

# AGENCY OVERVIEW

## EXECUTIVE SUMMARY

The Peel Development Commission was established by the State Government in 1993 under the *Regional Development Commissions Act 1993*. The Commission is one of nine regional development commissions, each governed by the same legislation.

Peel Development Commission reports to the Minister for Regional Development and Lands, the Hon Brendon Grylls MLA. The Commission facilitates and coordinates regional strategic planning and the delivery of infrastructure and services to meet the needs of the Peel Region now and into the future. We provide the regional link between government policy and planning and regional aspirations and needs.

The Commission's Report on Operations from page 13 details the project outcomes for the Peel Development Commission in 2010-11.

The detailed report against Overall Effectiveness Indicators is on page 55. There was a slight increase in the main effectiveness indicator as measured through a client survey and overall, the Commission's performance, as measured by the annual customer satisfaction survey, remains very high. All outcome areas recorded an increase in customer satisfaction, already from a high base. The Commission's efficiency indicators (measured in average cost per service hour) were consistent with those of previous years.

Among other results detailed in the Report on Operations, in 2010-11 the Commission worked closely with the five local governments, Regional

Development Australia Peel and its two key community groups, the Peel Harvey Catchment Council and Peel Community Development Group, to create an innovative model for regional decision making. The Regional Leaders Forum works collaboratively to identify, develop and deliver major regional projects that address the objectives of the Peel Region Plan and make a real difference to the lives of those who live within the Peel region, now and in the future.

A major investment prospect through this collaboration is the Peel Waste Water Reuse Scheme. This integrated Scheme has been developed in partnership between agencies and the private sector to secure non-climate dependant water for agriculture and industry and transform the region creating jobs into the future. One of the projects for construction in 2012 is a \$1.8 million commitment from the five local governments towards the establishment of a waste water treatment plant at Nambeelup unlocking the potential to develop industrial land at that site.

Through the Commission's management of the first two Royalties for Regions Peel Regional Grants Scheme from 2008 to 2010, the Board has supported over \$5.3 million investment into upgrading our infrastructure and over \$1 million into services across the region. Some of the new infrastructure projects that are now complete include the Pinjarra Paceway Pavilion, the Murray Aquatic Centre, Rushton Park and the Mundijong Changerooms. A detailed report on 2010-11 Royalties for Regions Regional Grants Scheme is provided on page 16.

## CHAIRMAN'S REPORT

With this Annual Report I come to the end of my two year term as Chairman and finish my six year tenure on the Board of the Peel Development Commission. It has been a rewarding experience to oversee the strategic direction and operations of the Commission, which has further developed in the provision of services to the Peel Region.

I am pleased to report another year of exciting and challenging opportunities for our region. The role and functions of development commissions have undergone a state-wide review and I am delighted to note that the results of that review provided outstanding support to continue the role of commissions and even more, strengthen their ability to deliver fantastic outcomes for their regional communities into the future.

We continue to respond to the direction of the Commission's Strategic Plan and the level of activity in relation to community infrastructure planning and services has increased. The full extent of the work of the Commission is contained in the body of this report and it is a timely reminder of the efforts and dedication of all Commission Staff and our partners.

I am impressed with how we successfully deliver projects in partnership with others to achieve better outcomes for the region. Work on the Peel Waste Water Reuse Scheme with all levels of government and the private sector reflects this strategic approach. Additionally, our role in bringing together the partnership for the establishment of the Pinjarra Training Facility is also an indication of how we move forward in achieving our strategic objectives.

I also take this opportunity to express my appreciation and enjoyment for the involvement I have had with the nine Commission Board Chairs and their CEOs through the Regional Development Council during the past two years.

Areas that the Commission will continue to play a lead role in partnership with the region are the delivery of the Peel Economic Development Strategy, new industry growth and workforce development. The challenge to attract new business development and increase skills for industry and community growth is ongoing and the Board's involvement to increase the region's capabilities will be critical. This region has much to look forward to.

