



peel

PROGRESSIVE | PROSPEROUS | DYNAMIC

Strong and Resilient Communities

Building vibrant spaces with innovative infrastructure

Wise use of our environment

Social and economic development balanced with conservation

Capable People

Enhancing regional education and career pathways for a resilient workforce



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COVER: Winjan Bindjareb Boodja Rangers planting at Yunderup Island.
IMAGE: Courtesy of Peel-Harvey Catchment Council Inc.



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Acknowledgment of Country

The Peel Development Commission would like to acknowledge the Bindjareb, Wilman, and Whadjuk people as the traditional custodians of the lands on which we operate, and pay respect to all Elders, past and present. We wish to acknowledge and respect their continuing culture and the contribution they make to the life of this region.

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.



Railside Park, with its inclusive design and community-driven approach, is on track to rejuvenate the heart of Waroona.



Chair's Welcome

The future of the Peel region is full of opportunity, owing to transformative projects that benefit all our communities, people, and industries.

In this edition of Peel Magazine, we proudly showcase the significant developments driving this dynamic growth.

In the vocational arena, South Metropolitan TAFE's state-of-the-art \$16.9 million training facility marks a significant leap in culinary and hospitality education, initiating opportunities for advanced learning and professional excellence for the Mandurah and Peel region.

Our Region in Focus, Waroona, is a shining example of Peel's dynamic growth and community spirit. As its town centre undergoes revitalisation, Waroona is stepping into an era marked by new opportunities and a connected community life, all while embracing sustainable development principles.

We feature the Winjan Bindjareb Boodja Rangers program, a collaboration between the Winjan Aboriginal Corporation and Peel-Harvey Catchment Council, empowering the Bindjareb people to care for and protect their land, reflecting a deep commitment to cultural and environmental stewardship.

IDEAcademy's launch at the Food Innovation Precinct Western Australia (FIPWA), expands educational opportunities in the region, providing nationally recognised credentials and industry experience.

The Peel region's Local Government Areas are developing vibrant communities through transformative programs and infrastructure, enhancing wellness, connectivity, and community focus.

These stories show us a region that is working together to build a strong, welcoming future, through a shared vision and collaborative approach to regional development.

David Doepel
Chair, Peel Development Commission

Collaborative Growth

The Peel Development Commission works to make Peel an even better place to live, work and invest by partnering with government, communities, business, and industry to identify and support projects that benefit the region.

Our goals and objectives are organised under the six sub-themes of the Peel Regional Investment Framework, which include Thriving Industries, Agriculture and Food Innovation, Tourism Excellence, Capable People, Strong and Resilient Communities, and Organisational Excellence.

In every issue of *Peel* magazine, we focus on two specific sub-themes, exploring the individuals, projects, and local businesses that are driving progress in these areas. In this issue, we feature:



Capable People: Our goal is to ensure Peel's workforce is highly skilled and adaptable to structural and technological changes, supporting a strong and diverse economy.



Strong and Resilient Communities: Our goal is to make Peel a strong, vibrant, and resilient community, underpinned by best practice social services and infrastructure.



Our regional work is underpinned by our commitment to driving the **wise use of our environment**, ensuring that social and economic development is balanced with conservation.

MORE INFORMATION

For a comprehensive understanding of our strategies and initiatives, we invite you to read the *Peel Regional Investment Blueprint and Strategic Plan 2023-25* on our website.



CEO's Management Report



Our role in the Commission involves connecting communities and industry to help make our region prosper and grow our regional economy. A strong and resilient community enables regional prosperity that can deliver economic and social development in the Peel region.

Over the past 12 months the Commission and key stakeholders have been busy focussing on programs and projects that build strong and resilient communities, many of these are highlighted in this edition of the *Peel* magazine.

The inaugural Biz Fest was a significant milestone for our region, showcasing the vibrancy of local businesses. Providing invaluable exposure and specialist business skills workshops, the event played a significant role in supporting the growth and success of our business community.

The Peel Business Park — Nambelup Kaadadjan, nationally recognised for sustainable development and hosting Australia's first renewable energy microgrid, has received international acclaim. For more details, see the Peel Business Park News. The recent Katitjin Open Day brought the community together

with family activities, science, innovation, and bushfire awareness.

Our ongoing support for the state government's Local Content Program illustrates our commitment to local businesses and industries. We're excited to feature local businesses making an impact in the region, from financial health support to cutting edge technology like locally manufactured EV Recharging Stations.

The announcement of Round 6 RED Grants recipients in the Shire of Murray on 7 November highlights our focus on agribusiness, manufacturing, and tourism sectors. These grants stimulate business growth and job opportunities, encouraging local businesses to leverage new prospects.

We also spotlight the Economic Evaluation of the Peel Harvey Waterways report in this issue, which examines the economic and environmental significance of these waterways and their crucial role in the broader WA economy.

Collaborative forums such as the Peel Capability Collaborative, and the Bindjareb District Leadership Group are pivotal in our strategic leadership, addressing socioeconomic and workforce challenges and advancing our collective progress.

Our shared vision and collaborative efforts are driving the Peel region towards a thriving future. The contributions of our stakeholders and community partners are essential as we embrace opportunities for sustainable development and regional prosperity. 

Andrew Ward

**Chief Executive Officer
Peel Development Commission**

Peel Insights:

Mapping regional progress

The Peel Development Commission is committed to delivering organisational excellence and innovation in regional development.

Our series of data snapshots, documents, and resources — created by the Commission in collaboration with agencies such as the Department of Primary Industries and Regional Development (DPIRD) — reflect our commitment to providing consistent, co-branded economic data and insights. These efforts align with our strategic initiative to build a unified voice on key regional development objectives and inform policy development.



People of Peel and Peel Away the Mask III integrated Dashboard

This interactive dashboard, prepared by Hatch | RobertsDay for the PDC and the Peel Community Development Group (PCDG), presents the data findings from the People of Peel Human Capital Insights and Peel Away the Mask (PATM) III reports, the latest in a series examining the Peel region's socioeconomic conditions.

PATM content is categorised by the **5 Quality of Life Indicators** identified by the PCDG including:

1. Education
2. Safety and Security
3. Health and Community Services
4. Housing and Homelessness
5. Income and Employment

www.peel.wa.gov.au/people-of-peel



Shaping a brighter future for our region

The Bindjareb District Leadership Group (DLG) is a collaborative initiative aimed at improving quality of life for people in the Bindjareb (Peel) region of Western Australia.

Peel Regional Investment Blueprint 5-Year Snapshot (2023)



Earlier this year, the Peel Regional Investment Blueprint Workshop brought together stakeholders from various sectors within the region.

Following this consultation, the Commission launched the *Peel Regional Investment Blueprint 5-Year Snapshot (2023)*. This document not only sets forth the region's priorities for the upcoming years but also evaluates the achievements and progress made over the past five years in relation to the Blueprint's goals and indicators.

To view these and other Peel reports, please visit the 'Our Publications' page on our website.

Peel Regional Snapshots

The Peel regional snapshots cover the property and construction sector, and examines the broader socioeconomic trends of the region.

This data enhances our understanding of the community and aids in decision-making for government and business support programs. Utilised by the Commission, it supports regional statements and attracts government attention for service improvements and funding. The snapshots also compare regional differences and underline Peel's unique peri-urban challenges.

Figures in the Peel Economic snapshot provide an indication of the overall growth since the Census and moving forward.



IMAGE: Visit Mandurah

Uniting leaders from government, community, and Aboriginal organisations, the DLG seeks to tackle regional challenges and leverage local opportunities.

Focused on five key well-being indicators — education, safety and security, health and community services, housing and homelessness, and income and employment — the DLG envisions improved school attendance and attainment, reduced crime and antisocial behaviour, enhanced access to health and social services, affordable and fit-for-purpose housing options, and more job and economic opportunities.

Established in late 2022 and chaired by Peel Development Commission CEO Andrew Ward, the DLG joins a statewide network of ten district leadership groups dedicated to optimising service delivery and coordination in regional and metro areas. Regular meetings propel the DLG's mission to set priorities, track progress, exchange insights, and provide advice to government agencies and other stakeholders.

The DLG is committed to working with the local community and respecting the culture and aspirations of the Aboriginal people of the Bindjareb region. The DLG aligns its immediate efforts with critical community needs including housing, homelessness, education and training pathways, families and early childhood development.

Regional WA Data Hub

The Regional WA Data Hub, a comprehensive platform for regional Western Australia data and insights, has been developed for all Regional Development Commissions. It has been launched and is now live for both public and internal access, facilitating evidence-based funding decisions.
<https://regional-wa-rdmp.opendata.arcgis.com/>

Regional Economic Development (RED) Grants *Round 6*



WORDS | Peel Development Commission
IMAGES | Overland Media

The Honourable Don Punch MLA, Minister for Regional Development, announced the successful recipients of the sixth round of Regional Economic Development (RED) Grants on 7 November 2023.

This announcement, significant for its impact on the local economy, was made alongside Robyn Clarke MLA and Lisa Munday MLA at the Food Innovation Precinct Western Australia (FIPWA) in the Shire of Murray.

In this round, six Peel projects have been selected to share \$453,000 in funding. These projects span across

the agribusiness, manufacturing, and tourism sectors, reflecting the state government's commitment to stimulate business growth and create more job opportunities in the region.

- **Corporate Canal Cruises** has received **\$30,000** funding to hire a vessel to determine the feasibility of running cultural tours, to explore the rich Aboriginal cultural history of the Mandurah region.
- **Salt & Ember Glamping** will use their **\$30,000** funding to develop upscale camping accommodation in the Peel region.
- **Peel Tyre Service** will use a **\$43,000** grant to install a heavy-duty wheel and tyre changing machine, and create an outdoor undercover work zone for

The funding will facilitate capacity building, promote job growth, and provide skills development opportunities in Peel.

*Regional Development Minister,
Don Punch MLA.*

agricultural and commercial operations.

- **Honey West** will use a **\$100,000** grant to purchase equipment to transition from a wholesale to a retail business and increase its pollination services in the Shire of Boddington.
- **Thorny Devil Brewing Company** has been awarded **\$100,000** to install a canning line and additional brewery equipment, which will enable it to increase its production capacity and efficiency.
- **Groundswell Drivethru** will use their **\$150,000** grant to establish a dedicated roasting and chocolate-making facility in Mandurah, with the beans used to manufacture freeze-dried coffee and milk products at FIPWA's Food Technology Facility.

MORE INFORMATION

The RED Grants program is a state government initiative investing \$50.85 million over nine years towards locally driven projects that build regional business resilience and diversify the economy.



Bank Stabilisation Planting at
Lowlands Nature Reserve.

Walking with Winjan

Caring for Bindjareb Boodja



I have found the Rangers Program beneficial as it has given a lot back to me with my culture and a belonging to country.

Andrea Kelly, Ranger, Winjan Bindjareb Boodja Rangers Program Strategic Plan 2022–30.

WORDS | Peel-Harvey Catchment Council Inc.

IMAGES | Peel-Harvey Catchment Council Inc. and Andrew McKenzie (Splendid Films)

The Winjan Aboriginal Corporation and Peel-Harvey Catchment Council Inc. (PHCC) has been walking together for many years to care for Bindjareb Boodja and to develop and grow Winjan's Bindjareb Boodja Rangers program.

Providing training and employment opportunities for Bindjareb people to steward and protect their country is a key strategic direction of the Winjan Aboriginal Corporation. The Winjan Bindjareb Boodja Rangers program was developed to empower Bindjareb people to continue cultural responsibility to look after country. Through the program, Winjan aims to share

cultural knowledge and look after special places for cultural health as well as provide training, build skills, employment and business opportunities for the broader community.

Inaugural Ranger Program

In 2021 Winjan Aboriginal Corporation secured funding for Round 3 of the Western Australian Aboriginal Ranger Program (ARP), facilitating employment of their first Rangers Program and providing skills development and training opportunities. Learning from their unsuccessful Round 1 and 2 applications, Winjan reached out and built strong partnerships with the Peel-Harvey Catchment Council (PHCC), City of Mandurah (CoM), Parks and Wildlife (DBCA) and others and worked closely with these organisations to develop the successful Round 3 works program and funding application.

The initial program provided opportunities and resources for Traditional Owners and Elders to share cultural knowledge with young people on country, and to establish and build strong partnerships

with land managers to look after country across Bindjareb Boodja. There were a number of learnings that have guided the continued development of programs. Winjan has worked closely with PHCC and others to develop governance and operational procedures, identify work plans, training and capacity building opportunities and they were successful in their funding application for Round 5 ABR funding, which is currently underway. Through the current Winjan Bindjareb Boodja Rangers program, Winjan has a target of employing 8 Aboriginal people and undertaking various training and skills development programs and works on country to protect cultural and biodiversity values.

Capacity Building — learning from each other

Over the past 5 years through PHCC's Ramsar Wetlands and Banksia Threatened Species projects funded by the Australian Government's National Landcare Program along with PHCC's Healing Bilya Project, through funding from the Alcoa Foundation's 'Three Rivers One Estuary' Initiative, PHCC has provided the Winjan Bindjareb Boodja Rangers with a variety of training and work on country opportunities. PHCC aims to provide the Rangers with a diversity of activities, experiences and training that align with Winjan's program objectives.

