



# PEEL DEVELOPMENT COMMISSION



## Peel Regional Investment Blueprint

SCORECARD: JUNE 2024



# 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, present and emerging.

**Dolphins Dreaming by Noongar  
Aboriginal artist, Deborah Newenham**

# CEO Message



The ongoing regional efforts for Peel to become a progressive, prosperous region with a culture of care have been driven by a visionary approach, with stakeholders focusing on planning and executing long term projects like the Bindjareb vulnerable families support pilot and the multi-use Ravenswood Community Centre.

In 2023-24, the Commission continued to work in collaboration with regional stakeholders to achieve the vision of Peel as a progressive, prosperous and dynamic region with a culture of care.

This scorecard update highlights recent achievements and provides an overview of future plans of regional stakeholders, in alignment with the objectives identified in the Peel Regional Investment Blueprint. 181 Blueprint aligned projects have been identified as currently in progress or complete, evidence of the collective efforts of all involved.

Over the past year, the Bindjareb District Leadership Group provided support to building Aboriginal organisation capability to Winjan Aboriginal Corporation and the Nidjalla Waangan Mia Aboriginal Health Service.

Leading global bakery agribusiness ARYZTA will develop its first WA facility at the Peel Business Park, creating between 110 and 130 local jobs once fully operational.

The opening of the The Sustainable Innovative Food Technologies (SIFT) Centre at Food Innovation Precinct Western Australia (FIPWA) gives businesses without access to large-scale production equipment the ability to produce products at a commercial rate.

The Commission sponsored GoSH, the Great Southern Hackathon, which became WA's largest youth tech-innovation event. Held in Mandurah, the event provided a platform for collaboration, creativity, and innovative solutions and attracted an unprecedented turnout. The impact continues to resonate, with plans for expansion to other regions.

I would like to acknowledge our regional leaders and stakeholders for their collaborative approach and commitment to achieving positive outcomes for the Peel region. The achievements and plans in this Blueprint scorecard are those of regional stakeholders and not of the Commission alone. I thank our partners and look forward to our continued collaboration.

**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:



**Peel Industrial Microgrid**, the first in WA, is utilising 1.2MW solar array with a 2.5MWh battery storage system



From 2020-21 to 2021-22, **carbon emissions rose by 0.36%** in Peel. All Local Government Areas, except Serpentine Jarrahdale (which cut emissions by 7%), saw increases



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



**Four carbon farming projects** in Peel will sequester carbon and avoid the release of emissions from agribusiness (including 1,230 hectares of revegetation)



Over **23,000 hectares** of Ramsar listed wetlands and **137km<sup>2</sup>** of inland waterways

## 2023-24 achievements by regional stakeholders:

The Department of Water and Environmental Regulation applied a clay treatment in the Peel-Harvey estuary (Bindjareb Djilba) catchment to bind phosphorus and **prevent algal growth** in downstream waterways.



The City of Mandurah was awarded **Platinum Waterwise Council of the Year**.



The State Government approved **Lane Poole Reserve** to transfer into **National Park status**.

Winjan Aboriginal Corporation secured \$1.2 million in funding for the **Bindjareb Boodja Baldja Ranger Innovation Project** to be delivered in partnership with other aboriginal corporations in Waroona and Harvey.



The WA Government and Harvey Water are developing the **Wellington for Agriculture** project to manage salinity of water sourced from Wellington Dam to support primary production and regional development in the South-West and Peel Regions.

C-Wise secured \$5.73 million in joint State and Australian Government funding for a **new organic carbon recycling facility** at Keralup.

## Over the next 12 months:

Winjan Aboriginal Corporation will investigate the feasibility of **native seed collection** and explore potential partnerships for mentorship and scientific support.



The Peel Alliance and its members will seek opportunities to identify or develop climate-independent solutions based on their collective understanding of the water supply challenges via the **Peel Regional Water Supply Initiative**.

