



PEEL DEVELOPMENT COMMISSION

Peel Regional Investment Blueprint 5-Year Snapshot (2023)



GOVERNMENT OF
WESTERN AUSTRALIA



Acknowledgement of Country



The land upon which the Peel Development Commission (PDC) operates, is on Mandjoogordap 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.

CEO Message

Since its inception in 2015, the Peel Regional Investment Blueprint has helped guide regional decision making in the Peel.

This report provides an overview of our recent consultation, leading to the identification of two new collaborative priorities for the upcoming five-year period.

The Blueprint represents a shared effort involving all regional stakeholders. The Peel Development Commission has committed to facilitating a review of the objectives and setting shared priorities on a regular basis.

Significant progress has been made, with a total of 204 Blueprint aligned projects that are currently in progress or complete, standing as a testament to the collective efforts of all involved. Strategic planning has resulted in guiding documents such as the 'People of Peel: Human Capital Roadmap', 'Peel Away the Mask III Action Plan', and 'Transform Mandurah', providing a strong foundation for future action.

Marking a significant milestone for the region's food and agriculture industry, the Shire of Murray's Food Innovation Precinct Western Australia (FIPWA) officially opened this year, offering businesses a single location for comprehensive research, development, small-batch manufacturing, and growth-oriented innovation services — a first for Western Australia.

Collaborative forums, including the Peel Alliance, Peel Capability Collaborative, and the Bindjareb District Leadership Group, have played an instrumental role in strategic leadership, addressing relevant issues and advancing our progress.

During the recent Blueprint consultation, we interviewed numerous key stakeholders from local governments, not-for-profit organisations, and working groups within the Peel region. Their insights, along with additional perspectives from a wider set of stakeholders during a half-day workshop, have provided valuable information and expanded our knowledge of the key issues and priorities for the region.

I would like to thank our regional leaders and stakeholders for their collaborative approach and commitment to achieving positive outcomes for the Peel region. I look forward to our continued collaboration in advancing the goals of the Peel Regional Investment Blueprint.



Andrew Ward
Chief Executive Officer



Blueprint themes

Vision

The Peel Regional Investment Blueprint sets a vision for the Peel to 2050 as a 'progressive, prosperous, and dynamic region with a culture of care' to all levels of government, industry, and the broader community. It identifies a range of initiatives that underpin the economic development of the Peel region over the next twenty to thirty years.

The following pages outline our regional strategic priorities and offer a five-year data snapshot (2018–2023). This provides valuable insights that empower stakeholders to identify areas for improvement and to recalibrate our collaborative effort over the next five years. All our regional work in creating thriving industries, agriculture and food innovation, tourism excellence, capable people, strong and resilient communities, and organisational excellence is underpinned by and balanced with the protection and conservation of our natural environment.

Our regional priorities and five-year data snapshot also align with the United Nations Sustainable Development Goals (SDGs), underscoring our region's commitment to holistic and sustainable regional development. The SDGs are a collection of 17 interlinked objectives designed to serve as a "shared blueprint for peace and prosperity for people and the planet now and into the future."

By monitoring performance against the UN Sustainable Development Goals, we aim to signal that Peel is a socially and environmentally responsible place to invest. This approach will build upon the existing objectives and strategies of the Blueprint.

1.0 THRIVING INDUSTRY



The Peel's industries and businesses are diverse and globally competitive contributing to a strong and diverse economy.

2.0 AGRICULTURE & FOOD INNOVATION



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

3.0 TOURISM EXCELLENCE



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

4.0 CAPABLE PEOPLE



The Peel's workforce will be highly skilled and adaptable to structural and technological change to support a strong and diverse economy.