One of the successful activities has been the seed collection training with PHCC's Banksia Project

Coordinator Dr Corrine Duncan. This was initially developed as a 2 day seed collecting and 1 day processing program for the Rangers in February 2022. The Winjan Rangers learnt how to sustainably collect, process and store viable seeds from local Banksia Woodlands to be used for future restoration projects.

The time spent on country allowed for knowledge sharing with the Rangers, much to the delight of the PHCC team, who embrace this knowledge sharing of native seeds, bush foods and cultural and site values. The processing of the seeds was undertaken at a local Cape Life facility in Myalup. This training program was a catalyst for Winjan considering commercial opportunities in the seed collecting and propagation space and in May 2023, Winjan received a State Government 'Native Seeds and Nursery' grant to develop a feasibility study and business planning. PHCC's seed collection training program with the Rangers is on-going. Another training session was held in October 2023 with the Round 5 Ranger team focused on riparian (next to waterways) plant species identification and seed collection near the Serpentine River with local experts from Nuts about Natives.

Healing Bilya — The Fish tell the story (or Fish Science)

The Bindjareb Djilba Estuary is an important commercial and recreational fishery and the Bindjareb Community have shared their concerns with PHCC



Bank Stabilisation Planting
 at Yunderup Island.



Caring for country is so important to us and we will be teaching the next generation what it takes to care for country using a mix of modern and traditional ways.

Franklyn Nannup — Bindjareb Noongar Elder and Chair of Winjan Aboriginal Corporation, Winjan Bindjareb Boodja Rangers Program Strategic Plan 2022–30.

RIGHT: Getting ready for a night of fish sampling on the Waangaamaap Bilya (Serpentine River). L-R: James Tweedley (Murdoch Uni), Kallan Nannup, Brett Hill (Winjan Aboriginal Corporation), Graham Ugle-Eads (Winjan Bindjareb Boodja Ranger), Kurt Krispy and Annika Weibel (Murdoch Uni).



Riparian Seed Collection Training.



about the health of the estuary, rivers and decline in fish species they used to catch. PHCC has engaged with Murdoch University's Harry Butler Institute, Fisheries and Aquaculture team for a number of years to undertake Fish Community Index Sampling to establish baseline and monitor changes in fish community composition. A survey was undertaken in 2021 and repeated in 2023.

For the 2023 sampling program, the Winjan Bindjareb Boodja Rangers came together with Murdoch University's Harry Butler Institute, Fisheries and Aquaculture team for the first time to learn from each other whilst doing Fish Community Index Sampling in the Waangaamaap Bilya (Serpentine River), Bilya Maadjit (Murray River) and Bindjareb Djilba (Peel-Harvey Estuary). Ranger Graham Ugle-Eads joined in four night time sampling sessions. It is imperative that a regular fish monitoring program (e.g. the Fish Community Index) is continued to assess waterway health into the future.

PHCC will soon bring local Aboriginal Elders/community members together for Yarning Circle of cultural and fishing experience knowledge exchange to progress plans to develop up a Noongar led monitoring program with a focus on the valued species that can complement and add further value to the Fish Community Index sampling and understanding of rivers fish population and health.

PHCC have partnered with Winjan, land managers, local contractors and training providers to deliver a number of other activities for the Ranger Programs including

Dieback Green Card Training, Pit-fall fauna trap surveys, revegetation planting, watering and weed management across various Bindjareb Boodja sites.

The success of the Rangers program is reflected in Winjan's recent successful funding application with the Harvey Aboriginal Corporation and Waroona Aboriginal and Torres Strait Islander Corporation for the ARP Innovation Round 6 funding. This program aims to make ranger groups strong and connected across Bindjareb country and with a focus on junior ranger development, drone cultural mapping, country monitoring and ranger tourism capacity building.

The Winjan Bindjareb Boodja Rangers program shows that aboriginal-led natural resource management provides long-term economic and environmental benefits and strengthens Bindjareb people's cultural connection to Country. The partnership between Winjan and PHCC demonstrates the importance of building strong and mutually beneficial relationships between Aboriginal and non-Aboriginal organisations to achieve common goals of caring for country. 🌿

FUNDING ACKNOWLEDGEMENT

These activities were supported by PHCC's 'Ramsar' and 'Banksia' projects, through funding from the Australian Government's National Landcare Program and 'Healing Bilya' Project through funding from the Alcoa Foundation's 'Three Rivers, One Estuary' Initiative.

SM TAFE

plating up in-demand skills
for Peel region

WORDS & IMAGES | South Metropolitan TAFE

South Metropolitan TAFE (SM TAFE) marked a milestone with the recent launch of a new \$16.9 million world-class training facility at its Mandurah campus, representing an exciting new chapter for cookery and hospitality training for the Mandurah and Peel region.

BELOW: 'Djena Bidi Koora Koora Mila — Pathways from Past to Future' by local Noongar artists Maitland Hill and Kerry Stack.

The Mandurah Hospitality and Tourism Training Centre delivers simulated training in commercial cookery, tourism and event management. Providing specialty training to hospitality and tourism students, the facility assists in meeting the high demand for skilled employees in these thriving sectors.



“

Students are taught how to prepare and cook food to an industry standard in an excellent environment under the expert tuition of dedicated lecturers.

Hospitality student Latchadar Somyart.





SM TAFE hair,
beauty, massage
clinics



Saltbush
Restaurant details
and booking info

The Saltbush Training Restaurant, part of the Training Centre, enhances hands-on experience for the students in preparing dishes and serving paying customers. Featuring a production kitchen and dining room, locals can book in and enjoy a meal in the stunning real-world venue.

Hair, beauty and massage training facilities complete with a modern salon and therapy rooms are also on campus. Remedial and relaxation massage, men's and women's hairdressing and a variety of beauty treatments are on offer to the public.

The building's exterior artwork celebrates the greater Peel Region. Titled '*Djena Bidi Koora Koora Mila — Pathways from Past to Future*', local Noongar artists Maitland Hill and Kerry Stack worked in collaboration with glass artist Rick Vermey.

Feedback from local hospitality businesses on the new centre has been extremely positive. Students in live facilities gain the high standard of technical skills and ability expected in industry.

Hospitality student Latchadar Somyart (known as Aom) is completing her Certificate III in Commercial Cookery. "The new facilities are awesome," she said. "Students are taught how to prepare and cook food to an industry standard in an excellent environment under the expert tuition of dedicated lecturers."

Moving to Perth from Thailand in 2016, Aom began studying the SM TAFE Adult Migrant English Program (AMEP), saying the program gave her the confidence to speak to others in English. Along with being a brilliant cookery student, she now volunteers weekly in the classroom, helping other students to learn English.

A Certificate IV in Kitchen Management is also offered to international students in the brand-new Hospitality and Tourism Training Centre.

SM TAFE's new Mandurah campus will play an important role in the government's \$2.4 million strategy to attract 200 international students to live and work in regional WA and train in WA to help meet skill shortages.

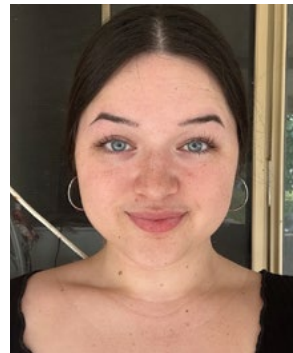
MORE INFORMATION

South Metropolitan's TAFE Mandurah campus is part of the Peel education and training facility, sharing the campuses of Murdoch University and John Tonkin College. The Peel Jobs and Skills Centre (JSC) is also located on campus. Visit the JSC centre to access free, professional advice on training and employment opportunities. The Peel JSC is supported by Aboriginal Services from SMYL Community Services.

APPLICATIONS ARE NOW OPEN FOR SEMESTER 1, 2024

For more information about our courses at Mandurah campus, visit www.southmetrotafe.wa.edu.au

Hunter helps PDC connect with community



WORDS & IMAGES | McCusker Centre for Citizenship

Hunter Walsh is a Bachelor of Arts student majoring in English Literature at the University of Western Australia, and a Mandurah local.

In 2023, she undertook an internship with the Peel Development Commission through the UWA's McCusker Centre for Citizenship, supporting the Commission's community engagement activities with her work on communications and marketing projects.

"I had always wanted to undertake an internship as part of my studies. I was thrilled to discover there was an opportunity to work for an organisation based in Mandurah through the McCusker Centre," said Hunter.

"In my internship, I was tasked with working on a brand package for the Perth and Peel Hydrogen Cluster project, including the creation of a style guide. I also assisted the Commission with web and social media copy and editing corporate documents."

With a long-standing passion for writing, Hunter was excited to apply her communications skills, though was initially uncertain of the impact her efforts would make.

"At the beginning, I was uncertain whether working on something like a style guide would truly be beneficial, but I soon realised that

helping the Commission reach their audiences and stakeholders contributed to positive outcomes for the local community.

"It was rewarding working with like-minded, hard-working individuals... being based in the Peel region for my internship highlighted for me the importance of regional organisations creating connections with members of local communities," Hunter said.

Peel Development Commission CEO Andrew Ward said, "Hunter's efforts in building the Cluster project's brand, along with her copywriting work for the Commission have been significant for our stakeholders and community.

"Her outstanding contributions have made a positive impact on our team and have reinforced the value of supportive internships like those from the McCusker Centre."

In addition to seeing her efforts make a difference, Hunter said the internship had been an invaluable learning and development opportunity.

"Interning with the Peel Development Commission provided me with new perspectives. As someone living outside the Perth metro area, it helped fortify my sense of hope that through my future work I will be able to make a difference in regional WA communities." 🌿



Host a UWA intern through the McCusker Centre for Citizenship in 2024

The McCusker Centre for Citizenship partners with more than 500 not-for-profit and community organisations, as well as Local and State Government to provide a structured and quality internship program for UWA students.

Interns in the program support organisations and projects in metropolitan area, Peel region, and across regional WA. Students contribute 100 hours through their internships, typically 1 day per week in Semester 1 and Semester 2, or 3 days per week for the intensive Winter and Summer internship rounds. More than 2,800 UWA students have undertaken internships to date, with 97% of organisations recommending the program.

To find out more, email internships@mccuskercentre.uwa.edu.au, call **6488 1055**, or visit mccuskercentre.uwa.edu.au/organisations

Stories of Leadership

Xanthe Turner

WORDS | Kristie Tonkin, Department of Primary Industries and Regional Development

IMAGE | Xanthe Turner

In 2018, Xanthe Turner, then a 15-year-old homeschooler, compiled and edited *Mandurian Stories* an anthology of creative works for — and by — her community. Recognising an opportunity at Shape Mandurah's *Community Soup*, where she pitched her idea, Xanthe received a \$500 mini-grant, bringing her dream to life.

Despite her youth, Xanthe, who had founded a small publishing business at fourteen, knew how to embark on this ambitious project.

"I wanted everyone to feel included in co-creating a time capsule of what mattered to the community, both collectively and individually."

Due to the interest-oriented nature of home education, Xanthe spent a considerable portion of her childhood reading books, writing stories, drawing pictures, and attending a variety of panels, talks, and lectures. She developed a profound love of the arts and became interested in the roles of leaders who encouraged achievement in others.



I'm deeply grateful that so many people felt comfortable sharing their creative endeavours, thereby entrusting a piece of themselves to the anthology.

Xanthe Turner

The anthology's development process was an educational journey for Xanthe. It involved not only the logistical aspects of publishing, but also the nuanced skill of engaging with the community. She learned to navigate public speaking forums, promote her vision, and encourage participation — skills that have continued to benefit her in a variety of contexts.

Mandurian Stories was recognised by the Foundation for Young Australians (FYA), which awarded it a High Commendation in FYA's 2019 Unleashed Awards. Xanthe donated all proceeds to Shape Mandurah, to support future community-oriented projects.

"The anthology was so well-received, people kept asking when I would be accepting submissions for a second edition! I'm happy to say that, as we speak, I'm finalising the layouts of another anthology, which has attracted an unprecedented number of submissions. To me, this speaks of the value the project holds for our local community and underlines the importance of ensuring everyone's voices continue to be heard," Xanthe said.



After successfully creating *Mandurian Stories*, Xanthe faced new challenges in her leadership journey, particularly being underestimated due to her young age. "Sometimes, if a person doesn't fit a certain leadership stereotype, they can find their contributions vulnerable to denigration or minimisation. If this happens, don't give up. Instead, strive to create an updated framework for what leadership can look like," she said.

Leveraging her leadership skills, Xanthe has given a TEDx Talk, campaigned as the youngest candidate in a state election, and is about to complete a double degree in Fine Arts and Professional Writing and Publishing. She remains an active member of the City of Mandurah Youth Advisory Group and Mandurah headspace's Youth Reference Group.

Xanthe's ethos, as she articulated in her 2021 TEDx Talk, is simple yet powerful: "Just do the thing." This mantra captures the essence of her approach to leadership — taking action, embracing challenges, and driving change. 🌱

Region in focus

Waroona



**Waroona is
emerging
as a prime
Peel region
destination for
those seeking
a change in
lifestyle.**

Waroona's Town Centre

comes to life

WORDS | Shire of Waroona

IMAGES | Josh Cowling Photography

Excitement is building in Waroona as the town eagerly anticipates the grand opening of Railside Park (Waroona Community Precinct).

Envisioned as a gathering place for residents and an attraction for visitors, this eagerly awaited \$6.5 million dollar project is nearing the final stages of construction for its initial phase. With opening locked in for December 2023, Railside Park is set to rejuvenate the Waroona town centre and foster a sense of community and togetherness.

