



PEEL DEVELOPMENT COMMISSION

Peel Regional Investment Blueprint

SCORECARD: JUNE 2025



Acknowledgement of Country



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

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

We pay respect to their cultures and their Eldership — past and present.

djerpın yarken djibadjoboliny by local artist Bianca Willder of Noongar OOak Creations

Fresh water turtles swimming happy through healthy waters. Just like happy people walking through healthy communities.

CEO Message



Our collaborative spirit and innovative drive are propelling Peel toward a brighter, more resilient future.

In the 2024-25 financial year, the Peel Development Commission has upheld its commitment to shaping a progressive, resilient, and thriving region. Working alongside our diverse network of regional stakeholders, we have continued our journey toward realising a vision of Peel as a dynamic community built on collaboration, innovation, and a culture of care. This Blueprint Scorecard update reflects not only our collective achievements but also the strategic priorities that will guide our future regional endeavours.

Our collaborative approach has seen accelerated progress in key sectors, including infrastructural enhancements, community health, agribusiness innovation, and tourism.

Nidjalla Waangan Mia, with support from the Commission and Kambarang Services, is working towards becoming the first Aboriginal Community Controlled Health Organisation (ACCHO) in the Bindjareb region, while the transformation of industrial precincts, such as the new phases at the Peel Business Park, is poised to create valuable local employment opportunities.

Critical projects continue to drive our regional momentum. The Food Innovation

Precinct of Western Australia has enabled local businesses to scale production capabilities, strengthening our region's competitive edge in agribusiness. In parallel, the Peel region continues to be recognised as an epicentre for trails and tourism activities that support diverse, accessible and sustainable tourism businesses

I am grateful for the visionary leadership and steadfast commitment of our regional stakeholders. Their collective efforts are the true driver behind these achievements, and while the Commission serves as a facilitator, it is the determination and ingenuity of our local partners that lay the foundation for lasting progress. This scorecard stands as a testament to what we can accomplish together.

I extend my thanks to our regional leaders, stakeholders, and community members for their ongoing contributions. Together, we are crafting a vibrant future for Peel, one that stands as a beacon of progress and unity.

Andrew Ward
Chief Executive Officer

Vision to 2050

The Peel is a progressive, prosperous and dynamic region with a culture of care.

Blueprint themes and focus areas



1.0 THRIVING INDUSTRY



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

2.0 AGRICULTURE & FOOD INNOVATION



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

3.0 TOURISM EXCELLENCE



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

4.0 CAPABLE PEOPLE



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

5.0 STRONG & RESILIENT COMMUNITIES



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

Wise USE OF OUR ENVIRONMENT



Declining trend in nitrogen and phosphorous observed in all catchments.

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



Wise use of our environment

Aligned SDGs



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

Regional statistics:



From 2021-22 to 2022-23, **carbon emissions decreased by 6.5%** in Peel. All Local Government Areas, except Mandurah (which increased emissions by 2%), saw decreases



56% of Peel is covered by native vegetation with over **220,000 hectares** of State forest and national parks



The Peel region, particularly the Peel-Harvey Estuary, is a significant area for **migratory shorebirds**



Over **26,500 hectares** of Ramsar listed wetlands and **137km²** of inland waterways

2024-25 achievements by regional stakeholders:

The Mandurah Dolphin Research Project has continued to **monitor the dolphin community** and evaluate their health and benefit to the ecosystem.



The Shire of Waroona, with support from Western Australian Local Government Association, completed their **Urban Canopy Grant Project** and planted 363 native trees to create greener, cooler, and more vibrant streetscapes and public places.

Hayes Tree Care won the Excellence in Environmental Sustainability Award at the 2025 WA Regional Excellence awards.



Cockitroughs have been installed in Dwellingup to provide essential **hydration for native birds**, including threatened black cockatoos.

The City of Mandurah commenced its **transition of waste disposal from land fill** to the new Waste to Energy facility.



Over the next 12 months:

The Commission will explore the financial and technical feasibility of **carbon farming opportunities**.



A Construction and Demolition Waste Steering Group will finalise a report with recommendations for **potential waste recycling facility sites**.

PHCC will launch their **Tiny Lab on Wheels**, a self-contained mobile laboratory that brings research capabilities directly to the field.



DevelopmentWA and C-Wise, a carbon neutral organic recycling business and composting business, will negotiate a lease to facilitate the **strategic relocation and expansion** to Keralup.

The Shire of Murray and DevelopmentWA will plan a tree planting school day to **revegetate the Peel Business Park wetland area** as part of a program to reduce carbon emissions.



