

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 is detailed from page 14 including the report against our Overall Effectiveness Indicators for 2011-12 as surveyed in our annual client survey. Satisfaction levels remain high. The Commission is working with our regional partners to identify strategies for continued improvement in this area.

Among other results detailed in the Report on Operations, in 2010-11 the Commission continued to work in collaboration with the regions five local governments, successfully reaching an agreed process for distribution of the Country Local Government fund in identifying strategic regional projects, including progression of the relocation of Murdoch's Veterinary School to Whitby Falls, implementation of a regional signage strategy and improving east – west road access for Waroona.

Since the inception of Royalties for Regions in 2008-09, the Commission has managed \$11 million investment into the region with 63 out of 79 projects completed including the refit of Midway Community Care's Community Access Centre; Stage 7 of Fairbridge's redevelopment; completion of the Pinjarra Harness Racing Club's new pavilion; the refurbishment of Dwellingup's Old Nursing Post into a Community Centre; improvements to Drakesbrook Weir and the roofing of the Boddington Lions Club Community Entertainment Complex.

Further Royalties for Regions investments include \$2.45 million to Boddington under the Supertowns program and \$12 million investment provided through the Action Agenda. Details of Royalties for Regions can be found on pages 15 – 17.

The Commission continues to work with key stakeholders in the development of the Peel Recycled Water Scheme to secure non-climate dependant water for agriculture and industry and transform the region creating jobs into the future.

The Commission has worked with regional stakeholders in updating the *Peel Away The Mask II* report that identifies social condition of the Peel Region and highlights levels of service provision, affordable and appropriate accommodation including crisis accommodation and accommodation for not-for-profit service providers, health and safety issues, infrastructure needs and areas of social isolation. The Commission will monitor the progress of the implementation of the relevant recommendations over 2012-13.

CHAIRMAN'S REPORT

I am pleased to present my first report as chairman of the Peel Development Commission.

The Peel Region continues to face significant challenges including rapid population growth. Peel is one of the fastest growing regions in Western Australia and between 2010 and 2011 the population increased by 4.4% to 112,677.

Unemployment in the region remains high. In March 2012, Peel's unemployment rate was 5.5% which was considerably higher than the Western Australian rate of 4.4%. In addition to high levels of unemployment, the Peel Region has a lower Year 12 completion rate at 34.1% than Western Australia at 49.1%. The Peel Development Commission is committed to identifying opportunities to influence the provision of secondary, tertiary and technical education within the region to attract students with the expectation that employment opportunities compatible with their learning will be available within the region.

Peel's gross regional product in 2010-2011 was \$10.7 billion, or 4.9% of the Gross State Product. The Region's economy is dominated by mining, manufacturing and construction although the agriculture, fishing, forestry, retail and tourism sectors make strong contributions.

Our underlying service is to identify and develop key strategic initiatives for the region. Such initiatives are aimed at increasing the region's ability to capitalise on its current and future growth. Our focus is to establish a strong regional identity for the Peel along with new job creation into the future. The Commission's role is to closely work with commerce, government agencies and local government to achieve positive outcomes from these emerging new opportunities.

The most significant need is to develop a non climate dependent water resource for the region to enable increased development in food production while also providing the platform for new industry development serving both domestic and export markets. Jobs resulting from this investment are "strategic" in nature and stage one has the ability to produce 6% of the region's total strategic jobs required under Department of Planning's Directions 2031.

The year also saw significant restructuring and consolidation across the regional development portfolio, establishing a platform from which regional development will excel over the next five to ten years. The Regional Development Council was refocused with the appointment of an executive chair and the Royalties for Regions Fund recommendations for State Cabinet consideration. From that source, Peel received \$11 million towards refurbishment of the Mandurah Aquatic and Recreation Centre, the release of \$2.4 million to Boddington under the SuperTowns initiative towards implementation of its Growth Plan, and a grant to the Peel Chamber of Commerce and Industry for education programs over 4 years for the commerce and industry sector in the region.

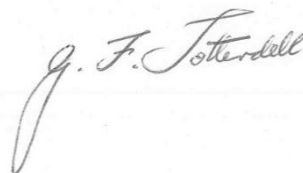
The Commission's ability to deliver is reflected in an overall 6% improvement across its 2011-12 key performance indicators.

Crucial to this outcome is the partnership with local government authorities, other agencies and the regional community in supporting this ambitious statewide regional development concept.

Looking to the future, I have no doubt that the Commission will continue to grow and fulfil its mission to be responsive to our region's changing needs. We will continue to develop strategies that enhance our service delivery and our role in economic development, organisational support and regional

representation. Our strategic plan will continue to guide the organisation in all that we do, from Board level decisions to the detail of service delivery.

Finally, may I add my personal gratitude to staff and our Board members. It has been a privilege to be your Chair and represent the Commission throughout the region in a variety of forums. I look forward to Commission's continuing challenges for the next 12 months as we all continue to work together to address the challenges that will make our region a great place to live work and visit.

