



**Regional
Development**

Australia

PEEL WA

ANNUAL REPORT 2020-2021



An Australian Government Initiative

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1. COMMITTEE ROLES AND RESPONSIBILITIES

Regional Development Australia (RDA) is a national network of 52 committees across Australia, including the Indian Ocean Territories and Norfolk Island, made up of local leaders who work with all levels of government, business and community groups to support economic and workforce development, local procurement, strategic regional planning and inform government programs and infrastructure investments.

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, Transport, Regional Development and Communications.

RDA Committee members are comprised of passionate and dedicated local leaders who possess a broad range of experience, including from local government, business, and the community and the not-for-profit sectors.

They work with each other to identify issues that cross regions and the value of the Network has been highlighted during the bushfires and COVID-19, where RDAs have been providing critical intelligence back to the Australian Government on impacts to their region's businesses and communities. This local information continues to inform policymaking.

A refreshed Charter emphasises greater strategic alignment across all levels of government and regional planning that identifies and advocates important long-term investment priorities.

Regional Australia and RDAs will play an important role in revitalising Australia's economy as we emerge from the COVID-19. Their new funding agreement and refreshed Charter will provide a strong basis for this work.

The charter outlines the roles for RDA Committees:

Collaborating with other RDA Committees, all levels of government, and the private sector, RDA Committees will:

- a) Facilitate regional economic development outcomes, investment, local procurement and jobs.
- b) Promote greater regional awareness of and engagement with Australian Government policies, grant programs and research.
- c) Improve Commonwealth regional policymaking by providing intelligence and evidence-based advice to the Australian Government on regional development issues.
- d) Co-ordinate the development of a strategic regional plan, or work with suitable existing regional plans that will align with the Commonwealth's regional priorities.

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 2020-21

RDA Peel continued building on its achievements from earlier years in *Enabling a stronger economy for the Peel region*.

In 2020 the RDA Charter was streamlined, with an emphasis on the core long-term objectives of the Commonwealth's regional development policy and aligned to the value proposition of RDAs:

- a) Facilitate regional economic development outcomes, investment, jobs and local procurement.
- b) Promote greater regional awareness of and engagement with Australian Government policies, grant programs and research.
- c) Improve Commonwealth regional policy making by providing intelligence and evidence-based advice to the Australian Government on regional development issues.
- d) Co-ordinate the development of a strategic regional plan, or work with suitable existing regional plans that will align with the Commonwealth's regional priorities.

To support the achievement of these objectives RDA Peel continued to work closely with key stakeholders to identify and clearly understand the current and emerging critical issues and opportunities for the region and to work with proponents to develop project responses to them.

RDA Peel Strategic Plan 2021-25

To provide the region with a current strategic plan that addresses the Australian Government's regional priorities RDA Peel developed the *RDA Peel Strategic Plan 2021-2025*. While complementing the Peel Regional Investment Blueprint which prescribes the region's long term (to 2050) aspirational goals, the *RDA Peel Strategic Plan 2021-2025* sets out the range of strategies and initiatives that will be progressed until 30th June 2025 and should be read in conjunction with the Peel Region Action Plan which was updated in November 2020 and May 2021 after extensive stakeholder consultation.

The RDA Peel Strategic Plan 2021-2025 was developed in consultation with key stakeholders through individual and collective forums and meetings, and aligns the prescribed strategies and initiatives with the Australian Government's Regional Priorities which are based on the 6 foundations of growth:

- Connectivity and Infrastructure incorporating digital connectivity, transport links, and freight and supply chain infrastructure.
- Human Capital and Skills to provide skilled and adaptable workforces, Regional Universities and training, and schooling.
- Regional Employment and Business to develop regional businesses and industry, local R&D and innovation and a strategic regional vision.
- Leadership and Collaboration by investing in regional leadership, capable local government and the Indigenous community.
- Amenity and liveability providing services, facilities and liveability, and support for local priorities.
- Sustainable Natural Resources to build future resilience, ensure sustainable foundations and provide economic opportunities and jobs.

The *RDA Peel Strategic Plan 2021-2025* takes a program-based approach to identification of the region's priorities. Each program is underpinned by a suite of projects relevant to resolving the identified issues and opportunities.

For identified strategies and initiatives which will address program objectives RDA Peel activities will include:

- Providing advice and support to proponents in developing responsive potential options;
 - Prioritising well developed projects;
 - Advocacy for private and State and Federal Governments for investment.

The *RDA Peel Strategic Plan 2021-2025* was endorsed by the Peel Regional Leaders Forum (trading as Peel Alliance) on 24th June 2021. This Forum's membership comprises the CEOs and elected and appointed leaders of the Peel's 5 Local Governments, Peel-Harvey Catchment Council, Peel Community Development Group, RDA Peel and the Peel Development Commission.

Invest Peel

The Peel region's Investment Prospectus (<https://www.investpeel.com.au/>), an RDA Peel initiative, will improve the region's readiness to attract a share of the \$967 billion direct foreign investment into Australia as well as attracting new and established businesses. The Prospectus is centered 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.