Featuring an extensive pump track, giant windmill, nature play, outdoor equipment, picnic areas, arts installations, skate park and extensive landscaping, the Park promises to be a vibrant space for all ages and abilities. With its prominent position amidst cafés and shops on South Western Highway, this is an area specifically designed to help Waroona consolidate itself as an appealing stop-and-stay destination.

Consultation with young people in the community has resulted in the skatepark being the centrepiece of the Park. Blending street and transition elements for all levels, this long-awaited equipment features a classic mini ramp for solo sessions, a beginner-friendly transition area, a flow section with humps, pockets, and extensions and a tabletop with hips, an opposing bank, a quarter pipe, roll in, ledge and rail for street-styled moves.

Another standout element of this project is the inclusion of a significant Noongar Six Seasons garden, featuring plantings of endemic and iconic local plant species aligned to the six seasons observed in Aboriginal culture. Waroona is well-known for its native bird species, such as the red-tailed

black cockatoos, and all plantings are intentionally created to preserve and attract the indigenous wildlife.

This Park has been shaped with the active involvement and support of the community from conception to delivery. Local artisans and craftspeople are currently working on arts, culture and heritage installations that will help tell local stories and bring the area's history to life. Some of these artworks will be in place for the opening, with others lined up to feature alongside Stage Two works. The transformation of the 'Big Shed' — formerly the Public Works Department depot which managed the town's irrigation program — into a multipurpose events and gathering area, will be a significant highlight of the Stage Two developments.



Shire of Waroona Shire President Mike Walmsley praised the community's role in identifying the need for the Park, as well as supporting fundraising, consultation and arts installations.

"For some time, our residents felt there was a lack of activation in the Waroona town centre, and that had created a breakdown in linkages between business in town and the community. After extensive consultation, the Shire was able to formulate a plan to secure disused land to develop our new heart of our town centre," Cr Walmsley said.

"The opening of Railside Park will be an opportunity to grow social capital in our town, enhancing vibrancy for our residents and visitors, and importantly, provide an area that will have multiple uses and activities."

The realisation of the Park has been made possible through the collaborative efforts of various stakeholders, including the Peel Development Commission. The Australian Government, the Department of Local Government, Sport and Cultural Industries, the Department of Primary Industries and Regional Development, Lotterywest, the Alcoa Waroona Sustainability Fund, and the Lions Club of Waroona have all contributed funding and support to turn our community's vision into a reality.

Railside Park, with its inclusive design and community-driven approach, is on track to rejuvenate the heart of Waroona. A true reflection of the rural spirit and diversity of the Shire, it is expected to cultivate growth and economic prosperity for both the town and its residents.



From Trails to Transformation: Waroona's Revitalisation Journey

The country town of Waroona is experiencing a remarkable surge in popularity, emerging as a prime Peel region destination for those seeking a change in lifestyle.

Recent data from the Regional Australia Institute in its latest quarterly Regional Movers Index report, revealed that more than three times the number of people are moving to the area than leaving. This indicates a growth in total net internal migration of 206% in the 12 months to June, placing Waroona at the third-highest increase recorded in regional Australia.

This influx of interest and migration signifies a transformative phase for Waroona, as the Shire moves into a period of growth and opportunity spearheaded by three pivotal projects: the Waroona Town Centre Revitalisation Strategy, Waroona Trails Strategy and the Drakesbrook

Weir Master Plan. Together, these projects are poised to shape the economic landscape while enhancing community well-being.

In the heart of the Shire, the town centre of Waroona is undergoing a rejuvenation process, with the focus encompassing physical enhancements, soft infrastructure development, lively community events, and strategic marketing. Exciting steps in this journey include an innovative façade enhancement program, convenient RV car parking, improved signage, and accessible pathways.

Set to open in December 2023, Railside Park kickstarts the



Sustainable Living, Sustainable Future

“
The opening of
Railside Park will be
an opportunity to
grow social capital in
our town, enhancing
vibrancy for our
residents and visitors.

Cr Mike Walmsley, Shire President

Revitalisation Strategy, creating a vibrant and welcoming town centre for locals and visitors alike.

Intertwined with this development is a strategic trail initiative, connecting the town to and around the picturesque Drakesbrook Weir — one of the region's top attractions. The dual-use pedestrian and cycling pathway is designed to be a low difficulty walk or ride for all abilities. Providing greater connectivity between the town and Drakesbrook Weir will enhance tourism offerings that highlight the area's natural beauty and history and promote an active-living opportunity for residents.

Set amidst the rolling green hills and tree canopy of the Scarp, Drakesbrook Weir is already a haven for recreation, tourism and connection to nature. With the much-loved irrigation weir about to enhance its exciting role as a trail head, the Stage One upgrades of the Drakesbrook Weir Masterplan, a project funded by an \$800,000 contribution from the state government, include vital infrastructure improvements.

Enhancements will encompass an expanded grassy area, a children's playground, accessible toilet facilities, BBQ areas, picnic shelters, shade structures, and improved parking.

As interest and migration to Waroona continue to soar, these transformative projects underscore an exciting period of growth, evolution and belonging.

The Shire of Waroona is currently reviewing its Local Planning Framework, placing a strong emphasis on sustainable community development. The goal is to modernise the framework in a way that enables efficient planning and development that aligns with the community's environmental goals and growth aspirations.

The review involves the establishment of dedicated land use zones for green industries and renewable energy facilities. To facilitate the required infrastructure for these initiatives, a strategic business case and project proposal was developed, in partnership with Peel Development Commission, for an east-west heavy haulage route on Johnston Road, Waroona.

The proposed 'Enviro-Centre' and associated environmental projects meet the Shire's Strategic Community plan objectives of conserving and safeguarding the environment and natural assets for future generations. This flows onto our Peel Region neighbours, meeting pivotal environmental goals such as reducing emissions, decarbonising the region, mitigating the adverse impacts of climate change and working collaboratively with existing mining operations that are focused on sustainable and responsible use of the land.


On the economic front, these initiatives are expected to make a substantial contribution to the wider Western Australian and Federal economy, projecting a total contribution of \$416 million. Anticipated employment opportunities



Additionally, the Shire of Waroona is developing an 'Enviro-Centre' in Waroona township, envisioned as a hub for innovation and sustainability.

This Centre will promote collaboration, drive research, and reinforce community sustainability goals. These projects collectively align local land use with development and the Shire's sustainability objectives, supporting green industries and renewable energy facilities to meet Western Australia's growing energy needs while advancing emissions reduction targets.

are equally significant, with green industry projects and the development of the heavy haulage route on Johnston Road expected to create 1,100 jobs during construction and 240 ongoing jobs in the district.

Additional federal and state funding will be sought for the Johnston Road and Enviro-Centre projects, with a completion timeline of two to ten years for these initiatives. 

Celebrating the Business Women's Collective

WORDS & IMAGE | Business Women's Collective

Established in 2023, the Business Women's Collective (BWC) is a collective of like-minded, aspirational business and professional women, seeking to connect, support, and give back to the community.

BWC thrives on inclusivity, inspiration, and mutual support, providing a platform for women in the Peel region to collaborate, share experiences, and enhance their personal and professional lives.

Q&A with the Business Women's Collective (BWC)

Q: Tell us about the origins of BWC.

In May 2023 a small group of local businesswomen in the Peel region came together for a coffee and to share experiences. From that very first coffee, the idea of Business Women's Collective (BWC) was born!

Q: Who forms the BWC membership?

Any business or professional woman with an intention to develop personally, and professionally, seek support from, and provide support to, other like-minded women.

Q: What activities does BWC engage in?

BWC have Monthly Meetups in the Peel region which aim to create an inclusive, safe and inspiring space for women. Our meetups are casual and designed to provide opportunities to meet and mingle, share and inspire, connect and support others.

In October this year, we hosted an outstanding event, the sold-out Empower Happy Hour, in support of OVIS Community Services. Guests enjoyed drinks and nibbles, participated in a fabulous silent auction, and listened to engaging talks from Mandurah locals and women of influence, including City of Mandurah CEO Casey Mihovilovich and Councillor Amber Kearns. OVIS, a local not-for-profit that offers refuge and support to women in Mandurah, received all of the event's proceeds.

Q: Are there partnerships that BWC has formed?

BWC is lucky enough to have Nabo at Mataya generously provide their event space at no cost, serving as our venue for Monthly Meetups and events. We're looking forward to establishing more strategic partnerships in the coming year.

Q: What does the future hold for BWC?

Currently, BWC doesn't have any long-term plans as it was developed to gauge local interest in this type of women's forum. We've been overwhelmed by the positive response and the capacity crowds at our meetups since June 2023. In early 2024, the champions of BWC will meet to discuss and develop longer term strategies.



Q: What makes you proudest of BWC?

The Business Women's Collective is an initiative borne of a genuine desire for its founders to create opportunities for business and professional women to connect, support each other and thrive in a world that is sometimes demanding and challenging, but also full of possibility! 🌱

Discover our BWC Community

Meet new people, make connections, and learn more about our BWC community!

Get in touch and stay updated:

- E: bwcmandurah@gmail.com
- Follow us on Facebook and Instagram
- Join our Public Group on LinkedIn

Reserve your spot at our next meetup: <https://events.humanitix.com/business-women-s-collective-monthly-meetup>

Iconic Wealth

Shaping Financial Futures in the Peel Region

WORDS | Iconic Wealth and PDC
IMAGES | Overland Media

In the financial landscape of the Peel region, Iconic Wealth Mandurah stands as a testament to the resilience and innovation of its people.

Co-founded in June 2022 by Director & Senior Wealth Advisor, Kelly King and Aiyuty Soetanto (Iconic Wealth Perth), the firm began its journey when ANZ Private Wealth closed its financial planning arm. Kelly, with over two decades in the corporate sector, faced a fork in the road. “Do I take the offers of employment set before me or do I take the path of entrepreneurship?” she recalls.

Despite having two young children, a husband working away, and being in the middle of her master's degree, Kelly's choice was clear.

What drove Kelly forward was not just the challenge, but a deep-seated passion for her profession, a stellar reputation in Mandurah, and a supportive family. Entrepreneurship offered her the flexibility to “spread my wings in my local community.”

Iconic Wealth Mandurah's growth is paralleled by its community contributions. Under Kelly's leadership as WA Chair Association of Financial Advisers (AFA) Inspire,

the team raised over \$14,000 for Breast Cancer Research Centre WA and the Goldfields Women's Refuge, marking a historic fundraising achievement for the committee.

Kelly conducts educational sessions in the Mandurah area, including superannuation advice at WOTSO for the self-employed, and presentations at Goodstart Madora Bay for young women (18–25 years) and at Halls Head Bowling Club for women aged 65–80, focusing on Centrelink details and retirement fund management.

Iconic Wealth Mandurah also co-founded the Business Women's Collective and organised the successful Empower Happy Hours, reflecting Kelly's commitment to addressing domestic violence through community engagement.

Strategic alliances with the FAAA and WT Financial Group demonstrate Iconic Wealth's robust network, which supports its growth and service expansion. “I am a couple of months away from launching my 1:1 mentoring program (Inspire@Iconic) where I will mentor other financial planners along with small businesses outside of financial planning wanting to take things to the next level.”

King envisions Iconic Wealth Mandurah as a growing presence in



“

I am excited about all the things I don't know yet and all of the things I am about to do that I haven't started. This is just the beginning!

Kelly King



Congratulations

Iconic Wealth Mandurah's recognition as the **Solo Business Category Winner** at the 2023 Alcoa Peel Business Excellence awards is a significant milestone for Kelly. “To be considered in the top 5 in our first year was an honour; winning the award was a proud moment,” she says.

the Peel region's financial advisory scene, with plans to expand the team and develop its mentoring programs. “My future plans revolve around the small business community and improving the financial literacy and opportunities for women in the Peel region. I will continue to collaborate with likeminded people to help these sectors wherever possible.”

As King puts it, the firm's journey is powered by imagination and the supportive fabric of the Mandurah small business community. 🦋

MORE INFORMATION
www.iconicwealth.net.au

Meet Carly and Jerry

IPS Business Advisory

WORDS | IPS Business Advisory and Peel Development Commission

IMAGE | IPS Business Advisory

The Commission caught up with two talented and approachable Business Advisors, Carly Crouch and Jerry Hoekman, from IPS Business Advisory.

Passionate about assisting businesses, they are keen to share their stories. Let's find out about their journeys and the insights they offer to the Peel business community.

Q: Why did you become Business Advisers for IPS?

CARLY: My journey to IPS Business Advisory began with my 21-year experience as a small business owner, managing cafés and understanding the highs and lows, and unique challenges entrepreneurs face. What drove me was the desire to give back, to help businesses not just survive but thrive. I'm open and transparent about my experiences, aiming to genuinely connect with

entrepreneurs and support them with insights from my own journey.

JERRY: After two decades in digital marketing and co-owning a digital agency that offered free workshops for Peel's small businesses, I joined IPS. In the rapidly evolving digital world, I've consistently updated my knowledge and have always cherished sharing it with colleagues and clients. Three years have flown by since, and things are going great after moving into WOTSO in Mandurah.

Q: What's your background?

CARLY: My background spans over two decades in small business ownership. This hands-on experience drives my passion for helping others navigate entrepreneurship. Our broader team offers diverse expertise, ensuring businesses at every stage receive confidential, cost-free advice to thrive.