Primary production continues to change for the region and with the advent of non-climate dependant water through the construction of the Peel Waste Water Pipeline, there will be an increased focus on agri-precinct development and value added processing expanding the capacity of the region to participate in new market development and deliver new jobs into the future.

The completion of the Boddington Social Infrastructure Fund investment in Boddington has allowed that locality to continue to grow and prosper for its catchment, continuing ongoing work from the recommissioning of the mine to create a sense of place and a vibrant town centre that will attract new families for years to come.

In conclusion I have a number of people to thank. Firstly, to Minister Grylls and the Department of Regional Development and Lands - thanks for your ongoing support through the Royalties for Regions program leveraging the work of the Commission. To the A/CEO and all Staff of the Commission, thank you for your dedication and hard work.

Finally, thanks to the Board Members who have worked with me during my time as Chairman. Your contribution has been appreciated and highly valued and I have enjoyed your friendship along the way.



Kim Horne  
Chairman

# OPERATIONAL STRUCTURE

## ENABLING LEGISLATION

The Peel Development Commission was established by the State Government in 1993 under the *Regional Development Commissions Act 1993*. The Commission is one of nine regional development commissions, each governed by the same legislation.

## RESPONSIBLE MINISTER

The Peel Development Commission reports to the Hon Brendon Grylls MLA, Minister for Regional Development; Lands; Minister Assisting the Minister for State Development. The Minister has the power to direct the Commission, either generally or with respect to a particular matter, on the exercise and performance of its powers, functions and duties under the *Regional Development Commissions Act 1993*. The Commission must give effect to such directions.

## OBJECTS AND POWERS

Under the *Regional Development Commissions Act 1993*, the objects of the Commission are to:

- Maximise job creation and improve career opportunities in the region;
- Develop and broaden the economic base of the region;
- Identify infrastructure services to promote economic and social development within the region;
- Provide information and advice to promote business development within the region;


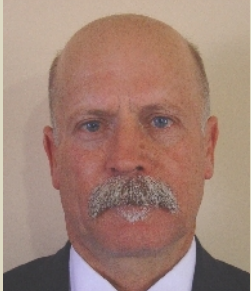

- Seek to ensure that the general standard of government services and access to those services in the region is comparable to that which applies in the metropolitan area; and
- Generally take steps to encourage, promote, facilitate and monitor the economic development of the region.

For the purposes of achieving those objects, the Commission is to:




- Promote the region;
- Facilitate coordination between relevant statutory bodies and State government agencies;
- Cooperate with representatives of industry and commerce, employer and employee organisations, education and training institutions and other sections of the community within the region;
- Identify the opportunities for investment in the region and encourage that investment;
- Identify the infrastructure needs of the region, and encourage the provision of that infrastructure in the region; and
- Cooperate with departments of the Public Service of the State and the Commonwealth, and other agencies, instrumentalities and statutory bodies of the State and the Commonwealth, and local government authorities, in order to promote equitable delivery of services throughout the region.