Communications Strategy

RDA Peel developed its online and social media presence through implementing its Communications Strategy after it was reviewed in May 2020. These activities will build community, stakeholder and Government awareness of the roles and functions of RDA Peel the profiles and engagement activities of RDA members.

During 2020-21:

- 24 Newsletters were sent to a total of 8 874 subscribers, promoting 11 Australian Government programs;
- 52 posts were made to social media, promoting 23 Australian Government programs, with a total reach of 33 072.

Regional Leadership

RDA Peel continued membership on high level governance and strategy bodies in the region, including the Peel Regional Leaders Forum (trading as Peel Alliance), using these vehicles to influence regional outcomes that ensure collaboration between stakeholders occurs, Australian Government interests are served and that delivery of infrastructure and services is coordinated and effective.

COVID 19

During the 2020-21 pandemic RDA Peel's role included:

- Passing Australian Government information on stimulus and other measures to stakeholders and the community;
- Informing Government of issues through regular teleconferences with Assistant Minister Marino and the Department of Infrastructure, Transport, Regional Development and Cities;
- Participating in regional COVID-19 response and recovery forums and meetings.

While the region appears to be recovering well from the impacts of the COVID 19 pandemic RDA Peel is aware that this situation can regress with little or no notice. Should this occur RDA Peel will resume the role it played during the initial pandemic, including:

- Consulting with key stakeholders and providing timely advice to Government on current and emerging risks to communities and the economy; and potential solutions;
- Disseminating information on Government programs and policy developed to deal with the community and economic risks.

Informing Government of Regional activities

RDA has established its Inside Peel initiative which commenced in the second half of 2020. The Inside Peel newsletter provides information on regional priorities, current and emerging issues and RDA activities and is sent to recipients that include State and Australian Government upper and lower House Members, Ministers, State and Australian Government agency heads and other stakeholders. Past editions of *Inside Peel* are available at <https://www.rdapeel.org.au/economic-development/>

Peel Bright Minds

Peel Bright Minds works with the community and partner organisations to communicate, co-ordinate and promote regional STEM activities and events designed to *Inspire a curious community*. During 2020-21 Peel Bright Minds delivered a series of podcasts and virtual industry tours to raise awareness of future workforce needs. Details on Peel Bright Minds activities can be viewed at www.peelbrightminds.com.au

Building Better Regions Fund Round 5

RDA Peel provided assistance and guidance to prospective proponents of 13 projects, resulting in 4 applications to Round 5 of the Building Better Regions Fund applications:

- Shire of Murray Exchange Hotel Redevelopment \$1 848 334 of \$2 259 075 project;
- Shire of Waroona Waroona Community Precinct \$900 000 of \$3 028 600 project;
- Shire of Serpentine-Jarrahdale Keirnan Park Recreation Precinct \$8 300 000 of \$28 300 000 project;
- Peel CCI ProcurePeel \$25 000 of \$235 000 project

Other Achievements during 2020-21 by RDA Peel:

- Held meetings with State and Federal Ministers, Members of Parliament and Senators to discuss regional issues and priorities;
- Provided 10 letters of support for applicants to various funding programs.
- External funding was received from Regional stakeholders and the *Inspiring Australia Program* to deliver the Peel Bright Minds initiative.
- During 2020-21 RDA Peel worked in partnership with:
 - AusIndustry Regional Manager Southern WA to deliver the AusIndustry suite of programs;
 - State and Local Governments and agencies to progress regional priorities;
 - Other WA RDAs to identify cross regional opportunities.
- RDA Peel continued development of the Peel Economic Development Officers Network. Meetings are held quarterly to exchange information and promote collaboration. Membership includes representatives from:
 - All local Governments
 - Peel Development Commission'
 - AusIndustry
 - Peel CCI

Key Learnings

Key Learnings from 2020-21 were:

- Stakeholders and industry could respond rapidly and collaborate effectively in adverse situations (COVID-19);
- Stakeholders and industry appreciated the role of RDA, the Department and the Assistant Minister in times of uncertainty;
- Stakeholders respond positively to well-developed processes (RDA Peel Action Plan, RDA Peel Strategic Plan 2021-2025, Inside Peel, Invest Peel).

