



**Regional  
Development**

*Australia*

PEEL WA

# ANNUAL REPORT 2018-2019



An Australian Government Initiative

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## 1. COMMITTEE ROLES AND RESPONSIBILITIES

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Regional Development Australia (RDA) is a national network of 52 committees made up of local leaders who work with all levels of government, business and community groups to support the development of their regions.

This Australian Government initiative brings together all levels of government to support the development of regional Australia. It is funded by the Australian Government and by state, territory and local governments in some jurisdictions. It is administered by the Department of Infrastructure, Regional Development and Cities.

Regional Development Australia (RDA) committee members are local people developing local solutions to local issues. They build partnerships to develop strategies and deliver sustainable infrastructure and services to their regions.

They also work with each other to identify issues that cross regions.

As the regional development voice of their communities, RDA committees:

- consult and engage with communities
- promote and participate in regional programs and initiatives
- provide information and advice on their region to all levels of government, and
- support informed regional planning.

Each RDA committee has developed a Regional Plan which outlines priorities for the region and guides them in strengthening their communities.

An Independent Review of the RDA program found that there was a strong recognition for the contributions of RDA Committees to their regions, but a different approach was required to regional development.

In 2017, the Australian Government determined that this objective could be achieved through a refocusing and strengthening of the current RDA program through the provision of a charter and a number of other key reforms to the RDA.

The charter outlines the roles for RDA Committees:

Working in close partnership with fellow RDA Committees, all levels of government, and the private sector, RDA Committees will:

1. Collaborate with relevant stakeholders to identify economic opportunities and leverage private and public sector investment to the regions;

2. Connect regional businesses, councils and industry sectors with international trade partners, financial markets and potential investors;
3. Promote and disseminate information on Australian Government policies and grant programs to state and local governments and industry, business and community sectors;
4. Support community stakeholders to develop project proposals to access funding;
5. Develop and maintain positive working relationships with the local government bodies in their regions;
6. Facilitate public and private sector decentralisation;
7. Assist in the delivery of Australian Government programs, where relevant and where requested by the Minister;
8. Engage with regional entrepreneurs and emerging business leaders to explore new opportunities to grow local jobs in their regions;
9. Provide information on their region's activities and competitive advantages to all levels of government, industry, business and community sectors; and
10. Provide evidence-based advice to the Australian Government on critical regional development issues positively and negatively affecting their regions.

Working to perform these roles will enable RDA Peel to achieve its goals:

1. To be a key facilitator of change and development in the region. This will be achieved by:
  - a. Working in partnership with other key agencies;
  - b. Identifying and resolving barriers to development;
  - c. Working with communities to enable new initiatives;
  - d. The committee actively addressing issues raised that are relevant to identified regional priorities.
2. To provide a direct link between the Australian Government, business and the community. This will be achieved by:
  - a. Informing the community of available Australian Government programs and services;
  - b. Informing the Australian Government of regional issues identified through consultation with key stakeholders and proposed solutions to these issues;
  - c. Working to improve sustainability of the community sector.

3. To ensure all processes and decisions are transparent and open to scrutiny. This will be achieved by:
  - a. Keeping the region informed of the activities of the organisation;
  - b. Complying with all contractual and legal obligations;

and to achieve its vision of “A thriving and prosperous Peel Region that is sensitive to the needs of residents, visitors, enterprise and the environment.”

RDA committees in Western Australia are community based incorporated associations. Committee members are dedicated volunteers drawn from the region and represent the community, business and local Government. Each RDA committee has a broad and diverse skills base and demonstrated networks and alliances.

RDA reduces duplication and overlap in regional activities. Committees are encouraged to work together on projects and other activities where they have common interests and common boundaries.

RDA committees report to their communities and Governments on their activities and provide advice to Governments on issues, solutions and priorities, as they arise or as needed.

## **2. KEY ACHIEVEMENTS 2018-19**

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During 2018-19 RDA Peel conducted the following activities in furtherance of the priorities established in the *Peel Regional Investment Blueprint to 2050* and *Business Plan 2018-19* to support the development of the Peel region.

### **2019-21 Action Plan**

RDA Peel developed the Peel Regional Investment Blueprint Action Plan 2019-21. The Peel Region Action Plan 2019-21 is designed to support the implementation of the Blueprint by:

- Prescribing key projects for the region identified from various sources (Community Strategic Plans and other stakeholder derived strategies and plans);
- Aligning these projects to Objectives and strategies in the Blueprint;
- Monitoring development and implementation of the individual projects.

Canvassing of project lead agencies has established their intent over a 3 year period to progress 90 projects to implementation and an annual report will assess progress against this intent. The plan is available at <http://www.rdapeel.org.au/wp-content/uploads/2019/01/PEEL-REGION-ACTION-PLAN.pdf>

### **Peel Region Investment Prospectus**

To develop the Peel region's readiness to attract private investment RDA Peel commenced development of the Peel Region Investment Prospectus.

Following extensive desktop research and consultation with investment experts it was ascertained that almost every prospectus for cities and regions prescribes each location as world leading in a range of areas and seeks to attract private investment based on these statements as a competitive advantage.

To establish a point of difference the Peel Region Investment Prospectus will be centred on individual projects to be used as the basis for targeted campaigns, while still prescribing the region's competitive advantages across a number of industries.

The site will be developed further in 2019-20 and campaigns commenced should resources permit. These campaigns will be coordinated with project stakeholders and partners.

The Prospectus will be available at [www.investpeel.com.au](http://www.investpeel.com.au)

### **Election Commitments**

RDA Peel developed the Peel region's 2019 Federal Election Commitment Requests document, the first time a coordinated advocacy approach by regional stakeholders was undertaken. Key stakeholders submitted their projects for consideration of inclusion and the final document was distributed to Government and Opposition members during the 2019 election campaign, supported by agency and proponent advocacy.

Projects included in the document that received funding commitments were:

- Tonkin Highway Extension - \$253 million (Liberal/National Coalition)
- Pinjarra Heavy Haulage Deviation \$22 million ((Liberal/National Coalition)
- Dwellingup National Trails Development - \$3.465 million (Liberal/National Coalition)
- Mandurah Waterfront Project - \$7 million (Liberal/National Coalition)

The 2019 Federal Election Commitment Requests document is available at

[http://www.prlf.org.au/app/webroot/js/tiny\\_mce/plugins/filemanager/files/PRLF-election-committments-FINAL-screen-spreads.pdf](http://www.prlf.org.au/app/webroot/js/tiny_mce/plugins/filemanager/files/PRLF-election-committments-FINAL-screen-spreads.pdf)

### **Regional Employment Trials Program**

Recognising that some regions face challenges in terms of employment opportunities and growth, the Australian Government has introduced the Regional Employment Trials (RET) program in 10 disadvantaged regions, starting 1 October 2018. Peel was selected as a trial region.