1.0 Thriving industry

Aligned
SDGs



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

OBJECTIVES:

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

Regional statistics:



Peel's Gross Regional Product remains steady at **\$10,744 billion** in 2024 (*\$10.806B in 2023*)



Employment self-sufficiency rate of **68-38%**



Local content is **24%** of total State Government spending in the Peel



Strong sector output:

- Manufacturing - **\$9.68 billion** (*\$9.56B in 2023*)
- Mining sector - **\$6.19 billion** (*\$6.28B in 2023*)
- Construction - **\$2.8 billion** (*\$2.6B in 2023*)



2024-25 achievements by regional stakeholders:

Stage 2 of the **Peel Business Park** has sold out. Planning for Stage 3 is underway.



Clean and Pure won the Small Business category at the 2024 **Western Australian Export Awards**.



\$1.17 million of Regional Economic Development (RED) round 7 grants shared across 7 projects.



ARYZTA will purchase equipment to assess new evolving technologies to measure and improve bun quality at its first WA commercial bakery at the Peel Business Park.



SDR Engineering will expand its operations and diversify into manufacturing replacement spare parts for heavy equipment.

Two standout innovators, Mighty Booch and Casalyf, received **scale-up and early-stage investment** from the Giants at Mandurah Tech Fest.



Peel CCI hosted the **2024 Alcoa Peel Business Excellence Awards** with over 200 people celebrating the success of businesses within the region.

Over the next 12 months:



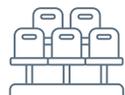
ARYZTA will test and trial equipment, and begin their operations at the Peel Business Park.

Detailed design work for lighting at **Pinjarra Paceway** will be undertaken to expand race meetings.



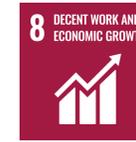
Six industrial lots at Stage 4 of the **Pinjarra Industrial Estate** will provide a complementary product offering to the Peel Business Park, with medium to small lots available to new and growing businesses.

The Shire of Murray will support Racing and Wagering WA to deliver the **Pinjarra Park project** to modernise rider facilities, refurbishing its administration building and introducing a serviced viewing stand at the raceway.



2.0 Agriculture and food innovation

Aligned SDGs



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

OBJECTIVES:

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

Regional statistics:



Agriculture, forestry & fishing sector output of **\$560 million** in 2024 (*\$552M in 2023*)



644 agricultural businesses operating in 2024 (*621 in 2023*)



Peel region commodity values:

- Cattle and calves **\$28.89 million**



- Table grapes **\$9.1 million**



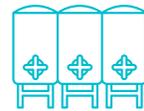
- Wool **\$3.84 million**



- Melons **\$3.1 million**

2024-25 achievements by regional stakeholders:

C4C Packaging Pty Ltd was awarded a \$250,000 Regional Economic Development grant to use advanced technology to revolutionise the sustainable packaging of beverages at the Food Innovation Precinct WA.



Beanstalk AgTech in partnership with the Food Innovation Precinct WA and Grower Group Australia launched *PropaGATE*, a **innovation program to solve brewery wastewater challenges** to position WA as a testbed for sustainable brewing innovation.

The **Sustainable Innovative Food Technology (SIFT) Centre** has been operating at the Food Innovation Precinct Western Australia (FIPWA) for a year, supporting food and beverage manufacturers.



In collaboration with ScaleUP WA and CSIRO, FIPWA **supported six emerging agrifood businesses**, offering tailored mentorship, commercialisation support and opportunities to access broader markets and networks.

The Innovation Centre at FIPWA welcomed the establishment of an **Aboriginal Bushfood Hub**, a State Government-backed initiative to empower Indigenous businesses in the development and commercialisation of native food products.



Over the next 12 months:

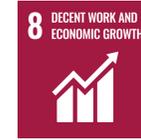
FIPWA will progress the concept development of a **Drone Technology Hub**, aimed at nurturing the next generation of entrepreneurs and technologists.



The **FIPWA Tech Exchange** will be established, a dedicated platform to accelerate agritech innovation in Western Australia. The Exchange will support domestic and international startups with market-ready solutions.

3.0 Tourism excellence

Aligned
SDGs



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

OBJECTIVES:

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

Regional statistics:



Tourism value add at **\$235 million** in 2024 (*\$204M in 2023*)



Daytrips increased to **3.1 million** in 2024 (*2.1M in 2023*)



730,000 domestic overnight visitors in 2024 (*419,000 in 2023*)



Mandurah placed third in Wotif's 2025 **Aussie Town of the Year** Awards

2024-25 achievements by regional stakeholders:

Mandurah hosted the **WA Trails Forum** which highlighted nature tourism, sustainable trails, and Aboriginal storytelling.



The 100th edition of the **WA Open golf event** was hosted at Mandurah Country Club, with a potential audience reach of 19.5M people.



The **Peel Geodrive Trail was launched** to showcase the region's natural attractions and local cultural heritage. Interpretive signage allows visitors to scan a QR code and learn more about the geological, natural and cultural highlights of the region.

The **Exchange Hotel Pinjarra**, supported by a \$100,000 RED grant, reopened. The 130+-year-old venue won the Shire of Murray a National Award for Local Government.