3. THE REGIONAL DEVELOPMENT AUSTRALIA PEEL COMMITTEE

During 2020-21 the RDA Peel Inc. Committee membership comprised:

Chair:	Mr John Erren (Term expires 30 th June 2025)
Deputy Chair:	Mr David Napoli (Retired 30 th June 2021)
Treasurer:	Vacant
Secretary:	Mr Allan Oakes (Term expires 31 st December 2021)
Committee Member:	Mr Robert Cooper (Term expires 31 st December 2021)
Committee Member:	Adj Proffessor Sue Fyfe (Resigned 11 th February 2021)
Committee Member:	Ms Eleanor Britton (Term expires 31 st December 2021)
Committee Member:	Ms Jade Creevey (Appointed as Deputy Chair from 15 th July 2021. Term Expires 30 th June 2025)
Committee Member:	Mrs Alyssa Hayden (Term expires 30 th June 2023)
Committee Member:	Mrs Rebecca Moore (Term expires 30 th June 2023)

The Chair is 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:

- 3rd August 2020
- 19th October 2020 (Annual General Meeting + General Meeting)
- 2nd November 2020
- 1st February 2021
- 12th April 2021
- 28th June 2021

Informal Meetings were held on:

- 7th September 2020
- 7th December 2020
- 8th March 2021

A Special General Meeting to amend the Constitution was held on 28th June 2021 and the Annual General Meeting of RDA Peel will be held in October 2021.

4. STAFFING & ADMINISTRATION

John Lambrecht filled the role of Director of Regional Development during 2020-21.

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.

Sally Pottinger was employed as Executive Assistant to the Director of Regional Development from 7th April 2020 under a Business Administration Traineeship (Level 4). This position is responsible for:

- Responding to customer inquiries in an effective manner;
- Using various software tools to assist with business operations;
- Booking and arranging meetings for the DRD and Committee Members;
- Processing day-to-day business activities;
- Organising and arranging RDA Peel initiated events;
- Other duties as directed by the DRD.

5. ORGANISATIONAL PERFORMANCE

Strategic Objective 1. Identification of critical investments needed to drive development of the region.				
What will we do?	RDA role(Lead or Support)	Timeframe	Expected Outcomes	Funding Agreement Outcome No.
1.1 Meet with State and Australian Government Senators , Ministers and Members having representational responsibility for the Peel region to ascertain their views on, and elicit support for, critical short, medium and long-term issues and opportunities	Lead	Ongoing	Members have input into identification of critical issues. Members have the opportunity to support critical issues and priority projects.	3) Cooperative effort with all levels of government, industry, community and other regional stakeholders leads to improved economic development outcomes.
What did we do?				
<p>Consulted and met with Government representatives identify and elicit support for the initiatives, projects and priorities and priorities identified in the Peel Region Action Plan.</p> <p>Meetings held with:</p> <ul style="list-style-type: none"> • Hon Andrew Hastie MP – Member for Canning • Senator Louise Pratt – Duty Senator for Canning • Hon Nola Marino MP – Assistant Minister for Regional Development & Territories • Hon David Templeman MLA – Member for Mandurah • Zac Kirkup MP – former Member for Dawesville • Lisa Munday MLA – Member for Dawesville • Robyn Clarke MLA – Member for Murray-Wellington • Alyssa Haden MLA – former Member for Darling Range • Hugh Jones MLA – Member for Darling Range • Colin Holt – former MLC for South West • Matthew Swinbourn MLC – South East Metropolitan • Hon Catherine King MP – Shadow Minister for Infrastructure • Hon Roger Cook MP – State Health Minister <p>Attended WA Government Community Cabinet reception event.</p> <p>Restrictions and impacts imposed by the COVID 19 pandemic negatively influenced RDA activities designed to progress performance against this strategic objective.</p>				

Achievement against Priority Performance Measure				
<p>Number and nature of collaborative working groups/projects/partnerships with governments and regional stakeholders and economic development outcomes resulting from this.</p> <p>Number and nature of collaborative working groups/projects/partnerships: Peel Regional Leaders Forum (T/as Peel Alliance) – engages LGAs and regional level environmental and social development groups.; Local entrepreneurs and innovators – engaged in partnership with AusIndustry; Local Governments – engaged in priority project development; Other stakeholders - engaged in priority project development; COVID 19 Impact Teleconferences – engaged with Asst Minister Marino & DIRDTC to advise impacts and proposed responses; Peel Region COVID 19 Response & Recovery Taskforce; City of Mandurah COVID 19 Response & Recovery Taskforce; Other RDAs & Ministers – Participated in Town Hall teleconferences.</p> <p>Outcomes: Priority projects identified. Robust process developed and being implemented to attract Government and private investment. Government advised of regional issues, priorities and impacts of COVID19;</p>				
What will we do?	RDA role(Lead or Support)	Timeframe	Expected Outcomes	Funding Agreement Outcome No.
1.2 In partnership with other key agencies in the region, undertake a series of round table discussions to establish critical issues, ensuring a deep evidence-based understanding of the issue is developed and understood.	Lead	Ongoing	Increased awareness and knowledge of critical issues	3) Cooperative effort with all levels of government, industry, community and other regional stakeholders leads to improved economic development outcomes.
What did we do?				
<p>Engaged the region’s key stakeholders to develop the RDA Peel Strategic Plan 2021-25.</p> <p>The plan takes a Program approach to identifying the Peel’s issues, priorities, initiatives and projects. Programs identified:</p> <ul style="list-style-type: none"> • Critical: Water Security • Regional: Peel Trails Program, Equine Industry Attraction and Development, Agribusiness Development and Westport Development. • Place-Based Programs: for the communities of Boddington, Byford, Mandurah, Mundijong, Pinjarra & Waroona/Preston Beach <p>The RDA Peel Strategic Plan was developed:</p> <ul style="list-style-type: none"> • Ensuring identified priorities and accompanying strategies and activities are aligned to the Australian Government’s plan for Regional Australia and its underlying six foundations of growth; • Considering the local context of global megatrends <p>Following approval presentations on the plan were made to key stakeholder organisations.</p>				