JERRY: In 1999, as the Internet emerged, I began as a digital manager in Chile, setting up marketing of our products across Latin America, then expanded to

Asia Pacific and Australia. Later, working with digital agencies, I noticed client challenges and co-founded an agency focused on user-friendly digital tools. From there it was a simple step to become a Digital Advisor with IPS.

Q: What drives your passion as Business Advisors in the Peel region, and what expertise and specialties do you offer?

CARLY: Small enterprises within the Peel region constitute a closely-knit and mutually supportive community. We cherish contributing to local businesses' growth and prosperity. It's inspiring to make a difference for local entrepreneurs.

JERRY: We offer support for every business stage. Our specialties range from digital marketing and financial planning to HR solutions, and risk mitigation. Tailoring our advice to each unique situation ensures businesses receive the most relevant guidance for success. 🌿

MORE INFORMATION

www.ipsbusinessadvisory.com.au



Carly (Start Ups; Growth; Exit Strategies; Hospitality; Retail and Tourism) and Jerry (Digital Marketing; SEO; Google; Start Ups; Growth).

IPS Business Advisory

The IPS Business Advisory team provides free, confidential support throughout your business journey via one-on-one sessions and workshops.

Our accessible workshop program offers targeted learning and networking, using our advisors' firsthand experiences to offer engaging workshops. With specialists across many business areas, we ensure you're matched with the right Business Advisor for your needs. Think of our team as an extension of your business.

In Focus: Peel's Business Landscape

Opportunities at Mandurah Biz Fest

WORDS | Peel Development Commission, Shire of Boddington

IMAGE | Jackie Campbell

On 29 June, the Mandurah Biz Fest showcased the vibrant diversity of local businesses at the Mandurah Performing Arts Centre.

Advisers from the Peel Development Commission, Therese Ejsak and Simone Hutton, engaged an audience of local business owners with their panel discussion on grants and funding, joined by IPS Business Advisory, City of Mandurah, and Bluebird Technology & Consulting.

Key takeaways from the first ever Biz Fest

- Attendance exceeded 210 participants, not counting the businesses on display.
- Local radio station DNRI, which broadcasted live from the event, marked a record continuous listenership with 16,824 tuning in throughout the day and a peak of 874 listeners at once.
- Feedback was overwhelmingly positive, with 93% of respondents eager to attend similar events in the coming future.

The networking opportunities, workshops, and interactive activities at Biz Fest highlighted the close-knit nature of our community. With the event's successful debut showing the positive ties within our small business ecosystem, organisers are considering similar initiatives in the future. The Commission is pleased to support events that contribute to the steady growth and development of our local businesses. More information: <https://www.bizfest.au/>



Boddington Business After Hours

The Shire of Boddington's local businesses recently gathered for the first Business After Hours event of the year. The Shire's CEO, Julie Burton, kicked off the event by welcoming guests and offering insights into current projects that are bolstering local economic development.

Representatives from the Peel Chamber of Commerce and Industry, Peel Development

Commission, and Community Bank Pinjarra highlighted the available support for Boddington businesses.

The evening featured networking opportunities, allowing local businesses to connect, unwind, and enjoy refreshments from Food Boss Diner. The next event is scheduled for February 2024. For more information, reach out to the Shire of Boddington at **9883 4999** or shire@boddington.wa.gov.au.

Unlocking Local Opportunities

The state government's Local Content Program is dedicated to enhancing the involvement of regional businesses in supply or works contracting.

We understand that navigating the supplier landscape can be daunting for many businesses. That's why Local Content Advisers are strategically positioned within each Regional Development Commission. Their primary role? To champion supply opportunities and foster the growth and capability of regional businesses.

The Commission actively supports local businesses through events and

workshops, designed to demystify government procurement and streamline the grant application process. Stay updated on opportunities by following us on Facebook, LinkedIn, or subscribing to our e-News.

For more information, contact Peel's Local Content Adviser, Therese Ejsak, at **9535 4140** or via email at therese.ejsak@peel.wa.gov.au.

Using technology

to help build a strong and resilient community

WORDS & IMAGE | Shire of Serpentine Jarrahdale

With the devastation of Yarloop and Gidgegannup communities still fresh in the minds of all West Australians, and the Shire of Serpentine Jarrahdale located within and adjacent to the Serpentine National Park, the Shire is fully aware of the bushfire risk to its community.

In the past the focus has primarily been around community compliance and a willingness by residents to complete necessary burning and fire breaks before the 1 December deadline. This year the Shire of Serpentine Jarrahdale has taken its preparedness for summer to the next level, launching a state-of-the-art dashboard to ensure its 229 volunteer fire fighters maintain a significant edge this fire season.

Put simply, the dashboard is a conduit that effectively allows the Shire's seven volunteer brigades to easily interact with the Shire. The Volunteer OneComm module replaces a clunky and inefficient paper-based system with an interactive module that will improve record keeping, accountability and productivity, meaning volunteer fire fighters can spend more time training, educating the community and fighting fires.



Seven brigades cover and protect 905km² of Shire land.

The system is a huge leap forward with the dashboard being the single source of truth for all documentation and record keeping.


The dashboard simplifies everything, allowing volunteers to access the system from anywhere to check or log vehicle faults, create work requests, order PPE uniforms and equipment, or lodge a safety report.

The Volunteer dashboard has been in user-testing phase with the Mundijong Volunteer Bush Fire Brigade since early September. Feedback from the brigade to the Shire indicated the change over to the new system needed to be slower, educating all chiefs and volunteers adequately before roll-out.

"We needed everyone to feel comfortable with the dashboard, to understand exactly what it's capable of and how much time it saves, so we delayed the launch of the dashboard until November to make sure this occurred.

We need our brigades doing what they do best — protecting our community through education, community engagement, training and fighting fires.

The Shire is committed to improving the safety of our staff and our community by giving our people the information and tools to stay safe and do their jobs well. The Shire saw an opportunity to help our volunteer brigades achieve this by developing and implementing a dashboard to reduce administration time, increase productivity and improve safety.

Dashboard training will be rolled out across the seven volunteer brigades in October, with Phase One of the OneComm Volunteer Dashboard being launched across the Shire in November. Phase 2 of the dashboard will launch in 2024. 

2023 Serpentine Jarrahdale Career and Enterprise Expo



I was able to ask questions to a range of people in different industries who all had different pathways to get to where they are now, like attending university or TAFE, or doing an apprenticeship.

Student participant, Expo Day 1


WORDS & IMAGES | Shire of Serpentine Jarrahdale

Designed to connect the community with local employers and showcase career pathways, the inaugural Serpentine Jarrahdale Career and Enterprise Expo at Byford Secondary College attracted over 1,400 students, 500 community members, and 32 educators over two days.

The free event provided students and the broader community an opportunity to learn, connect, and share with employers looking to build their workforce.

Day 1 focused on students with workshops, career advice, and networking, while Day 2 was open to the public. In total, 55 exhibitors from various sectors engaged with job seekers and talent.

All exhibitors were encouraged to bring an interactive element to their exhibit to engage students, and they delivered. Here are some of the highlights:

- Virtual Reality (VR) experience with Mindflight 7
- VR experience with Submariner Recruiting
- Robotic Dog with Murdoch University
- Headshots with Star Bright Photography
- Apprenticeships 101 with Alcoa
- Resume Building with Student Edge
- First Aid practice with AMA 

55 exhibitors were organised into 12 industry clusters to help attendees easily find information about their preferred industries.

- 1 Community & Support Services
- 2 First Job & Early Career
- 3 Health & Recreation
- 4 Business & Tourism
- 5 Manufacturing & Engineering
- 6 Building a& Construction
- 7 Emergency Services & Defence
- 8 Science, Minerals & Energy
- 9 Agriculture
- 10 Entrepreneurship & Technology
- 11 Education & Upskilling
- 12 Arts & Creative



Everyone we spoke to was very engaging and interested in helping our son to explore different career pathways and options. The venue was perfect and ideal for this sort of event.

Parent, Expo Day 2

Peel Business Park News

The first phase of the exciting Transform Peel initiative, Peel Business Park in Nambeelup is nearing completion of the Stage 2 civil works, with the wastewater pump station and pressure main works commencing soon.

SECURE YOUR SPOT AT PEEL BUSINESS PARK

Local Peel-based civil contractor, Wormall Civil, is expecting to complete the 6.9 hectare Stage 2 civil construction works in November 2023.

The Park is strategically located 10km north-east of Mandurah, in the Shire of Murray. Stage 2 comprises of 11 lots ranging in size from 1,650sqm to 25,094sqm.

The Stage 2 lots were released for pre-sale in late 2022, with nine lots now under contract. The remaining

supply includes a 10,395sqm service commercial lot and one industrial lot.

These lots will suit general service, commercial turning and fabrication, transport and logistics, wholesale storage, warehousing and agri-innovation purposes.

Industrious Property Group Director, Warick Irving reports sustained and strong interest from a diverse range of industry and occupier types. He expects the remaining Stage 2 lots to sell quickly.

"The land is competitively priced, benefits from a unique range of services and offers proponents exceptional connectivity to Mandurah, Bunbury and Perth's growing southern corridor," Warick Irving said.

Do you want to join the growing Peel Business Park?

Contact Warick on +61 413 863 335 or warick.irving@industriouspg.com.au



Pictured (right to left), Dominic Da Cruz (Executive, ESG and Stakeholder Engagement), Hamish Moffat (Zenith Energy Managing Director), and Simon Jelly (Executive, IPP Growth) with a member of the APA23 awards.

DEVELOPMENT PROGRESS

The Park has been teeming with construction activity, with the office and workshop for Profile Systems on Lot 32 now operational and the facility on Lot 33 close to completion.

The construction of the service station and showroom development on the corner of Lakes Road and Dollyup Street is progressing well, anticipated to be operational by late 2023 and will include fuel and bakery tenants. This development will also offer five leasehold commercial units ranging from 237sqm to 401sqm.

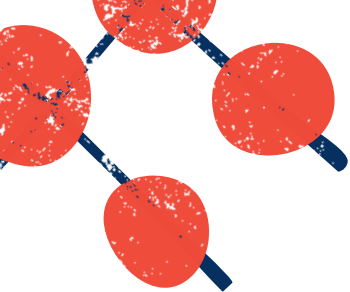
These developments join the Bushfire Centre of Excellence, the Food Innovation Precinct WA (FIPWA), Bells Engines and Westurn Engineering, which are complete and operating from the Park.

AWARD-WINNING MICROGRID

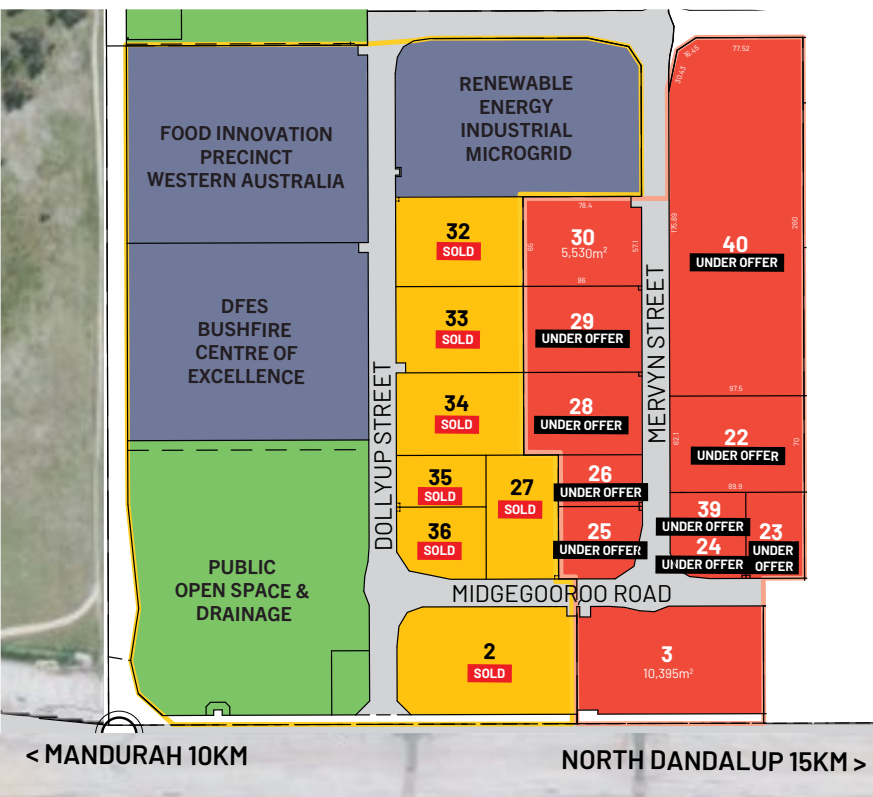
Zenith Energy, who have delivered the Peel Renewable Energy Industrial Microgrid at Peel Business Park, has been recognised internationally for its outstanding contributions in the power sector by winning two categories at the Asian Power Awards 2023, including

"IPP of the Year - Australia" and "ESG Programme of the Year - Australia." These awards acknowledge the leading role in Australia's deployment of off-grid renewables, resource sector decarbonisation and First Nations collaboration.





- STAGE 1 - SOLD OUT
- STAGE 2



FAST FACTS



The Park has been nationally recognised by the Urban Development Institute of Australia (UDIA) as an environmentally sustainable development.