In the Peel region the Employment Facilitator worked closely with RDA Peel to enable local stakeholders to address employment issues by identifying, assessing and promoting RET projects that aligned with local needs.

The trial will deliver:

- stronger connections between regional stakeholders, including employment services providers
- tailored employment initiatives that meet local needs
- improved awareness of local labour markets
- the potential for improved regional employment outcomes

Five applications were received and recommended for funding under the program:

- Inspire 4 U Incorporated \$24,866
- AtWork Australia Pty Ltd \$43,500
- Dismantle Inc \$67,500
- Performance Training Solutions Pty Ltd \$112,500
- Karingal Inc T/as Matchworks \$200,000

The RET Program will continue in 2019-20.

### **Aged Care Industry Development**

RDA Peel, in partnership with Peel Development Commission (PDC) and the Mandurah Murray Employment Facilitator (MMEF), identified the important contribution of the Aged Care Industry to the region's economy and it's potential for future growth in economic and employment terms.

An initial industry forum held in September 2018 established 3 major priorities for the industry:

1. Communication and community education
  - Community awareness – the broader Peel community does not understand the aged care system, or what is available and how to access it.
2. Working with, within and to improve 'the system'

- Better use of existing resources is needed, specifically – GP outreach, wellbeing, lifestyle and emergency.
- There are resources locally, but they aren't well co-ordinated or spread across the region.
- Spirit of collaboration but competitive business model
- Small number of standalone facilities which are different than 'big' groups – more need to collaborate and focus on the community

### 3. A skilled and diverse workforce

- Skilled, equipped and suitable workforce to meet the needs of the changing aged care.

Further forums have been held with the industry in December 2018 and March 2019 to begin addressing these priorities.

This initiative will continue in 2019-20.

### **Peel Bright Minds**

After establishing Peel Bright Minds as the Peel region's Knowledge Council in 2017 RDA Peel handed auspicing of the program to The Makers Community Development Inc.

Peel Bright Minds works with the community and partner organisations to communicate, coordinate and promote regional activities and events that:

- Promote ESTEAM (Engineering, Science, Technology, Engineering, Arts and Mathematics) and connect the community, especially young people, to activities and opportunities in the region, including citizen science opportunities.
- Encourage an aspirant culture among people of all backgrounds, ages and abilities in the Peel, celebrating our unique regional strengths through STEM and the arts.
- Work to facilitate collaboration among regional stakeholders, especially ESTEAM champions and researchers.

Advocacy by RDA Peel attracted partnership and sponsorship funding from regional stakeholders to the extent the program is now financially sustainable and able to operate independently under the guidance of a steering group which includes RDA Peel membership.

### **Media and Marketing**

RDA Peel continued its marketing and social media campaigns throughout the year in line with its Communications Strategy.

During the year 147 Facebook posts were made, achieving a total reach of 11,468. 24 Newsletters were sent to a total 6,577 subscribers.

In April 2019 RDA Peel placed a large screen in the front window of its premises at Make Place (a coworking space) to promote by playing of video and other media:

- The RDA program and RDA activities;
- AusIndustry programs;
- Coworking activities;
- Business.gov.au programs and assistance;
- Stakeholder activities (tourism, environment).

### **Regional Growth Fund**

RDA Peel worked with stakeholders and partners in the Peel Business Park project to develop a funding application for \$21.75 million to the Regional Growth Fund to be used in the first stage of the Peel Business Park's construction. It will be used to build the park's Agri-Innovation Precinct, which will focus on the development of food production and processing technology.

### **Building Better Regions Fund Round 3**

RDA Peel continued to work with project proponents and key stakeholders to identify projects to secure the long term economic future of the Peel region and facilitated and supported applications to the *Building Better Regions Fund* (BBRF).

Despite anomalies in eligibility boundaries impacting the Peel region one successful application was made by the Shire of Murray for the Dwellingup Trails Hub project. BBRF funding of \$3.645 million was granted to the \$8.41 million project.

RDA Peel:

- Promoted the opportunities available for these projects through the BBRF;
- Provided advice to proponents and their consultants during project planning;
- Provided assistance to proponents and their consultants in funding application development.

### **Other achievements**

During 2018-19 RDA Peel:

- Held meetings with Federal Ministers, Members of Parliament and Senators to discuss regional issues and priorities;
- Participated in important regional initiatives:
  - Peel Regional Leaders Forum – A collaborative forum of Local Governments and other lead agencies to guide development of the region;
  - Peel Capability Alliance – The purpose of the Alliance is to facilitate the availability of an educated and highly skilled community which has the capacity and capability to flexibly respond to current and future workforce requirements.
- Made submissions to the Australian Government in relation to:
  - Assessment of tertiary education dual sector delivery activity and opportunities;
  - Survey of Australia's Regions;
  - ITC Training Council re labour market review;
  - SME Industrial Relations issues;
  - Regional Employment Trials program.
  -

- Provided letters of support to:
  - Shire of Serpentine-Jarrahdale – Bushfire Centre of Excellence project;
  - Shire of Murray – Transwa bus service to Dwellingup;
  - Mandurah Music Club – application to City of Mandurah Community Grants;
  - Peel Bright Minds – application to Foundation for Rural and Regional Renewal;
  - Pinjarra Community Mens Shed – application to Lotterywest;
  - Shire of Murray – BBRF application Dwellingup Regional Trails Centre.
- Through social media and its electronic newsletters promoted Australian Government and other programs and initiatives:
  - 24 newsletters were sent to a total of 6,577 subscribers;
  - 147 social media posts reached a total audience of 11,468;
  - A total of 48 Australian Government programs were promoted.

External funding was received from:

- Regional stakeholders and the *Inspiring Australia Program* to deliver the Peel Bright Minds initiative;
- The Peel Regional Leaders Forum to provide interim administrative support functions until an Executive Director is employed.

Both of these initiatives were delivered with RDA leading delivery of the Peel Bright Minds initiative and strongly supporting the Peel Regional Leaders Forum.

During 2018-19 RDA Peel worked in partnership with:

- AusIndustry Regional Manager Southern WA to deliver the AusIndustry suite of programs;
- Mandurah Murray Employment Facilitator to deliver the Employment Facilitator Program;
- State and Local Governments and agencies to progress regional priorities;
- Other WA RDAs to identify cross regional opportunities.

Organisational performance was negatively impacted by a lack of awareness of the value RDA could provide to Australian Government activities by agencies and the ongoing low level of financial resources allocated by Government.

To alleviate the impact of these events it is recommended that Government consider the impacts of their policy decisions on the regions by:

- Ensuring administrative decisions coincide with policy decisions, including the legal implications imposed on RDAs by statute (eg. The Associations Incorporations Act);
- Promoting the “value add” opportunities RDAs can provide at Secretary level;
- Informing RDAs of the potential budgetary impacts of policy decisions or making additional payments to assist with any expenses incurred that were not reasonable foreseen in the annual RDA budgeting and business planning processes.