A handwritten signature in cursive script, reading "G. F. Totterdell". The signature is written in black ink on a white background.

Geoff Totterdell
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
- co-operate 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

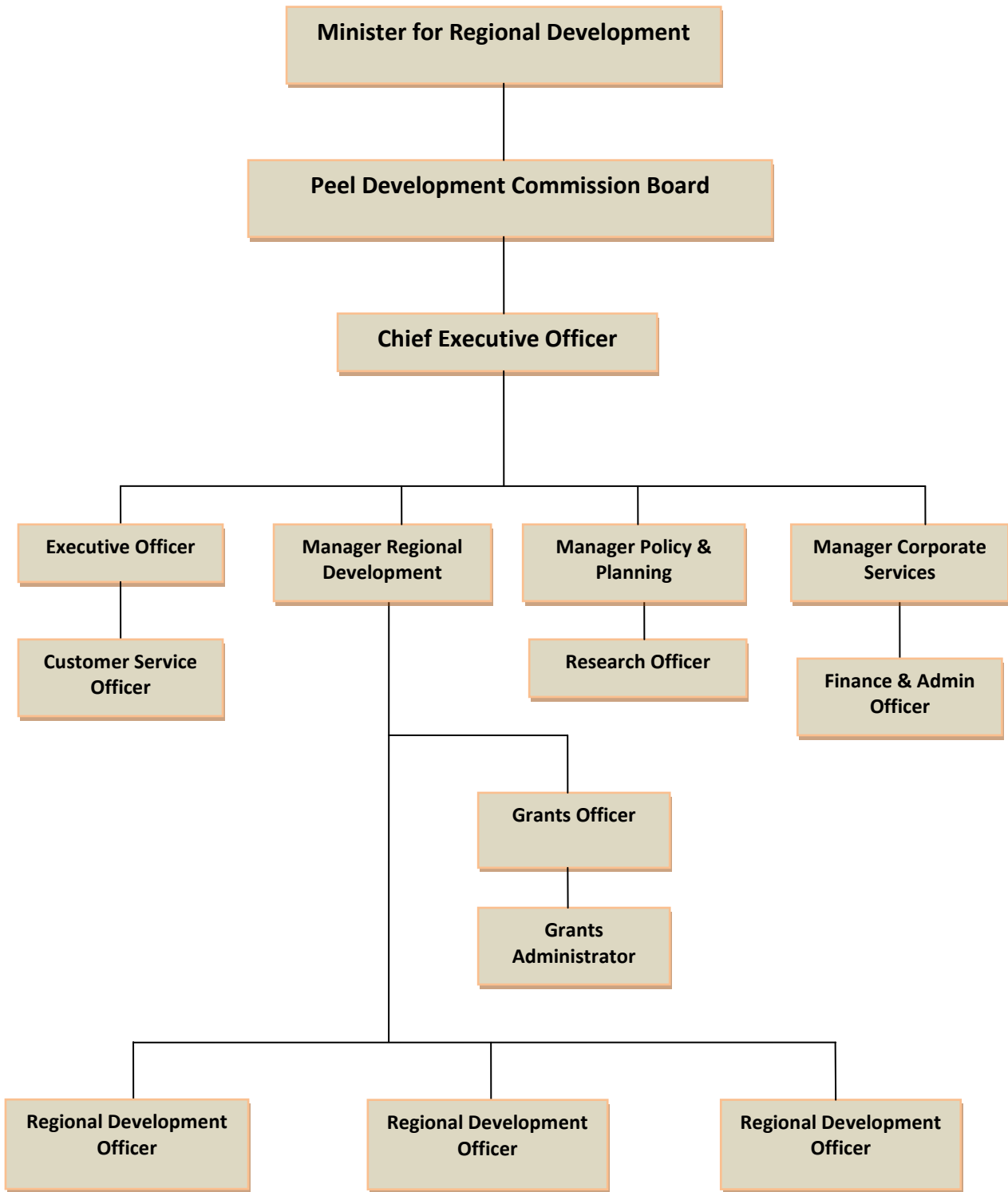
The Commission's Board of Management was established in 1994 upon proclamation of the *Regional Development Commissions Act 1993*. The Board comprises the CEO and others not exceeding nine in number including the Chair and Deputy Chair. The Minister has authority to appoint Board members. Three members 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>MR GEOFF TOTTERDELL (Chair) Ministerial</p> <p>Geoff Totterdell retired from a 20 year partnership with an international accounting firm in December 2006 where he was primarily involved in the administration of insolvent companies and in business consultancy. Mr Totterdell has had significant government appointments including Chairman of Swan River Trust from 1994 to 2003, Dairy WA Ltd from 2003 to 2006 and Rottneest Island Authority from 2007 to 2010. He and his wife have enjoyed living in the Peel Region since acquiring their home in South Yunderup some 8 years ago. Mr Totterdell is an active yachtsman and a life member of the Royal Freshwater Bay Yacht Club in Perth.</p>	<p>4 of 5</p> 
<p>MR MICHAEL RYAN (Deputy Chair) Community</p> <p>Mike Ryan is retired with over 30 years experience in senior management, predominantly in the fields of Information, and Communications and Technology. He is a past member of several Boards including, Racing and Wagering WA, His Majesty's Theatre and the Starlight Foundation. Mr Ryan is a resident of Mandurah and is involved with a number of local charities including serving on the board of Supporting our Seniors and Disabled Inc. He is passionate about the need to ensure that the Peel's waterways are recognised and appreciated officially, managed appropriately and resourced to ensure their long term health and sustainability.</p>	<p>5 of 5</p> 
<p>MR MARK JEFFERY Ministerial</p> <p>Mark Jeffery has qualifications in Organisational Psychology and a background in Management Consulting. His experience includes projects with a wide range of sectors and some 150 organisations. In 2009 Mr Jeffery commenced his own consultancy, which specialises in strategic planning, leadership development and coaching and performance management. He is a resident of the Shire of Murray and holds a number of board memberships including Peel Youth Services and is a member of the Australia Institute of Company Directors.</p>	<p>4 of 5</p> 