The process for developing and establishing regional priorities in the Peel Region Action Plan was developed and refined and these were included in the Invest Peel initiative (Peel Region Investment Prospectus). The Peel Region Action Plan:

- Prescribes key initiatives and projects for the region identified from various sources (Community Strategic Plans and other stakeholder derived strategies and plans);
- Aligns these projects to Australian Government Regional Priorities;
- Monitors development and implementation of the individual projects.

Achievement against Priority Performance Measure

Number and nature of collaborative working groups/projects/partnerships with governments and regional stakeholders and economic development outcomes resulting from this.

Number and nature of collaborative working groups/projects/partnerships:

Peel Regional Leaders Forum (T/as Peel Alliance) – engages LGAs and regional level environmental and social development groups. (1);

Regional Investment Forums – engaged private investors. (9);

Local entrepreneurs and innovators (2) – engaged in partnership with AusIndustry;

Local Governments (5) – engaged in priority project development;

COVID 19 Impact Teleconferences – engaged with Asst Minister Marino & DIRDTC to advise impacts and proposed responses;

Peel Region COVID 19 Response & Recovery Taskforce;

City of Mandurah COVID 19 Response & Recovery Taskforce;

Outcomes:

Strategic Plan developed which aligns to Australian Government priorities.

Priority projects identified.

Robust process developed and being implemented to attract Government and private investment.

Government advised of regional issues and impacts of COVID19;

What will we do?	RDA role(Lead or Support)	Timeframe	Expected Outcomes	Funding Agreement Outcome No.
1.3 Assist proponents with the development of business cases for identified priority projects.	Lead	Ongoing	Increased economic development opportunities.	2) Increased trade and job creation.
What did we do?				
<p>Continued development of the Project Development & Business Case Template to provide guidance to proponents in developing business cases and the Peel Priority Project Prioritisation Matrix to inform proponents and decision makers of the accountable and open process is used to determine the priority of projects.</p> <p>Continued engagement with stakeholders to maintain currency of the Peel Region Action Plan (updated November 2020 and June 2021).</p> <p>Redesigned the Peel Action Plan as an integral part of the RDA Peel Strategic Plan 2021-25. This included aligning all initiatives and projects with Australian Government priorities and introducing a Program approach to classifying priorities.</p> <p>RDA Peel provides advice and guidance to (potential) proponents on project and business case development on demand.</p> <p>Restrictions and impacts imposed by the COVID 19 pandemic negatively influenced RDA activities designed to progress performance against this strategic objective.</p>				
Achievement against Priority Performance Measure				
<p>Number of organisations assisted directly or indirectly including the number of potential and/or actual jobs created.</p> <p><u>Number of organisations assisted directly or indirectly:</u> Peel Alliance Members (8); Peel Development Commission (1); Peel Economic Development Network members (8); Community groups and NFPs (8) Businesses based in the region (12).</p> <p><u>Number of potential and/or actual jobs created.</u> Total number of direct and indirect jobs estimated to be generated from identified projects under development (est. >1000).</p> <p><u>Outcomes:</u> Short, medium and long term priority projects with a strong evidence base and strong economic outcomes under development to ensure growth.</p>				

Strategic Objective 2. Better Informing Governments of activities in the region.				
What will we do?	RDA role(Lead or Support)	Timeframe	Expected Outcomes	Funding Agreement Outcome No.
2.1 Development of a regular communications medium with Government Ministers, Senators, Members and other decision makers to inform on the progression of development of current and emerging initiatives, projects and critical issues.	Lead	Ongoing	Government representatives and decision makers are informed of regional issues and priorities.	1) Increased economic opportunities and investment in Your Region.
What did we do?				
<p>The Peel Region Investment Prospectus was published to be used to:</p> <ul style="list-style-type: none"> • Provide information for potential investors; • Provide the basis for targeted marketing campaigns to attract investment. <p>To support prospectus based marketing and promotional activities Inside Peel (a regular quarterly hard copy newsletter) was sent to State and WA based Federal MPs, Senators and State and Federal Government agency heads to inform them on regional priorities, current and emerging issues and RDA activities to Government decision makers.</p> <p>During the year RDA Peel met with potential private investors to provide assistance to fast track investment decisions and associated projects designed to stimulate the economic downturn caused by the COVID19 pandemic.</p> <p>RDA Peel continued its close working relationship with AusIndustry and attended joint meetings with innovators and entrepreneurs to facilitate their access to programs including Accelerating Commercialisation.</p> <p>Restrictions and impacts imposed by the COVID 19 pandemic negatively influenced RDA activities designed to progress performance against this strategic objective.</p>				
Achievement against Priority Performance Measure				
<p>Number of organisations or potential investors engaged and/or assisted with, and investment opportunities created.</p> <p>Number of organisations or potential investors engaged: Private investors. (9) Local entrepreneurs and innovators (2) – engaged in partnership with AusIndustry;</p> <p>Investment opportunities created: Not known</p> <p>Outcomes: Investors are aware of opportunities in the region. Government decision makers are better informed of activities in the region.</p>				