Challenges for RDA and the Peel region in the coming year include:

- Addressing the continued high unemployment rate;
- Addressing the continuing decreasing Employment Self Sufficiency rates;
- Dealing with issues caused by continuing high population growth.

RDA will seek to alleviate these issues by continuing to work with key stakeholders and proponents to identify and develop economic development initiatives that create local jobs and diversify the region's industry.

RDA peel will continue to meet on a regular basis with other WA RDAs to implement the agreed strategy outcomes of their 2018 State Workshop:

- Work closely with one another and like-minded Federal & State agencies to:
  - Identify & progress common regional priorities including tourism, telecommunications, transport, Indigenous enterprise & 'Lithium Valley';
  - Leverage existing & secure new funding;
  - Identify free-trade opportunities;
- Streamline supporting processes of Departments.

### 3. THE REGIONAL DEVELOPMENT AUSTRALIA PEEL COMMITTEE

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During 2018-19 the RDA Peel Inc. Committee membership comprised:

<b>Chair:</b>	Mr John Erren
<b>Deputy Chair:</b>	Mr David Napoli
<b>Treasurer</b>	Vacant
<b>Secretary:</b>	Mr Ian Hill
<b>Committee Member:</b>	Mr Rhys Williams
<b>Committee Member:</b>	Mr Bob Cooper
<b>Committee Member:</b>	Mr Andrew Ward
<b>Committee Member:</b>	Mr Allan Oakes
<b>Committee Member:</b>	Ms Eleanor Britton

The Chair and Deputy Chair were appointed by the Minister for Infrastructure and Regional Development. An Expression of Interest process may be conducted to appoint new members or re-appoint existing members.

The RDA Peel committee held meetings on:

- 23<sup>rd</sup> July 2018
- 29<sup>th</sup> October 2018 (AGM and General Meetings)
- 4<sup>th</sup> February 2019
- 8<sup>th</sup> April 2019

Informal Meetings were held on:

- 3<sup>rd</sup> December 2018
- 11<sup>th</sup> March 2019

The Annual General Meeting of RDA Peel will be held in October 2019.

#### **4. STAFFING & ADMINISTRATION**

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John Lambrecht filled the role of Director of Regional Development during 2018-19.

The role of the Director of Regional Development is:

##### **Connect Stakeholders and Facilitate Opportunities**

- Facilitate the connection of business proponents to financial markets or other private and public sources of project funds
- Bring together key stakeholders to drive change by identifying key skills gaps and shortages hampering growth and facilitate local industry based solutions
- Develop, support and lead regional capacity building initiatives, including grant writing workshops and individual interventions focused on high priority projects
- Facilitate the connection of regional businesses and industry sectors with international trade partners and be an ongoing point of contact for advice
- Engage with regional entrepreneurs and emerging business leaders to create business forums and support networks to exchange ideas which lead to opportunities for job creation and growth
- Promote the region's activities to all governments, industry, business and community sectors to highlight competitive advantages and encourage decentralisation and relocation opportunities
- Understand and disseminate information to regional stakeholders about Australian Government policies and programs, particularly those relating to economic development
- Facilitate access to Australian Government grant programs.

##### **Identify Needs and Facilitate Strategic Planning**

- Identify local drivers of infrastructure investment to respond to key regional infrastructure needs and support business growth
- Communicate effectively with governments, business and regional communities to develop strategies to address service gaps to improve the liveability, viability and prosperity of regions
- Provide linkages to up-to-date and contemporary information on best practice regional development initiatives and support regional leaders to develop tailored local growth strategies.

##### **Advise Government**

- Provide evidence-based advice to governments on critical issues negatively affecting their region, or emerging or current opportunities that can be harnessed with strategic intervention.

##### **Committee Governance**

- Managing the day-to-day affairs of the RDA Committee and its personnel in a manner consistent with the Guide, the Committee's Regional Plan and Annual Business Plan and Budget, the Funding Agreement, and its constitution (for incorporated committees)
- Developing the RDA Committee's Regional Plan; Annual Business Plan and Budget; Annual Report on Outcomes and Annual Audited Accounts; and associated management delivery strategies.

## **Management**

- Providing management advice and support to the RDA Committee consistent with the Funding Agreement and the Guide, including:
  - o Keeping the RDA Committee informed of the status and progress of its business
- Undertaking the accountable and transparent management of RDA Committee funds under the oversight of the Chair
- Ensuring that all RDA Committee reporting and compliance requirements are met
- Ensuring that the RDA Committee operates in accordance with the applicable state or territory incorporation legislation
- Ensuring that the RDA Committee meets its obligations under the Funding Agreement
- Implementing office policies and procedures
- Leading and developing RDA Committee personnel (where agreed by the Committee) and being involved in the recruitment of staff
- Implementing decisions and activities as determined by the RDA Committee Chair or Committee.

Georgia Sharman filled the role of Communications Coordinator from 1<sup>st</sup> July until her resignation on 25<sup>th</sup> January 2019. She was replaced by Jasmine Brierty who filled the role for the remainder of 2018-19.

The role of the Communications Coordinator is to:

- Update, maintain and implement the RDA Peel Communications Plan
- Produce and distribute RDA Peel eNewsletters
- Post to RDA Peel administered Facebook and other social media
- Develop of media releases
- Maintain and expand RDA Peel client data bases
- Organise and arrange RDA Peel initiated events
- Design and distribute invitations
- Maintain invitee and attendance lists
- Book venues and catering
- Other duties as directed

## 5. ORGANISATIONAL PERFORMANCE

OUTCOME THEME 1	Increased economic opportunities and investment in Your Region		
<b>OUTPUT</b>	<b>Identify economic development opportunities that leverage private and public sector investment in Your Region.</b>		
<b>What will we do?</b> <ul style="list-style-type: none"> <li>Activities planned to undertake to perform the Outputs and meet the Outcomes.</li> </ul>	ACTIVITY 1.1: Work collaboratively with regional stakeholders to leverage public investment from the Commonwealth into the Peel region's priority projects.  ACTIVITY 1.2: Maintain awareness of potential investment opportunities.  ACTIVITY 1.3: Refer potential investors to Peel Development Commission, AusIndustry, AusTrade and other relevant agencies.		
<b>What did we do?</b> <ul style="list-style-type: none"> <li>Quantifiable evidence against each Activity and Output as part of the Annual Report on Outcomes.</li> </ul>	<b>Result</b>	<b>Measure</b>	<b>Lead/Support Role</b>
<b>1.1: Work collaboratively with regional stakeholders to leverage public investment from the Commonwealth into the Peel region's priority projects.</b>	<b>0 = 100%</b> 100% of requests referred to appropriate agencies (private investment)  <b>1 = 100%</b> 100% of requests referred to appropriate agencies (public investment) <ul style="list-style-type: none"> <li>BBRF applicants</li> </ul>	<b>Number of organisations or potential investors engaged with and investment opportunities created.</b>	<b>Support Role</b>