# THE COMMISSION'S BOARD

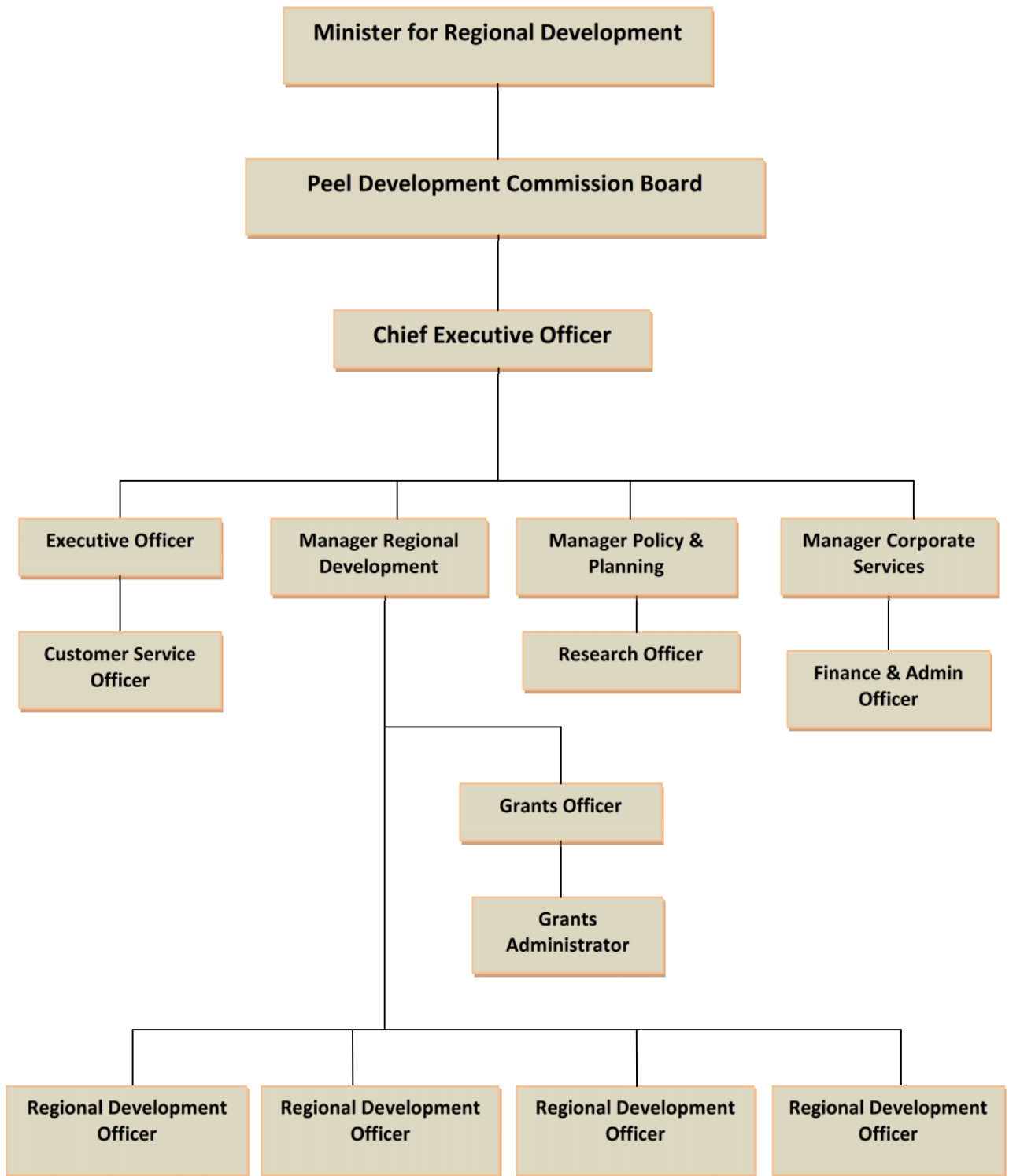
The Commission's Board of Management was established in 1994 upon proclamation of the *Regional Development Commissions Act 1993*. The Board comprises the CEO and others not exceeding nine in number including the Chair and Deputy Chair. The Minister has authority to appoint Board members. Three members are appointed as community representatives, another three are nominated by Local Government and the other three appointed at the Minister's discretion.

