

PEEL DEVELOPMENT COMMISSION  
**STRATEGIC PLAN 2026-30**

**OUR PURPOSE:**

To coordinate and promote the economic and social development of the Peel. We work 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 SERVICES:**

- Steward regional vision, objectives and strategic initiatives
- Promote, facilitate, monitor and advocate for economic diversification and infrastructure investment
- Facilitate public and private investment and administer grants
- Facilitate equitable access to services
- Provide regional intelligence and strategic advice

Focus areas				
Regional Liveability, Healthy Communities & Housing	Jobs, Economic Development, Diversification, Innovation and Infrastructure	Climate Resilience, Decarbonisation and the Environment	Aboriginal Empowerment and Prosperity	Organisational Excellence
<p><b>Objective:</b> A strong, vibrant, resilient and healthy community underpinned by a skilled and adaptable workforce with best practice social infrastructure and services.</p> <p><b>Strategies:</b></p> <ol style="list-style-type: none"> <li>1. Build and maintain partnerships to represent community interests, and improve social infrastructure and services.</li> <li>2. Use data and research to identify service gaps and inform priority initiatives (including existing research such as People of Peel and Peel Away the Mask).</li> <li>3. Support ideas and attract investment to address the socioeconomic challenges.</li> </ol>	<p><b>Objective:</b> Diverse and globally competitive industries and businesses that create opportunities for all.</p> <p><b>Strategies:</b></p> <ol style="list-style-type: none"> <li>1. Identify and advance opportunities to modernise and diversify Peel's economic base and skills, leveraging existing industry strengths.</li> <li>2. Explore and enable investment attraction mechanisms for tenure in priority economic precincts.</li> <li>3. Increase local business participation in government contracts.</li> <li>4. Work with stakeholders to understand and fill capability gaps limiting business growth or diversification.</li> </ol>	<p><b>Objective:</b> Sustainable development that restores ecosystems and lowers carbon emissions.</p> <p><b>Strategies:</b></p> <ol style="list-style-type: none"> <li>1. Explore sustainable and cost effective infrastructure options to deliver water for industry, community, ecosystem balance and population growth.</li> <li>2. Support research and investment to restore the Peel Harvey waterways.</li> <li>3. Assist regional industries to understand and reduce their carbon footprint.</li> </ol>	<p><b>Objective:</b> Aboriginal people, families and communities are empowered to participate in the regional economy and society.</p> <p><b>Strategies:</b></p> <ol style="list-style-type: none"> <li>1. Build and maintain strong collaborative relationships with Traditional owner groups.</li> <li>2. Support economic development opportunities arising from South West Native Title agreement.</li> <li>3. Support Aboriginal people activating their capital through interests in land, culture and skills.</li> <li>4. Support Aboriginal workforce participation, career growth and business ownership.</li> </ol>	<p><b>Objective:</b> An organisation that is recognised for outstanding governance and innovation in delivering regional outcomes.</p> <p><b>Strategies:</b></p> <ol style="list-style-type: none"> <li>1. Steward a vision for the Peel's economic, social and environmental development.</li> <li>2. Build and maintain collaborative, effective and trusted relationships and partnerships.</li> <li>3. Regular provision of accurate and timely regional intelligence.</li> <li>4. Contribute to the Regional Development Portfolio on shared regional development objectives.</li> <li>5. Build and retain a capable and healthy workforce.</li> <li>6. Embed appropriate governance practices.</li> </ol>
<p><b>Board priority:</b></p> <ul style="list-style-type: none"> <li>• Accelerate housing availability and services for housing infrastructure and essential activation infrastructure.</li> </ul> <p><b>Indicators of success:</b></p> <p>For the Peel DC:</p> <ul style="list-style-type: none"> <li>• Engaged membership and representation in the District Leadership Group</li> <li>• Involvement in regional networks, consultations and initiatives supporting these strategies</li> <li>• % of Peel DC funding and resourcing aligned with strategies</li> </ul> <p>For the region:</p> <ul style="list-style-type: none"> <li>• Increasing availability of housing (Housing and Land Snapshot)</li> <li>• Increasing Year 12 and tertiary education attainment</li> <li>• Sustained engagement in the labour market</li> </ul>	<p><b>Board priority:</b></p> <ul style="list-style-type: none"> <li>• Food innovation and food security.</li> <li>• World class tourism infrastructure and attraction development.</li> </ul> <p><b>Indicators of success:</b></p> <p>For the Peel DC:</p> <ul style="list-style-type: none"> <li>• Stakeholder satisfaction with the Commission's support for businesses and facilitation of economic growth</li> <li>• State government procurement spend on local suppliers</li> <li>• Government investment in local supplier capability</li> <li>• % of Peel DC funding and resourcing aligned with strategies</li> </ul> <p>For the region:</p> <ul style="list-style-type: none"> <li>• Increased representation of business in the food innovation and/or security sector</li> <li>• Economic snapshot</li> <li>• Increased visitation, tourism and cultural experiences</li> <li>• Delivery of world class tourism infrastructure and/or attraction project</li> <li>• Increased diversity in employing sectors</li> <li>• Increased diversity in output by industry sector</li> </ul>	<p><b>Board priority:</b></p> <ul style="list-style-type: none"> <li>• New funding sources for rehabilitation and restoration of the Peel Harvey waterways.</li> </ul> <p><b>Indicators of success:</b></p> <p>For the Peel DC:</p> <ul style="list-style-type: none"> <li>• Cash investment to implement Healing Bilya</li> <li>• Carbon reduction programs assisted by Commission</li> <li>• % of Peel DC funding and resourcing aligned with strategies</li> </ul> <p>For the region:</p> <ul style="list-style-type: none"> <li>• Water quality improvement of the Peel Harvey catchment</li> <li>• Project initiation and investment in water infrastructure</li> </ul>	<p><b>Board priority:</b></p> <ul style="list-style-type: none"> <li>• Aboriginal employment opportunities.</li> </ul> <p><b>Indicators of success:</b></p> <p>For the Peel DC:</p> <ul style="list-style-type: none"> <li>• Number of Aboriginal owned and operated businesses</li> <li>• Engagement with Aboriginal organisations</li> <li>• % of Peel DC funding and resourcing aligned with strategies</li> </ul> <p>For the region:</p> <ul style="list-style-type: none"> <li>• Number of local ACCOs or ACCHOs delivery services</li> <li>• Regional level improvement in Closing the Gap targets</li> </ul>	<p><b>Board priority:</b></p> <ul style="list-style-type: none"> <li>• Effective and trusted governance and relationships.</li> </ul> <p><b>Indicators of success:</b></p> <p>For the Peel DC:</p> <ul style="list-style-type: none"> <li>• Stakeholder satisfaction with our services</li> <li>• Sound governance practices</li> <li>• Positive staff retention and staff sentiment survey</li> <li>• Investment in staff professional development</li> <li>• Audit results</li> <li>• Stakeholder mapping</li> </ul>