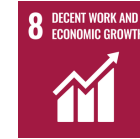
Peel Harvey Catchment Council is preparing a business case to seek funding to **mitigate the ecological deterioration** of Peel Harvey waterways. The system contributes approx. **\$605 million** to the Western Australian economy each year.



The Shire of Murray will advocate for and pursue funding opportunities to install **public electric vehicle charging** infrastructure in Pinjarra.

# 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

## 2023-24 achievements by regional stakeholders:

Global agribusiness ARYZTA will develop a **\$66 million bakery facility** at Peel Business Park, the first in WA, supporting **120 local jobs** once operational.



The Shire of Serpentine Jarrahdale hosted a forum on the future development of **West Mundijong industrial area**. Site works commenced for the the first stage of the subdivision.

**\$453,000** of Regional Economic Development (RED) grants shared across six projects.



**Honey West** will purchase equipment to expand operations.



**Peel Tyre Service** will install new machinery and and create an outdoor undercover work zone.



The City of Mandurah completed upgrades to **Pinjarra Road**. The **\$136 million** Mandurah Estuary Bridge duplication project commenced.

**Mandurah Tech Showdown** was hosted by the City of Mandurah as part of West Tech Fest.



## Regional statistics:



Peel's Gross Regional Product has increased to **\$10.806 billion** in 2023 (*\$10.069B in 2022*)



Manufacturing sector output of **\$9.56 billion** (*\$8.62B in 2022*)



Mining sector output of **\$6.28 billion** (*\$6.12B in 2022*)



Construction sector output of **\$2.6 billion** (*\$2.44B in 2022*)

The Shire of Serpentine Jarrahdale completed Stage 1 of the **Kargotich Road** upgrades as part of their **\$18 million** Hypergrowth Roads Program.



Construction of the **Byford Rail Extension** continued with the Thomas Road Bridge project now complete.

The Transform Peel project has to date attracted **\$132 million** in private investment, has generated an economic output of **\$170 million** and supported **478 FTEs**.



## Over the next 12 months:



The City of Mandurah will complete the **City Centre Waterfront Redevelopment** with delivery of the Eastern Foreshore Central and Northern precinct upgrades.



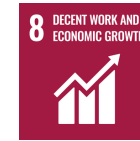
The Shire of Murray will finalise the business case, concepts and estimated costs for **Murray Regional Equestrian Centre** upgrades.



The Shire of Murray will continue to advocate for the development of the **Pinjarra Rail Precinct** and re-establishment of the **Hotham Valley Tourist Rail network** from Pinjarra to Dwellingup.

# 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.

## 2023-24 achievements by regional stakeholders:

Spinifex Brewing Co. have scaled up their Nambeelup facility to **full production** and have formalised a distribution agreement to **export their beverages to Peru**.



The **Sustainable Innovative Food Technologies (SIFT) Centre** opened at the Food Innovation Precinct Western Australia (FIPWA), providing businesses with access to food and beverage manufacturing equipment.

Peel Chamber of Commerce and Industry (Peel CCI), supported by the Commission, hosted an industry workshop at FIPWA to collect feedback from Peel based food and beverage companies on how to deliver an **agri-tourism program**.

Following this workshop, FIPWA coordinated a long table lunch to facilitate discussions on **international trade and market options** with stakeholders, including representatives from international business councils and consulates.



FIPWA's Work Day and Work Night program is providing opportunities for food and beverage business **innovators to connect, collaborate**, and receive **support** on their entrepreneurial journey.

10 Peel agribusinesses have shared in over **\$82,000** of funding through Rounds 4 and 5 of the WA Agrifood and Beverage Voucher Program. The vouchers can be used to engage **consultants** or **technical experts** to help grow and improve sustainability outcomes for their agrifood and beverage businesses.



## Over the next 12 months:

The Shire of Murray will investigate the **best development options for 6,000 sqm** remaining land at the FIPWA site, with the Commission having secured \$450,000 to support the Shire of Murray's **Future Food Facility feasibility investigation**.



