



peel

PROGRESSIVE | PROSPEROUS | DYNAMIC



Thriving Industry

Spotlighting local success stories

Agriculture and Food Innovation

Advancing food production and innovation in WA

RED Grants

Empowering organisations to modernise and grow

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COVER: RED Grant recipient Groundswell Drivethru | Frothin' Coffee, Wood Fire Roasted Coffee in Mandurah.



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Acknowledgment of Country

The Peel Development Commission would like to acknowledge the Bindjareb, Wilman, and Whadjuk people as the traditional custodians of the lands on which we operate. We pay respect to all Elders, past and present, and respect their continuing culture and the contribution they make to this region.

Peel Development Commission is a statutory authority established in 1993 by the Western Australian State Government under the *Regional Development Commissions Act 1993*. The Commission is one of nine regional development commissions across the state, each established and operating under the same legislation.



Department of
**Primary Industries and
Regional Development**



Building a better Peel

The Peel Development Commission partners with government, communities, business, and industry to make Peel a better place to live, work, and invest. We identify and support projects that benefit the region.

Our goals are organised under the six sub-themes of the Peel Regional Investment Framework: Thriving Industries, Agriculture and Food Innovation, Tourism Excellence, Capable People, Strong and Resilient Communities, and Organisational Excellence.

In every issue of *Peel* magazine, we focus on two specific sub-themes, exploring the individuals, projects, and local businesses driving progress in these areas. In this issue, we feature:



Agriculture and Food Innovation: Our goal is to enhance Peel's agriculture and food production sectors through continued innovation, investment and research.



Thriving Industry: Our goal is to ensure Peel's industries and businesses are diverse and globally competitive and part of an economy that has raised incomes and living standards for all.



Our regional work is underpinned by our commitment to driving the **wise use of our environment**, ensuring that social and economic development is balanced with conservation. 🌿

MORE INFORMATION

For a comprehensive understanding of our strategies and initiatives, we invite you to read the Peel Regional Investment Blueprint and Strategic Plan 2023–25 on our website.

Chair's Welcome

Almost three years ago I penned my first Chair's letter for our Peel Development Commission. I am now writing to you my final letter in my capacity as Chair.

My term ends at the end of June, and I must make the obligatory (and always accurate) comment "What happened to those three years?" In the case of the Peel at least I can answer "heaps have happened."

Three years ago, I wrote about Agriculture and Food and the immense opportunities in our region for sustainable economic growth. I'm proud to see FIPWA emerge as a force for food value-adding innovation in WA. This visionary precinct in the Peel, a collaboration between governments, industry, and academia, is unique in Australia and rare globally. It began with Transform Peel, an evidence-based assessment of what our region needed to thrive. Transform Peel predates my tenure, tracing a route through three Chairs and many board members and staff, showing that great things happen through collaboration and staying power.

Within FIPWA is SIFT (Sustainable, Innovative Food Technology), which opened in February to much fanfare. This state-of-the-art food factory is the precinct's jewel, funded by the WA State Government through DPIRD and built and run by the Future Food Systems Cooperative Research Centre and Murdoch

University. Spinifex Brewery and Murdoch University are tenants, creating synergies between industry and academia. Many groups, including our Chamber of Commerce and Industry in the Shire of Murray Innovation Building, are also involved.

The photo with this letter is the 'shiny shovel' event for ARYZTA in the Peel Business Park – Nambeelup Kaadadjan. This outcome of Transform Peel and FIPWA represents collaboration and staying power, showing that Peel is a compelling place for businesses, including international ones, to expand. Their presence will make a material difference economically and socially.

It has been an honour to serve as Chair of the Peel Development Commission. Thank you to my fellow board members, Deputy Chairs, CEO Andrew Ward, Executive Officer Kylie Wilson, and all the great staff of the Commission. Finally, thank you to Ministers Alannah MacTiernan and Don Punch for their support and championing of the regions. 🌿

David Doepel
Chair, Peel Development Commission

CEO's Management Report

Welcome to the latest edition of the *Peel Magazine*. This issue focuses on Agriculture and Food Innovation and Thriving Industry, highlighting significant developments and initiatives in the Peel region.



With Round 7 of the Regional Economic Development (RED) Grants closing on 26 June, we encourage Peel businesses and organisations to submit their applications. The RED Grants program provides invaluable financial support for projects that drive economic growth, stimulate job creation, expand or diversify industry, develop skills or capability, increase business productivity, and attract new investment to the regions. We encourage applicants to contact our team to discuss their projects and how they can benefit from this opportunity.


The Peel region continues to be an excellent place to do business, with a dynamic local business community driving our economy forward. This issue's Local Business Spotlight profiles several businesses making big strides in the Peel region. We are pleased to report on the success of Biz Blitz 2024 in Mandurah, which promoted local businesses and supported startups with funding and practical skills. We also highlight valuable resources, including grants, funding, training opportunities, and other support available to help local businesses thrive.

Our region is witnessing exciting and innovative projects, along

with significant growth and infrastructure updates from all our Peel region Shires and the City of Mandurah. These developments are critical in supporting our strategic goals and enhancing the quality of life for our communities.

We are proud to announce that the Peel Development Commission won the Bronze Award at the W.S. Lonnie Awards. This recognition for our annual report, the third time we have been honoured, reflects our team's dedication to organisational excellence and outstanding governance.

As always, our role in the Commission involves connecting communities and industries to promote regional prosperity. The collective efforts of our stakeholders and community partners are crucial as we continue to embrace opportunities for sustainable development and economic growth in the Peel region.

We thank you for your ongoing support as we work together towards a thriving future for the Peel region. 

Andrew Ward
Chief Executive Officer
Peel Development Commission



New food manufacturing centre boosts local industry

WORDS & IMAGES | Department of Primary Industries and Regional Development

The Peel region is set to benefit from a new state-of-the-art food manufacturing centre, aimed at boosting local food and beverage production and driving growth in the state's value-add food sector.

The Sustainable Innovative Food Technologies (SIFT) Centre, which opened in February, represents a \$12.2 million investment by the Cook Government, located within the Food Innovation Precinct of WA (FIPWA) in the Peel Business Park at Nambeelup.

Funded through the Department of Primary Industries and Regional Development (DPIRD) and operated by the Future Food Systems Co-operative Research Centre (RRSCRC) and Murdoch University, the facility features a high-pressure processing unit — one of only two in the state — used to cold pasteurise foods, extending shelf life while preserving natural nutrition and flavour.

The SIFT Centre is open to all WA food and beverage businesses, offering a low-risk environment to scale up production with common use of cutting-edge manufacturing equipment at subsidised rates.



Attendees at the opening of the \$12.2 million SIFT Centre, boosting food production and innovation in WA.

Businesses can test, develop, and produce new and improved value-added food products on a commercial scale, allowing them to determine market demand and source buyers before investing in their own large-scale production and equipment.

To further support the operations at the SIFT Centre, the State Government is partnering with the Shire of Murray to provide a \$3.8 million Enterprise Support Program. This program offers grants of up to \$600,000 on a dollar-for-dollar basis to food and beverage businesses. The grants can be used to commercialise products, undertake collaborative research and development, utilise manufacturing equipment, or access other FIPWA space, facilities, and services.

Some iconic food brands have come out of Australia, and the new Sustainable, Innovative Food Technologies (SIFT) Centre offers WA's food and beverage industry an incredible opportunity to develop the next big thing.

I encourage small business owners looking to expand production to visit FIPWA and investigate the grants on offer.

Hon Jackie Jarvis MLC, Minister for Agriculture and Food

MORE INFORMATION

FIPWA's Enterprise Support Program: fipwa.com.au/enterprisesupportprogram

Learn more about SIFT: <https://sift.au>

**4 weeks
Certificate in Food
Science**
Murdoch Food
Centre, Nambeelup

This August, elevate your career in the food industry by completing a Graduate Certificate in Food Science in just four weeks at Murdoch's Food Centre in the Food Innovation Precinct WA at Nambeelup.

This Commonwealth-supported program subsidises part of your tuition fees.

The state-of-the-art facility offers real-world food processing experience, flexible learning spaces, and specialist laboratories. You can choose from units like Food Safety, Food Microbiology, and Human Nutrition.

After graduating, pursue roles in food quality assurance, safety, or product development, or continue your studies with a Graduate Diploma or Master of Food Science.

MORE INFORMATION

Apply now for the August 2024 intensive Graduate Certificate in Food Science: www.murdoch.edu.au/course/postgraduate/c1170

Spinifex brews head from FIPWA to Peru

WORDS & IMAGE | Shire of Murray

Spinifex Brewing Co, part of Food Innovation Precinct Western Australia (FIPWA), has shipped its first batch of beers to Peru.

The first consignment includes a selection of ales and ginger beer along with Lima Light, a custom Peruvian product developed in collaboration with the Peruvian Horse Association.

Spinifex Brewing Co-Director John Gibbs said Peru was a natural choice due to its strong indigenous history, and came after a series of tasting masterclasses were held in the country.

“**This milestone instills confidence in the aspiration of FIPWA.**”

“Spinifex Co-Director Mick Little is an Australian First Nations leader from the Yamatji and Noongar nations who works closely with the indigenous community in the region, consequently having a significant influence on the work of Spinifex,” Mr Gibbs said.

“The opportunity with Peru involved extensive market research and more than 40 focus group tasting sessions with Peru’s leading sommeliers and restaurants. They love the beer.”

FIPWA General Manager Chris Vas said this first shipment had taken FIPWA a year to bed down but provided a huge boost to the value-adding capability of the Western Australian agrifood and beverage sector.

“It’s an exciting time for this start-up and a joy to see it grow from a little craft beer company into an international supplier,” he said.

“Exporting to Peru has opened up opportunities for increased local production and local employment will grow through such developments.

“This milestone instills confidence in the aspiration of FIPWA to enable WA food and beverage business growth, scaling up of production and carving out new markets for WA products.”

Spinifex Brewing Co’s core range incorporates native Australian botanicals and includes Myrtle Summer Ale, Geraldton Wax Ginger Beer and Western Australian Pale Ale, along with non-alcoholic brews such as Gubinge Ginger Beer.

The company has been kicking goals since it joined FIPWA in 2021 — it recently opened its Cable Beach brewery after the development of its Brewing Facility at FIPWA.

MORE INFORMATION

For more information about FIPWA, please visit fipwa.com.au

Pictured (L–R): Simon Tarmo (DPIRD), Michael Carter (Chamber of Commerce and Industry WA), John Gibbs (Spinifex), Louis Gussman (Gussman Enterprises), Miguel Jimenez-Gatt and Flor Canning (Australia Peru Chamber of Commerce), Robyn Clarke MLA (Member for Murray-Wellington), Michael Little (Spinifex) and Elise Gibbs (Artist).





New operators at the Edenvale Homestead

art gallery, art and craft shop, art school, quilters shop and the area's historical society.

Groundswell Operator Lynne Gould said she can't wait to bring classic Australian with a fine dining twist to Pinjarra.


"From brunches, to high teas and casual dining, we will have something for everyone at Edenvale. We will also be hosting ticketed events for the community to enjoy this space," she said.



With a large focus on using local produce, we aim to reflect the story of Edenvale throughout our menu. We look forward to reigniting the Precinct with a strong sense of community and local pride.

Groundswell Operator Lynne Gould

This will be the third Groundswell Café in the Peel region. The first Groundswell café opened in Mandurah in 2018 as the flagship store for their coffee roastery Frothin' Coffee. The second opened in 2023 at the Food Innovation Precinct Western Australia in Stake Hill.

The historic Edenvale Homestead re-opened in February. Further information and event details can be found on the Edenvale Heritage Tea Rooms and Groundswell Drivethru Facebook pages. 