<p><b>How well did we do it?</b> Provide descriptions of the quality of RDA Activities, including the process or methodology employed in achieving the Outcomes, and feedback from stakeholders.</p>	<p>RDA Peel was not approached by potential private investors into the region.</p> <p>One successful BBRF applicant was referred to the program:</p> <ul style="list-style-type: none"> <li>Shire of Murray -</li> </ul>
<p><b>Did it have an impact?</b> Provide a broad statement of achievement against the Outcome, summarising what the RDA did and how well it was done. Describe any evidence of impacts to date or the logic that underlines expectations of impacts in the future.</p>	<p>These activities had an overall positive impact on the region. RDA Peel seldom becomes aware of new projects that would be attractive to private investors and is under resourced in comparison to Australian Government agencies charged with this task. In addition the key stakeholders of RDA are reticent to explore innovative funding methods for new projects.</p> <p>Although many more proponents were referred for Commonwealth investment opportunities outcomes are not known due to RDA being excluded from being advised of which projects applied for funding versus those applications approved.</p> <p>Stakeholders are satisfied with these outcomes.</p>

	Result	Measure	Lead/Support Role
<p><b>1.2: Maintain awareness of potential investment opportunities.</b></p>	<p><b>0 Regional Investment Prospectus developed in partnership with PDC</b> Development of Regional level Investment Prospectus progressed.</p>	<p><b>Regional analysis of investment and growth opportunities developed and promoted as a prospectus/economic plan to generate interest in Your Region.</b></p>	<p><b>Lead Role</b></p>
<p><b>How well did we do it?</b> Provide descriptions of the quality of RDA Activities, including the process or methodology employed in achieving the Outcomes, and feedback from stakeholders.</p>	<p>Development of the Regional Investment Prospectus continued with a launch due later in 2019.</p> <p>A series of workshops have been held with partners in the project to identify the region's competitive advantages and develop the unique selling proposition.</p> <p>Stakeholders are satisfied with outcomes to date.</p>		
<p><b>Did it have an impact?</b> Provide a broad statement of achievement against the Outcome, summarising what the RDA did and how well it was done. Describe any evidence of impacts to date or the logic that underlines expectations of impacts in the future.</p>	<p>The Prospectus has not had an impact to date.</p> <p>When developed, published and marketed it will provide the media to support private investment into the region. It will only be an effective tool if sufficient marketing funds are identified and allocated to the project.</p>		

	<b>Result</b>	<b>Measure</b>	<b>Lead/Support Role</b>
<b>1.3 Initiatives to grow social capital and workforce capability and participation in Your Region.</b>	<p><b>5.</b> <b>1 successful to date (30Jun19)</b></p> <p><b>1.</b> <b>Transition completed 01Apr19</b></p>	<p><b>Regional Employment Trials program funding assessed by RDA Committee.</b></p> <p><b>Peel Bright Minds (Inspiring Australia) program transition to The Makers.</b></p>	<b>Support Role</b>
<b>How well did we do it?</b> <i>Provide descriptions of the quality of RDA Activities, including the process or methodology employed in achieving the Outcomes, and feedback from stakeholders.</i>	<p>RDA provided its assessment of Regional Employment Trials applications in a timely and effective manner. The approval process as a whole was hampered by lack of communications internally between the 3 Departments controlling it and externally to the Employment Facilitators and RDA Committees charged with delivering it. These shortfalls have been expressed to the Departments and to external program evaluators.</p> <p>The Peel Bright Minds initiative is now auspiced by The Makers Community Development Inc.</p>		
<b>Did it have an impact?</b> <i>Provide a broad statement of achievement against the Outcome, summarising what the RDA did and how well it was done. Describe any evidence of impacts to date or the logic that underlines expectations of impacts in the future.</i>	<p>RDA provided its assessment of Regional Employment Trials applications in a timely and effective manner. The approval process as a whole was hampered by lack of communications internally between the 3 Departments controlling it and externally to the Employment Facilitators and RDA Committees charged with delivering it. These shortfalls have been expressed to the Departments and to external program evaluators.</p> <p>RDA led the design, development and implementation of the Peel Bright Minds initiative. This has become an important program for the region, with stakeholders committed to funding it from 2018-19 through to 2020-21.</p> <p>Peel Bright Minds has become an important program for the region, with stakeholders committed to funding it from 2018-19 through a partnership arrangement. Transferring of this arrangement has released RDA resources to undertake other activities.</p>		

<b>OUTCOME THEME 2</b>	<b>Increased trade and jobs creation.</b>		
<b>OUTPUT</b>	<b>Connect Your Region with industry sectors, international trade partners, financial markets, regional entrepreneurs and business leaders to attract investors to explore new opportunities to grow local jobs in Your Region.</b>		
<b>What will we do?</b> <ul style="list-style-type: none"> <li>Activities planned to undertake to perform the Outputs and meet the Outcomes.</li> </ul>	ACTIVITY 2.1 Work with and refer clients to specialist and well-resourced agencies operating in this space, including: <ul style="list-style-type: none"> <li>Peel Development Commission (State)</li> <li>WA Open For Business (State)</li> <li>Austrade (Commonwealth)</li> <li>AusIndustry (Commonwealth)</li> </ul>		
<b>What did we do?</b> <ul style="list-style-type: none"> <li>Quantifiable evidence against each Activity and Output as part of the Annual Report on Outcomes.</li> </ul>	<b>Result</b>	<b>Measure</b>	<b>Lead/Support Role</b>
<b>2.1 Refer potential clients to Peel Development Commission, AusIndustry, AusTrade and other relevant agencies.</b>	<b>Number = 1 (100%) Jobs Created from this activity = unknown.</b>	<b>Number of organisations assisted directly or indirectly and jobs opportunities created</b>	<b>Support role</b>
	<b>6 = 100%</b>	<b>Number of organisations, entrepreneurs and emerging business leaders connected with business support, investment and growth programs.</b>	<b>Support role</b>
	<b>0</b>	<b>Number of organisations connected with export opportunities or export readiness support.</b>	<b>Support role</b>

<p><b>How well did we do it?</b> <i>Provide descriptions of the quality of RDA Activities, including the process or methodology employed in achieving the Outcomes, and feedback from stakeholders.</i></p>	<p>RDA's collocation with the AusIndustry Regional Manager and State provided Business Local Services enabled client referrals to be conducted in a seamless manner.</p>
<p><b>Did it have an impact?</b> <i>Provide a broad statement of achievement against the Outcome, summarising what the RDA did and how well it was done. Describe any evidence of impacts to date or the logic that underlines expectations of impacts in the future.</i></p>	<p>RDA is not positioned currently to be closely engaged with the business community. Current programs administered by the Department of Infrastructure, Transport, Cities and Regional Development are not accessible by businesses and other Australian Government programs for business are administered by AusIndustry which already has a physical presence in the region.</p> <p>The region's main exporters are in the mining industry and already have strong connections with overseas markets.</p>