Strategic Objective 3 - Joint activities on priorities agreed with PDC

Following development of the Peel region's Action Plan key regional agencies RDA and the Peel Development Commission agreed on common activities of both agencies in relation to specific projects and initiatives cited in the Peel Region Action Plan 2019-21.

What will we do?	RDA role(Lead or Support)	Timeframe	Expected Outcomes	Funding Agreement Outcome No.
<p>3.1 Continue development and refinement of the Peel Region Investment Prospectus by:</p> <ul style="list-style-type: none"> • Conducting analysis to ascertain opportunities for the Peel region. • Advocacy and information provision at industry events and trade and investment shows. • Ongoing updating of the web site to maintain currency and relevance. • Ongoing development of web based resources. 	Lead	Ongoing	<p>Region is prepared for investment.</p> <p>Comparative advantages of the region are made aware to potential investors.</p>	1) Increased economic opportunities and investment in Your Region.

What did we do?

The Peel Region Investment Prospectus was published to be used to:

- Provide information for potential investors;
- Provide the basis for targeted marketing campaigns to attract investment.

Opportunities for the region were identified through analysis of regional data and work commissioned to establish population growth and demography for future years, as well as demand in growth industries.

The RDA Peel web site at <https://www.rdapeel.org.au> is regularly updated.

Proposed marketing activities were limited by resource availability and negative investment conditions caused by the COVID19 pandemic.

Achievement against Priority Performance Measure				
<p>Number of organisations or potential investors engaged and/or assisted with, and investment opportunities created.</p> <p><u>Number of organisations or potential investors engaged:</u> Private investors. (9) Local entrepreneurs and innovators (2) – engaged in partnership with AusIndustry;</p> <p><u>Investment opportunities created:</u> Not known</p> <p><u>Outcomes:</u> Investors are aware of opportunities in the region. Government decision makers are better informed of activities in the region.</p>				
What will we do?	RDA role(Lead or Support)	Timeframe	Expected Outcomes	Funding Agreement Outcome No.
3,2 Advocacy to State and Federal Governments for investment into identified priority projects.	Lead (Federal) & Support (State)	Ongoing	Public investment made into identified priority projects.	1) Increased economic opportunities and investment in Your Region.
3.3 Facilitate and assist with project and business planning for identified priority projects.	Support	Ongoing	Identified priority projects are investment ready.	
3.4 Identification of further priority projects for investment.	Support	Ongoing	The future of the region is planned.	
What did we do?				
<p>Through consultation and engagement with stakeholders, business and communities Identified the region’s short, medium and long term priorities and developed a robust process to measure and report progress on the supporting evidence base for them.</p> <p>The Peel Region Action Plan (March 2020) prescribes 72 initiatives and projects to drive regional economic growth.</p> <p>The Peel Region Action Plan will be updated in October 2020 to ensure currency, accuracy and relevance.</p> <p>Development of the Project Development & Business Case Template provides guidance to proponents in developing business cases and the Peel Priority Project Prioritisation Matrix informs proponents and decision makers of the accountable and open process is used to determine the priority f projects.</p> <p>RDA Peel provides advice and guidance to (potential) proponents on project and business case development on demand.</p> <p>Restrictions and impacts imposed by the COVID 19 pandemic negatively influenced RDA activities designed to progress performance against this strategic objective.</p>				

Achievement against Priority Performance Measure
<p>Number of organisations or potential investors engaged and/or assisted with, and investment opportunities created.</p> <p><u>Number of organisations or potential investors engaged:</u> Private investors. (9) Local entrepreneurs and innovators (2) – engaged in partnership with AusIndustry;</p> <p><u>Investment opportunities created:</u> Not known</p> <p><u>Outcomes:</u> Investors are aware of opportunities in the region. Government decision makers are better informed of activities in the region.</p>

Strategic Objective 4 - Build profile of RDA

What will we do?	RDA role(Lead or Support)	Timeframe	Expected Outcomes	Funding Agreement Outcome No.
4.1 Promote and disseminate information on Australian Government policies and grant programs.	Lead	Ongoing	Community and stakeholders are aware of opportunities.	5) Maximise access to Government programs and grants.

What did we do?

