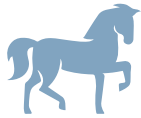


PEEL, WESTERN AUSTRALIA

Heart of the Equine Industry



The equine industry is a significant economic driver and unique characteristic of the Peel region, contributing \$175.9 million annually and 1,547 jobs. The equine industry is expected to play an increasingly significant role in Peel's economy with a projected annual growth of \$2.6m and 18 jobs. Source: Remplan



There are an estimated 20,000 horses residing in Peel.

Approximately 6.3% of all households in the Peel own recreation and sport horses, with a further 25-40% kept in the region by non-local owners.



The industry supports over 250 local businesses.

Each horse costs approximately \$10,000 per annum to keep. Studies have shown that 80% of this expenditure is spent locally, making the equine industry an important driver in the region.



The number of horse-owning households in Peel is forecast to grow by almost two-thirds.

By 2050, there will be an estimated 18,000 households/properties agisting horses in the region (Peel Equine Strategy, AEC, 2016).



Comprehensive research has been undertaken at a state, regional and local level to understand the equine industry in Peel

The Peel Equine Strategy 2017, commissioned by Peel Development Commission, provides a broad economic analysis of the equine industry, identifying it as an important contributor to the Peel economy.

Peel Planners Group Position Paper 2020, developed by the working group of Planners from the five local government areas, the Position Paper outlines a number of strategies and activities undertaken to support equine land use and environmental protection, to provide sustainable solutions for the management and growth of the equine population in the region.

Metropolitan Equine Asset Review (MEART), commissioned by Racing and Wagering Western Australia (RWAA) in 2015, reviewed the asset needs of the racing industry in the medium and long terms. A significant finding of the report was the Greater Peel Region as the preferred location for future growth and focus.

Shire of Serpentine Jarrahdale Equine Strategy, commissioned in 2019, provides a detailed view of the equine industry within the Shire. It identified that it has an estimated 8,375 horses in its area (more than any other local government area) and over 80 local equine businesses, with \$168

million spent locally each year by residents and surrounding regions. In line with the recommendations in the Strategy, the Shire has created an Equine Reference Group and is pursuing opportunities to support and grow the existing equine-related businesses.

Peel Equine Strategy – Competitive and Comparative Analysis 2020, commissioned by Peel Alliance, provides a high level comparative assessment of the equine regions in Western Australia. 12 criteria were analysed to determine the comparative and competitive advantages of the various regions across economic, environmental and social qualities.



Peel Equine Industry Priorities

The Peel region is host to an enthusiastic and vibrant equine industry.

It is vital that we plan for the responsible and sustainable growth of the equine population and supporting industry.

State Planning Policies

As the metropolitan area spreads and acquires land historically used for equine purposes, horse owners are increasingly seeking properties within the Peel Region. Therefore, a considered approach to planning for the demand in land use is required to ensure sustainability, environmental protection and maximise growth opportunities for existing business and facility hubs.

State Planning Policies such as SPP 2.5 Rural Planning are making it difficult for equine related activities and businesses to sustain and grow. Peel Alliance is seeking recognition of Peel's equine industry at a state and regional planning level, and support to maximise opportunities for its growth by a considered approach to planning for its associated land use.

Facility Development

Comprehensive studies recognise Peel as the premier location for investment in regional and state infrastructure.

Racing and pacing infrastructure in the Shire of Murray is recommended for future growth and development in RWWA's asset review report to service not only the Peel region but also metropolitan and Greater Bunbury regions.

The concentration of recreation and sport horses in the Shire of Serpentine Jarrahdale, and its proximity to the metropolitan area and major transport routes, position it as the ideal location for the development of regional and state level equestrian facilities. These facilities will service the local equine community and provide a central location for surrounding equine hubs from the Swan Valley through to South West.



Our Vision

Peel Alliance seeks recognition of its equine industry at state and regional decision making levels, and supports the initiatives of the five local governments to ensure sustainability and maximise growth opportunities through:

1. Approval of the draft Southern Palusplain Strategy and equine related opportunities.

2. Approval of the Shire of Serpentine Jarrahdale Local Planning Strategy

3. References in local planning policies and strategies that highlight the importance of the equine sector in the Peel region to the economic and social fabric of the region.

4. Relaxation of current requirements by the local authorities in the Peel region that may inhibit the development of training tracks and other equestrian facilities.

5. Additional subdivisions of suitable land between 4ha and 10ha for equine uses, with such areas identified through appropriate strategic instruments (Local Planning Strategies) as Rural Small Holdings (Residential and Stables Overlay). Importantly, this will be carefully planned to avoid ad hoc fragmentation of rural land.

6. Requiring management plans with subdivision applications for equine purposes to ensure that equine management is carried out in a sustainable way and does not affect the environment, especially groundwater and nutrient export.

7. Further development of bridle trails through subdivision applications to enable movement corridors for the current and future equestrian activities.

8. The development of facilities in existing equestrian areas to enhance the resilience of existing and new users:

- a) Extending the current facilities at the Murray Regional Equestrian Centre;
- b) Advocate for the State Government to partner with Serpentine Jarrahdale to develop a detailed business case to relocate the State Equestrian Centre to the Shire;
- c) Investment of funds from the sale of TAB into further development and expansion of Pinjarra Harness Racing Club and Pinjarra Park.