WORDS & IMAGES | Shire of Murray

The Shire of Murray is pleased to announce that Groundswell will operate the 130+ year-old Edenvale Homestead after a competitive expression of interest process.

Shire of Murray President, David Bolt said the Shire was impressed with Groundswell's plan for the Tea Rooms, with a focus on local produce and their business success in the Peel region.

"The Edenvale Heritage Precinct is an iconic and multi-award-winning venue for Pinjarra – a cultural landmark renowned for its rich history, arts, events and striking built landscape," said Shire President Bolt.

"Council was pleased to see that the Groundswell team shares the same values for Edenvale, to create a fantastic local destination venue, all while maintaining the rich history and heritage of the location."

"We are thrilled to see what's to come for the next chapter of Edenvale," he said.

The Homestead, nestled within the precinct is highly valued by locals and well-frequented by visitors from the metropolitan and south-west. Others who call the bustling precinct home include the vintage machinery museum,



The new operators of the Edenvale Heritage Precinct already operate the Groundswell Drivethru in Mandurah, and the café at the Food Innovation Precinct WA.

RED Grant

helps deliver modern training hub for aged care industry

WORDS | Peel Development Commission & Coolibah Care

IMAGES | Lisa Watson Photography

In an industry where specialised training is not just beneficial but essential, Coolibah Care has taken a significant step forward with the recent unveiling of its newly refurbished training hub.

Supported by a \$100,000 grant from the State Government's Regional Economic Development (RED) Grants program, this modern facility is tailored to enhance the skills and knowledge of its staff and students in the aged care industry.

At the official opening on 31 January, Regional Development Minister

Hon Don Punch MLA emphasised the hub's role in addressing educational needs and enhancing specialised care skills, contributing to building the capacity of our regional workforce.

"With increased service demands and workforce challenges in the aged care sector, especially in the Mandurah area, providers can benefit from offering enhanced employment benefits and well-equipped training facilities to attract and retain staff," Minister Punch explained.

The RED Grant funding was used to transform Coolibah Care's existing space into a contemporary training hub that supports the professional development of its staff, along with



accommodating Registered Nursing students from Murdoch University and learners from Skills Strategies International.

A Vision for Improved Training

Discussing the vision behind the redevelopment, Coolibah Care CEO Amanda Crook shared, "To attract and retain skilled staff in the sector, the ability to offer both mandatory and additional training is essential. Previously, our training facilities were outdated. Our vision was to create a modern hub that not only facilitates effective learning but also demonstrates the value we place on our staff and their professional growth."

The new training hub is equipped with individual learning stations and areas for group sessions, which allows for a more focused and uninterrupted training experience away from resident care areas. "This setup enables multiple training sessions to be held concurrently, significantly enhancing our training capabilities," Amanda added.

The design of the hub reflects Coolibah's dedication to person-centred care, especially beneficial



Lisa Munday MLA, Coolibah Care CEO Amanda Crook, team member Emma Holland and Minister Don Punch MLA at the training hub's official opening.



This project is a prime example of how RED Grants support innovative and meaningful initiatives at a grass roots level, offering a tailored training solution right here in the Peel region.

*Member for Dawesville,
Lisa Munday MLA*

booking system and access for staff where required. The room is being well utilised for group and individual study and is impacting positively on people’s learning,” Amanda reported.

While the new training hub at Coolibah Care is a significant addition to their facilities, it is part of a larger regional strategy by the State Government aimed at addressing the broader challenges in aged care training across the region. This focused project contributes to these efforts by improving the training infrastructure at a local level, enhancing both employee satisfaction and care quality.

As Coolibah Care continues to refine its services and training programs, the benefits of the RED Grant are expected to enhance not only their operations but also contribute positively to the community’s ongoing needs in aged care.

MORE INFORMATION

More information: <https://coolibah.org.au/>

for staff who work with residents with dementia. “The training hub provides opportunity for us to offer additional training and support in small groups and in one-on-one settings to meet the needs of every resident,” said Amanda.

Navigating RED Grants

Amanda also shared insights on leveraging the RED Grants program.

“Identifying a potential project and seeking funding can be overwhelming, however, the benefits of such funding enable organisations to accomplish tasks

that might otherwise not make it to the top of the priority list,” she said.

“Working with the Peel Development Commission and receiving the RED Grant assisted us to achieve a refurbishment that otherwise likely wouldn’t have occurred for several years. The team were supportive in our application and guided us through the process.”

Updates since the opening

Since the training hub’s official opening, the facility has been actively used. “We have been focused on ensuring an appropriate

Round 7 announcement

Round seven RED Grants now open to Peel businesses and organisations

Up to \$250,000 is available for individual projects that support jobs, expand or diversify industry, develop skills, increase business productivity and attract new investment to the regions.

The Peel Development Commission is pleased to deliver this program with support from the Department of Primary Industries and Regional Development. **Applications are now open and close on 26 June, 2024.**

Visit our website to read more about RED Grants and how to apply: www.peel.wa.gov.au

Aged Care Training and Workforce Centre of Innovation

The Transform Mandurah Economic Opportunities Report identified 8 opportunities to help transform Mandurah’s economy, including Opportunity 3 — Build the nation’s aged-care workforce of the future.

The City of Mandurah, in partnership with the Peel Development Commission, undertook a needs analysis and feasibility study for what is now known as the Aged Care Training and Workforce Centre of Innovation. Both reports are complete, and a business case for the centre is currently being developed. For more details, visit the City of Mandurah’s website www.mandurah.wa.gov.au/transform-mandurah/major-projects



Department of
Primary Industries and
Regional Development



Regional Economic Development Grants

Open to businesses,
local government and
non-profit organisations

Funding available for projects that
stimulate job creation and economic
growth in the Peel.



Image: Lisa Watson Photography

Applications close 26 June 2024

For information visit www.peel.wa.gov.au or call 08 9535 4140



All abilities paddle launch opens in Riverside Gardens

WORDS & IMAGES | City of Mandurah

Mandurah's first all-abilities paddle launch infrastructure was officially opened in February, making it easier for everyone to enjoy the paddle trails of the Peel-Harvey Estuary.

“**The launch is one of the first of its kind in WA.**”

The All Abilities Paddle Launch in Riverside Gardens — one of the first of its kind in WA — was officially opened by Mandurah MLA David Templeman, on behalf of Regional Development Minister Don Punch, and Mandurah Mayor Rhys Williams.

This new addition is one of 18 paddle launch sites in the Mandurah and Murray area and is part of the Peel-Harvey Estuary Trails Network. The new launch was predominantly funded by the State Government, with the City of Mandurah funding the balance including upgrades to the surrounding area.

The accessible platform has been built to high specifications and design elements, featuring two custom slipways designed to allow paddlers of all abilities and oversized paddle craft to safely enter and exit the Serpentine River.

The platform also features special seating that enables paddlers to easily transition between a wheelchair and their canoe.

Mandurah Mayor Rhys Williams said “Mandurah is proud to be a State-wide leader in accessibility and inclusion, so we are delighted

to welcome another facility where all members of our community and visitors can be included and have a go”.

“The Riverside Gardens All Abilities Paddle Launch is part of a great network of paddling facilities that allow people to enjoy the beauty of Mandurah's environment and waterways, as well as immerse themselves in Australia's Top Tourism Town.”

As part of the City's Peel-Harvey Estuary Trails project, supported by the State Government, paddle launch sites at Novara Foreshore Reserve (Falcon) and at South-East Dawesville Channel (Dawesville) have also been upgraded recently with various improvements.

Thanks to local groups and the wider community including the Mandurah Over 55 Kayak Club, Canoe Trail Friends of Mandurah and Pinjarra, Visit Mandurah and the City's Access and Inclusion Advisory Group for their guidance, ideas and support for this new facility.

MORE INFORMATION

For more information about the City's accessible services and facilities go to mandurah.wa.gov.au



Agri-innovation

Case studies

WORDS | Peel Development Commission
IMAGES | Case study subjects

The Peel region is increasingly recognised as a hub for agri-innovation and food and beverage production.

Through strategic partnerships with the Shire of Murray and the Food Innovation Precinct Western Australia (FIPWA), the Peel Development Commission is fostering an ecosystem of agrifood innovation to support business growth. Growing the Peel's agri-innovation and food production sectors is a priority outlined in the PDC's *Strategic Plan (2023-2025)* and the *Peel Regional Investment Blueprint*.

Highlighting this journey, the Commission has produced a series of case studies, complemented by interviews conducted by the Shire of Murray. These narratives showcase the dynamic agri-

innovation journeys of local businesses within the FIPWA ecosystem, underlining the tangible outcomes and benefits of engagement through the Commission's programs, investments, and partnerships.

These case studies, available on our website and featured in interviews on our YouTube channel, showcase six agribusinesses and their engagement with the FIPWA/ agri-innovation ecosystem. They focus on grant support, mentorship, and assistance with strategic planning, conceptualisation, commercialisation, and exporting.

MORE INFORMATION

Visit our website to learn more about Peel's agribusiness community and the innovation and opportunities available in our region: www.peel.wa.gov.au/transformpeel/peel-agri-innovation-ecosystem-case-studies

YouTube: @peeldevelopmentcommission1173

“Meeting prominent Singaporean investors that were interested in our product and keen to see if South East Asia would like your product, has been instrumental.

Purri Gould, Owner, Groundswell



Case studies

Available to view on our website, The Lupin Co, Groundswell Drivethru, Thorn Devil Brewery, Eden Towers, Grubs Up Australia and Whole Green Foods.

Future Food Systems hosts successful summit:

For Food's Sake – fostering collaboration and innovation in WA's agrifood sector



WORDS & IMAGE | Future Food Systems

The For Food's Sake Summit, hosted by Future Food Systems at Murdoch University, Perth, in February 2024, was a testament to the vibrancy and potential of Western Australia's agrifood industry. Supported by Murdoch University, the event convened stakeholders from diverse sectors to delve into the critical role of collaboration in driving innovation.

Prof. Len Collard, an Indigenous knowledge holder, set the tone with a heartfelt welcome, grounding discussions in the rich history of food science and production on the lands. Throughout the day, attendees were treated to inspiring success stories, ranging from craft brewers bolstering local economies to the transformation of vacant spaces into state-of-the-art food manufacturing hubs.

Speakers emphasised the strategic significance of collaboration in overcoming regional challenges. Dr Natasha Teakle, a leader in agri-tech, underscored the importance of strategic partnerships in unlocking value-add opportunities, while clusters emerged as vital conduits for bridging gaps between researchers and farmers.

Sustainable solutions and opportunities for WA's agriculture sector took centre stage, with

panellists expressing cautious optimism amidst challenges, advocating for cross-sector partnerships and inclusive problem-solving approaches.

Exploration of innovations inspired by space added an extra dimension to the Summit, highlighting the potential of cutting-edge technologies, such as machine learning and insights from NASA's food innovations, to future-proof food systems. The Summit concluded on a high note with a focus on emerging protein trends, including cellular agriculture and the potential of plant-based proteins.

A Gala Dinner capped off the event, featuring an address from the Hon. Minister Jackie Jarvis MLC.


For Food's Sake provided a glimpse into the future with the Sustainable Innovative Food Technologies (SIFT) Centre, poised to further catalyse

For Food's Sake Summit tours

The For Food's Sake Summit tours made for a great day out – exciting, informative, convivial, and relaxed, with pit stops for delicious locally-produced food and drink.

Participants departed Perth for the Food Innovation Precinct Western Australia (FIPWA), where they enjoyed a brunch buffet before touring the Sustainable Innovative Food Technologies (SIFT) Centre. The tour concluded with a visit to Melville Park Farm in Brunswick, showcasing value-adding practices to regional produce.

