



PEEL

REGIONAL INVESTMENT

BLUEPRINT

SCORECARD: JUNE 2023



2050

PROGRESSIVE | PROSPEROUS | DYNAMIC

ACKNOWLEDGEMENT OF COUNTRY



The land upon the Peel Development Commission (PDC) operates is on Mandjoogoordap Boodja, part of the Bindjareb Noongar Boodja and Wilman Noongar Boodja, which is part of the Noongar Nation.

The Noongar Nation is part of the many different Aboriginal and Torres Strait Islander Nations in the Boodja we know as Australia. We acknowledge their 50,000 years of human existence on this boodja and acknowledge their continuing connection to the boodja (land), the gabi (waters), the worl (sky) and kaadadjan (knowledge).

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

Dolphins Dreaming by Noongar Aboriginal artist Deborah Newenham

From the CEO



The ongoing regional efforts for Peel to become a progressive, prosperous region with a culture of care, have been driven by a visionary approach, with stakeholders focusing on planning and executing long-term projects like Transform Peel and Transform Mandurah.

All our regional work aims to create thriving industries, promote agriculture and food innovation, pursue tourism excellence, develop capable people, and build resilient communities all while conserving the environment.

The 2023 Blueprint scorecard provides an overview of achievements and short-term plans of regional stakeholders during the past financial year. Key infrastructure projects, such as the Lakelands Train Station, Byford METRONET upgrades, Byford Health Hub, and West Mundijong Industrial Area, are in progress.

The opening of the Food Innovation Precinct Western Australia (FIPWA) has provided businesses with convenient access to research, development, and innovation services tailored for growth. We've seen a significant response to local tourism offerings including the Australian-first 'Giants of Mandurah' exhibition and the successful resumption of the Channel 7 Mandurah Crab Fest. The fifth round of the Regional Economic Development (RED) Grants, announced in December 2022, allocated \$680,000 across seven projects, with Round 6 now underway.

Significant efforts have been dedicated to mental health, including the establishment of the Peel Mental Health Taskforce, which focuses on improving access to services and patient journeys. The recently published Peel Away the Mask III Report and Action Plan will help drive social change by aiming to ensure the growing population has access to the social services and infrastructure needed to enable healthy and prosperous communities. The continued implementation of the 'People of Peel: Human Capital Roadmap' aims to nurture a skilled and empowered workforce for a thriving regional economy. Meanwhile, the 'Transform Mandurah' initiatives are designed to address long-term economic imbalances between Mandurah and the Greater Perth region.

I would like to acknowledge the collaborative approach of our regional leaders and stakeholders who are committed to working together for the betterment of the Peel region. It is important to note that these achievements and plans are the collective result of our regional stakeholders' efforts, and not solely the Commission's. I express my gratitude to our partners and look forward to our continued collaboration.

Andrew Ward
Chief Executive Officer

OUR VISION



THRIVING INDUSTRY

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



AGRICULTURE & FOOD INNOVATION

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



TOURISM EXCELLENCE

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



CAPABLE PEOPLE

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



STRONG & RESILIENT COMMUNITIES

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

SUMMARY INDICATORS

78 of the 204 initiatives identified by stakeholders in alignment with Blueprint objectives are underway, 94 are implemented. The rest are in the planning and development stage.

Blueprint themes align to global Sustainable Development Goals underscoring the region's commitment to holistic and sustainable regional development.



THRIVING INDUSTRY

2022 estimated Peel Gross Regional Product totalled \$9.949b (2021: \$9.446b).



CAPABLE PEOPLE

2022 Peel labour force 67,729 people (approx.), with an unemployment rate of 4.7% (2021: 68,033 people labour force and 8.8% unemployment rate).



AGRICULTURE & FOOD INNOVATION

2022 Agriculture, Forestry & Fishing generated an estimated output of \$475.94m (2021: \$451.86m).



STRONG & RESILIENT COMMUNITIES

2022 Art and Recreation services generated an estimated output of \$170.81m (2021: \$162.20m).



TOURISM EXCELLENCE

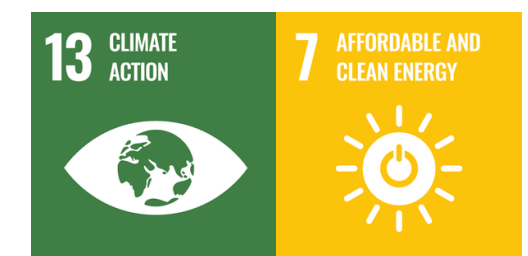
During 2022-23, Peel tourism visitation rates increased by 282%.

- 2022-23: 100,395 visitors (July-March)
- 2021-22: 26,291 visitors (July-March)



WISE USE OF OUR ENVIRONMENT

From 2019-20 to 2020-21, carbon emissions rose by 1.5% in Peel. All Local Government Areas, except Mandurah (which cut emissions by 3.57%), saw increases.