<b>OUTCOME THEME 3</b>	<b>Cooperative effort with all levels of government, industry, community and other regional stakeholders leads to improved economic development outcomes.</b>		
<b>OUTPUT</b>	<b>Develop and maintain positive, collaborative, working relationships with all levels of government, industry, community and other regional stakeholders which address identified gaps or needs in economic development activity.</b>		
<b>What will we do?</b> <ul style="list-style-type: none"> <li>Activities planned to undertake to perform the Outputs and meet the Outcomes.</li> </ul>	<p>ACTIVITY 3.1 Be an active lead participant in the Peel Regional Leaders Forum.</p> <p>ACTIVITY 3.2 Drive economic development by supporting evidence-based programs and initiatives.</p>		
<b>What did we do?</b> <ul style="list-style-type: none"> <li>Quantifiable evidence against each Activity and Output as part of the Annual Report on Outcomes.</li> <li></li> </ul>	<b>Result</b>	<b>Measure</b>	<b>Lead/Support Role</b>
<b>3.1 Be an active lead participant in the Peel Regional Leaders Forum.</b>	<b>N/A</b>	<b>No measure developed.</b>	<b>Lead role.</b>
<b>How well did we do it?</b> <i>Provide descriptions of the quality of RDA Activities, including the process or methodology employed in achieving the Outcomes, and feedback from stakeholders.</i>	<p>RDA participated in and led a number of working groups/projects/partnerships with local and state government; particularly the Peel Regional Leaders Forum. RDA led development of the organisation and its strategic development to the stage it now directly employs an Executive Director.</p> <p>During its transition to a Regional Governance body RDA provided paid services under contract to progress the PRLF's development.</p>		
<b>Did it have an impact?</b> <i>Provide a broad statement of achievement against the Outcome, summarising what the RDA did and how well it was done. Describe any evidence of impacts to date or the logic that underlines expectations of impacts in the future.</i>	<p>The PRLF is now employs its own Executive Director due to leadership shown by RDA.</p> <p>The PRLF is now maturing as a Regional leadership organisation and has established its strategic direction.</p>		

	<b>Result</b>	<b>Measure</b>	<b>Lead/Support Role</b>
<b>3.2 Drive economic development by supporting evidence-based programs and initiatives.</b>	<b>3</b> <ul style="list-style-type: none"> <li>Peel Regional Leaders Forum;</li> <li>Peel Workforce Development Alliance/Peel Capability Alliance;</li> <li>Peel Aged Care Industry Network</li> </ul>	<b>3.1 Number and nature of working groups/projects/partnerships with governments and regional stakeholders and economic development outcomes resulting from this.</b>	<b>Lead and Support roles</b>
	<b>101</b>	<b>3.2 Number of requests from government to participate in strategy development and regional development projects and outcomes from input provided.</b>	<b>Lead role</b>
	<b>0</b>	<b>3.3 Regional investment prospectus or similar collaboratively developed.</b>	<b>Lead role</b>
	<b>101</b>	<b>3.4 Number of cross-local government projects/initiatives assisted.</b>	<b>Lead and support roles</b>
<b>How well did we do it? Provide descriptions of the quality of RDA Activities, including the process or methodology employed in achieving the Outcomes, and feedback from stakeholders.</b>	<p>RDA is a key member of these regional initiatives.</p> <p>Peel Regional Leaders Forum (PRLF) is based on identifying the issues that are a threat to the Peel’s regional status and regional identity, recognising that the Forum must show leadership on these issues and bring the community together to work collaboratively for the Peel’s future.</p> <p>The Peel Capability Alliance facilitates the availability of an educated and highly skilled community which has the capacity and capability to flexibly respond to current and future workforce requirements.</p> <p>The Peel Aged Care Industry Network was established by RDA Peel following an industry forum in 2018. Aged Care is an area of current and future potential growth in the Peel and the Network’s purpose is to explore the growth opportunities, barriers and solutions with representatives from industry.</p> <p>RDA Peel led development of the Peel Region Action Plan 2019-21. This involved canvassing all key stakeholders to identify projects and their planned development over the next 3 years. It was developed in late 2018 and updated in June 2019. 101 projects have been identified.</p>		