More information
www.futurefoodsystems.com.au

cooperation in the sector. Overall, it exemplified the spirit of collaboration and innovation propelling Western Australia's agri-food sector forward, with Future Food Systems leading the charge in fostering partnerships and pioneering solutions to nourish communities and careers alike. 

Acknowledgement

For Food's Sake sponsors: Murdoch University, Food Innovation Precinct Western Australia (FIPWA), Food & Agribusiness Network (FAN), TURBINE precinct, Silverplace, Great Southern Truffles, 6HEAD, Seagrass Hospitality Group, Mt Lindesay farm, Peel Development Commission, Department of Primary Industries and Regional Development (DPIRD) and Business Events Perth.

How WA's 'deadly' young chefs are cooking up *healthy eating habits*

WORDS & IMAGES | Murdoch University

An innovative cooking and nutrition class teaching young people how to cook up a storm while incorporating bush tucker and community collaboration is transforming the Peel (Bindjareb) region.

The Deadly Koolinga Chef Program, a collaborative food literacy project between Ngangk Yira Institute for Change and Murdoch's School of Nursing, has received funding to continue cooking classes in Peel schools.

Led by Murdoch University's Associate Professor Caroline Nilson, the program's classes focus on kitchen safety, meal planning and budgeting, cooking and food

storage — and includes Traditional Bush Foods.

In December of 2023, ARYZTA, an international bakery, announced its purchase of land in the Peel Business Park in the Shire of Murray. Now, the company has signed an agreement with Murdoch University's Food Futures Institute and an agreement to continue funding the Deadly Koolinga Chef Program.

The program recently held a cooking class at Mandurah Primary School, where the students showed their skills to ARYZTA's Regional Managing Director Sean Masterson, and Manager Research Engagement — Food Innovation Precinct Western Australia (FIPWA) and Peel Development Commission Chair, David Doepel.



Associate Professor Nilson facilitated the cooking and nutrition class, and instructed the children to make a healthy spaghetti bolognese using a recipe from the LiveLighter campaign.

"To feel the children's energy and excitement as the class begins is wonderful, and then to see them become totally engaged in the food preparation and cooking is inspiring," Assoc. Prof. Nilson said.

She added that the team embedded STEM skills into the classes, and that it was a pleasure to see the children realise how weights, measurements and volumes are life skills.

"In the words of one child, 'now I see why I need to know what grams are... it's so I can read a recipe!'"

ARYZTA establishes presence at Peel Business Park — Nambeelup Kaadadjan

IMAGE | Overland Media

Following their December 2023 announcement, ARYZTA is developing its first Western Australian facility at the Peel Business Park — Nambeelup Kaadadjan.



This bakery will be a foundation agrifood tenant, aligning with the State Government's \$49 million Transform Peel project, aimed at driving new industries, creating jobs, and improving food security through innovation, research, and collaboration.

Regional Development Minister Don Punch MLA announced the development at a groundbreaking ceremony on the 2.5ha land parcel.

"It is exciting to see the Transform Peel vision come to life, particularly with a significant international agribusiness establishing its first WA presence in the Peel region," said Minister Punch.



“The children’s sense of joy and pride to be taking home the meal they prepared from scratch to share with their family is a gift in itself.

Assoc. Prof. Nilson

Mandurah Primary School principal Natasha Upcott said the funding would help to further enrich the learning experience of her students.

“We are so excited about the future of the Deadly Koolinga cooking program, with the commitment from ARYZTA, to not only fund this with a generous donation of \$120,000, but to support, encourage and participate in the building of skills of the students at Mandurah Primary School,” Ms Upcott said.

“The bakery development will improve WA’s domestic food processing capability, enabling local production of baked goods that would otherwise be imported,” he added.

“The creation of new jobs and training opportunities with this facility is a positive outcome for the region.”

The State Government is strengthening the Peel region’s agribusiness and food manufacturing sector through partnerships with industry, the Peel Development Commission, DevelopmentWA, DPIRD, and the Shire of Murray.



WA’s ‘backyard’ showcased at Regional BBQ

IMAGES | Department of Primary Industries and Regional Development

WA’s Regional BBQ marked the end of the Asia-Pacific region’s premier agrifood-tech conference, AgriFutures evoke^{AG}. 2024. The two-day evoke^{AG}. event, hosted in Perth for the first time, attracted over 1,800 delegates from across Australia and the globe.

The Peel Development Commission proudly partnered with several key organisations to showcase Peel’s agrifood industry at the Regional BBQ. This event celebrated local food, drink, and agri-innovation from across WA and featured a busy stall for the Peel region. We were thrilled to showcase contributions from:

- The Shire of Murray’s Food Innovation Precinct Western Australia
- Spinifex Brewing Company
- Groundswell | Frothin Coffee, Wood Fire Roasters
- Peel Estate Wines
- Australia Agritech Pty Ltd

Hosted by the WA Government, through the Department of Primary Industries and Regional Development at the WA Museum Boola Bardip, the event celebrated the unique features of WA’s nine regions. It also provided a platform to acknowledge the significant efforts of evoke^{AG}. attendees, who are at the forefront of developing cutting-edge food production solutions, aiming to feed both local and global communities.

City of Mandurah *Crab Fest*

Local businesses dish
up a feast over Crab
Fest weekend



Family fun, attractions
and food to suit all
tastes flowed all Crab
Fest weekend.

WORDS & IMAGES | City of Mandurah

Mandurah's city centre and waterfront spaces were buzzing on March 16 and 17 for the 23rd annual City of Mandurah Channel 7 Mandurah Crab Fest, with well over 100,000 visitors attending.

Crab Fest, the City's signature event, was a feast for the senses with a jam-packed program of experiences for the whole family, including plenty of delicious food highlighting Mandurah's celebrated blue swimmer crab.

Mayor Rhys Williams said Crab Fest had a winning recipe that kept people coming back year after year for an authentic Mandurah experience.



“It was great to see our city, Australia's Top Tourism Town, come alive again for our iconic event.”

Mayor Rhys Williams

“Our local businesses are a big part of that success. People want to come to Mandurah to enjoy our relaxed lifestyle, our water-based activities, and of course a taste of the delicious dishes that come out of our local kitchens.”

“It was great to see many of our businesses, cafés and restaurants getting involved again with Crab Fest this year, serving up special events, activities and food,” Mayor Williams said.

More than 50 food vendors and local businesses dished up a huge range of seafood and other savoury dishes, sweet treats and drinks, plus fresh cooked crabs to eat at the festival or take home to enjoy.

Local eatery Wood and Stone held four Crack a Crab workshops which were very well attended and received great feedback. Workshop participants, who were mostly from outside of Mandurah, were taught how to prepare a crab and use their new-found skills to cook the seafood at home.

Local business Wood and Stone held Crack a Crab workshops during Crab Fest.



Redmanna Waterfront Restaurant sold seafood dishes including local chilli plum crabs, sambucca prawns, fresh crab and salad and WA snapper fillets and chips from their pop-up food stall outside The Brighton Hotel this year. Owner and chef Jason Hutchen said his Crab Fest menu was a sell-out, and that people returning to Mandurah after Crab Fest weekend could enjoy the dishes in the restaurant.

New restaurant for Mandurah Betty's Burgers had a busy weekend, selling out of their Classic Crab Burger which was a special addition for Crab Fest. With its soft-shell crab, slaw and dressing, the burger could become a yearly special on the local menu.

Family fun, attractions and food to suit all tastes flowed all Crab Fest weekend with highlights including mouth-watering food stalls, celebrity cooking demonstrations on the Spudshed Cooking Stage, live music on the Seaside Estate Music Stage, roving entertainment and an amazing fireworks display on Saturday night.

Other highlights of WA's biggest free regional event included the Alcoa Family Zone and Children's Stage with great entertainment all weekend, the SciTech area, the Mandurah Action Sports Games, the Spudshed Yellow Brick Road, the WA Police Force Careers Expo and special cruises of the estuary throughout the weekend.

Embracing local excellence in Peel at **SM TAFE**

WORDS & IMAGES | South Metro TAFE

The dream of living locally, training locally, and working locally is now a reality for students at the new Hospitality and Tourism Training Centre situated at the South Metropolitan TAFE (SM TAFE) Mandurah campus. Nestled within the heart of Peel, this cutting-edge facility is poised to redefine culinary education and workforce development in the region.

Food is the core of this transformative endeavour, where aspiring professionals in the hospitality industry are equipped with job-ready skills, honing their craft to become adept cooks and chefs. By offering comprehensive training programs right here in Peel, students can gain their qualifications without the constraints of a lengthy commute. This not only enhances their learning experience, but empowers them to seamlessly integrate studies with local employment opportunities — which will benefit businesses, and the region as a whole.

The new \$16.9 million state-of-the-art world-class training facility includes Saltbush Training Restaurant, a culinary haven



Josh with his Principal Lecturer for Hospitality at SM TAFE, Kim Stanton.

“
To now be cooking in here; what a great venue and to have such amazing facilities in a regional area is even better.”

Hospitality student Josh Batterbee

providing the opportunity for trainees to prepare meals for patrons seeking an unforgettable local dining experience. This not only provides invaluable hands-on training, but also fosters a dynamic exchange between budding talents and the local community, reinforcing the centre's pivotal role as a nexus of culinary excellence and community engagement.

Local Peel student and SM TAFE cookery apprentice Joshua (Josh) Batterbee is undertaking the **SIT30821 Certificate III in Commercial Cookery**, currently offered fee free.*

Josh's exceptional work ethic during work placement at award-winning Redmanna Waterfront Restaurant


earned him a school-based apprenticeship there in 2023, through which he completed the SIT20416 Certificate II in Kitchen Operations. After completing his year 12 certificate, he was signed as a full-time apprentice.

The new training centre at SM TAFE has played an integral role in Josh's learning experience.

“I think it is amazing what has happened. I started in the older kitchen watching the new kitchens get built. To now be cooking in here; what a great venue and to have such amazing facilities in a regional area is even better, we don't have to travel far and can access the latest equipment and the great trainers,” Josh said.



Locals can book in to enjoy a dining experience at Saltbush Training Restaurant.

With the Hospitality and Tourism Training Centre at SM TAFE Mandurah, the promise of a thriving, locally centred hospitality sector becomes not just a vision but a tangible, enriching reality for students and the Peel community alike. 

MORE INFORMATION

The South Metropolitan TAFE Mandurah campus is part of the Peel education and training facility, sharing the campuses of Murdoch University and John Tonkin College. The Peel Jobs and Skills Centre (JSC) is also located on campus – visit the centre to access free, professional advice on training and employment opportunities. The Peel JSC is supported by Aboriginal Services from SMYL Community Services.

In Year 11, Josh took out silver in the cookery category in the WorldSkills Australia regional competition for vocational education and training in secondary schools, and in Year 12 he went on to compete in the National Championships in Melbourne 2023. Josh explained that the competition helped give him composure in the industry, whilst networking with new people.

Josh's Principal Lecturer for Hospitality Kim Stanton agrees the new training facilities at Mandurah have reduced commute time for young aspiring chefs like Josh, who

is no longer required to travel to the SM TAFE Bentley campus for part of his training.

"Its helped all the apprentices reduce an hour to an hour and a half of driving every morning and every night," Kim said.

Josh recently won school-based apprentice of the year at the SM TAFE 2024 Student Awards which are held annually to recognise outstanding achievements of students. With a bright future ahead, he is honing his skillset here in Peel on his journey towards becoming a fully-qualified chef.