WISE USE OF OUR ENVIRONMENT



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

KEY REGIONAL REFERENCES

- Binjareb Boodja Landscapes 2025
- Binjareb Djilba Protection Plan
- Wetlands and People Plan for the Peel-Yalgorup System
- Peel-Harvey Water Quality Improvement Plan
- Peel Yalgorup System Ramsar Site Management Plan
- Hotham-Williams Natural Resource Management Plan

During 2023-24 regional partners:

- **Peel Harvey Catchment Council** will develop a business case to attract sustainable and ongoing funding to ensure the future health of the Peel Harvey Waterways.
- **Winjan Aboriginal Corporation** have attracted \$45,000 to undertake feasibility studies and capability for the Winjan Rangers to establish and operate a native seed and nursery program.

In 2022-23 regional stakeholders achieved the following outcomes:

- **Salt and Bush Eco Tours:** Jamie Van Jones, co-owner alongside Sebastian 'Base' Jones, earned two major distinctions in 2022: the FACET Golden Guide Award at the Perth Airport Western Australian Tourism Awards, and the national title of Top Tour Guide at the Australian Tourism Awards. These recognitions underline Jamie's skill and passion for creating memorable tours.
- **Winjan Aboriginal Corporation** secured \$800,000 over two years to deliver the Winjan Bindjareb Boodja Ranger Program. The program will offer opportunities for Bindjareb people to maintain connection with Country, share and increase cultural knowledge, and improve skills while building business opportunities such as tourism.
- **A comprehensive economic assessment** revealed that the Peel Harvey Waterways possess a significant asset value estimated at \$20.8 billion. These waterways also contribute approximately \$605.7 million to the annual economy in addition to immeasurable benefits such as cultural significance, biodiversity and intergenerational values.
- **The Peel Aspiring Geopark Working Group** was formed in 2021 to advance international geotourism in the region and has since evaluated over 30 local sites against UNESCO criteria for a Geopark in the hopes of future listing. A Peel Drive Geotrail with approximately 11 geosites that will connect from the Mandurah foreshore will be completed in July 2023.

1.0 THRIVING INDUSTRY



OUR GOAL TO 2050: The Peel's industries and businesses are diverse and globally competitive and part of an economy that has raised incomes and living standards for all.

OBJECTIVES

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

Regional networks during 2023-24 will:

- In conjunction with the Shire of Waroona and the Commission, lead the development of a strategic business case for infrastructure upgrades to Johnston Road to improve safety and accommodate an increase in heavy vehicle (HV) traffic. The project hopes to unlock significant investment estimated at \$500M+ by 2046 and will create 310 FTE during construction.

In 2022-23 regional stakeholders achieved the following outcomes:

- In Round 5 of the Regional Economic Development (RED) grants, \$680,000 was shared across seven projects, including Shift Engineering. The Waroona-based manufacturing firm received \$200,000 for a new workshop and machinery to enable future expansion.
- Pre-sales of the 5.5 ha Stage 2 release of the Peel Business Park were very positive, with 7 of the 11 available lots under offer (as at May 2023). Civil construction works for Stage 2 are being undertaken by a local company, Wormall Civil.
- The Commission continues to collaborate with DevelopmentWA, relevant State agencies, the Shire of Murray, and private sector proponents to harness the job creation and economic diversification potential of East Keralup.
- Key milestones for East Keralup this year include the practical completion of the new internal access road by the Shire of Murray, and the joint State/Commonwealth announcement that C-Wise Holdings Pty Ltd will receive \$5.75 million for the construction of a new Organic Carbon Recycling Facility at East Keralup. This \$28.61 million project will create 24 construction jobs and support 36 ongoing positions.
- In December 2022, the Perth and Peel Hydrogen Cluster (PPH2C) achieved a significant milestone, becoming a not-for-profit company limited by guarantee. The organisation's vision is to establish itself as a leading developer, enabler, and adopter in the Australian hydrogen industry.
- Frontier Energy's proposed solar energy and hydrogen production facility located near Waroona, is on the pathway to production following the signing of a major 15-year water supply agreement with Water Corporation. The Bristol Springs Green Hydrogen Project is expected to be one of Australia's first, low-cost renewable hydrogen projects. Production is scheduled to begin in late 2025.

2.0 AGRICULTURE AND FOOD INNOVATION



OUR GOAL TO 2050: The Peel’s agriculture and food production sectors will be enhanced through continued innovation, investment and research.

OBJECTIVES

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

Regional networks during 2023-24 will:

- Invite projects to be carried out through the the Food Innovation Precinct WA with FIPWA’s \$3.85 million Enterprise Support Program remaining open for industry applications. The Minister for Agriculture and Food increased the maximum allowable funding to \$600,000.
- Explore feasibility of future food industries in the Peel Business Park (including plant protein processing, alternative milks and nutraceuticals).