<p><b>Did it have an impact?</b> <i>Provide a broad statement of achievement against the Outcome, summarising what the RDA did and how well it was done. Describe any evidence of impacts to date or the logic that underlines expectations of impacts in the future.</i></p>	<p>With support from RDA the PRLF has refined its roles to:</p> <ul style="list-style-type: none"> <li>• Reinforce, promote and enhance the identity, regional boundary of Peel, ensuring its retention as a region</li> <li>• Facilitate the economic development, ecological integrity and social wellbeing to benefit the people and environment of the Peel region</li> <li>• Encourage collaboration internally and externally to develop and implement mutually and regionally beneficial projects.</li> </ul> <p>These collaborative efforts are now leading to the development and implementation of important regional level strategies. Key among these is the Peel Regional Trails Strategy, designed to guide future strategic investment in trails recreation, tourism and event development across the Peel region of Western Australia (WA). The Strategy reflects the aspirations of the 5 local government's in the Peel Region (City of Mandurah, Shire's of Boddington, Murray, Serpentine Jarrahdale and Waroona) to become an economically, environmentally and socially sustainable trails destination. RDA will be guiding the development of \$36 million of related projects in the strategy.</p> <p>RDA supported the Peel Capability Alliance's Educators' Forum which highlighted:</p> <ul style="list-style-type: none"> <li>• Challenge of engaging industry to enable work experience opportunities, at school, vocational education and tertiary levels.</li> <li>• How to ensure that publicly funding training in the region is in alignment with future skills needs.</li> <li>• Schools feel that they require additional resources to offer local industry relevant course offerings such as agri-business.</li> <li>• Opportunities to engage with the Naval Shipbuilding College to create pathways for our local workforce and future workforce.</li> </ul> <p>The Alliance will work on addressing these and other issues during 2019-20.</p> <p>The Peel Aged Care Industry Network has identified its priorities to respond to the challenges:</p> <ol style="list-style-type: none"> <li>1. Communication and community education <ul style="list-style-type: none"> <li>• Community awareness – the broader Peel community does not understand the aged care system, or what is available and how to access it.</li> </ul> </li> <li>2. Working with, within and to improve 'the system' <ul style="list-style-type: none"> <li>• Better use of existing resources is needed, specifically – GP outreach, wellbeing, lifestyle and emergency.</li> <li>• There are resources locally, but they aren't well co-ordinated or spread across the region.</li> <li>• Spirit of collaboration but competitive business model</li> <li>• Small number of standalone facilities which are different than 'big' groups – more need to collaborate and focus on the community</li> </ul> </li> <li>3. A skilled and diverse workforce</li> </ol>
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	<ul style="list-style-type: none"> <li>• Skilled, equipped and suitable workforce to meet the needs of the changing aged care.</li> </ul> <p>RDA and its project partners, Peel Development Commission and the Mandurah Murray Employment Facilitator will work with the network to address these priorities during 2019-20.</p> <p>The Peel Region Action Plan 2019-21 is designed to support the implementation of the Peel Regional Investment Blueprint to 2050 by:</p> <ul style="list-style-type: none"> <li>• Prescribing key projects for the region identified from various sources (Community Strategic Plans and other stakeholder derived strategies and plans);</li> <li>• Aligning these projects to Objectives and strategies in the Blueprint;</li> <li>• Monitoring development and implementation of the individual projects.</li> </ul> <p>For the first time the region has a comprehensive listing of the key projects to inform its development. This activity also had the effect of key stakeholders reviewing its future project needs and reducing these from 205 in the previous year to 101.</p> <p>RDA Peel has committed to financially support the development of a regional growers group which could then lead work focused on branding, research and growth opportunities for the region. This project was identified as a result of last year's review process for the Regional Investment Blueprint.</p>
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<b>OUTCOME THEME 4</b>	<b>Achieve Government program objectives.</b>		
<b>OUTPUT</b>	<b>Assist in the delivery of Australian Government programs including public and private sector decentralisation.</b>		
<b>What will we do?</b> <ul style="list-style-type: none"> <li>Activities planned to undertake to perform the Outputs and meet the Outcomes.</li> </ul>	<p>ACTIVITY 4.1 Deliver Regional Development Australia Program.</p> <p>ACTIVITY 4.2 Transition Inspiring Australia Regional Science Hubs Program (Peel Bright Minds) to a relevant provider.</p> <p>ACTIVITY 4.3 Assist in delivery of programs where resources are allocated by responsible agencies.</p> <p>ACTIVITY 4.4 Assist in delivery of Regional Employment Trials program by provision of project assessment and funding recommendation to Department of Jobs and Small Business.</p>		
<b>What did we do?</b> <ul style="list-style-type: none"> <li>Quantifiable evidence against each Activity and Output as part of the Annual Report on Outcomes.</li> </ul>	<b>Result</b>	<b>Measure</b>	<b>Lead/Support Role</b>
<b>4.1 Deliver Regional Development Australia Program.</b>	<b>3</b> <ul style="list-style-type: none"> <li>Building Better Regions Fund</li> <li>Inspiring Australia Program</li> <li>Building the Local Care Workforce Program</li> </ul>	<b>4.2 Number and description of initiatives to assist in the delivery of Australian Government programs.</b>	<b>Lead role.</b>
<b>How well did we do it?</b> Provide descriptions of the quality of RDA Activities, including the process or methodology employed in achieving the Outcomes, and feedback from stakeholders.	<p>RDA Program has been delivered in accordance with the Funding Agreement.</p> <p>RDA promoted the Building Better Regions Fund program extensively across the region. RDA Peel led updating of the “Developing Infrastructure Funding Manual” for the WA RDA Network.</p> <p>It is not possible to quantify the effectiveness of promotion as RDA is not privy to the number of unsuccessful applications lodged.</p>		

<p><b>Did it have an impact?</b> <i>Provide a broad statement of achievement against the Outcome, summarising what the RDA did and how well it was done. Describe any evidence of impacts to date or the logic that underlines expectations of impacts in the future.</i></p>	<p>The impact of the RDA Program has been prescribed elsewhere in this report. There are issues with the approval process.</p>
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<b>ACTIVITY 4.2 Transition Inspiring Australia Regional Science Hubs Program (Peel Bright Minds) to a relevant provider).</b>	<b>N/A</b>	<b>No measure developed.</b>	<b>Lead role.</b>
<b>How well did we do it?</b> <i>Provide descriptions of the quality of RDA Activities, including the process or methodology employed in achieving the Outcomes, and feedback from stakeholders.</i>	Auspicing of the successful Peel Bright Minds initiative has been transferred to The Makers Community Development Inc.. releasing RDA resources. RDA is still a lead member of the Steering Committee driving the project.		
<b>Did it have an impact?</b> <i>Provide a broad statement of achievement against the Outcome, summarising what the RDA did and how well it was done. Describe any evidence of impacts to date or the logic that underlines expectations of impacts in the future.</i>	Inspiring Australia (Peel Bright Minds) has had significant impact and will continue until at least 2021. RDA led the design, development and implementation of the Peel Bright Minds initiative. This has become an important program for the region, with stakeholders committed to funding it from 2018-19 to 2020-21. This activity will release resources for other RDA activities.		
<b>ACTIVITY 4.3 Participate in delivery of programs where resources are allocated by responsible agencies.</b>	<b>N/A</b>	<b>4.1 Evidence of identification of decentralisation opportunities and facilitation undertaken to deliver these.</b>	<b>Not applicable.</b>
<b>How well did we do it?</b> <i>Provide descriptions of the quality of RDA Activities, including the process or methodology employed in achieving the Outcomes, and feedback from stakeholders.</i>	No agencies resourced RDA to assist in program delivery.  No activities conducted – The region is ineligible for the Government’s decentralisation program due to proximity to Perth and lack of tertiary training opportunities.		
<b>Did it have an impact?</b> <i>Provide a broad statement of achievement against the Outcome, summarising what the RDA did and how well it was done. Describe any evidence of impacts to date or the logic that underlines expectations of impacts in the future.</i>	N/A		

<b>ACTIVITY 4.4 Assist in delivery of Regional Employment Trials program by provision of project assessment and funding recommendation to Department of Jobs and Small Business.</b>	<b>5</b>  <b>10</b>	<b>Number of programs developed.</b>  <b>Number of request for program support received</b>	<b>Lead role.</b>
<p><i>How well did we do it? Provide descriptions of the quality of RDA Activities, including the process or methodology employed in achieving the Outcomes, and feedback from stakeholders.</i></p>	<p>RDA assisted the Mandurah Murray Employment Facilitator (MMEF) in initial marketing of the program, meetings with possible applicants and development of applications. RDA Peel conducted project endorsement.</p> <p>5 applications were received with some requests not proceeding following initial consultations.</p> <ul style="list-style-type: none"> <li>• Inspire 4 U Incorporated \$24,866</li> <li>• AtWork Australia Pty Ltd \$43,500</li> <li>• Dismantle Inc \$67,500</li> <li>• Performance Training Solutions Pty Ltd \$112,500</li> <li>• Karingal Inc T/as Matchworks \$200,000</li> </ul>		
<p><i>Did it have an impact? Provide a broad statement of achievement against the Outcome, summarising what the RDA did and how well it was done. Describe any evidence of impacts to date or the logic that underlines expectations of impacts in the future.</i></p>	<p>Assessment of the RET program is not the responsibility of RDA.</p>		