Applications now open for Semester 2, 2024

For more information about our courses at Mandurah campus, visit www.southmetrotafe.wa.edu.au

**The SIT30821 Certificate III in Commercial Cookery is fee free in 2024. The tuition fees are 100 per cent subsidised by the WA Government for WA residents. Some eligibility conditions apply for the free training, and other fees may apply for some courses. Please visit <https://www.southmetrotafe.wa.edu.au/courses/skills-ready> for further information. Tuition fees are free, but resource fees may be payable for some courses.*



South Metropolitan TAFE offers a range of courses preparing you to pursue exciting careers, from becoming a professional chef to a fully-trained beauty therapist.

Study locally in Peel for your dream career



Our Mandurah campus has a brand-new contemporary Hospitality and Tourism Training Centre, delivering specialist courses in commercial cookery and many facets of hospitality, along with event management and hair and beauty.

Be more at South Metro TAFE, with quality training that will prepare you for the career you love.

Head to our website to find the perfect pathway for you.

Applications are now open for Semester 2, 2024

For more information about our courses at Mandurah campus, visit www.southmetrotafe.wa.edu.au/courses



SM TAFE RT0: 52787

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Empowering youth

Shire of Serpentine Jarrahdale's Skill Up program

WORDS & IMAGE | Shire of Serpentine Jarrahdale

The Shire of Serpentine Jarrahdale has a young demographic. It is also one of the fastest growing local government areas in Western Australia; in the 2021 Census the Shire recorded a higher proportion of secondary schoolers in SJ than in Greater Perth. It also has a higher percentage of primary schoolers — 11.7% compared to Greater Perth's 9%.

As more young families choose to make the Shire their home — most people moving to the Shire are in the 25 to 34 years age group — the need to ensure that young people have the opportunities to grow increases.

This year the Shire launched the Skill Up program to do just that. The program has been designed to equip people aged 12 to 24 with skills and knowledge to make them more competitive in an increasingly competitive workforce. It is also intended to assist with a young person's personal development, providing a gateway to other programs.

Courses are short, lasting up to a day and provide certification in areas highly valued across industries such as construction, hospitality, childcare or aged care. Feedback from young people on the inaugural Skill Up program, which runs until November, has been overwhelmingly positive.

Joshua, a participant on the program's first aid course in February said, "Thanks for running such an amazing program. I look forward to participating in more over the coming year."

In September participants will get the chance to do a guided tour of Alcoa's Huntly Mine, offering them insights into mining operations and the opportunity to find out about potential career pathways within the company.

Shire President Rob Coales said that the Skill Up program reflected SJ's commitment to supporting its growing youth demographic.




With a population that is younger than the Perth average, it's vital that we ensure no one is left behind and that means preparing young people for the future job market.

Rob Coales, SJ Shire President

"The Skill Up program gives young people a taste of what they can get from skills-based training. Hopefully it will give participants the motivation to keep learning, whether they choose to go to university or not.

"It is a significant initiative by the Shire to invest in our young people, and is made possible due to the Shire's close-knit connections with the community and local business."

The Skill Up program is supported by key partners Wormal Civil, the Peel Development Commission, and Alcoa. Due to the success of the program it is hoped to run it again next year. 

Top (L-R): Caillen Paynter (SJ Youth Officer) and Georgia Haines (Alcoa — Community Relations and Communications Advisor). **Sitting (L-R):** Jessica, Natasha Kearley (Wormal Civil — Human Resources Manager), Darrin Strange (Alcoa — Mining Manager), Aiden, Rob Coales (Shire President), Keagan, Liam and Wendy Muir (Peel Development Commission, A/Director Regional Development).





Jarrahdale

Trail Town

WORDS & IMAGES | Shire of Serpentine Jarrahdale

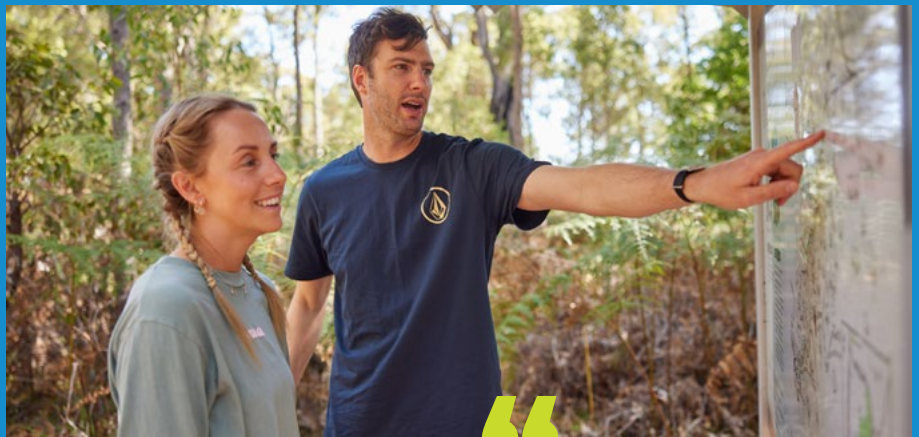
Jarrahdale, as the name suggests, is situated among some of Western Australia's best Jarrah (Djarraly in Noongar language) forest.

It is listed by the National Trust as an 'historic town', recognising its European history as a global importer of timber from the 1830s.

Located under an hour from the Perth CBD, and a short drive from the Shire of Serpentine Jarrahdale's regional centres Serpentine and Byford, Jarrahdale's outstanding natural beauty is now establishing it as a leading tourism destination.

It has also been identified as an important channel for economic development across the Peel region.

At the heart of this is the Shire's aspiration to develop Jarrahdale as an accredited trail and horse riding location, and a key destination for visitors seeking equestrian, bushwalking and heritage trail experiences.



Jarrahdale is a unique town, rural and yet connected to the centre of Perth — now is the time to put it on the global tourism map.

Rob Coales, SJ Shire President

A marketing campaign has been encouraging visitors to 'Step Outside' in Jarrahdale since 2023.

Now the Shire has been given the green light by Council to enter into an agreement with the National Trust to lease the Jarrahdale Heritage Park site.

This is a significant step in Jarrahdale's tourism journey. The Heritage Park is a prime 'landing point' for visitors wishing to make the most of the town's extensive trail network.

The proposed activation of the site will support year-round activation events and create opportunities for nature play, orienteering, trail events and sport and recreation activities.

Shire President Rob Coales said that the Shire would be seeking funding from the State and Federal Governments to implement the recommendations in its Jarrahdale Trail Town Business Case.

This includes the construction of a trails centre, and upgrades to local roads leading to the town.

"We are so lucky at the Shire of Serpentine Jarrahdale to have so much natural beauty on our doorstep," he said.

"It's also a significant opportunity for the Shire to leverage tourism, stimulate the local economy, including the trail development business, and add value to our community identity.

"This is a strategic medium term plan that in the long term would position Jarrahdale as a competitive, highly regarded tourism destination." 



The allure of *Boddington*

WORDS & IMAGES | Shire of Boddington

The Regional Movers Index has revealed that, in the December 2023 quarter, the Shire of Boddington recorded the highest annual growth in net internal migration inflows in Australia.

This Index analyses how many people change location, including the places they leave and where they make a new life.

The remarkable statistic for Boddington, is in part due to the

significant steps being taken to diversify, as it embarks on a number of projects set to enhance the beauty of the town, and increase its appeal as a tourist destination, and place to live. The town's commitment to progress, is evident in a series of ambitious initiatives designed to enhance its natural beauty and bolster its tourism infrastructure.

On the cards is an exciting upgrade and expansion of the Caravan Park, with 6 new chalets set to be built on the banks of the Hotham River, and the existing facilities set to undergo a transformation that takes advantage of the stunning location.

The Caravan Park is a key element of providing accommodation for trail enthusiasts, who will be

able to enjoy up to 23km of trails within a stunning nature reserve to the west of the townsite. With the community firmly behind the Concept Plan for walk and mountain bike trails, anticipation is building for the project's commencement in the upcoming year.

On a broader scale, the town centre will be soon revitalised, with murals, green spaces, tree canopy, street furniture and art. First up are a number of murals planned in the coming months to add vibrancy to plain facades, and street furniture will shortly be installed depicting imagery of local attractions.

One of the community's most anticipated upgrades is to the Ranford Pool (Darminning) Precinct. Nestled in the heart of



Boddington's picturesque Ranford Pool.




“
Boddington is focused on providing a diverse offering to its community and visitors.

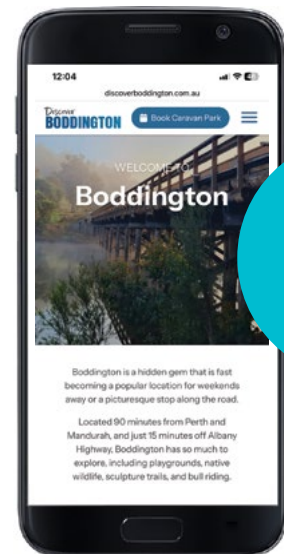
The Shire of Boddington's Town Centre Revisitation Plan

Boddington, this scenic natural swimming area is being enhanced with additional carparking, caravan access, barbeque, toilet facilities, shelters and table settings, as well as additional tree canopy. A bike path, walk trail, and canoe trail, provide easy access to this Precinct, less than 3km from the town centre.

Much awaited sediment removal from the river area adjacent to the Lions Weir, is also set to commence in 2024-25. This project will enhance recreational uses of the river in the prime location around Hotham Park, in the centre of town. Removal of sediment will enable a variety of water based recreational activities, to complement this Award winning Precinct.

To provide a central point for all visitor information, the Shire launched its new tourism website in January 2024 '**Discover Boddington**'. This platform provides a single source of information for the Shire's tourism attractions, events, and accommodation, as well as being the booking portal for the Caravan Park.

Boddington's major projects signal its commitment to progress and sustainability, inviting visitors and those seeking a tree change, to explore its natural wonders and hospitality. 



New website
 Discover Boddington



“
**Waroona
Revitalisation
Strategy is making
great strides.**

Railside Park

is open for business



WORDS | Shire of Waroona
IMAGES | Simple Ben Stories

In the previous issue of *Peel Magazine* you will have seen the article about the developments happening at Railside Park and we are very excited to let you know that the park officially opened on the 2nd of February.


The festivities kicked off with a Twilight Community Celebration, in an unforgettable night of fun and entertainment. The centrepiece of the celebration was the newly constructed SkateWave Park and Pump Track, which glittered under the bright lights. Local skateboarders and BMX riders wasted no time testing their skills,

treating the audience to thrilling demonstrations and participating in lively competitions that added an extra dash of excitement to the evening.

A variety of engaging activities kept both young and the young-at-heart entertained throughout the celebration. There was face painting stations and the skate deck painting and was particularly popular, showcasing the artistic flair within the community.

The event was attended by distinguished guests, including Reverend Robert Jetta, who delivered a heartfelt Welcome to Country. Shire President Mike Walmsley served as the Master of Ceremonies, extending warm greetings to special guests like Senator Louise Pratt, representing the Hon Kristy McBain. Senator Pratt, in turn, spoke passionately about the evident joy Railside Park brings to the community of Waroona. Robyn Clarke MLA, representing the Hon David Templeman MLA, expressed pride in contributing to the development at the park and commended the Shire of Waroona for their unwavering efforts in revitalising the town centre.

Food trucks, serving everything from savoury delights to icy cold mocktails, kept the attendees fuelled for the night. The ever-popular Mr Whippy van drew crowds eager for a sweet treat. While the melodious tunes of the outstanding Perth band Gemini, provided a perfect soundtrack.

As the celebrations came to a close, it was evident that Railside Park had become more than just a recreational space — it had evolved into a community hub, a place where the spirit of Waroona came alive. Families, friends, and thrill-seekers alike can now look forward to creating lasting memories in this dynamic space that promises to be a cornerstone of community life in Waroona for years to come. 