In 2022-23 regional stakeholders achieved the following outcomes:

- The Shire of Murray completed construction of the Food Innovation Precinct Western Australia (FIPWA)’s Innovation Centre, Research and Development, and Production buildings and officially opened the facilities with key partners on 24 February 2023.
- Spinifex Brewing Company were successful in receiving a \$150,000 Regional Economic Development (RED) Grant to commission a canning line for their brewery located at the FIPWA.
- Completion of four agri-industry engagement events facilitated by Chamber of Commerce and Industry WA for the Peel region and Western Australia.
- Commencement of practical trials for mid-stream plant-based protein processing capabilities with FIPWA and industry.
- An agri-tourism workshop was held to build local capacity and an understanding of the sector’s requirements. The workshop was well-attended with 50+ businesses registered.
- Murdoch University have started student programs/industry engagement initiatives at FIPWA.

3.0 TOURISM EXCELLENCE



OUR GOAL TO 2050: The Peel's tourism and related businesses will be diverse, competitive and sustainable creating economic growth and jobs through high value products and services.

OBJECTIVES

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

Regional networks during 2023-24 will:

- Continue assessing and promoting accessible tourism offerings on the Visit Mandurah website, listing the best access- friendly activities.
- Redevelop the Exchange Hotel in Pinjarra, offering a refurbished venue on the banks of the Murray River, to be completed in 2024.
- Commence multiple trail projects throughout the region including Boddington Mountain Bike Trails.

In 2022-23 regional stakeholders achieved the following outcomes:

- 'Giants of Mandurah' launched in November 2022, an Australian-first cultural tourism project by world-renowned Danish artist Thomas Dambo. The Giants are a free-to-view trail of large-scale wooden Giants in and around Mandurah and have brought thousands of additional visitors to the region since its installation.
- Mandurah was recognised two years in a row as Western Australia's Top Tourism Town, winning the Gold medal in both 2022 and 2023 at the 7NEWS Top Tourism Town Awards.
- Dwellingup was named WA's Top Tiny Tourism Town for 2023, adding to their Silver award win in 2022.
- Mandurah Foreshore Redevelopment: Completion of an iconic Mandurah foreshore precinct with the new Kwillena Gabi estuary pool, destination level Skate Park and the Koolaanga Waabiny Playground, a large-scale play space which includes elevated climbing structures offering views of the waterways.
- Channel 7 Mandurah Crab Fest returned in March 2023 after a three-year hiatus due to COVID-19, attracting approximately 120,000 visitors and injecting approximately \$1.1 million into the Peel region.

4.0 CAPABLE PEOPLE



OUR GOAL TO 2050: The Peel’s workforce will be highly skilled and adaptable to structural and technological change to support an economy that is strong, diverse and high performing.

OBJECTIVES

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

Regional networks during 2023-24 will:

- Implement Transform Mandurah program: In 2022, Mandurah’s Economic Opportunities report by Deloitte was published, identifying eight high-level objectives for Mandurah’s future economic development in the medium to long term. If all opportunities and associated projects and interventions in the report are fully realised, 3,400 additional FTE jobs will be created, and Gross Regional Product will be \$500m higher in 2022-23.

In 2022-23 regional stakeholders achieved the following outcomes:

- Bindjareb District Leadership Group was established with the purpose of improving outcomes for the people of the region against quality-of-life indicators.
- Implementation of the People of Peel: Human Capital Roadmap including Career expos, Year 9 TAFE career experience days and the delivery of the short and accessible “Job Ready” programs at the Mandurah TAFE Campus.
- Three internships completed in the Peel region by UWA students with the McCusker Centre for Citizenship. Students assisted not-for-profit organisations and gained valuable regional experience.
- Continued success of Peel Bright Minds’ Trail Blazers program which aims to ignite passion for science, with 36 young people participating in each session. The program was a finalist in the 2022 Premier’s Science Awards.
- Peel Development Commission sponsored a local Peel business owner to participate in the Curtin Ignition program, an intensive training program designed for aspiring entrepreneurs and corporate innovators to both trial and prepare business ideas for the commercial market.

5.0 STRONG AND RESILIENT COMMUNITIES



OUR GOAL TO 2050: The Peel will be a strong, vibrant and resilient community underpinned by best practice social services and infrastructure.

OBJECTIVES

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

Regional networks during 2023-24 will:

- Coordinate the implementation of the Peel Away the Mask III action plan.
- Advocate for the expansion of Peel Health Hub to improve primary service provision to the community.

In 2022-23 regional stakeholders achieved the following outcomes:

- 'Peel Away the Mask III' report has been produced, the third iteration of the longitudinal study examining the socioeconomic conditions of the Peel region and an Action Plan developed on how to improve them.
- \$14.7 million Hospitality & Tourism Training Centre opened in early 2023 at the Mandurah South Metropolitan TAFE Campus to produce job-ready and highly skilled workers for Peel's growing hospitality and tourism industry.
- Peel Mental Health Taskforce was funded to coordinate a "no wrong door" approach for young people seeking help from local service providers. The approach aims to improve the patient's mental health outcomes through early engagement.
- Significant upgraded road network within the Shire of Serpentine-Jarrahdale, for example, the Tonkin Highway extension.
- \$36.3m WA state government funding was announced to deliver the Byford Health Hub.

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