BOARD MEMBER	Meetings Attended
CR MERRI HARRIS Local Government	5 of 5
<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. In 2010 Cr Harris completed a Diploma of Local Government (Elected Member) and participated in a 2 week program in Excellence in Local Government Leadership in Canberra.</p>	
CR RHYS WILLIAMS Local Government	3 of 5
<p>Cr Williams grew up in Mandurah and is an active member of the Peel community. In 2009 he was elected as a Councillor with the City of Mandurah and became the youngest person ever to be elected to local government. He is Deputy Chair of Regional Development Australia and Chairman of the City of Mandurah Planning, Community Development and Sustainability Committee, board member of Mandurah Performing Arts Centre, Vice Chairman of the peel Community Development Group and Executive Officer of Community Solutions Inc, a not-for-profit charity driving social change in communities across WA. Cr Williams is currently studying economics and sustainable development at Curtin University.</p>	
MR STEPHEN COUGHLAN Ministerial	3 of 5
<p>Steven Coughlan is a qualified mining engineer with over 35 years' experience in the mining industry, from underground labourer at Kambalda to Byrnecut Mining where he has been Managing Director for over 20 years. Mr Coughlan is responsible for the direction of the activities of Byrnecut Mining's businesses in Australia and internationally. Murray Engineering, the anchor tenant at the Pinjarra Industrial Estate, is part of the Byrnecut group.</p>	
MRS ELIZABETH HOEK Community	4 of 5
<p>Elizabeth Hoek is a long term resident of Boddington and a strong community advocate. She is Manager of the Boddington Community Resource Centre and has served as a Councillor with the Shire of Boddington since 1998. Mrs Hoek holds a number of Board and Committee memberships including Regional Development Australia and Boddington Old School Committee. She is an active member of the Boddington community and a small business owner.</p>	

BOARD MEMBER	Meetings Attended
<p data-bbox="151 181 464 253">MR NOEL NANCARROW Community</p> <p data-bbox="151 262 1070 506">Noel Nancarrow is a retired farmer and former Councillor and President of Shire of Murray. He is actively involved in the community, holding memberships on many Boards and Committees including Regional Development Australia (Peel), Pinjarra Community Resource Centre and is Chairman of the Murray House Resource Centre and Murray Auto Xtravaganza. In 2011 Mr Nancarrow was awarded a Freeman of the Shire of Murray.</p>	<p data-bbox="1098 181 1174 212">3 of 5</p> 
<p data-bbox="151 660 432 732">CR WALTER BARRETT Local Government</p> <p data-bbox="151 741 1070 1025">Cr Barrett is a long term resident of Pinjarra and a retired police officer. In 1994 he was elected as a Councillor with the Shire of Murray. He served as Deputy Shire President for 2 years before being elected as Shire President in late 2011. Cr Barrett serves on numerous boards and committees including Regional Development Australia, Department of Planning Development Assessment Panel, Rivers Regional Council and Healthway. He is active in the community, having served 23 years in the Army Reserve and holds a life membership in the Lions Club.</p>	<p data-bbox="1098 660 1174 692">4 of 5</p> 
<p data-bbox="151 1189 480 1261">MS COLLEEN YATES A/Chief Executive Officer</p> <p data-bbox="151 1270 1070 1554">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. She has authored reports and articles regarding agriculture and supply chain management and has been the recipient of several awards and nominations. She is actively involved in a family owned and operated oil and gas company in the USA.</p>	<p data-bbox="1098 1189 1174 1220">5 of 5</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 2011-12.

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 (2011-12) did not specify any major across-agency or whole-of-government responsibilities.