The Park covers 1,000ha and when complete is expected to create around 2,000 local jobs and inject about \$1 billion into the State's economy each year.



The Park is home to Australia's first renewable energy microgrid, combining onsite solar generation, battery storage and a grid connection back up energy, providing a safe, reliable renewable and scalable energy solution at a lower price for customers



Stage 1 has sold out and Stage 2 lots are now available.

All lots within the Park are serviced with power, water, sewer, gas and communications.



The Transform Peel project partners include:

- DevelopmentWA
- Peel Development Commission
- Department of Primary Industries and Regional Development
- Department of Water and Environmental Regulation
- Shire of Murray
- City of Mandurah



Kaadadjan or Katitjin? Did you know that 'Kaadadjan' means knowledge in Noongar language? As the Noongar language has an oral history, you may also see the spelling as 'Katitjin'. To learn more about the origins on the Park's Noongar name, visit the www.developmentwa.com.au/peel

Lot#	Land Size	Land Use	Price (ex. GST)
3	10,395sqm	Commercial	\$1,732,500
22	6,765sqm	Light Industrial	UNDER OFFER
23	2,656sqm	Light Industrial	UNDER OFFER
24	1,680sqm	Light Industrial	UNDER OFFER
25	2,992sqm	Light Industrial	UNDER OFFER
26	2,288sqm	Light Industrial	UNDER OFFER
28	5,160sqm	Light Industrial	UNDER OFFER
29	5,375sqm	Light Industrial	UNDER OFFER
30	5,530sqm	Light Industrial	\$892,000
39	1,650sqm	Light Industrial	UNDER OFFER
40	25,094sqm	Light Industrial	UNDER OFFER

Disclaimer: this sales information is correct as of October 4, 2023.



Industrial Lands Authority

Shaping our State's future

FOR MORE INFORMATION

For sales enquiries contact Warick Irving at Industrious Property Group on +61 413 863 335 or email warick.irving@industriouspg.com.au

For more information about Peel Business Park visit www.developmentwa.com.au/peel



Q&A: CEO profile

Casey Mihovilovich City of Mandurah



WORDS | Casey Mihovilovich

Casey Mihovilovich was appointed the City of Mandurah's Chief Executive Officer in April 2023 after joining the organisation in 2019 as Director of Business Services.

With over 17 years of local government experience, the dream to lead the City of Mandurah is a reality.

She is now raising her own family in Mandurah. She believes anything is possible for our community.

Q: What inspired you to take on the challenge of leading the City of Mandurah?

I have lived in Mandurah since I was born and I am passionate about making sure Mandurah's future is bright. I'm committed to leading a high-performing organisation that is focused on the community, and projects that will bring social, environment and economic benefits. Leading the City of Mandurah is exciting and an opportunity that I look forward to every day.

Q: Can you share a favourite quote or motto that guides your leadership?

My values are to be honest, compassionate and promote change. My leadership approach is ensuring I have the right people with the right skills and knowledge, with the information required, at the table to get the best outcome.

Q: Can you share some of the unique features and attractions that make the City of Mandurah stand out as a destination for both residents and visitors?

The Giants of Mandurah is one of our major attractions which has brought thousands of visitors to the area. Our waterways, nature reserves, city centre and foreshores make Mandurah the best place to work, live and enjoy. There is

so much to do on our waterways, especially when our Mandurah Estuary and Peel Inlet is twice the size of Sydney Harbour.

Q: What is a lesser-known fact about the City of Mandurah that you think readers would be surprised or intrigued to learn?

Mandurah is home to Yalgorup National Park, the largest national park on the Swan Coastal Plain (which spans as far south as Busselton, out to Harvey, and up to Jurien Bay). It has a rich cultural history and is a place of cultural significance for the Noongar people. The Yalgorup National Park covers 13,000 hectares and has 10 lakes that make up the internationally recognised Ramsar wetland system and the Lake Clifton Thrombolites that resemble the earliest forms of life on earth.



Our waterways, nature reserves, city centre and foreshores make Mandurah the best place to live, work and enjoy.

Casey Mihovilovich




Q: As a leader in the community, what advice would you give to aspiring leaders or individuals interested in making a positive impact in the City of Mandurah and the Peel region?

Continue to learn, gain experience, share your knowledge with others and be part of the community. Mandurah and the region need many leaders to ensure the community is strong and we are supporting one another.

Q: What do you like to do in your spare time?

Spend time with my family and friends, exercise and work.

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

Everything! I love the location, the natural environment, the high-quality facilities the City provides, the community feel and connection, and that my family are all close by. 



Mandurah crowned Australia's Top Tourism Town

WORDS & IMAGE | City of Mandurah

Mandurah continues to ride a wave of momentum after being named Australia's Top Tourism Town in September. The awards recognise a strong commitment to encouraging tourism and increasing visitation to the destination.

This top award comes off the heels of a series of tourism triumphs for Mandurah, including winning back-to-back gold in the WA Top Tourism Town awards in 2022 and 2023.

Mayor Rhys Williams said the top tourism award was a testament to Mandurah's natural beauty enhanced by the commitment of hundreds of hospitality and tourism workers, a vibrant tourism business scene and a dedicated tourism organisation in Visit Mandurah.

"I'm proud that after making some large reforms to our approach to tourism a few years ago, we are seeing a new story for tourism in Mandurah. Projects like the Giants and our goals around the activation of Yalgorup National Park are examples of the potential we have as a destination city here in Western Australia," Mayor Williams said.

"This year marks 10 years that the City has funded our local tourism organisation, and the growth and development of tourism offerings during that time has been incredible."


"Our local teams have worked so hard to transform tourism in Mandurah, giving visitors the very best attractions and experiences, and this is something I'm very proud of."

"Tourism is not just about welcoming visitors to share in our unique offerings; it's about growing our businesses, employing our local people in meaningful jobs, and celebrating our natural assets.

"I'd like to recognise the amazing work of our local hospitality and tourism operators who have gone from strength to strength to further enhance our tourism experiences, as well as the teams behind Mandurah's popular events and festivals.

"A very special thanks to FORM Building a State of Creativity and artist Thomas Dambo for the incredible addition of the Giants of Mandurah to our tourism offering. This Australian-first exhibition has attracted thousands of visitors to our city, and we're keen to further build upon this momentum in transforming Mandurah."

Mandurah's winning momentum continued at the Perth Airport WA Tourism Awards held on November 11 with wins across four categories, recognising excellence and innovation in the tourism sector.

The Giants of Mandurah exhibition also struck Gold in the 'Major Festivals and Events' category with FORM winning the award for their work in initiating and producing the outdoor art trail. 

City unveils exciting new directions for Mandurah's biggest priorities

WORDS & IMAGES | City of Mandurah

Neighbourhood connections, celebrating local arts and culture, and protecting the natural environment are important ingredients to a successful city and among the biggest priorities for the Mandurah community.

In line with its 20-Year Strategic Community Plan, the City of Mandurah recently unveiled its environment, place enrichment and arts and culture agendas, which were developed alongside the local community, ensuring Mandurah is on the path to a vibrant future.

Mayor Rhys Williams said in recent months the City had crossed some important milestones in its agenda for transforming Mandurah.

"Council has an ambitious economic development agenda to strengthen our economy and address structural unemployment, but we recognise that in the 21st century, successful cities also have a deep intrinsic connection to community through vibrant arts and culture and by enhancing the natural environment that they sit within," Mayor Williams said.

"Cities aren't just economies, they are communities, at the heart of which are connections to local people, stories and place, which we can do through arts and culture, and a connection to country, which we can achieve through protecting and enhancing our local environment and by activating our natural spaces for the community to experience and enjoy.

"We have worked closely with our local community to determine key goals over the next decade that sit alongside the City's economic development agenda to build community connections and leverage all of the natural assets that exist here."

The new five-year Arts and Culture Strategy, launched during the Mandurah Arts Festival in October,

sets an aspirational direction for the local scene, with the City aiming to create an inspired and innovative cultural city that celebrates diversity, heritage and opportunity.

The month-long Mandurah Arts Festival was the first art and culture event for the city's new direction. As well as the new-look festival, there's also a focus on partnerships, supporting creative industries and artists, and a strong commitment to public art.

The City recently commissioned two stunning murals at Falcon Bay and Mandurah Library, and aims to create 10 murals and three pieces of public art over a five-year period.

In a first for the City, the Place Enrichment Strategy was also launched in October, highlighting





The Place Enrichment Strategy highlights the importance of fostering strong neighbourhood connections.



Creative Little Giants workshop during the Mandurah Arts Festival.

the importance of fostering strong neighbourhood connections, vibrant local areas, and creating a place for everyone.

The strategy focuses on community-led ideas and projects, building the capacity of people to create communities they want to see. It's also a commitment from the City to work alongside residents to create lively, inclusive and places.


Council will also soon receive the final 10-year Environment Strategy, which has been developed in close collaboration with environmental groups, Aboriginal Elders, City employees, Elected Members and

the broader community to shape a shared vision that reflects the connection to, and aspirations for, the natural environment.

It brings together the City's environmental work across many different areas and provides clear direction and priorities for the future in efforts to protect and nurture the environment.

"The interaction of our economic development, place enrichment, arts and culture and environment strategies will see us advance projects like activating Yalgorup National Park, building a new library and learning centre, further developing our arts and culture

offering and driving initiatives to create close-knit neighbourhoods across Mandurah's 17 different suburbs, celebrating each of those individual places, their heritage, local assets and local people," Mayor Williams said.

"When you put together the social agenda that these pieces of work lay out and you sit this alongside our agenda to transform Mandurah's economy, we've got an incredibly strong framework for ensuring that Mandurah's best days are ahead." 

MORE INFORMATION

For more information go to mandurah.wa.gov.au



Murray Engineering's locally manufactured Ultra-Fast Recharging Battery Electric Vehicle and ruggedised DC Charging Station for underground mining.

Locally supplied **EV Recharging Stations**

WORDS & IMAGES | Murray Engineering

Murray Engineering is revolutionising the electric vehicle (EV) charging landscape with its cutting-edge DC Fast-Charging Stations, with chargers ranging from compact 40kW units to game-changing 360kW super-fast charging stations.

These state-of-the-art chargers offer a dynamic solution to cater to the evolving needs of EV owners and the automotive industry at large — enabling EV owners to recharge their vehicles within minutes, instead of hours.

“The greatest setbacks to electric car ownership are the slow recharging times and limited access to charging stations. EV motoring should be a fuss-free and enjoyable experience beyond urban confines, especially when you’re out and about touring scenic routes across our beautiful Peel region,” says Dr Max Ong, Murray Engineering’s Innovation and Technology Manager.

The company is currently offering 60, 90, 120, 150 and 180kW Charging Stations featuring multiple charge points — each plug is able to deliver the full power to a single vehicle if desired — and is looking at joint commercial opportunities to deploy smart chargers that feature live media advertising capabilities for effectively promoting local businesses and tourism. These innovative chargers enhance the charging experience for users while stimulating local business growth simultaneously.

Other options for public spaces include user-friendly, stylish bollard-type outdoor AC Charging

Stations that would complement car parks, shopping centres, offices, or even home use- all at a cost-effective price point with a simple installation process.

Murray Engineering's EV charging solutions are equipped with international standard plug connectors that are compatible with a wide range of carmakers including Tesla, BYD, Volvo, Nissan, Kia, Hyundai, MG, Ford, Mitsubishi, Audi, Mercedes, BMW, Porsche and many other popular passenger vehicles.

For industrial and commercial vehicles, the charging stations from Murray Engineering will also recharge popular commercial EVs such as electric trucks, buses and mining equipment from Volvo, Scania, SEA, Fuso, Hino, Iveco, Isuzu, Epiroc, Mercedes-Benz trucks and many others.

The company's commitment to operational excellence extends to its specialised industrial-grade, mine-spec DC Fast-Charging Stations that readily serve the mining, construction, and heavy industry sectors. These rugged, transportable EV Charging Stations are available in the 20–90kW range for small to medium machines, with a substantially more powerful 120–360kW range serving larger vehicles and machines.

“We understand industry's motivation to fulfil their sustainable energy and decarbonisation goals through the electrification of transport, earth moving and haulage operations. Our powerful, rugged Fast-Charging Stations are the modern equivalents to rapid-refuelling that minimises disruption to productivity by enabling very rapid turnaround times.”




Murray Engineering's AC and DC charging stations are set to transform the way local governments and industries recharge electric vehicles in the Peel region.

These innovative charging solutions were prominently showcased at the Australian International Mining and Resources Convention (IMARC) 2022 and 2023 in Sydney, accompanied by Murray Engineering's locally produced Battery-Electric Landcruiser (BELV) for underground mining operations, highlighting Murray Engineering's dedication to sustainability. To further bolster

About Murray Engineering

Murray Engineering is a diversified solutions partner, servicing a wide range of industries including mining, resources and renewables, energy and electrical, civil and construction, dewatering, water and wastewater, and automation and control systems.


Established in 2006 in Kalgoorlie, Western Australia, the company is headquartered in Pinjarra WA at a 55,000m² facility, with other branches and workshops located in Newcastle, Sydney, Kalgoorlie and Mongolia. The business employs over 500 staff members and has a proven track record of providing full-service capabilities across a multitude of industries.

If you would like to apply for any jobs offered by Murray Engineering, please forward resume & cover letter, in WORD or PDF format only to hr@murrayengineering.com.au or follow the links on SEEK. 