Current Private and Community Infrastructure Projects

The Peel region is known for its extensive bridle trails, attracting over 8000 local and regional equine-tourists each year to explore the national parks and natural beauty of the Peel environment.

The TAB (Disposal) Bill 2019 will allocate 35% of the net proceeds from the sale to the Racing Infrastructure Fund in WA. These funds will enable infrastructure master-planning and investment into the long term sustainability of the racing and pacing industry, with a strong focus on the Peel region.

1 Byford Trotting Training Complex

- 52 acre property owned by RWWA and supporting 200 equine properties.
- Servicing 443 active Standardbreds & 55 trainers.
- 800 metre all-weather training track, 1000 metre sand jog track and horse pool.

4 Pinjarra Harness Racing Club, Pinjarra Paceway

- Largest harness racing club outside the metropolitan area.
- 1000m track for racing and training.
- Modern grandstand & events facility with capacity for 400 people.

2 Touchstone Farm, North Dandalup

- Purchased by RWWA in November 2019 as a welfare facility for the purpose of rehabilitating and retraining retiring racehorses.
- The purchase forms part of a series of initiatives to improve rehoming and assist in the transition of retired racehorses to equestrian and pleasure pursuits, and provide support for their ongoing wellbeing. This is expected to increase the growth rate of the number of horses residing in Peel.

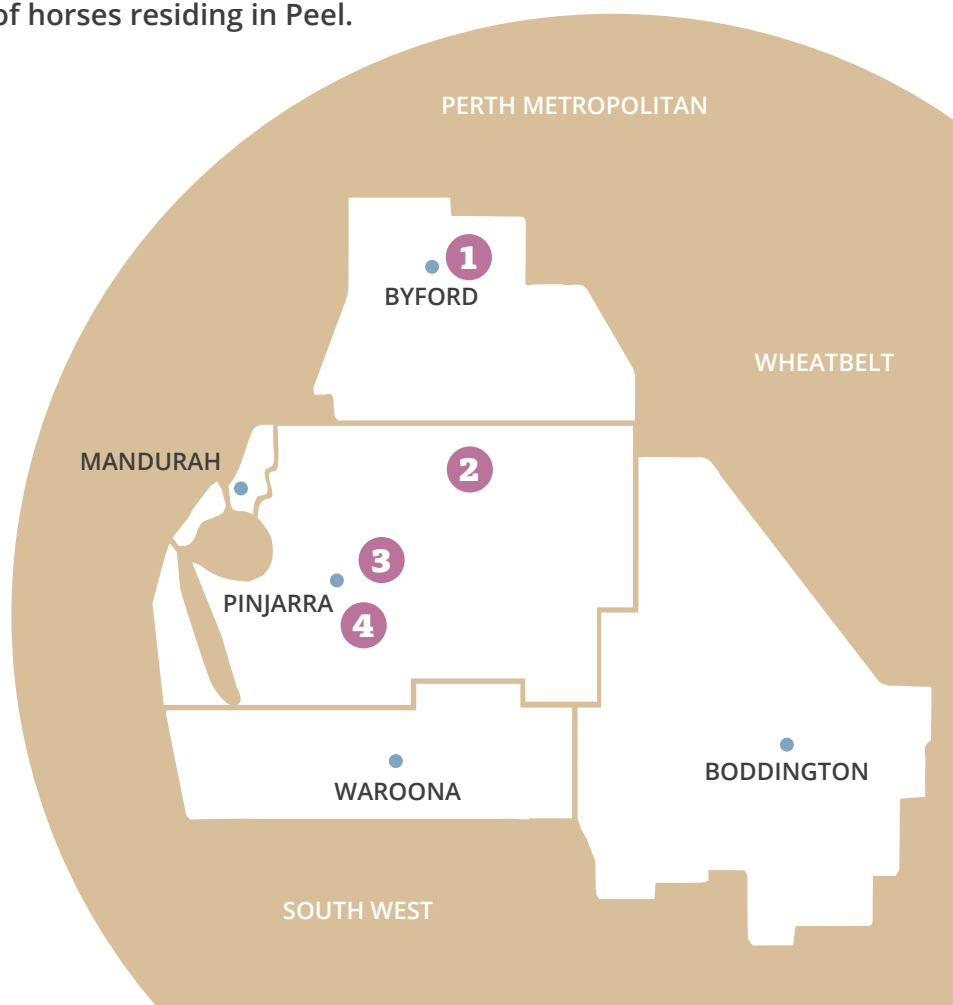
3 Pinjarra Racing Club, Pinjarra Park

- 24 race meetings each season, attracting large numbers of spectators from outside the region.
- \$800,000 upgrade to track and facilities in 2014 to facilitate winter racing.
- A further \$5 million of works on second turn to enable more race meetings in 2020.

66+

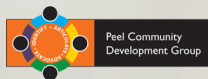
Equestrian facilities in the Peel region including:

- Horse-riding schools
- Riding for the disabled / therapy
- Horse and Pony Clubs
- Polocrosse
- Eventing
- Dressage
- Campdrafting and cutting through to public open riding areas.





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