

Penrith Valley has always remained a competitive choice for business locations and expansion due to a range of advantages it offers as a modern City. The Council has a proactive program of engagement with business and key learning and industry organisations and has set up and funded an independent **Economic Development Corporation** to foster business growth and development.

Location Advantages

- Penrith Valley lies at the foot of the Blue Mountains just 54 kilometres west of Sydney's CBD. It is positioned within easy reach of Sydney and Western NSW via the M4 motorway, western railway and Great Western Highway, and has road access to the south and north. The construction of the Western Sydney Orbital will provide even more efficient access to the road transport network across greater Sydney and interstate.
- In one generation Penrith has consolidated its position from a rural town to that of the principal economic and regional centre of outer Western Sydney serving a catchment of more than 400,000 people including Hawkesbury, Blue Mountains and Central Western NSW. Retail trade and the service sectors draw heavily from this significant catchment outside the Penrith Valley.
- Penrith Valley is becoming a major lifestyle destination supported by Panthers World of Entertainment, Penrith Lakes, the International Regatta Centre, Penrith Whitewater Stadium and the Nepean River.

Leadership Advantages

- Council's strategic vision is one of a prosperous region that promotes a harmony of urban and rural qualities, and blends this with a strong commitment to environmental protection and enhancement.
- On the economic front Council seeks to engage with business, industry bodies and educational institutions to maximise job creation and investment through a series of activities targeting skills development and enterprise development and by facilitating the delivery of employment lands, infrastructure, and associated business services.
- Council's *Economic Development Unit* is responsible for driving the City's broad economic development agenda and is headed by a Manager and a team of dedicated staff. The recently incorporated *Penrith Valley Economic Development Corporation*, headed by an independent board will be a key vehicle for enterprise support and business development in the Penrith Valley. The Council is committed to funding the Corporation's activities for the next ten years.
- A pro-active partnership program with the leaders of key industry bodies and educational institutions led by the Council will foster greater cooperation and engagement to leverage resources for joint activities for Penrith Valley's economic development.



People Advantages

- Penrith's population of just over 172,000 has a high proportion of young people and is becoming more culturally diverse.
- The average Penrith household is characterised by a high disposal income. There has been significant increases in income in the years to the last Census in 2001. This upward trend is expected to continue, maintaining a buoyant and lucrative local market for goods and services.
- The Penrith workforce is highly skilled and has experienced significant increases in all job categories with the highest increases in managers and administrators, associated professionals, trades and intermediate clerical, sales and service workers categories.
- More and more Penrith residents are attending non government primary and secondary schools, University and other tertiary institutions with numbers seeking first degrees and advanced diplomas, diplomas and certificates increasing markedly over the last decade.

Major Business & Employment Sectors in Penrith City

- Retail and Wholesale Trade
- Manufacturing
- Community Services
- Tourism
- Construction
- Health & Education
- Finance Property & Business Services



**PENRITH
VALLEY**

River Mountains Lakes

Business Advantages

- Business performance in Penrith Valley has been driven by the diverse local economy that has small business as its backbone. It is characterised by strong growth in construction, manufacturing, retail, tourism, finance, property and business services and education, together with a strong history in high quality educational and health services research.
- Penrith provides a base to a growing number of national and international companies including Panasonic, BHP Steel Frame Housing, Finemores Transport, 3M, Panthers World of Entertainment, ACI Glass, JI Case, Smorgon ARC, Plasser Australia, Crane Enfield and the Sun Masamune Sake Winery. **A number of Penrith businesses have won the highly competitive Western Sydney Industry Awards in such categories as global excellence, innovation, tourism, exports and agri-business.**
- The refurbishment of older industrial estates and upgrading of businesses is a key feature of the industrial landscape. A potent local supply chain is emerging and will strengthen, allowing businesses to trade locally and more cost effectively.
- Employment lands such as Erskine Park, Australian Defence Industry site at St Mary's, Penrith Lakes, North Penrith and Werrington Signals will meet the short to mid term demand for competitively priced industrial and commercial land for businesses including home based knowledge and other businesses.
- The City continues to grow as a centre of innovation and education excellence, supported by the University of Western Sydney, TAFE, the Nepean teaching hospital (Sydney University) and other training and professional institutions.

- The City's International Links, through inter city partnerships will continue to evolve and strengthen direct business to business links and opportunities for trading and commercial enterprise particularly in East Asia.

Business Approval Process

As the consent authority for development applications, Council recognises the importance of speedy decisions for businesses. The average development application takes less than 28 days to assess and there is a system of fast-tracking development and building applications. Council has also developed the facility to accept development applications from builders over the Internet. Council encourages proponents of development proposals to open a dialogue and where appropriate seek written advice from Council before lodging a development application. We have planning officers who can provide guidance and advice in regards to planning and other requirements.



Penrith Statistics

Area 407 Square Kilometres	Average Summer Temperature 16-30 Degrees Celsius	Population 172,397	Industrial Estates Emu Plains, North Penrith, South Penrith, Dunheved, Erskine Park and ADI – St Marys
Average Yearly Rainfall 784 Millimetres	Average Winter Temperature 3-17 Degrees Celsius	Labour Force 97,000	



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