5.0 STRONG & RESILIENT COMMUNITIES



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

6.0 ORGANISATIONAL EXCELLENCE

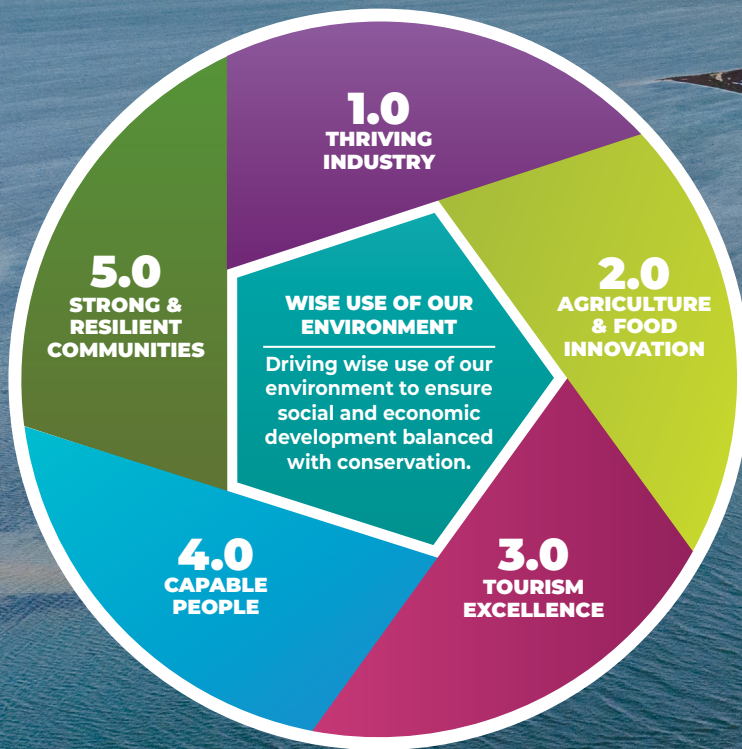


An organisation that is recognised for outstanding governance and innovation in delivering regional economic development outcomes.

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



Data snapshot (2018–2023)



The Peel Development Commission is pleased to present this data snapshot, which provides an opportunity to have a closer look at how the region has tracked against the Peel Regional Investment Blueprint goals and indicators over the last 5 years.

Wise

use of our environment



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

Aligned SDGs



2050

Blueprint goal

None identified in 2015.

2050

Aspirational target

Declining trend in nitrogen and phosphorous observed in all catchments as per Bindjareb Djilba (Peel-Harvey estuary) Protection Plan

Catchment nutrient inputs:

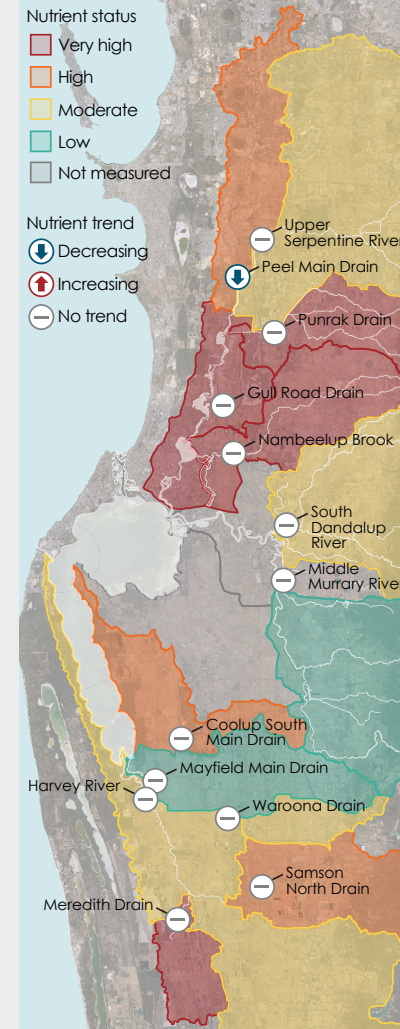
Tributaries with high nutrient concentrations are the primary cause of poor water quality in the Peel-Harvey estuary.

Concentration targets for tributaries of *1.2 mg/L for nitrogen* and *0.1 mg/L for phosphorus* are appropriate water quality objectives. Large decreases in nutrient concentrations are required to meet these targets.

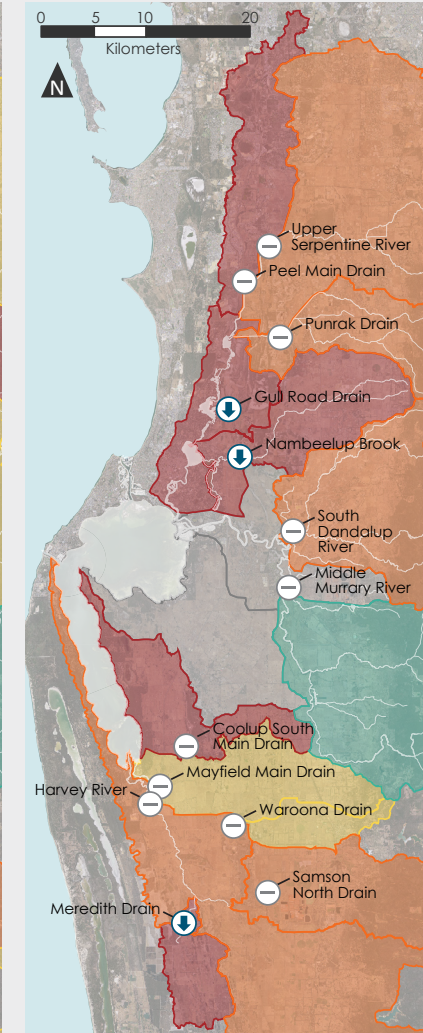
The nutrient-enriched surface waters across much of the catchment is a consequence of high nutrient export from many of the land uses (current and legacy) in combination with mostly poor phosphorus retaining soils. The high nutrient concentration catchments are prime targets for on ground restoration activities.

