their carbon emissions and energy costs.

Join other Park residents

The Park features Australia's first Bushfire Centre of Excellence by the Department of Fire and Emergency Services and Shire of Murray's Food Innovation Precinct Western Australia. Other businesses include Westurn Engineering, Mandurah Glass and Bells Engines.

Buyers will have access to Australia's first renewable energy industrial microgrid, combining onsite solar generation, battery storage and a grid connection back-up and generating up to 30 per cent in energy savings compared to regulated bundled tariffs. Developed in partnership with Peel Renewable Energy, a subsidiary of Zenith Energy, the microgrid network will deliver a safe, reliable, renewable and scalable energy solution at a lower price for businesses within the Park.

MORE INFORMATION

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





Stage 2 Pre-sale lots available

Now is your chance to secure a new lot at Peel Business Park, located in Nambeelup in the Shire of Murray just 10kms north-east of Mandurah.

Offering excellent connectivity to key freight routes, the Park is located minutes from the Kwinana Freeway, and services Pinjarra, Mandurah, Bunbury and Perth's expanding southern corridor.

Stage 2 provides four hectares of industrial land to meet the growing demand in the Peel region and will suit general service, commercial, manufacturing and fabrication, transport and

logistics, wholesale storage, warehousing and agri-innovation.

The Park features Australia's first Bushfire Centre of Excellence and Shire of Murray's Food Innovation Precinct Western Australia.

Don't miss your chance to join businesses such as Peel Renewable Energy, a subsidiary of Zenith Energy, Westurn Engineering, Mandurah Glass and Bells Engines who call Peel Business Park home.

To discuss how we can meet
your business needs contact:



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Industrial Lands Authority

Shaping our State's future