Media Item	Measure	Results
Facebook posts	# posts	42
Facebook reaction	# likes	103
Facebook share	# shares	16
Facebook comment	# comments	11
LinkedIn post	# posts	10
LinkedIn reaction	# likes	5
LinkedIn share	# shares	0
LinkedIn	# comments	4
Newsletter campaigns	# campaigns	24
Newsletter subscribe	# new subscribers	0
Newsletter unsubscribe	# unsubscribing	21
Newsletter email response	# positive response	0
Newsletter email response	# negative response	0

Media release	# releases	0
Media release	# positive responses	0
Media release	# negative responses	0
Comment via RDA website	# positive responses	0
Comment via RDA website	# negative responses	0

Restrictions and impacts imposed by the COVID 19 pandemic negatively influenced RDA activities designed to progress performance against this strategic objective.

Achievement against Priority Performance Measure

Number and nature of promotional channels/events.

Facebook:

Increased followers from 199 to 263

Increased likes from 194 to 229

LinkedIn:

Increased followers from 85 to 89

Average number of likes per post: 1

Newsletters:

24 Newsletters to a total of 8,874 recipients

Newsletter business contacts:438

24% open & click emails

17% moderately engaged

55% rarely engage

69.5% open rate from desktop vs 30.5% mobile

Newsletter community contacts: 343

30% open & click emails

18% moderately engaged

46% rarely engage

68.8% open rate from desktop vs 30% mobile

11 Australian Government Programs promoted on 38 occasions through these media channels.

What will we do?	RDA role(Lead or Support)	Timeframe	Expected Outcomes	Funding Agreement Outcome No.
4.2 Support community stakeholders to develop project proposals to access funding.	Lead	Ongoing	Capacity of community and stakeholders to successfully apply for funding is increased	5) Maximise access to Government programs and grants.

What did we do?

Through development and review of the Peel Action Plan RDA assisted stakeholders in development of the identified initiatives and projects. From June 2021 initiatives and programs were categorised by programs and aligned with Australian Government priorities. As at June 2021:

Critical Programs

Water Security: 8 initiatives, 9 projects

Regional Programs

Peel Trails Program: 3 initiatives, 5 projects

Equine Industry Attraction & Development: 1 initiative, 3 projects

Agribusiness Development: 1 initiative, 1 project

Westport Development: 2 initiatives, 2 projects

Place-Based Programs:

Boddington: 3 initiatives, 0 projects

Byford: 0 initiatives, 2 projects

Mandurah: 1 initiative, 10 projects

Mundijong: 0 initiatives, 1 project

Pinjarra: 4 initiatives, 3 projects

Waroona/Preston Beach: 6 initiatives, 5 projects

Initiatives are potential solutions to issues for which a business case has not yet been completed. Projects are potential solutions to issues for which a full business case has been completed and positively assessed by RDA Peel as a priority for the region.

RDA continues to work with proponents to identify and develop initiatives and progress them to projects.

Restrictions and impacts imposed by the COVID 19 pandemic negatively influenced RDA activities designed to progress performance against this strategic objective.

Achievement against Priority Performance Measure

Number of enquiries received/generated

64

Number of proposals assisted with.

64

Number and value of successful proposals.

5 proposals with a total value of \$186.7 million.

Dwellingup Gap Project funding commitment by WA Labor \$2 700 000

Peel Trails funding commitment by WA Labor \$2 000 000

WA Food Innovation Precinct funding commitment by WA Labor \$10 000 000

Redevelopment of Peel Health Campus \$152 000 000

Kiernan Park Recreation Precinct commitment by WA Labor \$20 000 000

Number of organisations assisted to connect with government programs.

14

Outcomes

Access to Government programs and grants maximised.

What will we do?	RDA role (Lead or Support)	Timeframe	Expected Outcomes	Funding Agreement Outcome No.
4.3 Maintain RDA Peel Web Site to enable improved dissemination of information and to reflect RDA roles under revised Charter.	Lead	Ongoing	Community and stakeholders are informed of regional activities and competitive advantages.	6) Advice supports development outcomes.
What did we do?				
<p>The RDA Peel web site was updated on a continual basis to ensure its currency, accuracy and relevance to RDAs roles under the Charter.</p> <p>Under the Economic Development page links to the following ensured stakeholders and the community are aware of regional priorities and that transparent and accountable processes are used to determine them:</p> <ul style="list-style-type: none"> • Peel Regional Investment Blueprint • Peel Region Action Plan • Project Development & Business Case Template (pdf and doc) • Priority Project Assessment Matrix <p>Additional information available includes regional demographic data and opportunity assessments.</p> <p>The Regional Data page displays graphical representation across a variety of areas. Data is presented on this page when it is used for analysis by RDA for its project work.</p>			<p><u>Number of enquiries received/generated</u> 37</p> <p><u>Number of proposals assisted with.</u> 11</p> <p><u>Number and value of successful proposals.</u> BBRF Round 4: 0 BBRF Round 5: 9 (results to be announced) WA State Election: Dwellingup Gap Project funding commitment by WA Labor \$2 700 000 Peel Trails funding commitment by WA Labor \$2 000 000 WA Food Innovation Precinct funding commitment by WA Labor \$10 000 000 Redevelopment of Peel Health Campus \$152 000 000 Kiernan Park Recreation Precinct commitment by WA Labor \$20 000 000</p> <p><u>Number of organisations assisted to connect with government programs.</u> 23</p> <p><u>Outcomes</u> Access to Government programs and grants maximised.</p>	