<b>OUTCOME THEME 5</b>	<b>Maximise access to Government programs and grants.</b>		
<b>OUTPUT v</b>	<b>Promote and disseminate information on Australian Government policies and grant programs and support community stakeholders in Your Region to develop project proposals to access funding.</b>		
<b>What will we do?</b> <ul style="list-style-type: none"> <li>Activities planned to undertake to perform the Outputs and meet the Outcomes.</li> </ul>	<p>ACTIVITY 5.1 Promote and disseminate information on Australian Government policies and grant programs.</p> <p>ACTIVITY 5.2 Support community stakeholders in Your Region to develop project proposals to access funding.</p> <p>ACTIVITY 5.3 Liaise with RDA Program Coordinator to ensure flow of information from Commonwealth Departments on their programs and activities in a timely manner.</p> <p>ACTIVITY 5.4: Update RDA Peel Web Site to enable improved dissemination of information and to reflect RDA roles under revised Charter.</p>		
<b>What did we do?</b> <ul style="list-style-type: none"> <li>Quantifiable evidence against each Activity and Output as part of the Annual Report on Outcomes.</li> </ul>	<b>Result</b>	<b>Measure</b>	<b>Lead/Support Role</b>
<b>5.1 Promote and disseminate information on Australian Government policies and grant programs.</b>	<b>30 (estimated)</b>  <b>25 (estimated)</b>	<b>Number of enquiries received/generated.</b>  <b>Number of enquiries/proposals assisted.</b>	<b>Lead role</b>
<b>How well did we do it?</b> <i>Provide descriptions of the quality of RDA Activities, including the process or methodology employed in achieving the Outcomes, and feedback from stakeholders.</i>	<p>Information is disseminated via the RDA Peel e-newsletter and Facebook.</p> <p>During 2108-19:</p> <ul style="list-style-type: none"> <li>24 newsletters were sent to a total of 6,577 subscribers;</li> <li>147 social media posts reached a total audience of 11,468;</li> <li>A total of 18 Australian Government programs were promoted.</li> </ul>		
<b>Did it have an impact?</b> <i>Provide a broad statement of achievement against the Outcome, summarising what the RDA did and how well it was done. Describe any evidence of impacts to date or the logic that underlines expectations of impacts in the future.</i>	<p>RDA Peel is recognised as the lead agency in identifying funding opportunities from Australian and other Government and private funding programs.</p>		
<b>5.2 Support community stakeholders in Your Region to develop project proposals to access funding.</b>	<b>28</b>	<b>5.1a Number of enquiries received/generated and proposals assisted.</b>	<b>Lead role</b>
	<b>3</b>	<b>5.1b Number of proposals assisted.</b>	<b>Lead role</b>

	<b>2 - \$25.395 million</b>	<b>5.2 Number and value of successful proposals.</b>	<b>Lead role</b>
	<b>Not known</b>	<b>5.3 Number of organisations assisted to connect with government programs</b>	<b>Lead role</b>
	<b>1</b>	<b>5.4 Developing Funding Proposals Manual maintained &amp; updated</b>	<b>Lead role</b>
<b>How well did we do it?</b> <i>Provide descriptions of the quality of RDA Activities, including the process or methodology employed in achieving the Outcomes, and feedback from stakeholders.</i>	<p>Despite anomalies in eligibility boundaries impacting the Peel region successful applications were made by:</p> <ul style="list-style-type: none"> <li>Shire of Murray - \$21.75 million to the Regional Growth Fund for the Peel Business Park Project</li> <li>Shire of Murray - \$3.645 million to the BBRF for the \$8.41 million Dwellingup Trails Hub project.</li> </ul> <p>RDA and the Peel Development Commission conducted a number of joint consultation sessions across the region with proponents for the BBRF and the State’s Regional Economic Development grants. This was due to a coincidence of funding rounds.</p> <p>RDA cannot measure the number of organisations connected with government programs as they may choose to engage without RDAs knowledge.</p> <p>RDA Peel led the WA RDA Network in developing the Developing Infrastructure Proposals Manual which is updated for each BBRF round and has been adapted for used in other states.</p>		
<b>Did it have an impact?</b> <i>Provide a broad statement of achievement against the Outcome, summarising what the RDA did and how well it was done. Describe any evidence of impacts to date or the logic that underlines expectations of impacts in the future.</i>	<p>The non-compulsory engagement with RDAs by BBRF applicants remains an issue. RDA may have provided assistance but remains unaware if an application has been lodged.</p> <p>A large number of organisations based in the Peel region receive assistance through Government program. It is not possible to assess the impact of RDAs work in these outcomes.</p>		
<b>5.3 Liaise with RDA Program Coordinator to ensure flow of information from Commonwealth Departments on their programs and activities in a timely manner.</b>	<b>N/A</b>	<b>No measure developed</b>	<b>N/A</b>
<b>How well did we do it?</b> <i>Provide descriptions of the quality of RDA Activities, including the process or methodology employed in achieving the Outcomes, and feedback from stakeholders.</i>	<p>The RDA Program Coordinator has always assisted RDA when required with internal and program management issues and effectively connects RDA with Australian Government resourced when requested.</p>		

<p><b>Did it have an impact?</b> <i>Provide a broad statement of achievement against the Outcome, summarising what the RDA did and how well it was done. Describe any evidence of impacts to date or the logic that underlines expectations of impacts in the future.</i></p>	<p>The activities of the RDA Program Coordinator contribute positively to RDA operations through saving of resources.</p>
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<b>OUTCOME THEME 6</b>	<b>Advice supports development outcomes.</b>		
<b>OUTPUT</b>	<b>For Your Region:</b> <ul style="list-style-type: none"> <li>• <b>Provide evidence-based advice to the Australian Government on critical regional development issues; and</b></li> <li>• <b>Provide information on regional activities and competitive advantages to all levels of government, industry, business and community sectors.</b></li> </ul>		
<b>What will we do?</b> <ul style="list-style-type: none"> <li>• <i>Activities planned to undertake to perform the Outputs and meet the Outcomes.</i></li> </ul>	ACTIVITY 6.1 Continue development of a regional level Investment Prospectus.  ACTIVITY 6.2 Provide submissions to Australian government inquires.  ACTIVITY 6.3 Provide information on regional activities and competitive advantages to all levels of government, industry, business and community sectors through effective communications.  ACTIVITY 6.4 Advocate for commonwealth investment in regional priority projects.		
<b>What did we do?</b> <ul style="list-style-type: none"> <li>• <i>Quantifiable evidence against each Activity and Output as part of the Annual Report on Outcomes.</i></li> <li>•</li> </ul>	<b>Result</b>	<b>Measure</b>	<b>Lead/Support Role</b>
<b>6.1 Continue development of a regional level Investment Prospectus.</b>	<b>0</b>	<b>6.3 An investment prospectus or similar evidence based information publication is prepared and/or promoted to relevant markets and parties of interest (may be RDA generated or leverage other regional publications).</b>	<b>Lead role</b>
<b>How well did we do it?</b> <i>Provide descriptions of the quality of RDA Activities, including the process or methodology employed in achieving the Outcomes, and feedback from stakeholders.</i>	Development of the Regional Investment Prospectus continued with a launch due later in 2019.  A series of workshops have been held with partners in the project to identify the region's competitive advantages and develop the unique selling proposition.		