### Regional statistics:



Agriculture, forestry & fishing sector output of **\$552 million** in 2023 (\$477M in 2022)



**621** agricultural businesses operating in 2023



Peel region commodity values:

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



- Table grapes **\$9.1 million**



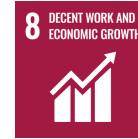
- Wool **\$3.84 million**



- Melons **\$3.1 million**

# 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 **\$204 million** in 2023 (*\$145M in 2022*)
- Daytrips increased to **2.1 million** in 2023 (*1.6M in 2022*)
- 419,000** domestic overnight visitors in 2023 (*381,000 in 2022*)
- Mandurah won Gold for Australia's **Top Tourism Town** Award in 2023
- Dwellingup accredited as a **Trail Town** and won Gold for Australia's **Tiny Tourism Town** Award in 2023

**2023-24 achievements by regional stakeholders:**

New '**All Abilities Paddle Launch**' opened on the Serpentine River in Mandurah.

Thomas Dambo's **Giants of Mandurah** won the Major Festivals & Events category at the WA Tourism Awards.

The Shire of Boddington finalised the **Boddington Caravan Park** needs analysis, concept plan, and business case to support additional accommodation and enhancements.



Mandurah hosted the **WA Tourism Conference** in June 2024.

The Shire of Murray hosted the UCI **Mountain Bike Marathon Masters World Championships** for over 1600 participants.

Mandurah Visitor Centre became the first visitor centre in WA to join the **Hidden Disabilities Sunflower Scheme**.



**Over the next 12 months:**

The Shire of Boddington will install a mining haulpak truck **tourist attraction** and initiate gold mine **tours**.

The **Exchange Hotel Pinjarra** will open, creating local jobs and revitalising the town centre.

The Shire of Murray will investigate **short-stay accommodation** at the **Pinjarra Heritage Railway Precinct**.



The Shire of Boddington will establish **6 chalets** and complete enhancements at the **Boddington Caravan Park**.

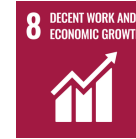


The Commission will work with the Department of Biodiversity, Conservation and Attractions and the Shires of Boddington, Serpentine Jarrahdale, and Waroona to deliver the **\$8 million Peel Regional Trails project**, funded through the Australian Government's Priority Community Infrastructure Program.



# 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 **74,233** people in December 2023 (68,941 in Dec 2022)



Low unemployment rate of **3.48%** in December 2023 (3.61% in Dec 2022)



Education sector output of **\$821 million** (\$778M in 2022)



**8.5% increase** in share of students completing year 12, from 34% to 42.5% (2011-2021)

## 2023-24 achievements by regional stakeholders:

Innovation Design Entrepreneurship Academy (IDEAcademy), supported by the Commission, opened a campus at FIPWA to provide an **alternative education and employment program** for young people aged 15-24.



The Shires of Boddington and Waroona received funding from the WA government to **host trainees** in their Community Resource Centres.



The Shire of Serpentine Jarrahdale hosted their second annual **Career and Enterprise Expo** for students.

The Commission and the City of Mandurah completed a business case for the development of an **Aged Care Training and Workforce Centre of Innovation**.



The **Children's University WA Partnership**, run by the University of Western Australia in the Peel region, expanded from 174 primary students in 2023 to over **280 students across 10 schools** in 2024.

The Commission sponsored the Shire of Serpentine Jarrahdale's Youth "Skills Up" Program that **trained 46 young people with job ready skills**.



**Boola Kep Aboriginal Corporation** was formed and incorporated with plans to attract funding to deliver community services.



## Over the next 12 months:



RDA Peel will apply to establish a **Suburban University Study Hub** in Mandurah.



**EmpowerME Young Women's Program** will be delivered by Choyces at the Pinjarra Senior Highschool.

Youth tech-innovation event, the **Great Southern Hackathon (GoSH)**, will expand to other regions after it was successfully delivered in Mandurah to 700 Peel youth.