Strategic Objective 5 - Continue Regional Leadership Roles

What will we do?	RDA role(Lead or Support)	Timeframe	Expected Outcomes	Funding Agreement Outcome No.
5.1 Continue involvement in Peel Regional Leaders Forum.	Support	Ongoing	Alignment with Australian Government policy is considered in regional decision making processes.	3) Cooperative effort with all levels of government, industry, community and other regional stakeholders leads to improved economic development outcomes.
5.2 Continue involvement in Peel Capability Alliance.	Support	Ongoing	Alignment with Australian Government policy is considered in regional decision making processes.	3) Cooperative effort with all levels of government, industry, community and other regional stakeholders leads to improved economic development outcomes.

What did we do?

RDA participated in 6 working groups/projects/partnerships with governments and regional stakeholders:

RDA Peel established and leads the Peel Economic Development Network (PEDN). This group, which meets quarterly, comprises members from:

- 5 x Peel Local Governments
- Peel-Harvey Catchment Council
- AusIndustry
- Peel Chamber of Commerce and Industry
- Peel Alliance

An informal group, the PEDN was established to encourage collaboration and partnerships across member agencies.

Restrictions and impacts imposed by the COVID 19 pandemic negatively influenced RDA activities designed to progress performance against this strategic objective.

Achievement against Priority Performance Measure				
<p>Number and nature of collaborative working groups/projects/partnerships with governments and regional stakeholders Peel Regional Leaders Forum T/as Peel Alliance & CEO Group of same</p> <ul style="list-style-type: none"> • Peel Economic Development Network • City of Mandurah COVID-19 Response and Recovery Taskforce • Peel Alliance COVID-19 Response and Recovery Taskforce • CRC Transition in Mining Economies (TiME) • Shire of Murray Local Planning Strategy working group <p>Total: 6</p> <p>Economic development outcomes resulting from this. Regional responses are better informed, developed and coordinated.</p> <p>Outcomes RDA was recognised as a leader in the region.</p>				
What will we do?	RDA role(Lead or Support)	Timeframe	Expected Outcomes	Funding Agreement Outcome No.
5.3 Provide submissions to Australian Government inquiries.	Lead	Ongoing	Australian Government is aware of regional development issues and these are considered in policy development.	6) Advice supports development outcomes.
What did we do?				
<p>During the year RDA Peel corresponded with the Australian Government in relation to:</p> <ul style="list-style-type: none"> • Extension of the Mandurah Murray Employment Facilitator position beyond the proposed finalisation date of 30th June 2020 – successful; • Extension of the Regional Employment Trials Program – successful; • Inquiry into Regional Australia – submission lodged and awaiting outcome; <p>During the COVID19 pandemic RDA provided an effective conduit between key regional stakeholders and the Australian Government to transmit information on the local impacts to Government and the stimulus and response measures from Government. This was achieved through RDA participating in:</p> <ul style="list-style-type: none"> • City of Mandurah COVID 19 Response and Recovery Taskforce; • Peel Regional Leaders Forum Response and Recovery Taskforce; • Teleconferences with Assistant Minister Marino to inform the impact of COVID 19; • Collation of regional intelligence on the impact of COVID 19; 				

Achievement against Priority Performance Measure

Number of reports or submissions to the Australian Government about critical regional development issues.

Submission to Regional Data Hub Consultation

Survey response to House of Representatives Select Committee on Regional Australia

Professional Coaching Scheme Pilot Survey

Participation in:

- Teleconference sessions with Asst Minister Marino & Ministers
- Town Hall Teleconference – Regional Telecommunications
- Town Hall Teleconference – Decentralisation
- Budget initiatives
- RDA Future arrangements teleconference
- RDA WA Forum
- RDA National Forum
- IA Regional Strengths & Gaps workshops
- RDA Professional Coaching Program
- 2021 RDA Survey

Effectiveness of communication of regional activities and competitive advantages to regional stakeholders.

Unable to ascertain

Outcomes:

Government is informed of regional development issues.