Catchment nutrient inputs

Total nitrogen



Total phosphorus



Nutrient status (2016–2018) and long-term nutrient trends for total nitrogen and total phosphorus (based on 11–15 years of data up until 2018)¹

¹ Bindjareb Djilba (Peel-Harvey estuary) Protection Plan

1.0 Thriving industry



A broadened and diversified industry base to boost the depth and breadth of employment across the region.

Aligned SDGs





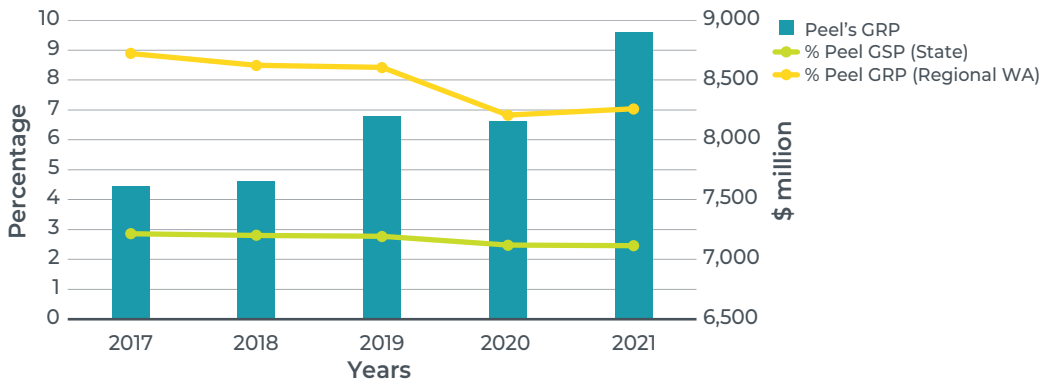

2050 Blueprint goal

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.

2050 Aspirational target

Peel's contribution to the State's gross regional product will have **increased to 10%**.

Peel's contribution to the State's Gross State Product (GSP) and Gross Regional Product (GRP)²




2.0 Agriculture and food innovation



Increased economic expansion, market base and international competitiveness of the region's agribusiness sector through innovation in production methods and renewable water and energy supplies.

Aligned SDGs





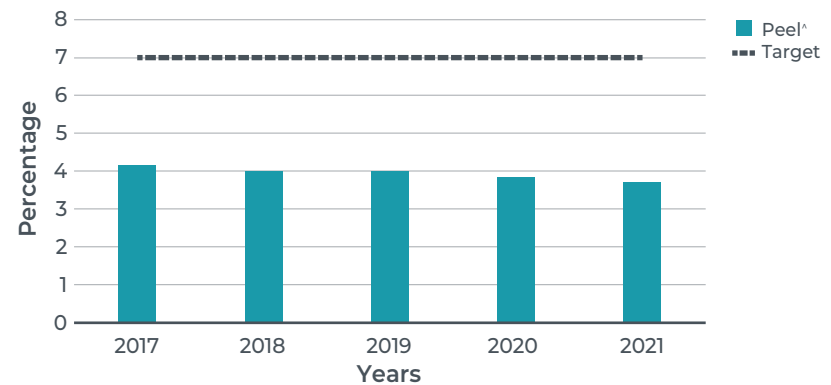

2050 Blueprint goal

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

2050 Aspirational target

By 2050, the Peel's contribution to the State agricultural and food value is **increased to 7%***.