MORE INFORMATION

For more information about any Murray Engineering products please contact sales@murrayengineering.com.au



their commitment to a greener future, Murray Engineering offers Battery Energy Storage Systems (BESS) units that enable off-grid EV charging, harnessing renewable energy sources such as solar, wind, hydro and green hydrogen. With Murray Engineering's pioneering EV charging infrastructure, the future of sustainable transportation in the Peel region is in good hands. 

Peel Harvey Waterways:

Promoting the economic significance
of our environmental assets



**“
Healthy and
functioning
waterways
provide significant
socio-economic
value to communities
and regions.”**

WORDS | Tim Connoley, Urbis & Peel Development Commission
IMAGES | Visit Mandurah and Russell Ord Photography

The Peel Harvey Waterways (PHW) is an iconic system of rivers and estuaries that attract 3 million trips annually. With a total economic value of over \$20 billion, the waterways are vital not only to the Western Australian environment, but in delivering significant benefits to residents, visitors, and the broader economy.

Input from the Peel Development Commission (PDC), Peel-Harvey Catchment Council (PHCC) as well as stakeholders provided important context regarding the role the waterways play within the economy and social fabric.



The Economic Evaluation of Peel Harvey Waterways report was endorsed by the Bindjareb Djilba (Peel-Harvey estuary) Protection Plan Policy and Planning Coordinating Committee at their meeting on 2 June 2023.

Did you know?

The Peel Harvey Waterways contribute an estimated **\$605.7 million** each year to the WA economy, about five times the gross value added (GVA) of the Ningaloo Reef in the Gascoyne region.

Perth-based consulting firm, Urbis, worked with the Peel Development Commission and Peel-Harvey Catchment Council to deliver a report assessing the total economic value and annual economic contribution of this important environmental asset.

In the research process, we engaged with 15 organisations, including Aboriginal Elders, Local Councils, community leaders, and local businesses. This work will help shape the Peel Harvey Waterways by highlighting the vital role they play in the regional economy. By understanding the economic contribution of the waterways, stakeholders can better maximise their environmental efforts.

Healthy and functioning waterways provide significant socio-economic value to communities and regions. The benefits are broad and include business conditions, tourism, local population attraction, urban development, and more.

The importance of the Peel Harvey Waterways

As an internationally listed Ramsar Wetland, the Peel-Harvey estuary is vital in supporting migratory birds, aquatic life, and endangered species. Tourism activities, centred around the natural capital, are varied. Many use the waterways for recreational boating, fishing, and sightseeing. Analysis of Human Movement Data reveals that 37% of visitors interact with the PHW. Annually, the economic contribution of the PHW is approximated at \$605.7 million, supporting over 2,000 full-time equivalent (FTE) jobs.

Context Analysis

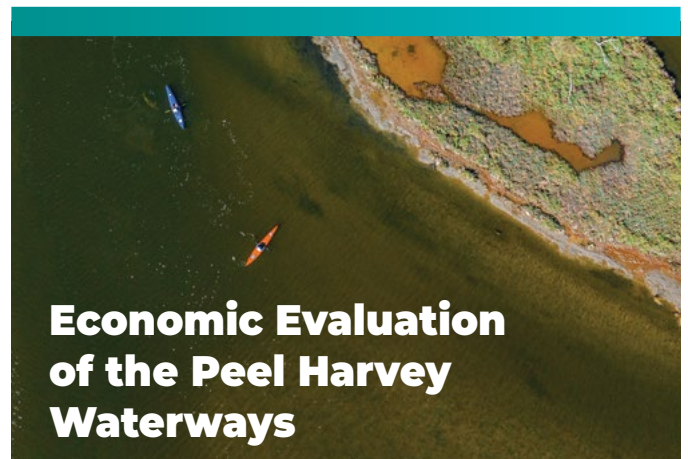
The Peel Harvey Waterways were assessed under varied contexts, including health and wellbeing, science and biodiversity, tourism and hospitality, recreational uses, and urban development. Our in-depth research provided an understanding of how the waterways were used, before allocating an economic value.

Some report highlights include mobile phone location analysis to understand waterway usage patterns and an evaluation of 30 years of property sales, showing a property near the waterway attracted a price premium.

We are proud of our work with the Peel Development Commission and Peel-Harvey Catchment Council. 🦋

MORE INFORMATION

Please reach out to our team at [Urbis.com.au](https://www.urbis.com.au)



Economic Evaluation of the Peel Harvey Waterways

The report outlines the waterways' ongoing contributions to both the economy and the environment, and the vital role of their maintenance for the Peel region and broader WA economy.

You can download the full report from our website:
www.peel.wa.gov.au/urbis-economic-evaluation-peel-harvey-waterways

Bushfire skills on display at Katitjin Open Day

WORDS | DevelopmentWA

IMAGES | DevelopmentWA, Department of Fire and Emergency Services (DFES), Food Innovation Precinct Western Australia (FIPWA), Shire of Murray

A day of family fun, science and bushfire awareness was on offer at the Nambeelup Katitjin Open Day, held at Peel Business Park on Sunday October 15.

The Park's businesses, alongside The Shire of Murray, Department of Fire and Emergency Services (DFES) and the Food Innovation Precinct Western Australia (FIPWA) facilitated activities, displays and delicious food and drinks for all ages.

DFES Bushfire Community Day

DFES and the Bushfire Centre of Excellence (BCoE) ran its informative Bushfire Community Day to spread awareness and promote bushfire preparedness, attracting 800 community members.

Everything you could imagine to help prepare for bushfire season was on offer, for both adults and children.

The Baldvis Volunteer Fire Emergency Services conducted demonstrations and Community Emergency Services Manager, Aaron Higgins, talked about what the community can do if they encounter a bushfire while driving and have no option other than to shelter in their vehicle. Chris Ferreira from *The Forever Project* also ran sessions on creating a 'FireWise Garden'. Additionally, the BCoE Cultural Fire Program team spoke about the importance Caring for Country and cultural burning.

Children's activities included bushfire virtual reality — which enabled participants to experience what it would be like to be a firefighter, the RAC Rescue Helicopter simulator and firefighter obstacle courses.

Food science on display at Food Innovation Precinct Western Australia (FIPWA)

FIPWA is home to food and beverage science and innovation, transforming WA's food and beverage manufacturing industry.

Science was on display, with Murdoch Food Science and Nutrition students, Kylie Marchese and Silvana Pante-Cohen, putting punters' taste buds to the test.

They were testing who could tell sugar free soft drink from the original version. Only a couple of savvy tasters got it right!

Kylie and Silvana showcased practicing their skills in sensory analysis in the Murdoch Food Centre. They loved sharing their






To find out how we can brew your craft beer dream into a reality, contact Head Brewer Tess Campbell at tess@spinifexbrewery.com.au

Groundswell Café and Swell Catering did a fantastic job keeping everyone fed and caffeinated on the day. The café opened in the Food Innovation Precinct in May 2023 and is serving up strong coffee, and a range of mouth-watering sweet and savoury delights Monday to Friday between 7.30am – 1.30pm.

Sustainability and innovation at the core of the Park

The Peel Business Park has a focus on building opportunity through industry. It's a place of productivity; where business, industry, training, research and development come together, invigorating the Peel region.

DevelopmentWA staff were onsite explaining the exciting growth of the Peel Business Park.

With Stage 2 for sale at competitive prices, there is plenty of opportunity for new businesses to enter the Peel Business Park. 

knowledge and passion for food science with other local foodies and were proud to provide a window into what studying food science entails.

Beer garden, live music and ice-creams!

With all the learning opportunities available, everyone's brains got a great workout. The food stalls and live entertainment available provided an opportunity for everyone to relax.

Spinifex Brewing Co. had a beautiful beer garden set-up, with live entertainment and brew tours.

People were invited to come behind the scenes to explore their brand-new production facility and discover the art and science behind brewing their unique craft beers.

The Spinifex team are producing the world's first Australian native infused beer range in collaboration with an expanding network of Aboriginal farmers who grow and harvest botanicals for their Indigenous partner supply organisations; Rivergum and Bin Dam Mie.

Head Brewer Tess Campbell and her team demonstrated how they use locally sourced native ingredients to create sophisticated and flavoursome craft beers. Spinifex Brewing were pouring these innovative products, including the limited-edition wattle seed infused 'Australian Stout' in the beer garden to quench a thirst generated on a 35-degree day.

Kaadadjan or Katitjin?

Did you know that 'Kaadadjan' means knowledge in Noongar language?

As the Noongar language has an oral history, you may also see the spelling as 'Katitjin'.

Q&A: CEO Profile

Dean Unsworth

Shire of Murray



WORDS | Dean Unsworth, CEO,
Shire of Murray

Dean Unsworth has been the Shire of Murray Chief Executive Officer since 2007.

He is passionate about the Peel region and is committed to working with the community to guide Murray into the future, maintaining an enviable lifestyle for its residents whilst attracting investment and visitor revenue for the local economy.

Q: How has the Shire of Murray transformed during your tenure, and what standout contributions has the team made to this development?

The Shire has transformed significantly from a quiet, small, rural Shire to one that is growing and buzzing. During the last six years, the Shire of Murray has had a much heavier focus on economic development. When the Murray unemployment rate reached 10.6% in September 2016, as opposed to Greater Perth's 6%, we realised that we needed to focus more heavily on broadening our economic base and to create jobs that keep people living and working in our Shire.

Three of the significant contributions include:

1. The 1000-hectare Peel Business Park and Food Innovation Precinct WA (FIPWA). FIPWA was recently awarded the Economic Development Australia national award for Partnerships and Collaboration.
2. The transformation of Dwellingup into a national and international tourism destination, winning the national Top Tiny Tourism Town for 2023, and multiple state awards previously.
3. Redeveloping the historic Exchange Hotel precinct.

Q: Where do you see the Shire of Murray headed in the next decade?

The future of the Shire of Murray is very bright. Our focus for the FIPWA will be expanding into a leading international hub for agri-research and development and creating export opportunities for small-to-medium enterprises.

We also plan to develop our equine industry to be the go-to place in WA for racing, pacing and recreational equine pursuits. We are revitalizing the Pinjarra townsite through the

re-establishment of the Exchange Hotel and supporting the Heavy Haulage Deviation, which will create a pedestrian and tourist-friendly environment. And working on ensuring that there are numerous short stay accommodation offerings in Dwellingup and Pinjarra.

Our goal is to provide more job opportunities within Murray, eliminating the need for residents to commute to the city or other regions for work. With our abundant natural resources, diverse living options, and convenient one-hour proximity to Perth, we believe Murray has a lot to offer its residents.

Q: Can you share some of the unique features and attractions that make the Shire stand out as a destination for both residents and visitors?

One of Murray's key attractions is its proximity to Perth for tourists and residents, providing a wide range of residential lifestyle options. Whether you prefer canal lots, urban living, hobby farms, spacious acreages, or waking up to the scent of the Northern Jarrah Forest, Murray offers a variety of residential experiences.

IMAGE: Visit Dwellingup





IMAGE: Visit Pinjarra

The Murray region is filled with award-winning features and attractions offering an easy escape for all. From adrenaline-fuelled thrills and action-packed adventure, to relaxing boat cruises and local history and arts, there's something for everyone.

Q: What lesser-known aspects or hidden gems of the Shire of Murray have you come to appreciate the most over the years?

The remains of the Marrinup Prisoner of War camp in Dwellingup is a hidden gem that has such rich value for Murray. Camping at Herron Point on the Peel Estuary while enjoying fresh crabs and being so close to amenities but so far away from the hustle and bustle of life is also something very special.

Q: As a leader in the community, what advice would you give to aspiring leaders or individuals interested in making a positive impact in the Shire of Murray and the Peel region?

I believe that aspiring leaders should research great leaders and successful people and see what makes them stand out. There is always a lot to learn from other leaders, whether it be the greatest leaders of our time or someone local you respect. Try and understand

the characteristics that make them stand out. Finding a mentor is so important, especially for aspiring leaders. And finally, never be afraid of using your voice and your mind — but just make sure you have researched your topic first!

Q: Can you share a favourite quote or motto that guides your leadership?

My father always said, “You have two ears and one mouth, so use them in that proportion.”

Q: What do you like to do in your spare time?

I am a very big lover of music and have been a collector of vinyl records for many years. I am not a TV watcher (but never miss a Hawthorn game) so enjoy listening to wide and varied range of music — but usually music released before 2000!

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

It is the natural attractions and for the Shire of Murray, the country feel. The region has all the things I love, including national class racing and pacing tracks, world class trails, a stunning estuary and still has a real connection to our land and waterways. And being three minutes from work is the envy of everyone living in Perth. 🐦

Dwellingup was crowned **Australia's Top Tiny Tourism Town** at the 2023 National Top Tourism Town Awards

The awards celebrate towns across Australia that demonstrate a strong commitment to encouraging tourism and increasing visitation to the destination.

In May 2023, Dwellingup was crowned Western Australia's Top Tiny Tourism Town. This recognition marked the third consecutive year the town had been celebrated as one of Western Australia's best destinations, previously winning Gold in 2021 and Silver in 2022.

Located just over an hour's drive from Perth, Dwellingup is one of Western Australia's oldest towns, offering an abundance of nature-inspired experiences and unique adventures to suit visitors of all ages.