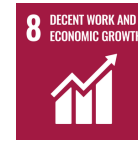
The Shire of Murray will work with Peel Employment Services Network to deliver a **youth career expo**.



Peel CCI will work with Coastal Lakes College and industry to **help students to enter the workforce**.

# 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:



**39% increase** in health care and social assistance jobs and **107** new businesses in the sector (2021-2023)




Arts and recreation sector output of **\$185 million** in 2023 (\$167M in 2022)



Health care and social assistance sector output of **\$1.3 billion** (\$1.13B in 2022)

## 2023-24 achievements by regional stakeholders:

Dwellingup Community Village was awarded a \$4.6 million grant to build **eleven new social housing dwellings** for older people. Six of the homes have been completed. 



Mandurah's **Coolibah Care's training hub opened**, with RED grant funding, enhancing their innovative on-site training for students and staff.

Bindjareb District Leadership Group provided support to **building Aboriginal organisation capability**.




**Winjan Aboriginal Corporation** received organisational capacity building support.



**Nidjalla Waangan Mia Aboriginal Health Service** is transitioning to an Aboriginal Community Controlled Health Organisation.

The new \$1.3 million **multi-use Ravenswood Community Centre** officially opened. 

The multigenerational and multipurpose **Railside Park** opened in the Shire of Waroona. 


## Over the next 12 months:



**Dawesville Community Centre** will be constructed to serve Mandurah's growing southern suburbs.



The \$48.8 million Mandurah Common Ground will commence construction to deliver **50 units of permanent, supportive housing**.

Bindjareb **vulnerable families support pilot** will deliver a referral service to provide intensive case management and appropriate support for families. This project was identified as an action in the Peel Away the Mask Action Plan. 



Peel Health Campus will transition to provide **public health services** with a planned \$152 million redevelopment and expansion.



# References

Australian Bureau of Statistics. (2022). 2021 Census - Time Series Profile.

Australian Bureau of Statistics. (2023). Counts of Australian Businesses, including Entries and Exits.

Australian Bureau of Statistics. (2023). Value of Agricultural Commodities Produced.

Clean Energy Regulator. (2024). ACCU project and contract register. <https://cer.gov.au/markets/reports-and-data/accu-project-and-contract-register?view=Projects>

Department of Biodiversity, Conservation and Attractions. (2024). DBCA - Legislated Lands and Waters (DBCA-011). <https://catalogue.data.wa.gov.au/dataset/dbca-legislated-lands-and-waters>

Department of Biodiversity, Conservation and Attractions. (2024). Ramsar Sites (DBCA-010). <https://catalogue.data.wa.gov.au/dataset/ramsar-sites>

Department of Primary Industries and Regional Development. (2024). Native Vegetation Extent (DPIRD-005). <https://catalogue.data.wa.gov.au/dataset/native-vegetation-extent>

Department of Primary Industries and Regional Development. (2023). Horticulture Analysis Western Australia.

Jobs and Skills Australia. (2024). Small Area Labour Markets: Peel Labour Force and Unemployment Rate.

REMPPLAN. (2024). Reports: Employment by industry sector - 2023 Release 2. <https://login.remplplan.com.au/economy/>

REMPPLAN. (2024). Reports: Gross Regional Product - 2023 Release 2. <https://login.remplplan.com.au/economy/>

REMPPLAN. (2024). Reports: Output by industry sector - 2023 Release 2. <https://login.remplplan.com.au/economy/>

REMPPLAN. (2024). Tourism: Tourism Value-Added - 2023 Release 2. <https://login.remplplan.com.au/economy/>

Snapshot Climate. (2024). Snapshot Climate - Australian Emissions Profiles. <https://snapshotclimate.com.au/explore/>

Tourism Council Western Australia. (2024). City of Mandurah Economic Impact Assessment 2023.

Image credit: Visit Mandurah and Russell Ord Photography