Drakesbrook Weir upgrades

WORDS | Shire of Waroona

IMAGE | Merrin Kirk

Nestled in the heart of Waroona the picturesque Drakesbrook Weir stands as a testament to both historical significance and contemporary recreational appeal.

Constructed in 1932 to serve local agricultural needs, this reservoir has evolved into a multifaceted destination, drawing in locals and visitors alike. Recent developments have further transformed the Weir into a haven for various activities, making it an even more cherished spot for the community. The serene waters provide an inviting space for swimming, kayaking and fishing enthusiasts, while the surrounding reserve offers ample opportunities for bushwalking and picnics.

The Weir has undergone a transformation over the past year, enabling visitors to have an even more enriching experience. The significant enhancements for this site aim to elevate its amenities and recreational offerings and cater to the diverse needs of the community.

Toilet block and electric BBQ upgrade

The toilets at the Weir have received a much-needed upgrade and are now fully accessible modern facilities. The BBQs have recently been upgraded to electric facilities providing a more consistent experience for visitors to the Weir.



Expanded grassed area

Transforming the Weir into a multifunctional space is the expansion of the grassed area. This open-air venue, surrounded by lush greenery, is the perfect setting for community events, performances, and gatherings. Whether it's a local concert, a cultural festival, or a community event, the grassed area provides a picturesque backdrop for a variety of activities.


Carpark expansion

To ensure everyone can easily access the Weir, the carpark has undergone an expansion. More parking spaces accommodate a growing number of visitors and improves accessibility.

Nature playground

Families and children are in for a treat with the introduction of a nature playground. Surrounded by the natural beauty of the Weir, this playground is designed to blend seamlessly with the environment. It offers children a space to explore, play, and connect with nature.

A commitment to preserving the natural beauty and tranquility of the site remains a top priority. The enhancements are designed to complement the landscape, providing visitors with a harmonious blend of modern amenities and the serene charm of the outdoors. The upgrades have made this Western Australian gem an even more cherished destination. Drakesbrook Weir, with its rich history and recent enhancements, has seamlessly blended the past with the present. Its evolution from an agricultural reservoir to a recreational hotspot reflects the adaptability and communal spirit of the region.

As locals and visitors continue to enjoy the diverse activities offered by the Weir, it stands as a symbol of the harmonious coexistence between nature and community. More developments are planned for the future so stay tuned to find out more. 

Vision for Mandurah

propelled by future planning

WORDS & IMAGES | City of Mandurah

From high-level master planning to much-needed community infrastructure, the City of Mandurah is progressing several transformational projects geared towards shaping Mandurah into a vibrant 21st century city full of opportunity.

As Mandurah has grown exponentially over the years, the City of Mandurah Council has recognised the need for forward-thinking planning to create a vibrant and prosperous city for residents, and those who come to Mandurah for a taste of the renowned lifestyle.

The City continues to harness the momentum after Mandurah was named Australia's Top Tourism Town last year and pursue the positive trajectory for the future.

Mandurah's population is expected to reach 120,000 by 2036, plus it will remain the main service centre to the Peel region, which is projected to reach a population of 444,000 by 2050. This makes it crucial to have a planned approach to how the city grows and evolves in a way that retains what is valued the most, yet amplifies what people love about the city.

With an increased population, planning for how Mandurah will be connected by safe and accessible transport is essential.

The City has developed a draft Integrated Transport Strategy which sets the foundation and vision for a sustainable transport network in the city for the next 10 to 20 years, building on Mandurah's award-winning recognition as WA's most accessible community.



Rushton Park.
Inset: Dawesville
Community Centre
– artist impression.

Community feedback on the draft Strategy has recently been gathered and will help to inform this guiding document for future plans and projects related to Mandurah's transport options.

Mandurah Mayor Rhys Williams said planning for Mandurah's future transport network is aimed at creating opportunities for all, ensuring accessibility and connectivity is optimised.

"Transport will be a crucial area for Mandurah in the future as we transition from being a city of rapid suburban expansion to focusing more on renewing our existing assets and accommodating future growth through infill and redevelopment," Mayor Williams said.



Lotterywest community representative Leanne O'Brien (Florida Beach Newsagency), Mandurah Mayor Rhys Williams, Dawesville MLA Lisa Munday, Peel Development Commission Deputy Chair Michelle Sidebottom and City of Mandurah Executive Manager Community Services Tim Hartland.



“The Dawesville Community Centre will allow people to come together to build connections.”

“We’re looking at how we create safe, accessible and sustainable transport options, coupled with high-quality and safer street spaces for all users. With a growing population, this may include a shift away from relying so heavily on private vehicles.”

The City is also considering how areas near public transport hubs will be developed to make it easier for people to walk, cycle or use public transport, thereby contributing to environmental sustainability and community wellbeing.

Community feedback has also recently been sought on the future use of the city’s premier sporting precinct, Rushton Park. Currently there are a range of sports in the precinct including bowls, croquet, tennis, netball

and football. The City is advocating to redevelop the Rushton Park precinct to cater for future sporting growth and that it continues to be a community sporting precinct for the next 50 years.

Mayor Williams said the City is developing a new master plan for Rushton Park that will meet the needs of existing and future users and improve the overall functionality and potential of the precinct.

“With this new master plan, we’re looking at how we can meet the current and upcoming needs of these sporting groups, which includes state league Peel Thunder teams, but also how we meet recreational needs of our residents.

“The overall planning also considers how the city can host large-scale sporting and entertainment events. It’s an ambitious plan, but one that would bring many benefits and possibilities to our city.”

The draft master plan is expected to be advertised for public comment in the coming months.

In another great milestone for Mandurah residents, construction has started on the new state-of-the-art Dawesville Community Centre. This highly anticipated hub will cater for a growing population in Mandurah’s south.

The multi-purpose facility will feature a large communal hall with a stage, flexible office spaces for a range of services, a big kitchen and function area, and recreation areas for young people and families to enjoy.


Mayor Williams said the centre is a much-needed addition to the area, given the locality’s population is expected to double in size over the next decade, and the suburb’s high percentage of school aged children.

“As part of our long-term strategic planning, we identified that Dawesville and the city’s southern suburbs needed a centre that would support a rapid-growing community for many years to come,” he said.

“We’re proud to have worked closely with the local community to develop an incredible centre that caters to a wide range of needs without people having to travel into the city centre.

“The Dawesville Community Centre will allow people to come together to build connections, enjoy a range of services, programs and activities, and ensure the community reaches its potential. We can’t wait to be able to welcome the first visitors through the doors later next year.”

The State Government committed \$6.2million to the project which, coupled with a \$2.65million Lotterywest grant, has enabled the project to be delivered.

Dawesville has experienced significant growth over the last 15 years, leading to increased demand for social infrastructure, community facilities and services. It is projected that the current population will double to 15,000 by 2036. 

Peel Chamber of Commerce and Industry:

Supporting Peel's Business Community

WORDS | Peel CCI and Peel Development Commission

IMAGES | Starbright Wonderland, Jackie Campbell – Arca Morai

The Peel region is known for its rapid economic growth and diverse economy.

The Peel Chamber of Commerce and Industry Inc. (Peel CCI) stands as the largest organisation representing businesses in the region. Established in 1960, Peel CCI has a deep understanding of the needs of Peel businesses and serves as the recognised voice of business on various issues. As a not-for-profit organisation funded by its members, Peel CCI is dedicated to enhancing business capability and sustainability, creating a positive environment for all regional businesses to thrive together.

Peel CCI was founded with the goal of providing honest, ethical, and active representation for all its members. The chamber aims to:

- Advocate for and promote business growth in the region, focusing on innovation.
- Share experience, knowledge, and resources to develop a thriving business community.

- Build relationships to promote economic development and diversity, increasing the member base.

Peel CCI is run by an operational team of four, reporting to an Executive Board of 12. This structure ensures that the chamber remains responsive and accountable to its members.

Peel CCI hosts a variety of networking events to support the business community, including Business After Dark, Breakfast Club, and business educational forums and workshops. Recent events include the Peel Agritourism Trade & Consumer Event and the AI in Business Forum. Peel CCI is also instrumental in organising the annual Alcoa Peel Business Excellence Awards, recognising local businesses across diverse categories. The chamber is also holding the inaugural Peel Sustainability Conference at FIPWA in June 2024.

Peel CCI has established strategic partnerships with the Shires of Murray, Waroona, Serpentine-Jarrahdale, Boddington, and the City of Mandurah. It works closely with the Peel Development Commission, CCIWA, and RCCIWA. The chamber also collaborates with IPS Business Advisory and IPS First Nations Advisory, which provide free business advice to Peel businesses.



Participants learn about AI's future and business impact at the Lunch & Learn – AI Basics for Business Owners event at FIPWA.



Attendees enjoy local produce and discussions on international trade at the Agritourism Long Table Lunch at FIPWA.

Peel CCI aims to be the best chamber of commerce and industry with the highest reputation among the business community. The chamber envisions the Peel region as the premier area for investment, business capability, and economic growth.

Future strategic priorities include:

- Enhancing member value through new offerings.
- Reflecting Peel CCI values, objectives, and member benefits in brand and messaging.
- Organising profitable, purpose-driven events with high attendance.
- Driving operational efficiency and effectiveness through new technological products and services.
- Ensuring excellent board governance.
- Advocating politically for Peel businesses.

Over the past year, Peel CCI has undergone several operational changes, including the introduction of a new team and membership offerings, relocation to the Food Innovation Precinct Western Australia (FIPWA), and the launch of a revamped website and digital platform to engage members and streamline doing business with the chamber.

Looking ahead, Peel CCI plans to further collaborate with stakeholders, focus on digital initiatives, and tap into volunteering, working groups, and leadership development. By collecting better data, sharing knowledge and training, and continuing successful networking and educational events, the chamber aims to enhance business sustainability and capability.



Our mission is to enhance the capability of businesses within the region.

Ian Cadwallander, Strategic Development Manager, Peel CCI


Event focus: Peel agritourism and AI for business

In October 2023, the Peel Development Commission identified the delivery of a regular agritourism consumer experience as an emerging priority.

Peel CCI partnered to explore and deliver this initiative, beginning with a workshop and a long table lunch. The Agritourism Long Table Lunch event in February 2024 featured local produce paired with discussions on international trade and market options with stakeholders, including representatives from international business councils and consulates.

Also in February, the Lunch & Learn – AI Basics for Business Owners event was held, featuring presenters from Microsoft, Capgemini, WA Data Science and Innovation Hub, and CyberWest Hub. Experts briefed attendees on the future of AI, its impact on businesses, and the ethical dimensions and risks associated with AI. Both events were held at FIPWA.

With its comprehensive support and strategic initiatives, Peel CCI continues to play a vital role in promoting business growth and economic development in the Peel region.

This will attract investment, benefit the entire community, and promote a thriving regional economy with opportunities for everyone. 

MORE INFORMATION
www.peelcci.com.au

Local business spotlight

In this edition, we feature local businesses making a difference in the Peel region. Learn about Clean and Pure Skin Care, EOS IT and Pinjarra Golf Club. Plus, find helpful resources for your business.

Clean and Pure: Nurturing natural skincare in the Peel region

WORDS | Clean and Pure, Peel Development Commission

IMAGES | Clean and Pure

Clean and Pure was formed in 2016 by Melanie and Mark Chapman in their search for natural and organic skincare to assist with Melanie's eczema.

Their commitment to natural solutions laid the foundation for a skincare business that initially served friends and family before expanding online, into distribution networks across Australia, and internationally into export markets.

In 2020, the business relocated to Melanie's home state of Western Australia, establishing a new manufacturing premises in central Mandurah. Since then, Melanie and Mark have built a small local team handling all Clean and Pure's manufacturing, sales, marketing, and operations from the Peel region.