Peel's contribution to Western Australia's agriculture, forestry and fishing Industry Value-Added (IVA)²



* This measure has been replaced by the Industry Value Added (IVA) measure. IVA is the measure of industry sectors as a precursor to total GRP. This measure is calculated by comparing Agriculture, Forestry, Fishing Industry Value Add against a region's Total Industry Value Add, as the precursor to Gross Regional Product. ^ Peel's declining IVA % may be a result of disproportional WA growth in this sector. Peel's output is stable year on year.

² REMPLAN (2022)

3.0

Tourism excellence



A network of adventures that attracts visitors and enables them to engage with the Peel's natural and built attractions in a sustainable manner.

Aligned SDGs



2050

Blueprint goal

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

2050

Aspirational target



By 2050, the Peel tourism economy is **tripled** (from 2017). Tourism Value-Added is the measure of industry sectors as a precursor to total Gross Regional Product.

Peel's Tourism Value-Added (2022 prices)²



Note: Prices adjusted to CPI. Decrease (2020–2022) may be attributable to Covid-19 impacts.

² REMPLAN (2022)

4.0

Capable people



The availability of an educated and highly skilled workforce with the capacity and capability to flexibly respond to workforce requirements of the future.

Aligned SDGs



2050

Blueprint goal

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.

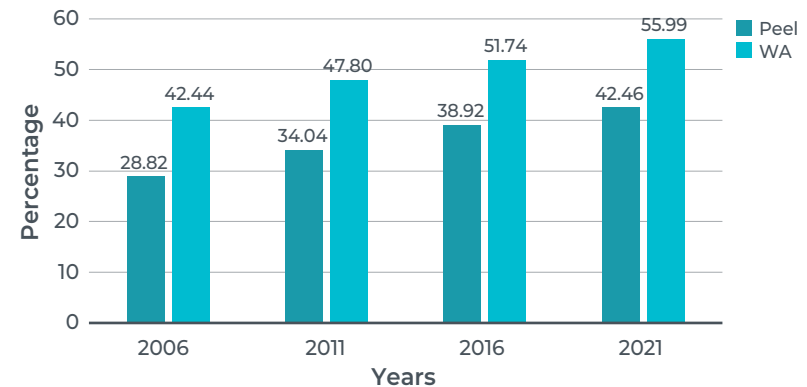
2050

Aspirational target



By 2050, education attainment of Peel residents is **above** the WA State average.

Year 12 education attainment Peel and WA²



5.0

Strong and resilient communities



Creation of support services and infrastructure that will ensure the community is strong and resilient and able to increase its participation in, and contribution to, the future development of the Peel.

Aligned SDGs



2050

Blueprint goal

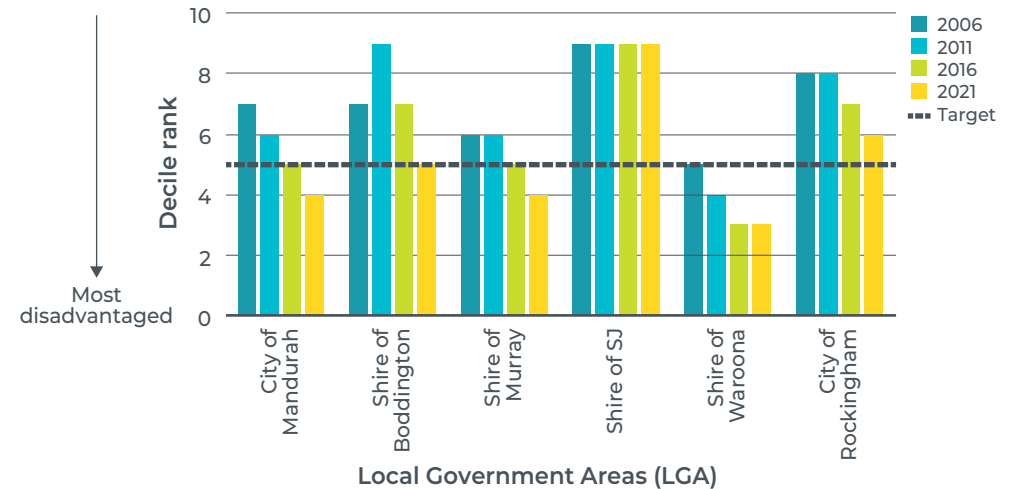
The Peel will be a strong, vibrant and resilient community underpinned by best practice social services and infrastructure.

2050

Aspirational target

By 2050, Index of Relative Socio-Economic Disadvantage (IRSD) is at a **lower** level of disadvantage to the National average.