Dwellingup is home to incredible natural landscapes, from spectacular national parks to thriving river trails and towering old-growth forests that immerse visitors in their beauty.

Explore the best of Dwellingup: dwellingup.destinationmurray.com.au

Curtin Ignition

Peel entrepreneur drives sustainable innovation

WORDS | Peel Development Commission

IMAGES | Curtin Ignition

Strengthening the capabilities of the Peel region's human capital is a key objective for the Peel Development Commission. Reflecting this commitment, the Commission sponsored a Peel-based applicant for the 2023 Curtin Ignition program.

This week-long intensive program is designed for aspiring entrepreneurs, academics and corporate innovators to trial and prepare business ideas for the commercial environment.

This year's beneficiary identified a common problem at our beaches and aimed to solve it using sustainable means. Peel business owner Nicole Ingram noticed the

inconvenience faced by families with dogs at the beach, juggling between pet and play. From this observation, a concept emerged: a product allowing dog owners to secure their pets while on sandy beaches.

Nicole developed a prototype effective in sandy conditions, unlike existing options that are limited to hard ground. She plans to produce the product using recycled plastic, addressing the gap left by the discontinuation of the RED cycle soft plastic initiative.

"Long term, I'd like to establish recycled plastic manufacturing in the Peel region, so that we can use our plastic waste to support the manufacture of recycled plastic products locally. This will create jobs in the Peel region and open the opportunity for other businesses to have their products made in Peel from recycled plastic too," she said.

Nicole found her time at Curtin Ignition invaluable. "Some of the most impactful experiences were



Switch to recycled plastic!

Nicole seeks collaboration with local businesses using plastic products. If you are interested in transitioning to recycled plastic or aiding in prototype development? Contact Nicole at: nicole@growcookeatwa.com.au.

listening to other people's business ideas, understanding their WHY, and hearing about their journeys so far."

Through the program, she refined her business model and developed a valuable network that was instrumental in shaping her path forward.

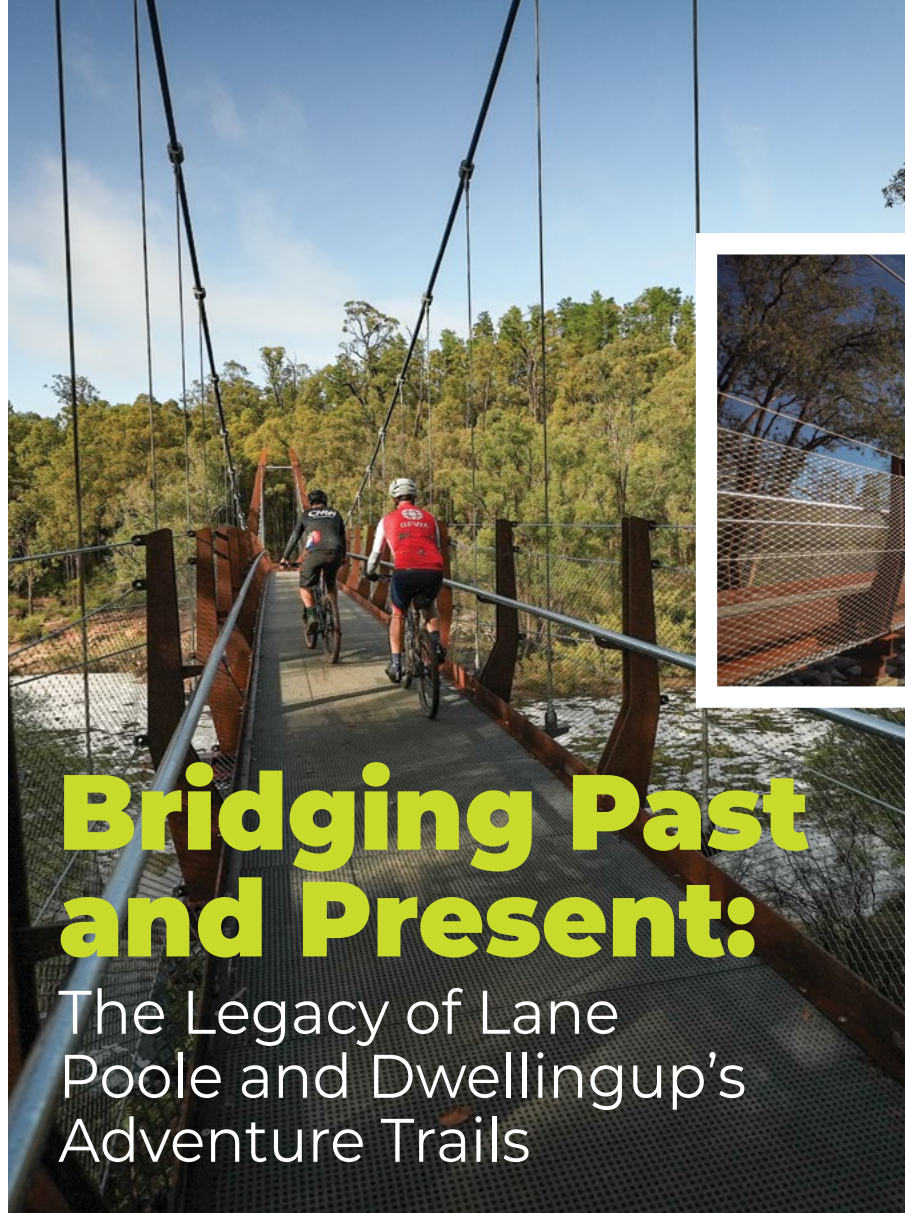
"...the contacts have helped me understand the steps I need to take to fully develop my product from prototype to initial launch and then onto full scale manufacture. It's an exciting journey!"

Nicole is actively advancing her prototype and building connections within the plastics sector. "I aim to have a product in the market within 12 months. With my experience and knowledge gained, I'd like to expand the range of products made in recycled plastic," she shared.

Reflecting on the entrepreneurial landscape Nicole noted, "I'd encourage anyone with an idea to go for it. The Ignition program showed me that WA has a wealth of talent and a thriving network of organisations and professionals taking innovative ideas to market. It's an exciting time and a great opportunity to develop new industries to take WA into the future."

The Curtin Ignition program runs annually in September. For more information, visit curtin.edu/ignition.





Bridging Past and Present:

The Legacy of Lane Poole and Dwellingup's Adventure Trails

WORDS | David Doepel, Chair, Peel Development Commission

IMAGES | Department of Biodiversity, Conservation and Attractions

In June of this year, I attended the grand opening of the Dwaarlindjirraap Bridge at the Lane Poole Reserve.

For quite a while, I remained unaware that the Reserve bore the name of a man who was a giant of intellect and — a force of nature, for nature. I had always assumed it was 'Lane Pool' Reserve rather than a person whose last name was Poole, to be precise Mr C. E. Lane Poole, Western Australia's first forest conservator.

In my defence, I had never seen it written down, just heard it spoken. It took the opening of the bridge and some curiosity to connect the dots.

The bridge is more than just an infrastructure upgrade; it signifies the completion of the Dwellingup Adventure Trails project. This

project, featuring a 35km Murray Valley Mountain Bike Trail network, a 16km Dwellingup Mountain Bike Trail network, canoe launch facilities at Island Pool (an actual pool) and 9km of sealed roads, positions Dwellingup as a world-class trails destination.

Jointly funded by the WA Government, the Shire of Murray, with significant contributions from the Australian Government's Building Better Regions Fund, this is a testament to collaboration that transcends various levels of government.

The beauty and serenity of the Lane Poole Reserve are undeniable, a natural sanctuary that rejuvenates

the soul. And for those adventure-seekers who indulge in trail rides (I'm not one of them, mind you), the experience is unparalleled.

During the event, my interest deepened in the person behind the Reserve's name, Lane Poole. A person of principle, he had the courage to resign from the WA state government when they refused to heed his advice for sustainable timber harvesting. This advocate's principles are perfectly encapsulated in his words: "State acquiescence in the destruction of good timber, only because the export trade demands it, is a crime against coming generations."

I was also surprised to learn about a Royal Commission appointed to probe into managing our forests more than 120 years ago. It's fascinating how the history of our old-growth forests plays a crucial role in shaping our current environmental landscape.

As we cross this bridge, both physically and metaphorically, we're reminded of our past, its lessons, and the need to carry forward Lane Poole's legacy of conservation into our future.

In this delicate balance between progress and conservation, we continue to uphold Lane Poole's spirit, honouring his memory with each step we take on these trails.



Ravenswood Community Centre and Dwaarlindjirraap Bridge:

Outstanding places for
community, lifestyle and
opportunity

WORDS & IMAGES | Shire of Murray, DBCA

Ravenswood Community Centre

On October 4th, the Shire of Murray officially opened the Ravenswood Community Centre.

Shire of Murray President, David Bolt, said the new \$1.47 million Community Centre will give Ravenswood residents a welcoming

and interactive meeting place that will encourage the community to be active, involved in their communities and to connect.

“At the Shire of Murray, our recently adopted Council Plan sets five priority aspirations — one of these being ‘People’. This means we are working to ensure our community enjoys excellent health, wellbeing and quality of life. The opening of this brand-new, high-quality community hub here in Ravenswood supports this aspiration,” said Mr Bolt.



Community centres are a place for members of a community to gather for group activities, share information, support one another, and combat loneliness and promote healthy living. They help unite a community, encourage volunteering, support community projects, offer access to key services and promote a sense of place.

“They are so much more than bricks and mortar to so many, and we are extremely thankful to our funding partners — the state government and Alcoa — for their support,” said Mr Bolt.

At the official opening event, Member for Murray-Wellington, Robyn Clarke MLA, represented the Honourable Don Punch, Minister for Regional Development, and unveiled the official opening plaque.



The centre was officially opened by Member for Murray-Wellington, Robyn Clarke MLA on behalf of the Hon Don Punch, Minister for Regional Development.

"To Robyn Clarke, we extend a particularly warm thank you. She was a major driver in securing significant funds for the project, and we are incredibly grateful for the enthusiasm and commitment she has shown for this project over the years," added Mr Bolt.

The Centre includes a main function space, kitchen, meeting room, offices, storage space and changerooms with amenities. It also boasts an alfresco area, an outdoor space, and a playground.

The Centre is available for hire by visiting Spacetoco:
www.spacetoco.com/space/ravenswood-community-centre.



Dwaarlindjirraap Bridge at Lane Poole Reserve

The suspension bridge officially opened in June 2023, connecting the Dwaarlindjirraap carpark and day use area on the northern side in Lane Poole Reserve to the Murray Valley Mountain Bike Trail network on the southern side of the river. The Munda Biddi Trail is being realigned to cross the bridge.

The Dwaarlindjirraap Bridge's completion is the final component of the three-year, \$8.4 million Dwellingup Adventure Trails project, jointly funded by the Australian and Western Australian governments and the Shire of Murray, transforming the area into a world-class trail destination.

“It's fantastic Dwellingup has just been crowned WA's Top Tiny Tourism Town and this is another exciting project that encourages visitors to explore all the region has to offer.”

Robyn Clarke MLA



The Great Southern Hackathon

Biggest youth STEM event in WA lands in Peel

WORDS | GoSH & Peel Development Commission

IMAGES | GoSH

In August, the Great Southern Hackathon (GoSH) was hosted in Mandurah and grew to become the biggest Science, Technology, Engineering, Mathematics, (STEM) outreach event for youth in Western Australia.

GoSH has made its mark with a vision to shine a light on the untapped potential of the innovative minds of youth in Peel. GoSH not only provided a much-needed platform to explore future skills and a myriad of pathways, but also cultivated a space for young people to collaborate and harness their creativity to create innovative solutions for challenges facing our region. With an unprecedented turnout, GoSH has firmly placed itself on the map as the largest youth tech-innovation event in Western Australia.

Event Coordinator Michelle Wong reflected on the event's origins and journey, saying, "GoSH was born from

frustration and fuelled by passion. I was lucky enough to find some rockstars to join me on this journey of disruption and innovation as together we changed the trajectory of the metro spotlight and pointed it straight at the youth of Peel."

The atmosphere at the Mandurah Performing Arts Centre was electric during the Day 1 MANPAC Tech Extravaganza. With 700 energetic youths from Peel participating, the event underlined the exciting tech and innovation future opportunities available to our young people, right here in the Peel region. Jaxan, a local 15-year-old, facilitated the event like a professional, introducing the remarkable line-up of speakers throughout the day.

Lisa Munday MLA officially opened GoSH, along with her fellow MPs who were the stars of some hilarious prank videos displayed on the big screen. GoSH patron, Professor Lyn Beazley AO tuned in live from England, ensuring she was able to share inspiring stories and wish participants best of luck in the hackathon event. Mandurah Mayor Rhys Williams 'went missing', and Jaxan tracked him throughout the day using the 'Find my Mayor' app. The audience were kept entertained by Mayor Williams' antics as they followed him across various areas of Mandurah.

Andrew Hannah of Curtin University spoke about satellites that fit in the palm of your hand, and how secondary students are contributing to space programs here in WA. Antonio from Alcoa was sharing his story about STEM taking him across the world, but his robotic partner 'Dingo' was a showstopper, chasing Antonio across the stage and dancing for the audience. Sarah Cass from Capgemini captivated the audience by combining creative thinking with drawing and ideation. Together, they formed an innovative idea that involved harnessing energy from space and using quantum computing to transfer it instantaneously back to Earth! The GoSH youth were thinking BIG!