Clean and Pure's brand values focus on detoxifying skincare by providing natural solutions, sourcing high-quality local food-grade ingredients to create their products. All their products are proudly Australian made, owned, and sourced.

Inspired by customer feedback, Clean and Pure began embracing sustainable packaging and manufacturing practices. Now powered by renewable energy, they have launched a new range of 'Go Plastic Free' Lip Balms in biodegradable packaging, continuing their mission to be natural, plastic-free, and environmentally friendly.

Employing exclusively from the Peel region, Clean and Pure connects with the local community by funding and supporting local networking functions and sponsoring other local businesses (Shop Local 6210, All Malt Brewing), partnering with local sports and community groups (Peel Thunder, Mandurah City FC, Murray Music & Drama Club) and collaborating with local suppliers. For example, their new 'Go Plastic Free' lip balm line includes Frothin Coffee's locally roasted coffee beans, creating a truly Peel-produced Coffee and Coconut lip balm.

With a loyal e-commerce customer base, a strong network of distributors across Australia, and growing export partnerships, Clean and Pure aims to expand further into domestic and international markets. They are dedicated to being recognised as a significant player within the Peel business community, as evidenced by



Effective natural and low impact skincare is harder to find than you would think, that's why we started to make our own products.

Melanie Chapman

their national export award and three consecutive WA state export awards.

Looking ahead, Clean and Pure plans to expand their production capacity, move to larger premises, and significantly increase their workforce, focusing on hiring talented individuals from the Peel region. They aim to continue collaborating with other local businesses to create new products and grow the local economy together.

Proud of their commitment to natural ingredients and their loyal customer following, Clean and Pure is poised for growth. Their new plastic-free lip balm range has generated significant interest from Woolworths head office and several new export markets. They are currently developing a natural deodorant stick in the same plastic free packaging and aim to launch in mid 2024. Their commitment to a sustainable future has reinvigorated their products, and they believe the new range has significant potential, positioning Clean and Pure as the next success story for the Peel region.

MORE INFORMATION

Shop online at cleanandpure.com.au or visit their manufacturing and retail outlet at 12 Kulin Way, Mandurah to find out more and talk to the team.

EOS IT: Leading the way in technology and cyber security for the Peel region



The EOS IT team discussing innovative solutions to support businesses in the Peel region.

WORDS | EOS IT and Peel Development Commission

IMAGES | EOS IT

Founded in 2002 by Karl and Kelly Winrow, EOS IT has been a leader in providing technology support to businesses in the Peel region. Over the past 22 years, they have witnessed rapid technological advancements, yet their core mission remains: to assist, support, and advise businesses on technology best practices, benefits, and risks.

Initially recognising a need for tech assistance in the Peel region, Karl and Kelly have built EOS IT into a team supporting over 80 businesses in the Peel region and throughout Western Australia. Their leadership drives the business culture, fostering innovation, team development, and long-term client relationships.

EOS IT has been actively engaged in community-focused events and charities in the Peel region. They foster connections beyond business by sponsoring local sporting clubs, supporting tech and STEM initiatives in schools, providing work placements and traineeships for aspiring IT engineers, and volunteering on NFP boards and in women's business forums.

Strategic partnerships have been crucial to EOS IT's success. They have forged alliances regionally, nationally, and internationally to enhance their technical expertise and services, positioning them as a key player in the IT landscape.

Looking ahead, EOS IT envisions sustained growth and expansion. Over the next five years, they aim to solidify



their position as a market leader in the Peel region and beyond. The launch of EOS Cyber marks an exciting new chapter, focusing on a comprehensive Cyber Security program.

EOS Cyber X EOS IT aims to empower and educate SMEs about cyber security risks, enhancing the region's overall security posture. This expansion promises several benefits:

- **Educational Opportunities:** EOS Cyber's commitment to education will benefit businesses and individuals, raising awareness and providing practical guidance for a safer digital environment.
- **Enhanced Business Resilience:** SMEs often face significant cyber threats but lack robust security measures. EOS Cyber aims to bridge this gap with affordable solutions, strengthening local businesses' security and contributing to the region's economic resilience.
- **Collaboration and Partnerships:** By expanding its cyber security services, EOS Cyber will collaborate with other organisations, fostering knowledge exchange and collective efforts to combat cyber threats.

The ever-evolving technology landscape brings both opportunities and risks to regional businesses, and EOS Cyber X EOS IT is excited to offer the most advanced IT and Cyber Security services to SMEs.

Karl Winrow

At the heart of EOS IT is its exceptional team, proactive and enthusiastic about supporting their clients and each other. Their unwavering commitment to exceptional customer service has built strong, trust-based client relationships.

The future of EOS IT is bright, driven by the dynamic technology landscape. They are excited to navigate ongoing trends and innovations, empowering businesses with advanced technology and effectively mitigating security risks.

MORE INFORMATION
<https://eosit.com.au/>

Local business spotlight *cont.*

Pinjarra Golf Club: A historic gem in the Peel region

WORDS | Pinjarra Golf Club and Peel Development Commission

IMAGES | Pinjarra Golf Club

The Pinjarra Golf Club, one of Western Australia’s oldest, was established in 1912 by a group of golfing enthusiasts. Initially, a 9-hole course was created on fields provided by the McLarty Brothers. Over the decades, the club evolved, moving to its current site in 1938 and expanding to an 18-hole course with grass greens in the 1970s.

Today, the Pinjarra Golf Club features a large clubhouse, a fully stocked pro shop, a driving range, and various practice areas. With over 550 members, the club hosts regular competitions and welcomes visitors, including corporate and social groups from the metro area, bringing economic benefits to local businesses. The club also actively supports local community groups.

The club's vision is to develop into a vibrant, successful family sporting and social club for members, the local community, and visitors to the Shire of Murray. They offer an excellent value-for-money golfing experience in the Peel, catering to all standards of golf play.

The club hosts major annual events, including the Ladies Amateur Open, Men’s Amateur Open, and the 2 Ball Ambrose Championships. They provide a range of programs, including school programs, a ladies-only beginners clinic, and junior golf development programs led by Joan Martain and supported by Head Golf Professional David Harris. These junior programs have a large membership and offer a healthy, engaging activity for local youth.



We want people to have a great experience so they come back and tell their friends and work colleagues.

Bill Kostandas, General & Golf Operations Manager

Pinjarra Golf Club maintains partnerships with local business groups and sponsors many community organisations. It is a member of Golf WA, Golf Australia, and other professional associations.


The club is in the second year of its strategic plan (2023–26), which includes a Club Master Plan for redeveloping the clubhouse with support from the Shire of Murray, Peel Development Commission, and Regional Development Australia Peel Inc.

Future developments will include new facilities such as a mini golf course, an upgraded greenskeepers’ shed, expanded practice areas, and an increased cart fleet, allowing more

golfers to play using carts. These improvements are expected to attract more visitors to the area, boost local businesses, and encourage greater participation, allowing more people to experience the social inclusion that golf and the club can offer.

Bill Kostandas, General & Golf Operations Manager, highlights the club’s welcoming atmosphere: “The Club’s membership is made up of such good people and are all there to have fun – that’s what golf offers them,” he said.

Experience Pinjarra Golf Club

With its rich history and strong commitment to ongoing expansion, social inclusion, and community engagement, the Pinjarra Golf Club is positioned for an exciting future, continuing to offer outstanding golfing experiences and contributing to the region’s growth. 

MORE INFORMATION

www.pinjarragolf.com.au

Regional Business Engagement Forum

WORDS & IMAGE | Peel Development Commission

The Mandurah Regional Business Engagement Forum, held on 29 February at the Sebel Hotel in Mandurah and hosted by the Department of Jobs, Tourism, Science and Innovation (JTSI), provided valuable information and opportunities for Peel SMEs.

Attendees learned about local work opportunities, hiring incentives, and various grant programs, including the launch of the \$100,000 Peel Local Capability Fund grant round.

Emceed by Ian Cadwallander of the Peel Chamber of Commerce and Industry, the forum featured presenters from JTSI, the Department of Training and Workforce Development, and the City of Mandurah, discussing policies, initiatives, financial incentives, and procurement advice. The forum also facilitated networking with government officers and industry groups to connect businesses with relevant support and programs.

The Department of Jobs, Tourism, Science and Innovation promotes local job creation and economic growth in Western Australia. Their initiatives support everything from large-scale industries to startups. For more information on available grants and support, visit their website: www.wa.gov.au/organisation/departments-of-jobs-tourism-science-and-innovation/wa-industry-link

Resources for local businesses

Explore the Australian Government's grants and programs finder for funding opportunities for eligible Peel businesses. This guided search helps you find grants, funding, and support programs from various government agencies. Visit business.gov.au/grants-and-programs to get started!

TAFE Jobs and Skills Centres support employers with recruitment, customised training solutions, workforce planning, and Aboriginal recruitment strategies. Read more on page 32 in this issue or visit their website: www.jobsandskills.wa.gov.au/jobs-and-skills-centre.

Unlocking local opportunities

The State Government's Local Content Program is dedicated to enhancing the involvement of regional businesses in supply or works contracting.

We understand that navigating the supplier landscape can be daunting for many businesses. That's why Local Content Advisers are strategically positioned within each Regional Development Commission. Their primary role? To champion supply opportunities and foster the growth and capability of regional businesses.

The Commission actively supports local businesses through events and workshops, designed to demystify government procurement and streamline the grant application process. Stay updated on opportunities by following us on Facebook, LinkedIn, or subscribing to our e-News.

For more information, contact Peel's A/Local Content Adviser, Larissa Stacy at 9535 4140 or larissa.stacy@peel.wa.gov.au.

The IPS Business Advisory team offers free, confidential, and practical support at every stage of your business journey via one on one sessions, workshops and events. They have specialists and referral partners for most business areas and will match your questions with the right Business Advisor. IPS Business Advisory offer 15 Free Business Advisory sessions per year. Think of the team as an extension of your business.

MORE INFORMATION
www.ipsbusinessadvisory.com.au



Spotlight on Jobs and Skills Centre

partnering with
community to build Peel's
thriving tourism sector

WORDS & IMAGES | South Metropolitan TAFE

Looking for a job and achieving gainful employment in an area that you are passionate about or have expertise in is so important — it instils confidence, independence and belonging. Becoming employed or learning a skill can enrich your life, and has positive flow-on effects to families and entire communities.

The Peel Jobs and Skills Centre (JSC), located at the South Metropolitan TAFE (SM TAFE) Mandurah campus, has been helping empower and strengthen the local community in the Peel region for 6 years.

The JSC acts as a bridge between job seekers, students and employers, guiding individuals towards opportunities that can shape and change the course



International student Ashana Moholee in the training kitchen at SM TAFE.

of their future. A one-stop-shop for careers, training and employment advice, the service the JSC provides is entirely free, for all individuals and employers in the region.

The Peel JSC began in 2018 and services are delivered in partnership with SMYL Community Services. The Centre has a passionate team of advisors at the helm, led by the centre's Manager, Melinda Blagaich, who has been onboard since it opened its doors.

Along with providing support to prospective SM TAFE students and job seekers, Melinda and her team provide specialist services to employers and businesses in the Peel region, particularly the thriving tourism and hospitality sectors.

Fittingly, Mandurah was crowned Australia's Top Tourism town in 2023. Mandurah is renowned for its stunning array of waterfront hotels, restaurants, cafés and bars. As such, employment opportunities within the hospitality industry are rife, with a consistent need for local employers to grow and retain staff, many receiving training right here in Mandurah at SM TAFE.