BOARD MEMBER	Meetings Attended
<p><b>MR KIM HORNE (Chair)</b> Ministerial</p>	5 of 6
<p>Kim Horne has been with Alcoa for over 30 years and is currently President of the company's global Mining group, while remaining Executive Director of People, Environment and Corporate Affairs for the Australian company. Previously Mr Horne was Manager of Alcoa's Pinjarra Refinery which is one of the world's largest alumina refineries. He has been Manager of Mines for Western Australia and was responsible for Alcoa's bauxite mining operation and mine rehabilitation program. Mr Horne is also the past President of the Chamber of Minerals and Energy of Western Australia and was the Chairman of the School of Fine Wood and has recently ceased being the Chairman of the Western Australian privately owned Logistics Company Mitchell Corp. Mr Horne has lived in the Peel Region for more than 40 years prior to a recent move to facilitate his new roles.</p>	
<p><b>CR LARRY SCOTT (Deputy Chair)</b> Local Government</p>	4 of 6
<p>Larry Scott, a Shire Councillor since 2007, is a semi-retired pharmacist, property developer and long time resident of Waroona. Over the past 30 years Cr Scott has been very active in the Waroona community as a business proprietor, volunteer and member of many clubs and community groups.</p>	
<p><b>CR PAUL CARROTS</b> Local Government</p>	6 of 6
<p>Paul Carrots has been a Councillor with the Shire of Boddington for 13 years and Deputy Shire President for 4 of those years. Cr Carrots was elected to the position of Shire President in 2007. He is heavily involved in the Boddington community, holding current memberships with the Boddington Sport and Community Club, Boddington Lions Club and the Marradong Bush Fire Brigade. Cr Carrots is also a Justice of the Peace and Chairperson of the Boddington Community Liaison Committee. He also owns and operates two small businesses.</p>	

<p><b>CR MERRI HARRIS</b> Local Government</p>	<p>6 of 6</p>
<p>Merri Harris has been a Councillor with the Shire of Serpentine Jarrahdale for 5 years. She was born in the Shire and after many years away, including a 19-year stint in California, she returned as a permanent resident 6 years ago. Cr Harris was a teacher for 10 years before moving 25 years ago to her current career as a chiropractor. She is also a Councillor on the Rivers Regional Council.</p>	
<p><b>MS PADDI CREEVEY</b> Community</p>	<p>2 of 6</p>
<p>Paddi Creevey has been Mayor of the City of Mandurah for over 5 years and Councillor for 16 years. She has a background in social work and community development. Ms Creevey had worked in the health field as a social worker for 30 years, 20 of those at Community Health in Mandurah. She has been involved in the development of a wide range of community organizations. Ms Creevey is Chair of the Governing Council of Challenger Institute of Technology, Deputy Member of the Local Government Advisory Board, the Peel Inlet Management Council and the Peel Regional Planning Committee. She is also Chair of the WALGA Peel Zone, and a Member of the Federal Coast and Climate Change Council and the Climate Futures Advisory Group.</p>	
<p><b>MR STEPHEN COUGHLAN</b> Ministerial</p>	<p>5 of 6</p>
<p>Steven Coughlan is a qualified mining engineer with over 35 years' experience in the mining industry, from underground labourer at Kambalda to Byrnegut Mining where he has been Managing Director for over 20 years. Mr Coughlan is responsible for the direction of the activities of Byrnegut Mining's businesses in Australia and internationally. Murray Engineering, the anchor tenant at the Pinjarra Industrial Estate, is part of the Byrnegut group.</p>	
<p><b>EMERITUS PROF KATERYNA LONGLEY</b> Ministerial</p>	<p>5 of 6</p>
<p>Kateryna Longley was Pro Vice Chancellor for Regional Development at Murdoch University incorporating the development of Murdoch's Regional campuses at Rockingham and Mandurah until her retirement in 2006. She was also a Professor of English and Comparative Literature. Professor Longley has served on many committees and boards at a local, national and international level. Her local and regional involvement has also included the Peel Area Consultative Committee, the Mandurah Arts and Cultural Advisory Committee and the Kwinana Industries and Education Partnership. She is currently the Chair of the Cockburn Sound Management Council. In 2001 she was the Western Australian winner of the Telstra Business Woman of the Year and received an Australian Centenary medal for her contribution to business.</p>	