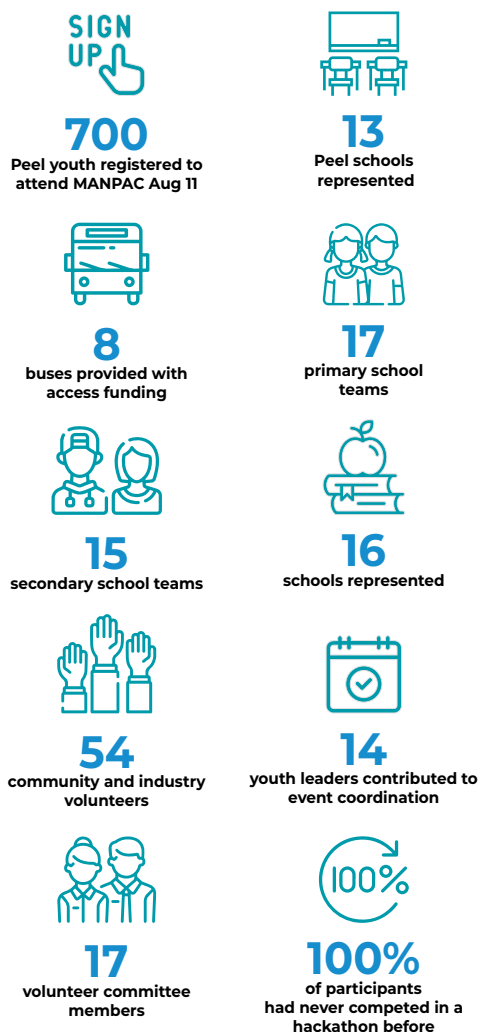




“
GoSH was overflowing with creative and innovative minds. I was so impressed with the level of team work, foresight and unfiltered thought processes. I learned so much from this cohort of under 12's. The future is bright!

Kelly King, GoSH Judge

GoSH Numbers



Alexis McDonald was an instant hit as she shared her story of founding 'Her Help', a world-leading female health app, while feeling alone and studying for Year 11 exams. Tech insights came from Microsoft's "Michelle likes Machine Learning" and "George likes Generative AI" as they demonstrated the power of app development and deployment in the cloud, all with the help of AI. Dr. Chris Vas from the Food Innovation Precinct Western Australia (FIPWA) hit home as he got us all thinking about food waste and how we need to grow and produce food in a more sustainable way. The final speaker for the day was the dynamic Jeremy Chetty of Student Edge who got everyone excited about the power of an idea.

Day 2 of GoSH saw students from primary and secondary schools participate in a hackathon where mixed-age groups were given a choice of key regional challenges to work on together, looking for a sustainable solution. Participants ideated together as they considered the environmental issues around the health of the Peel-Harvey estuary, climate action, and innovative agricultural solutions.

The Peel Development Commission was one of the event's proud sponsors. These activities align with the objectives of the Commission's Peel Regional Investment Blueprint, highlighting our commitment to enabling a skilled future workforce, driving wise use of our environment, and promoting innovation in agriculture and food production.

"Thank you to the early adopters who saw the potential of GoSH and invested their funds into the youth of Peel. Together, we have achieved the GoSH vision," said Michelle.

GoSH's impact continues to resonate, and plans are already underway to bring this transformative event to other regions. Onwards and upwards for this year's lucky GoSH participants and for The Great Southern Hackathon that is growing to be even bigger in 2024.

As Michelle says, "This is just the beginning." 🌱

The Great Southern Hackathon was designed to:

- SHOW THE WAY:** Highlight pathways and remove barriers for the youth in Peel.
- OPEN THE DOOR:** Showcase a multitude of career pathways.
- SHINE A LIGHT:** See youth skills and talents recognised and appreciated.
- BREAK THE MOULD:** Celebrate innovative disruptors in the technology field.

IDEAcademy

Set to bring revolutionary educational model to the Peel region

WORDS | Peel Development Commission and IDEAcademy

IMAGE | IDEAcademy

In 2024, the Innovation Design Entrepreneurship Academy (IDEAcademy) will launch its third co-learning hub at the Food Innovation Precinct Western Australia (FIPWA), expanding educational opportunities and pathways for young people in the Peel region.

Designed for students aged 15 to 18, IDEAcademy is committed to offering a nurturing and supportive environment that promotes personal growth and academic achievement through interest-driven projects. These projects enable students to earn nationally recognised credentials and gain valuable industry work placements.

For those aged 18 to 21, IDEA also offers flexible pathways facilitating progression to university, further education and training, and employment opportunities.

IDEA has generated significant local support, with funding provided by the Shire of Murray and Peel Development Commission. This support aligns with the Commission's strategic *People of Peel Human Capital Roadmap 2022-27*, highlighting a shared commitment to developing the region's educational and economic landscape.

Situated within FIPWA's state-of-the-art facilities and vibrant research and development ecosystem, the campus is an ideal setting for students to connect with industry experts and gain hands-on experience, preparing them for exciting careers in emerging industries.

"We are thrilled to bring IDEA to the Peel region and provide another educational option for families seeking an alternative to the status quo," said Rebecca Loftus, Director at IDEA.

"At IDEA, we believe that every student deserves an education that aligns with their aspirations and strengths. Our co-learning hub at FIPWA will serve as a hub of creativity and innovation."

The IDEA program is designed to unlock each student's potential, guided by a passionate team of educators and mentors. As students progress through the program, they build a portfolio that not only showcases their achievements, but also serves as a strong foundation for their transition to higher education, training, or direct entry into the workforce.


Rebecca, alongside co-founder Nicole Gazey, who has shaped the academy drawing from their rich experience in the education sector and their journeys as parents, believe there is a real need to close

“

It's time that young people are given the opportunity to learn and develop in a safe, creative and modern environment, where the focus is on individualised career and life pathways. I can't wait to see how IDEA participants thrive in the Peel community!

Veronica Smith, Education Consultant and Peel region Program Facilitator.

the gap between what traditional education provides to students and the skills required in the next generation of young people.

When asked about the future of education, Nicole says, "The final two years of school should be viewed as the first two years of a young person's career — they should be among the most strategic and rewarding years of a young person's education." 

SPONSOR A STUDENT

Shape the future of education and work in the Peel region and support local young talent by sponsoring an IDEA scholarship. Contact: info@ideacademy.com.au

Explore IDEA's student program in 2024 at FIPWA

Visit <https://ideacademy.com.au/> to learn more about their innovative learning approach, register for an information session, and see how IDEA can support your child's learning journey.



Exploring Bindjareb Noongar Culture

Cultural Awareness Training on Country

WORDS & IMAGES | Peel Development Commission




Peel Development Commission staff recently engaged in a half-day Cultural Awareness Training with Bindjareb traditional owner and cultural knowledge holder George Walley of Mandjoogoordap Dreaming.

This annual session aligns with our goals of deepening Aboriginal cultural understanding, enhancing community engagement and building collaborative partnerships.

Starting the day at Winjan Aboriginal Corporation, we explored the journey of the Noongar people in Bindjareb Country, including a focus on the region's dual history and the influential story of Bindjareb leader George Winjan (Yaburgurt). Understanding this history was key to recognising the depth and ongoing influence of Aboriginal culture in our region.

Continuing south of Mandjoogoordap (Mandurah), we immersed ourselves in traditional

Bushcraft, learning to make bush twine and understanding the medicinal properties and practical uses of native plants and trees. This hands-on experience offered us a clear view into the ingenuity and resourcefulness of these practices, as passed down by George's ancestors and still used by George and his family today.

At Yalgorup National Park, near Lake Clifton's ancient Thrombolites — Woggaal's Noorook, George shared the Dreaming story of Woggaal's eggs. He intertwined this story with the region's estuaries and waterways, enhancing our understanding of the land's spiritual and ecological significance. 

Mandjoogoordap Dreaming offers a range of on-Country tours in the Mandurah region

Participants can learn about traditional Bushcraft, Dreaming stories, ceremonial practices, and discover the little known places of this land (kaaleepga).

Mandjoogoordap Dreaming also provides specialised Cultural Services including Culture Through Music and Custodian Ceremonies (Welcomes to Country, Smoking Ceremonies, and Custodian Speeches).

Cultural knowledge and positive memories are part of the experience that George shares through his tours and training.



The boodja (land) and kaadadjan (cultural knowledge) are very important in reflecting on how we go about our business, in respecting our ancestors, Eldership, and people we meet.

George Walley

For more details and to contact George, visit:
www.mandurahdreaming.com.au

Q&A: Staff profiles

WORDS | Vicki Lawrence

IMAGE | Peel Development Commission

Introducing

Vicki Lawrence

Senior Administration Officer



With a strong background in Admin and Finance across various sectors—including manufacturing, education, and health—Vicki brings a wealth of experience to our team. Most recently, Vicki worked as a Project Officer at Rockingham Hospital, where she played a key support role in the digitisation of medical records, leading to improved patient care.

Q: Tell us about your role at the Commission.

My role provides high-level administrative support to the Commission which includes assistance in areas of HR, Finance and Corporate Services, providing accurate and timely information to stakeholders and ensuring the smooth day-to-day running of the office.

Q: What motivated you to become a part of the Peel Development Commission?

I have lived in Peel since moving from Cumbria, UK nearly a decade ago and I absolutely love it here. I've seen the local area develop rapidly over the years and learning how the region benefits from the Commission's work has been very insightful and rewarding. There are so many exciting projects in the pipeline, and I look forward to seeing the different stages of planning and being able to assist in a professional capacity.

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

It's such a beautiful place to live and work. The short commute is great as

I've been travelling to the Perth CBD for the last 9 years, so it's nice to slow down and appreciate where I live. I like to go for a walk on my break and I often see the dolphins playing in the bay, it just makes my heart happy! The community have been so friendly and welcoming since we moved here, we feel very at home and settled.

Q: How do you spend your spare time?

Exploring the region with my family. We like paddleboarding and kayaking in the estuary and visiting the Giants has been a hit with the kids! There's so much to do outdoors; we're never bored, that's for sure, and it's such a great place to raise a family.

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

We have everything here; the coastline, bushland, and wetlands. Coming from a small town in the Lake District, I never dreamt of living somewhere as different as here. It's just wonderful. I often have to pinch myself! 🌿

Farewell Adwoa



Commission Board members farewelling Adwoa at the Tree of Life Café in Mandurah.

The Peel Development Commission bids a heartfelt farewell to our Board member and Ministerial Representative, Adwoa Abbán Dwumfour, who served from 1 January 2022 to 30 June 2023.

We greatly appreciate Adwoa's contributions and wish her the best in her future business and personal pursuits. We look forward to hearing about her continued impact on the Peel community in the years to come.

"Serving on the board has been an incredibly rewarding and enriching experience for me, both personally and professionally. ...I am proud of our accomplishments together during my tenure, and I am confident that the board will continue to do great things in the future."

Adwoa Abbán Dwumfour 🌿

Royal Life Saving Society WA

Saving Lives in Peel

WORDS & IMAGE | Royal Life Saving Society WA

We are a not-for-profit organisation, serving the community as the largest provider of water safety education in the state. Our volunteers, members, trainers, employees, and lifesavers are found in almost all communities.

We are leading efforts to empower our community to stay safe in, on and around water, aiming to reduce the impact of drowning.

Since November 2021, we have been working hard from our Mandurah office to encourage the community to wear life jackets, learn to swim, and develop the skills to safely enjoy water activities.

As Royal Life Saving Senior Manager Education Trent Hotchkin points out, "Learning to 'Swim and Survive' is a vital life skill that all Western Australian children need to safely participate in, on, and around water.

"Building swimming and water safety skills in young children is vital work and the single most important investment we can make as a community to prevent drowning."

Operational Excellence with a Purpose

Established in 2002, Hello CS is Royal Life Saving full-service customer contact call centre operation based in regional WA. The call centre service brings essential support to charities, businesses, and government organisations. Every surplus is directly reinvested into the community through our life-saving programs.

"We have been operating our call centres without fail for more than 20 years, 24/7, 365 days a year. With every call we take, our clients save time and money, and we save lives," says Natarsha James, Principal Team Leader in Mandurah. Visit <https://hellocs.com.au/> to learn more.

As a leading educator in first aid and aquatic rescue, we offer individual and group training sessions that enhance safety and open employment opportunities in the aquatic industry for businesses and their staff.

Thanks to the dedicated efforts of our team, the number of drownings in WA has significantly decreased. Our in-house research team has helped us identify the causes, allowing us to adopt a targeted approach in reducing drowning. However, one drowning is already one too many.

We continually look for more supporters to ensure we can sustain our efforts. Continued funding directly supports the results we seek, making sure no one misses out.



More than 40 jobseekers have secured employment thanks to the Mandurah operations.



Old4New lets you upgrade old or damaged lifejackets for a discounted, modern self-inflating, slim-fitting style.

Here's how you can help:

- **Dedicated Customer Service:** 24/7 call management for your business.
- **First Aid and CPR Training:** Update your skills with Royal Life Saving and save lives.
- **Donate and Support:** Become a VIP supporter and make an impact.
- **Raise Awareness:** Request our 'lucky duck' game cards and spread our message.

Get in touch

Royal Life Saving Society WA
2 Sutton Street, Mandurah
Tel: 1800 730 333
www.royallifesavingwa.com.au



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