Peel JSC has had a productive relationship with 4-star The Sebel Mandurah for many years. The JSC linked the hotel with a group of SM TAFE international students who had begun the **SIT30821 Certificate III in**



The Peel JSC team assist job seekers, students and employers. Pictured (L-R): Lisa Manson, Marion Jones, Candice Cjengsto, Jodie Babb, Natalie Batten and Kimberly Mackay.



“
Along with providing support to prospective SM TAFE students and job seekers, the JSC provides specialist services to employers and businesses in the Peel region.

Commercial Cookery*, and were seeking part-time or casual work in the industry.

The JSC provided holistic support through referral of resumes to The Sebel Mandurah, to advertising the employment opportunity through the JSC Jobs Board and SM TAFE channels, to putting forward individual students.

For example, the JSC put international student Ashana Moholee forward for a role at the hotel. The team at the JSC was thrilled to see Ashana begin gaining hospitality experience at the hotel to complement her studies, also honing her skills at a waterfront entertainment precinct on the vibrant Mandurah boardwalk.

There is also a range of facilities and experienced staff at the JSC who can help employers develop their Aboriginal workforce which contributes to growth of business by providing different perspectives, experience and knowledge, whilst cultivating cross-cultural awareness.


On arriving at the centre the message ‘Wanju’ is displayed, meaning ‘Welcome’ in the Noongar language of the Aboriginal people of the South West of

Western Australia, paying respect to the land on which the centre stands. The Aboriginal career services are provided by SMYL Community Services in the Peel JSC.

JSC services are available for everyone and the centre supports a diverse range of groups at various life stages, including local clients between the age range of 14–72.

The team has worked with school leavers on the pathway to their very first job, to migrants who have been in the country for less than a week. The JSC advisors help people take the bold step to make a career transition, or home providers that are coming back into the workforce.

The service is about preparing individuals to gain and sustain employment, and resume and job application support is provided and tailored to each unique situation.

Job seeking or finding the right training path can be an exciting experience, and it can also be a relentless and daunting task. The JSC is there to make the process and transition easier for individuals, trainees and employers alike. 

MORE INFORMATION

Peel Jobs and Skills Centre visit www.jobsandskills.wa.gov.au, call **13 64 64**, or walk in for advice.

Jobs and Skills Centre

Located on the Mandurah campus of South Metropolitan TAFE, in WA’s Peel Region, the convenient location near Mandjoogoodap Drive makes it easy to get to by public transport and outreach services are available at Boddington, Pinjarra, and Waroona throughout the Peel region.

South Metropolitan TAFE call **1800 001 001** or visit southmetrotafe.wa.edu.au

* The **SIT30821 Certificate III in Commercial Cookery** is fee free in 2024. The tuition fees are 100 per cent subsidised by the WA Government for WA residents. Some eligibility conditions apply for the free training, and other fees may apply for some courses. Please visit <https://www.southmetrotafe.wa.edu.au/courses/skills-ready> for further information. Tuition fees are free, but resource fees may be payable for some courses.

Biz Blitz 2024:

Showcasing entrepreneurial spirit in Mandurah

WORDS | IPS Business Advisory and PDC

IMAGES | BroomstickChick Photography

The innovative competition Biz Blitz, part strategic planning, part Shark Tank, and all entrepreneurial spirit, completed its third Mandurah event with more than \$5,000 in prizes on offer at the final presentations.

The event was organised by IPS Management Consultants and supported by and facilitated by Jackie Campbell from Arca Morai. The event created a space of goodwill and positivity for participants, who bravely presented their business ideas to the room and the panel.

Judges for Biz Blitz included Ian Cadwallander from Peel CCI, Stuart Millington from Bluebird Technology and Consulting, Natasa Perovec from the City of Mandurah, and Allan McGillivray from IPS Management Consultants.

After more than 45 minutes of deliberation, the judges awarded Suzanne Jones from Starbright Wonderland with the top prize of \$3,000, sponsored by the City of Mandurah. Michelle Pellicciari from Bohemian Botany secured second place, winning a year's membership at the Peel Chamber of Commerce & Industry (Peel CCI). Sara Napolitano of Enjoy Your Italian won third place, receiving a \$500 marketing package from Designed By Magic.



The People's Choice Award ended in a tie between PodToo and Bohemian Botany Plant Boutique, with sponsor Arca Morai donating an additional \$500 media package to ensure both winners were rewarded.

Biz Blitz succeeded in:

1. Promoting local businesses

Provide a platform for Mandurah local businesses to showcase their products and services to the community; raise awareness of the businesses and encourage people to shop locally.

2. Promotion and fostering sustainable economic growth

Showcase Mandurah as a city that supports small businesses and invests in innovation and business development.

3. Supporting start-ups with crucial seed funding and practical skills

Provide essential financial backing, tools and practical expertise to empower the growth of startup ventures.

Biz Blitz 2024 was held at All Malt Brewing with 28 businesses in attendance.

The event provided networking opportunities, feedback from judges, and allowed the audience to pre-register for the next Biz Blitz in October.

Participants attended a workshop, *How to Write a Killer Sales Pitch*, four to eight weeks before the event. They created two-minute presentations judged on message, delivery, effectiveness, and creativity. Contestants could also meet with a business advisor to refine their pitches.

With plans for the next Biz Blitz underway, the event continues to be a mainstay for Mandurah's small business community. Thanks to sponsors like the City of Mandurah, IPS Management Consultants, Peel CCI, Designed By Magic, and All Malt Brewing, Biz Blitz proves that with the right support, local entrepreneurs can thrive and contribute to the Peel region's economic vitality. 



Biz Blitz is all about creating a supportive and positive environment where local entrepreneurs can thrive.



PDC staff attend the 2024 Mandurah IWD luncheon.

Inspiring inclusion: Mandurah's International Women's Day luncheon

WORDS & IMAGE | Peel Development Commission

Soroptimist International of Mandurah hosted an inspiring International Women's Day (IWD) luncheon on March 8 at the Mandurah Offshore Fishing and Sailing Club.

Guests enjoyed a delicious two-course lunch, with three guest speakers from the Peel region sharing their personal journeys and perspectives on IWD:

- Natasha Upcott, Principal of Mandurah Primary School and City of Mandurah 2023 Citizen of the Year
- Veronica Smith, Entrepreneur and People of Culture Consultant at EPICC Solutions
- Skipper Van Peer, Educator and founder of Trail Blazers

On this year's IWD theme Inspire Inclusion, Natasha remarked:

"In celebrating inclusion and diversity, we recognise that each of us brings something valuable to the table. Your background, experiences, and perspective are what make you extraordinary. Embrace your uniqueness, celebrate your differences, and let them propel you forward on your journey to success."

To young women, Natasha said:

"To all the young women listening, I urge you to embrace your dreams and passions with courage and conviction. Set ambitious goals for yourself, knowing that you have the talent, intelligence, and resilience to achieve them."

For Veronica, IWD is an opportunity to recognise and acknowledge progress as well as reflect on ongoing challenges. In her address, Veronica questioned the UN Women's statement that economic empowerment is the primary driver of gender equality.

"When I read that economic empowerment is the driver of gender equity, and the central message of IWD, I felt like there was something missing. Are we ignoring the immense social capital that women have been delivering in communities for eons and its contribution to the economy?"

Veronica highlighted the overlooked contributions of women's social capital, unpaid work, and volunteer efforts. She emphasised the toll on women's mental health from balancing paid work, household chores, and caregiving. Veronica called for a review of workplace practices designed primarily for men, advocating for recognition of women's diverse skills and contributions beyond just their economic roles.

The luncheon not only celebrated women's achievements but also highlighted ongoing challenges and the need for continued advocacy, uniting a diverse group of attendees in support of women's rights, now and in the future.

MORE INFORMATION

Soroptimist International (SI) is committed to improving the lives of women and girls through: 'Awareness – Advocacy – Action'.

SI's Mandurah branch holds two monthly meetings: a social gathering for networking with like-minded women, and a business meeting to discuss projects, club updates, and hear from guest speakers.

<https://soroptimist-wa.org.au/>



Winners and awards

- 1. Suzanne Jones, Starbright Wonderland:** \$3,000 seed fund, sponsored by the City of Mandurah.
- 2. Michelle Pelliciarì, Bohemian Botany:** One-year Peel CCI membership.
- 3. Sara Napolitano, Enjoy Your Italian:** \$500 marketing package from Designed By Magic.
- 4. PodToo and Bohemian Botany Plant Boutique:** People's Choice Award, each receiving a \$500 media package from Arca Morai.

Q&A: Staff profile

Introducing

Tanaya Matovina
UWA student intern



Q: Tell us about the McCusker Centre for Citizenship's internship program and what you're studying.

I'm a Bachelor of Science student, majoring in Anatomy & Human Biology. The McCusker internship program has given me the chance to work with the community,

showing me the impact of active contribution and social engagement.

Q: What interested you in an internship with the PDC?

An internship with the PDC would introduce me to community members crucial to developing local initiatives and improving wellbeing. Additionally, I wanted the opportunity to work with and learn from people passionate about improving wellbeing and opportunity within the community.

Q: Why does regional development interest you?

Developing regional communities plays an important role in determining health outcomes, especially in areas with limited access to health services. With an interest in public health, particularly health promotion and disease prevention — I've found it insightful to apply my knowledge to resolve local community issues.


Q: Where do you see yourself in five years' time?

I would like to be working towards a career in medicine, primarily in a clinical role, while also contributing to medical and public health research.

Q: What makes the Peel region a great place to live and work?

Growing up in the Peel region, I've always appreciated its sense of community and social engagement. Living and working here means being part of a community that fosters connection to ensure the welfare of its members.

Q: What is your favourite thing to do in the Peel region?

My favourite thing to do in the Peel region is to visit its natural attractions: Serpentine Falls, Mandurah beaches, and the walking/nature trails throughout Mandurah and Peel. 


Host a UWA intern through the McCusker Centre for Citizenship

You could gain the support of a UWA student intern for your project through the McCusker Centre for Citizenship's highly-regarded program.

The McCusker Centre for Citizenship partners with more than 500 not-for-profit and community organisations, as well as local governments and the public sector, to provide a structured and quality internship program for UWA students.

Interns in the program support organisations in the Perth metropolitan area, Peel region, and across regional WA.

More than 3,200 UWA students have undertaken internships to date, and 97% of supervisors recommend the program.

Contact the Centre to find out more or speak to the team about designing an internship role to support your organisation. 

Impact This award-winning internship program is building the capacity of future generations to foster caring, connected and socially engaged citizens.

352,102 Hours contributed to the community	500 partner organisations	3,284 internships undertaken
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MORE INFORMATION

Email: internships@mccuskercentre.uwa.edu.au
 Web: <https://mccuskercentre.uwa.edu.au/organisations>

Q&A: Staff profile

Introducing

Marnie Bennett
 Agreements Officer



My work supports the expansion of the trails network, providing more recreation and sporting options for the community.

IMAGE: Lane Poole Reserve, Josh Cowling, Visit Dwellingup

Q: Tell us about your role at the Commission.

My role supports the delivery of tourism and trails projects in the Peel region which involves assisting with grant agreement negotiations, monitoring project progress and budget, and ensuring compliance with the terms of the grant.

Q: What motivated you to become a part of the PDC?

I have a passion for regional development and the Peel region in particular has always been fascinating to me. With such diverse natural landscapes and a fast-growing population base, it's a

region with a lot of opportunities. Now that I'm a part of the PDC, I'm excited about being able to help deliver projects that take advantage of these opportunities.

Q: How do you engage with the local community through your role, and what impact do you hope to have on the Peel region through your work?