The **upgrades to Drakesbrook Weir** were officially opened which include a children's nature playground, upgrades to facilities, and improved parking.

A new **canoe launch facility** at Lane Poole Reserve's popular Yarragil Campground opened.

Over the next 12 months:

A **Bindjareb Peel WA Geopark app** will be launched, showcasing sites of significance and local points of interest.



Dwellingup will be the host town for the **2025 Sustainable Trails Conference**.



Boddington Caravan Park Redevelopment will include the construction of six modern cabins.



Two new **horse trails** will open in Jarrahdale, including a dedicated trailhead at Jarrahdale Oval. Detailed design work of the **Jarrahdale trails centre** will commence.

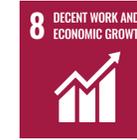
Visit Mandurah will deliver the **Accessible Kayaking project** 'Paddle Trails in Nature' to increase participation, operator capacity and support inclusive tourism.



The first section of new walk trails from Waroona Townsite to the Drakesbrook Weir will be installed, as part of the **Waroona Trails Project**.

4.0 Capable people

Aligned
SDGs



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

OBJECTIVES:

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

Regional statistics:



Peel labour force of **77,553** people in December 2024 (*74,058 in Dec 2023*)



Low unemployment rate of **3.12%** in December 2024, the lowest rate in over 15 year. (*3.46% in Dec 2023*)



Education sector output of **\$823 million** (*\$821M in 2023*)

2024-25 achievements by regional stakeholders:

Youth tech-innovation event, the **GoShowcase** was successfully delivered to over 800 students from 15 schools in the Peel region.



RDA Peel, supported by the Australian Government, established the **Mandurah Universities Centre** to provide support services and study facilities for tertiary students.



The Commission employed a trainee through the **Solid Futures Aboriginal traineeship** program for the second year and hosted two interns through the **McCusker Centre**.

Sponsored by the Commission, Peel CCI hosted the **Leading the Future Conference** which explored how AI and innovation are transforming businesses.



The **Waalitj Foundation's Business Builder** event series provided specialist support to Indigenous businesses wanting to start, grow or sustain their business.

Murdoch University achieved campus status at their **Food Centre in Nambeelup**, part of the Food Innovation Precinct WA, with students commencing on campus.



Peel Community Foundation provided **tutoring funding for disadvantaged students** at the Mandurah Universities Centre.

The Shire of Serpentine Jarrahdale hosted the **Career and Enterprise Expo** to help attendees explore career pathways, meet local employers, and build future-ready skills.



The Commission sponsored two entrepreneurs to attend the Curtin Ignition program.

Over the next 12 months:

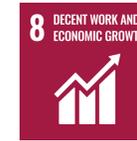
Peel CCI will explore the feasibility of becoming a **registered training organisation** to deliver cost effective business training to the region.



FIPWA will support the roll-out of **new training and education initiatives**, including the agritech microcredential in development with UWA, and hands-on drone training programs to be delivered in partnership with Australia Agritech.

5.0 Strong and resilient communities

Aligned
SDGs



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

OBJECTIVES:

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

Regional statistics:



45 new health care and social assistance businesses in the sector since 2023



Arts and recreation sector output of **\$190 million** in 2024 (*\$185M in 2023*)



Health care and social assistance sector output of **\$1.308 billion** (*\$1.304B in 2023*)

2024-25 achievements by regional stakeholders:

The Bindjareb **vulnerable families support pilot** provided intensive case management and support for twelve families, providing over 380 support contacts to 53 individuals. 



Bindjareb District Leadership Group appointed an independent chair, and hosted a **yarning circle to hear from local Aboriginal organisations** on what support is needed.

The **Shire of Serpentine Jarrahdale** won the inaugural Local Government Authority of the Year Award at the 2024 Urban Development Institute of Australia (WA) Awards. 



Nidjalla Waangan Mia Aboriginal Health Service received a \$100,000 commitment from State Government as it transitions into an **Aboriginal Community Controlled Health Organisation** (ACCHO). Nidjalla have registered as an Aboriginal corporation, appointed a board of directors, and established partnerships.

Quambie Park, with funding support from the Commission, opened their fully renovated aged care kitchen. 

Black Swan Health established a **Street Doctor** in Mandurah. 



Ovis was awarded \$5.5M from the Federal Government to build a second **Family and Domestic Violence crisis facility** and is upgrading their refuge with State funding.

Over the next 12 months:

The **Byford Train Station** will open, improving public transport. 

The Shire of Murray and Shire of Waroona will undertake a **point in time homelessness count** to assist with understanding the extent of homelessness within their Shires.

The Shire of Boddington, supported by the Commission, will launch their **Housing Strategy**. The Shire is also investigating the viability of an **Aged Care facility**. 



The City of Mandurah will undertake **planning for future land use**, including housing and commercial floor space for projected population increase.

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