<p><b>MR NOEL NANCARROW</b> Community</p>	<p>4 of 6</p>
<p>Noel Nancarrow is a retired farmer and has been a Councillor for the Shire of Murray since 1988. He has held the position of Shire President since 1993. Mr Nancarrow represents the Shire of Murray on numerous committees, including the Peel Region Planning Committee. He is currently involved with the Murray Health Centre Working Group for the establishment of a new Health Centre in Pinjarra and also represents the Shire as Deputy Chairman of the Rail Heritage Foundation of WA in Pinjarra. He represents the Shire on the Peel Zone of the WA Local Government Association and also on the Rivers Regional Council. At the 2009 Local Government Convention he received a Distinguished Service Award.</p>	
<p><b>MR DAVID WADDELL</b> Community</p>	<p>4 of 6</p>
<p>David Waddell has been a resident of Mandurah for 7 years and has a background in senior corporate management, education and business development. Since moving to Mandurah, Mr Waddell has become actively involved in a range of organizations. In addition to his Board membership his local roles include Chair of the Halls Head Community Branch of the Bendigo Bank and member of the Bendigo Community Bank National Advisory Board. Mr Waddell has served on various subcommittees and has been able to bring both a community and business development focus to the Board. He has also chaired and facilitated a number of conferences, seminars and workshops related to significant aspects of the Peel Region.</p>	
<p><b>MS COLLEEN YATES</b> A/Chief Executive Officer</p>	<p>6 of 6</p>
<p>Colleen Yates has had varied and extensive experience in business management, project planning and delivery, and residential and commercial planning. She has achieved success and recognition in agricultural production and business management, food processing, product development, and marketing as Managing Director of a processing facility during the 1990's. She has authored reports and articles regarding agriculture and supply chain management and has been the recipient of several awards and nominations. She has also been involved in a family owned and operated oil and gas company in the USA.</p>	

# COMMISSION'S STRUCTURE



# PERFORMANCE MANAGEMENT FRAMEWORK

## OUTCOME BASED MANAGEMENT FRAMEWORK

The Peel Development Commission's previous Strategic Plan was reviewed in 2008 and a new Strategic Plan 2009-2014 was completed, setting the strategic direction for the Commission's activities. The Strategic Plan incorporates five outcomes, listed below.

## OUR VISION

For Peel to be recognised as a uniquely beautiful and sustainable place to live, work and visit.

## OUR MISSION

Develop and enhance the opportunities for the Peel people, economy and environment by providing strong leadership and engaging in effective and innovative partnerships to achieve the vision.

## OUR OUTCOMES

<p><i>Government decision making takes account of Peel issues.</i> Peel Region's needs will be effectively represented in Government decision making</p>
<p><i>The Peel has an evolving, adaptive and diverse economy with increased job opportunities for all members of the community.</i> Peel's economy is strong, prosperous and diverse now and into the future</p>
<p><i>Community and economic infrastructure is planned and delivered to meet the needs of current and future generations of Peel.</i> The Peel's future population will be provided for by applying a coordinated approach to planning and the delivery of infrastructure</p>
<p><i>Peel communities are educated, productive, healthy, safe and supportive.</i> All communities in the Peel will have healthy, safe, enjoyable and supportive environments to live and work, with access to high quality education and local services. The community will be strengthened through providing the conditions that allow all to participate in the life of the region</p>
<p><i>The Peel environment is better understood and managed.</i> The Peel's natural environment will be responsibly managed to protect its diversity for current and future generations</p>

## ALIGNMENT WITH GOVERNMENT GOALS

The Peel Development Commission's guiding framework is the *Regional Development Commissions Act 1993* and the Government's strategic framework. Peel Development Commission's outcomes align with the Regional Development goal in the State Government's strategic framework.

## CHANGES TO OUTCOME BASED MANAGEMENT FRAMEWORK

The Peel Development Commission's outcome based management framework did not change during 2010-11.

## SHARED RESPONSIBILITIES WITH OTHER AGENCIES

The Peel Development Commission partners with other agencies in all of our work as highlighted in our project summaries in the Report on Operations section. The Commission's Resource Agreement between the Minister for Regional Development, the Chief Executive Officer, the Chairman and the Treasurer (2010-11) did not specify any major across-agency or whole-of-government responsibilities.