One of the best parts of working for the PDC is being able to see how my work has a direct impact on the community. My role supports the expansion of the trails network in the region which will provide more recreation and sporting options for the local community. The Peel region has so many natural assets, so I hope that my work can help more people to enjoy the physical and mental benefits of being out in nature.

Q: What do you enjoy most about working in the Peel region?


I grew up in Perth, so I really appreciate the slower pace

and friendly nature of regional communities. Working in Peel, you feel like you've escaped the hustle and bustle and can get stuck into doing some great work with such an inviting community.

Q: In your opinion what makes the Peel region so unique?

The Peel region really has a little bit of everything for everyone and I feel like there's always something new to discover. Whatever it is that you're into — nature, culture, food, arts — you'll find it in the Peel region.

Q: How do you spend your spare time?

I try to get outside as much as I can, so I like catching up with friends and exploring the outdoors. I always like to have a project on the go too — something like learning a new language or finishing a DIY project. I'm the type to have too many hobbies so I don't always have enough time for them all! 

Curtin Ignition

The Peel Development Commission is proud to sponsor one fully funded place in this year's program, valued at \$3,750.

The PDC funded scholarship is open to applicants residing in the Peel region. Scholarship applications are now open and close on **5 July 2024**.

Criteria for scholarships along with how to apply can be found at curtin.edu/ignition.



Q&A: Board profile

Introducing

Sharon James

Ministerial Representative



The Peel Development Commission is pleased to welcome Sharon James to the Board, with her term running from 26 February 2024 to 31 December 2026.

Sharon is a highly experienced senior executive in the community services sector including aged and disability care. She has been

CEO of Quambie Park since 2018 demonstrating a strong commitment to supporting communities. Sharon invests in education, healthcare, infrastructure, and social services to ensure equitable access for all. Previously she was CEO of SHINE Community Services.

Q: How long has your family been in the Peel region and why did they come to the area?

We have been living in the Peel region for six years and visiting for many more. The attraction was and still is the lifestyle, the waterways, bird and marine life, landscapes and the 'seaside vibe'. It is an exciting place to live.

Q: What was your most memorable board or corporate moment?

On reflection, every moment is memorable because it is always about interactions with likeminded people who want the best outcomes for those we serve.

Q: Can you share a motto that guides your leadership?

Leadership is hard to define, and not all leaders are good leaders. For me, it is about integrity and, importantly, remembering that leadership is dependent on others.

Q: What do you see for the future of the Peel region?

A continued focus on thriving communities that are ethically sustainable and attractive to those who appreciate the good things in life and want to contribute to their legacy.

Q: What makes the Peel region so unique?

I am inspired by the City of Mandurah and PDC's vision for the future and their achievements to date. It is a tangible commitment to growth and diversity, appreciation of the natural environment, and consideration of the needs of tomorrow.

Q: What do you enjoy most about living in the Peel region?

There is an energy and I enjoy being a part of it. 🌿

Farewell...

The Peel Development Commission extends a warm farewell to two accomplished Board members, Rhys Williams and David Bolt.

Rhys Williams served as Local Government Representative and later as Deputy Chair from January 2018 to January 2024. David Bolt served from January 2022 to December 2023, and both have made significant contributions.

Rhys Williams, Mayor of the City of Mandurah, consistently offered valuable strategic advice to the Board, and strongly supported the economic and social growth of the Peel region during his tenure. David Bolt, President of the Shire of Murray brought a visionary perspective with his expertise in the information and communications technology sector, distinguishing him as a strategic and innovative leader.

We deeply appreciate their commitment and hard work, and we wish them all the best in their future endeavours. 🌿

Right top: Mayor Rhys Williams, City of Mandurah.

Bottom: PDC Board members farewelling David Bolt at Café Cherie in Pinjarra.





LEFT: David and the Sabah (Malaysia) State Government delegation at Melville Park Farm. ABOVE: RED Grant Round 6 announcement at FIPWA.

Celebrating **David Doepel's leadership and legacy at PDC**

WORDS | Peel Development Commission

IMAGES | Overland Media

The Commission wishes to acknowledge and bid farewell to PDC Board Chair, David Doepel, as his term on the Board concludes on 30 June 2024.


David was appointed to the Board in January 2020 as a Ministerial Representative and served as a Board member until July 2021, when the Minister for Regional Development appointed him as Chair for a six-month period. Subsequently, David was re-appointed as Chair for another two and a half years, leading up to the end of his term in June 2024.

Throughout his tenure as Chair, David has led the Board with a strong and focussed strategic vision for the Peel region, supported by data evidence and a commitment to achieving economic diversity for the region. A key focus for David has been on the Peel Regional Investment Blueprint theme of Agriculture & Food Innovation.

He played a critical role in the successful completion and launch of the Food Innovation Precinct WA (FIPWA) last year, and the recent opening of the SIFT (Sustainable Innovation Food Technologies) Centre at FIPWA. This opening was a result of a WA Government partnership with the Future Food Systems CRC, being delivered by Murdoch University.

David has served under two Ministers for Regional Development, the Hon Alannah MacTiernan MLC and the Hon Don Punch MLA, and was involved in the successful delivery of several Regional Economic Development (RED) grant rounds for the Peel region during this time.

In his spare time, David and his wife Barbara are co-custodians of the historic Melville Park homestead in Brunswick Junction, where they are entering their third year on the farm. There, they grow heirloom fruits and vegetables, manage a herbarium, and produce artisan cheese and spirits in their distillery, including small batch apple brandy, whisky, and traditional vodka made from farm-grown sugar beets and potatoes.

David will be greatly missed by both the Board and staff of the Commission, and we wish him all the best with his ongoing endeavours. 

Q&A: Staff profile

Introducing

Shauna Cohen

Trainee, Certificate III in Government



Q: Tell us about your role at the Commission – what have you been working on since you started?

My role is a Trainee with the Solid Futures Aboriginal traineeship program. I have been learning about all the different aspects and roles in the Commission and I have attended a few meetings where I can learn and take notes. I also helped with editing a meeting agenda and taking minutes.

I was also lucky enough to attend the Danjoo Koorliny Bunuru Social Impact Summit 2024 at the Poolgarla Parklands in Kings Park.

Q: Why did you choose this area of study?

It was a good opportunity for me to get out of my comfort zone and to learn something new in a different work environment.


Q: What are you excited to work on next?

I'm excited to work on anything the Peel Development Commission asks me to. I don't have anything specific in mind that I would like to work on yet.

Q: What do you enjoy most about working in the Peel region?

I like working in the Peel region because it's closer to home and I don't have to travel far to get to work. I like that I get to spend my lunch break sitting at the foreshore and looking out at the water. It's a nice place to just relax or go for a walk; and if I'm lucky I might see a few dolphins.

Q: What do you like to do in your spare time?

I love to go to the beach any chance I get. I love spending time with my family, and I like to read. 

Solid Futures

The Solid Futures Aboriginal traineeship program is an exciting employment opportunity bringing Aboriginal and Torres Strait Islander people and Western Australian government agencies together.

This traineeship provides formal training, paid employment and support to complete a Certificate III in Government.

The Public Sector Commission runs the program in metropolitan and regional areas each year by matching agencies with trainees and providing support throughout the traineeship.

Find out more at [WA.gov.au/solidfutures](https://www.wa.gov.au/solidfutures)




Shauna participates in DLG meeting and tour

During the Bunuru season in March, the Bindjareb District Leadership Group (DLG) met at the Murray Districts Aboriginal Association in Pinjarra, hosted by traditional owner Karrie-Anne Kearing.

The DLG was treated to homemade damper, a tour of the property, and a talk covering the association's history, services, and programs.

Karrie-Anne also delivered an educational talk about the Noongar Six Seasons, which are represented on beautifully painted poles at the site.

The DLG brings together leaders from government, community, and Aboriginal organisations to address regional issues and leverage opportunities in education, safety, health, housing, and employment.

The DLG is committed to working with the local community and respecting the culture and aspirations of Aboriginal people of the Bindjareb region. 



Peel Development Commission wins bronze at W.S. Lonnie Awards

WORDS | PDC
IMAGES | Peel and South West Development Commissions

The Peel Development Commission was awarded Bronze in Category 1 (Agencies with less than 100 full-time staff) at the Institute of Public Administration Australia WA (IPAA WA)'s 39th annual W.S. Lonnie Awards, held in Perth on 22 March 2024.

The W.S. Lonnie Awards celebrate outstanding annual reports and emphasise the importance of accountability and transparency.

PDC CEO Andrew Ward said the team was proud to be honoured for the third time at the W.S. Lonnie Awards, following a Gold award last year and a Bronze in 2021.

“This recognition reflects our team’s dedication to organisational excellence and outstanding governance,” he said.

“We are pleased that our annual report’s informative nature and alignment with government objectives were acknowledged, highlighting our commitment to a stronger, brighter and more prosperous future for the Peel region.”

Regional Development Minister Don Punch reflected on the broader impact of the commissions:

“I am very proud of the positive contribution that all nine of our Regional Development Commissions make to communities across regional WA,” he stated.

“I was extremely pleased to see the State’s Regional Development portfolio well represented at this year’s Lonnie Awards, with the Pilbara Development Commission winning a Gold Award and Peel Development Commission taking out Bronze in their category.

“This recognition is a testament to not only their commitment to regional development and the communities they serve across the State, but also organisational excellence—a foundation principle of our Regional Development Framework.”

MORE INFORMATION

You can download the Commission’s Annual Report from our website home page and in the Publications section.



Download the 2022-23 Annual Report.

Working for our regions

In February the PDC convened with colleagues from across WA’s nine Regional Development Commissions and the Department of Primary Industries and Regional Development for the second annual Regional Development Collaboration Workshop in Busselton.

The workshop emphasised collaboration, problem-solving, and exploring regional liveability — a key theme aligned with the WA Government’s Regional Development Framework. Participants shared innovative approaches to address regional challenges and toured impactful developments in the South West.

Thank you to the South West Development Commission for hosting the workshop and showing us around your vibrant and exciting region.



“The Regional Development Framework represents our shared vision to achieve meaningful outcomes for regional WA. Through collaboration, coordination, and tailored strategies that leverage our shared knowledge, we’re committed to making a significant impact.

Read about the Framework here: www.wa.gov.au/organisation/department-of-primary-industries-and-regional-development/supporting-our-regions



Peel Business Park

Nambeelup
Kaadadjan



Peel Business Park is bringing growth to the region.

Peel Business Park's location provides strategic advantages for industry growth in Western Australia. Part of the Transform Peel project, Peel Business Park is a place where business, industry, training, research and development come together.

Known as Nambeelup Kaadadjan in Noongar language, the Park has been designed to suit a wide range of uses including manufacturing and fabrication, transport and logistics, wholesale storage and agri-innovation. Its location, just minutes from the Kwinana Freeway, provides easy access to the Perth Metropolitan area, as well as the South West and the ports of Kwinana, Bunbury and Fremantle. This makes it an ideal location for import/export businesses.

Peel Business Park is perfectly positioned for expansion. It is home to the Department of Fire and Emergency Services Bushfire Centre for Excellence and the Shire of Murray's Food Innovation Precinct of WA (FIPWA) with partners Murdoch University, Future Food Systems and Spinifex Brewing. Internationally recognised for locational advantages, global bakery agribusiness, ARYZTA, will be a foundation agrifood tenant in the Park – established to drive new industries, create jobs and improve food security through innovation, research and collaboration.

Powered by Australia's largest Renewable Energy Industrial Microgrid, Peel Business Park offers low-cost, renewable energy for businesses. With this and so many other advantages to offer, it's no wonder there are only two lots remaining in stage 2 and planning for stage 3 is underway.

Register your interest today:

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 **Peel Business Park**

Industrial Lands Authority

Shaping our State's future

 **Development WA**