SEIFA Index of Relative Socio-Economic Disadvantage (IRSD) Ranking within Australia³



Note: The higher the score the lower the disadvantage. Above target line meets the aspirational target.

This index is a general socio-economic index that summarises a wide range of information about the economic and social resources of people and households within an area.

This index summarises 17 different measures, such as low income, low education, high unemployment and unskilled occupations.

Deciles divide a distribution into ten equal groups. In the case of SEIFA the lowest scoring 10% of areas are given a decile number of 1 and the highest 10% of areas which are given a decile number of 10. A **low score** indicates relatively greater disadvantage in general.⁴

³ ABS (2006, 2011, 2016, 2021)

⁴ ABS (2018)



Regional priorities (2023–2028)

Consultation process

A key objective of the 2023 Peel Regional Investment Blueprint Monitoring Consultation process was to reach collective agreement on two regional priorities for the next five years.

This was achieved through:

- interviews with key stakeholders to discuss individual priorities and gather perspectives on regional priorities for 2023–28;
- a collective stakeholder workshop which guided participants through generating ideas and specifying two strategic priorities, reaching collective stakeholder agreement and commitment.

Top two regional priorities for the next five years

Two working groups with relevant stakeholders will be formed to explore the two priorities in more detail.

1. Decarbonisation Hub

The objective of this initiative is to support green industry development in the Peel region by capitalising on the transitioning industries within the State and the region's capacity to facilitate the growth of various renewable energy sources like solar, hydrogen, and wind. This could be achieved through the creation of a 'Decarbonisation Hub.'

Additionally, the proposal aims to attract and retain a skilled 'green' workforce, while also promoting local training and STEM education opportunities to provide a pathway for the people of Peel. This initiative will also benefit the future agriculture industry, with closed system agriculture needing higher energy inputs.

Blueprint themes

Thriving Industry
Agriculture and Food Innovation
Wise use of our Environment



Aligned SDGs

- 7 Affordable and Clean Energy
- 8 Decent Work and Economic Growth
- 13 Climate Action



2. Restoring the health of the Peel Harvey Waterways

The Restoration of the Peel Harvey Waterways initiative seeks increased investment to address the declining water quality in the region's internationally important waterways. This initiative aims to allocate resources towards comprehensive restoration efforts, including improved water management practices, and ecosystem restoration projects. By prioritising the restoration of the Peel Harvey Waterways, we can safeguard the ecological health of the region, preserve biodiversity, protect the tourism industry and ensure the sustainability of this precious asset for both present and future generations.

Additionally, the creation of a Centre of Excellence for Waterways research in Mandurah was re-affirmed as a priority.

Blueprint theme

Wise use of our Environment



Aligned SDGs

- 11 Sustainable Cities and Communities
- 14 Life Below Water
- 15 Life on Land



Strategic priorities

Lower priority projects were also identified which could be progressed by regional stakeholders over the next five years.

Digital connectivity

Enhancing network coverage and internet access and ensuring equal connection opportunities for remote work and study, to retain young people and workers in the region.

Blueprint themes

Thriving Industry
Capable People



Aligned SDG

9 Industry, Innovation and Infrastructure



A place to call home

Cultivating a skilled and diverse workforce through enhanced literacy programs, early childhood strategies, supportive parenting initiatives and expanded educational offerings.

Blueprint themes

Capable People
Strong and Resilient
Communities



Aligned SDG

4 Quality Education



Mobility and access

Enhancing transport links, connectivity and access to core services and amenities.

Blueprint theme

Strong and Resilient
Communities



Aligned SDG

11 Sustainable Cities and Communities



Young people's initiative

Addressing intergenerational geographical disadvantage by creating career pathways for youth and strengthening social support structures.

Blueprint themes

Capable People
Strong and Resilient
Communities



Aligned SDG

10 Reduced Inequalities



Peel as a tourism hub

Continuing to enrich and diversify the Peel tourism industry by fostering growth in Indigenous tourism and supporting the arts and events sectors to attract international travellers.

Blueprint theme

Tourism Excellence



Aligned SDG

8 Decent Work and Economic Growth



Rethinking regional identity

Exploring a renaming of the region reflecting local history, celebrating identity through a dedicated cultural centre, and weaving elements of heritage into tourism activities. Investigating the alignment of State Government Department boundaries.

Blueprint theme

Strong and Resilient
Communities



Aligned SDG

10 Reduced Inequalities



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