What will we do?	RDA role(Lead or Support)	Timeframe	Expected Outcomes	Funding Agreement Outcome No.
5.4 Provide information on regional activities and competitive advantages to all levels of government, industry, business and community sectors through effective communications.	Lead	Ongoing	Australian Government is aware of regional activities and competitive advantages and these are considered in policy development.	4) Achieve Government program objectives.
What did we do?				
<p>The Peel Region Investment Prospectus (www.investpeel.com.au) was published to be used to:</p> <ul style="list-style-type: none"> • Provide information for potential investors; • Provide the basis for targeted marketing campaigns to attract investment. <p>The Prospectus and associated investpeel web site are used to attract investment to the region and as the basis for targeted industry and investment attraction campaigns. RDA and the Peel Development Commission have introduced an Investment Chaperone Service to potential investors as part of the Investment Prospectus and the region's investment attraction strategy. This service is available to relocating businesses, capital investors (min. \$5 million investment value) and involves appointed chaperones assisting investors with strategy development, making appropriate introductions and meetings and accompanying the investors to those meetings to fast-track investments.</p> <p>Restrictions and impacts imposed by the COVID 19 pandemic negatively influenced RDA activities designed to progress performance against this strategic objective.</p> <p>Australian Government programs were advised to stakeholders and the community through media channels including Facebook and LinkedIn.</p> <p>Inside Peel (a regular quarterly hard copy newsletter) was sent to State and WA based Federal MPs, Senators and State and Federal Government agency heads to inform them on regional priorities, current and emerging issues and RDA activities to Government decision makers.</p>				
Achievement against Priority Performance Measure				
<p><u>Evidence of identification of decentralisation opportunities and facilitation undertaken to deliver these.</u> Participation in RDA Decentralisation Town Hall teleconference and follow up with Ministerial staff.</p> <p><u>Number and description of initiatives to assist in the delivery of Australian Government programs</u> Inside Peel -3 editions each sent to approximately 200 Government decision makers. Regular meetings with Member for Canning and Asst Minister Marino.</p> <p><u>Outcomes:</u> RDAs expertise and leadership is recognised.</p>				

Other activities:

- Presentations to local groups on RDA roles & functions.
- Facilitated the Peel Bright Minds Program.
- Developed the Peel Trails Program for 2022 election commitment request.
- Attended familiarisation event with WA Trade Commissioners to China, Indonesia and Japan.
- Regular presentations to LGAs on Government programs, policies and RDA roles, activities and priorities.
- Secured AusIndustry as a tenant with RDA.

REGIONAL DEVELOPMENT AUSTRALIA PEEL INC

ABN: 33 048 864 681

Income Statement

For the year ended 30 June 2021

	2021	2020
	\$	\$
Sales		
Regional Developments Australia Funding	388,915	293,947
Peel Bright Minds Income	46,016	99,939
	434,931	393,886
Other income		
Aust. Apprentice Subsidies	9,102	-
Government Subsidies	45,904	-
Interest Received	204	825
Loss on Sale of Non-current Assets	-	(814)
Rental Income	3,000	-
	58,210	11
	493,141	393,897
Expenses		
Advertising	667	442
Bank Charges	104	120
Chair & Committee Development	9,806	6,596
Cleaning	5,566	4,467
Depreciation	9,947	8,396
Electricity	608	2,858
FBT Expense	-	1,775
Insurance	2,911	1,599
Meeting & Catering	2,509	4,011
Motor Vehicle Expenses	-	9,630
Office Expenses	2,522	3,189
Peel Bright Minds	46,975	39,756
Printing & Stationery	1,325	1,718
Professional Fees	4,247	4,696
Provision for Asset Replacement	-	17,057
Regional Developments Australia Projects	51,026	22,865
Rent	17,950	13,584
Repairs & Maintenance	17,175	-

The accompanying notes form part of these financial statements.

These statements should be read in conjunction with the attached compilation report of Letizia Palmer.

REGIONAL DEVELOPMENT AUSTRALIA PEEL INC

ABN: 33 048 864 681

Income Statement For the year ended 30 June 2021

	2021	2020
	\$	\$
Staff Training & Welfare	3,923	4,442
Subscriptions	7,360	3,961
Sundry Expenses	193	911
Superannuation Contributions	22,330	18,955
Telephone	8,360	8,564
Travelling & Entertainment	9,352	3,559
Wages	174,521	149,756
	399,378	332,908
Net profit	93,763	60,990
Retained earnings at the beginning of the financial year	89,843	28,853
Retained earnings at the end of the financial year	183,606	89,843

The accompanying notes form part of these financial statements.

These statements should be read in conjunction with the attached compilation report of Letizia Palmer.

REGIONAL DEVELOPMENT AUSTRALIA PEEL INC

ABN: 33 048 864 681

Statement of Changes in Equity For the year ended 30 June 2021

	2021	2020
	\$	\$
Equity		
Retained earnings	89,843	28,853
Current Year Earnings	93,763	60,990
Total equity	183,606	89,843

The accompanying notes form part of these financial statements.

REGIONAL DEVELOPMENT AUSTRALIA PEEL INC

ABN: 33 048 864 681

Statement of Changes in Equity For the year ended 30 June 2021

	2021	2020
	\$	\$
Equity		
Retained earnings	89,843	28,853
Current Year Earnings	93,763	60,990
Total equity	183,606	89,843

The accompanying notes form part of these financial statements.



Regional Development *Australia*

PEEL WA

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*Enabling a stronger economy
for the Peel region*



An Australian Government Initiative