<p><b>Did it have an impact?</b> <i>Provide a broad statement of achievement against the Outcome, summarising what the RDA did and how well it was done. Describe any evidence of impacts to date or the logic that underlines expectations of impacts in the future.</i></p>	<p>To be progressed in 2019-20.</p> <p>On completion the prospectus will support investment advocacy by all stakeholders.</p>		
<p><b>6.2 Provide submissions to Australian government inquires.</b></p>	<p><b>0</b></p> <p><b>6</b></p>	<p><b>6.1 Responses received from the Australian Government. that acknowledge existence of the issue in our region.</b></p> <p><b>6.4 Submissions made, occasions input provided to Government consultation sessions/surveys/inquiries/advisory groups</b></p>	<p><b>Lead role</b></p>
<p><b>How well did we do it?</b> <i>Provide descriptions of the quality of RDA Activities, including the process or methodology employed in achieving the Outcomes, and feedback from stakeholders.</i></p>	<p>Submissions were made to:</p> <ul style="list-style-type: none"> <li>• Access and availability of higher education and training across regional, rural and remote parts of Australia.</li> <li>• Survey of Australia’s Regions.</li> <li>• DTWD labour market review.</li> <li>• ITC Training Council labour market review.</li> <li>• DIR SME IR issues in the region.</li> <li>• RET program.</li> </ul>		
<p><b>Did it have an impact?</b> <i>Provide a broad statement of achievement against the Outcome, summarising what the RDA did and how well it was done. Describe any evidence of impacts to date or the logic that underlines expectations of impacts in the future.</i></p>	<p>Impact is difficult to assess as no responses received from the Australian Government that acknowledged the consideration of the points raised in these submissions.</p> <p>Value of providing this information is questionable given this lack of response from Government.</p>		

<p><b>ACTIVITY 6.3 Provide information on regional activities and competitive advantages to all levels of government, industry, business and community sectors through effective communications.</b></p>	<p>a) 15 (social media)</p> <p>b) 1,838 unique opens with 203 clickthroughs</p> <p>c) Requires attention</p> <p>d) 147 posts reached 11,468 engagees</p> <p>1 Presentations at Peel ESTEAM Awards</p>	<p><b>6.2 Effectiveness of communication of regional activities and competitive advantages to regional stakeholders.</b></p> <p>a) Number of new clients and stakeholders engaged and source of engagement ("How did you hear about us").</p> <p>b) Number of eNewsletter click throughs.</p> <p>c) Outcomes of an annual survey of clients and stakeholders.</p> <p>d) Number of clients and stakeholders engaged through social media.</p> <p><b>6.5 Number and nature of activities resulting in promotion/recognition of regional activities (e.g. presenting at conferences, regional/industry awards judging panels).</b></p>	<p><b>Lead role</b></p>
<p><i>How well did we do it? Provide descriptions of the quality of RDA Activities, including the process or methodology employed in achieving the Outcomes, and feedback from stakeholders.</i></p>	<p>RDA engaged stakeholders and clients primarily through their e-newsletter and social media.</p> <p>Over a number of years the RDA newsletter has developed a significant following among stakeholders and the community and is held in high regard.</p> <p>All feedback from recipients is acknowledged and considered.</p> <p>The outcomes of the Customer Survey indicated the need to build community, stakeholder and Government awareness of the roles and functions of RDA Peel. Only 50% of respondents considered RDA Committee Members are active in the community.</p> <p>Without an effective RDA operating in the region there is a probability the region will not be considered in Government decision making processes and the approach to infrastructure and service delivery will be uncoordinated and not based on needs analysis.</p>		

<p><b>Did it have an impact?</b> <i>Provide a broad statement of achievement against the Outcome, summarising what the RDA did and how well it was done. Describe any evidence of impacts to date or the logic that underlines expectations of impacts in the future.</i></p>	<p>Engagement through social media remains low. Feedback from stakeholders is that the content that falls within the scope of RDA is not thought provoking, controversial or otherwise engaging.</p> <p>RDAs newsletter remains a highly regarded source of information throughout the region.</p> <p>The RDA Customer survey provided valuable feedback and guided development of the 2019-20 Business Plan.</p>
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<p><b>ACTIVITY 6.4 Advocate for commonwealth investment in regional priority projects.</b></p>	<p><b>N/A</b></p>	<p><b>No measure developed.</b></p>	<p><b>N/A</b></p>
<p><b>How well did we do it?</b> <i>Provide descriptions of the quality of RDA Activities, including the process or methodology employed in achieving the Outcomes, and feedback from stakeholders.</i></p>	<p>Advocacy is provided for project proponents as opportunities for engagement with Government arise.</p> <p>RDA has advocated for investment and other Government support in meetings with visiting Senators and MPs.</p> <p>RDA Peel successfully advocated for a \$21.75 million investment from the Regional Growth Fund for the Peel Business Park Project.</p> <p>After leading the region in developing the 2019 Federal; Election Commitments Requests document RDA assisted in advocating for projects therein resulting in commitments:</p> <ul style="list-style-type: none"> <li>• Tonkin Highway Extension - \$253 million (Liberal/National Coalition)</li> <li>• Pinjarra Heavy Haulage Deviation \$22 million ((Liberal/National Coalition)</li> <li>• Dwellingup National Trails Development - \$3.465 million (Liberal/National Coalition)</li> <li>• Mandurah Waterfront Project - \$7 million (Liberal/National Coalition)</li> </ul> <p>RDA Peel continues to advocate for investment into the 101 projects outlined in the Peel Region Action Plan 2019-21.</p>		
<p><b>Did it have an impact?</b> <i>Provide a broad statement of achievement against the Outcome, summarising what the RDA did and how well it was done. Describe any evidence of impacts to date or the logic that underlines expectations of impacts in the future.</i></p>	<p>RDA has educated the region’s key stakeholders on the value that coordinated and collaborative formal advocacy efforts can have to the region.</p>		