

Penrith Valley views

Edition 9
Monday 4th July 2005



Newsletter of Penrith City Council's Economic Development and City Marketing Department

TV marketing power promotes Penrith Valley to Australia.

As part of our ongoing campaign to improve Penrith Valley's image in Greater Sydney and the rest of Australia, we were able to persuade "The Great Outdoors" to come and make a segment on Penrith Valley.

The segment featured the "Penrith Valley Food & Wine Trail" and was presented by former "A Country Practice" star Di Smith. It was shown six weeks ago and repeated a couple of weeks later.

The segment featured Penrith Valley Oranges, Sun Masamune Sake Factory, Blue Mountains Honey, Vicary's Winery and Krispy Kreme Doughnuts. Accommodation operators including Holiday Inn were also strongly featured, as was the visitor information centre.

These businesses have enjoyed an amazing number of enquiries and visits as a result of this

publicity. For example, Steve Craig of Blue Mountains Honey has had his weekend business transformed by the publicity.

The Penrith Valley Visitor Information Centre

has also had an overwhelming response and we have now produced an A5 flyer on the food and wine trail which we are using to fulfil enquiries and generate interest from our customers. If you would like to complete the Penrith Valley Food and Wine Trail call 1300 736

836 and we will post you a copy.

The response has spurred us to seek more exposure in this type of program and this will feature heavily in our new Marketing Plan for 2005-6 (see separate story—New plans in 2005-06 Penrith Valley Marketing Plan).



What's New:

- * Local Businesses Excel in Regional Industry Awards.
- * Open Day to showcase Council services.
- * BMX Supernats Come To St Marys.
- * 2005 ICF Canoe Slalom World Championships.
- * Margaret Bids Us Farewell.
- * Queen's Baton Relay To Start From Penrith.
- * Introducing Susan Mills.

New initiatives in 2005/2006 Penrith Valley Marketing Plan

Following the Council elections last year, Council has adopted a new four year strategic plan. The strategic plan is delivered through four annual management plans and the City Marketing Plan is derived from the Management Plan.

Under the new plan we will be continuing to emphasise many of our well established and effective programs including the ongoing maintenance and development of the Penrith Valley Web Site, the publishing of the *Penrith Valley Experience* visitors guide, the Central West newspaper supplement, the Conference Market Development Program, the provision of support and sponsorship for City Marketing events and the provision of a quality visitor information service.



These foundations will be augmented by a new program which will make high level representations to have an event or institution established in Penrith Valley which will contribute to “putting Penrith Valley on the map”. There is also an emphasis on developing partnerships with neighbouring areas and on using high profile sporting events at our world class facilities as a tool to market Penrith Valley.

If you would like to know more about the marketing program for the coming year contact City Marketing Supervisor, Paul Page on 4732 7866 or by email to ppage@penrithcity.nsw.gov.au

Council continues to support local job growth under new plan.

Supporting economic development programs and marketing Penrith Valley are major projects for building the City’s economy during Penrith City Council’s 2005-06 Management Plan.

Of the \$159 million expenditure in the draft 2005-06 Budget, \$1.4 million will be spent on developing the City’s economy, \$71 million on the City’s infrastructure, \$24 million for Council’s leadership and organisational activities, and \$18.9 million on environmental planning, management and services. A further \$42.3 million will be spent to develop Penrith Valley as a social place, while \$1.4 million will be used to showcase and market the City, and for City Centres planning, City partnerships and rural areas planning.

The Management Plan has four key economic issues it will address over the next year. These include improving access to employment opportunities; partnering with local businesses and institutions for economic growth; growing both the Penrith and St Marys City Centres; and, marketing Penrith Valley to national and

international visitors.

Speaking at a public forum for the Draft Management Plan, Clr Jackie Greenow, Mayor of Penrith City, said that Penrith is emerging as a major regional centre and there would be continuing support for local job growth.

“Currently, 63 per cent of Penrith’s workforce leaves the City.....we want to make sure that doesn’t happen,” said Clr Greenow.

“We would like to give our people the opportunity to work closer to home if they can, or if they prefer to.

“We hope to bring in more employers for people living here,” she said.

The Draft Management Plan is the first plan delivered by the current Council and incorporates a 3.5 per cent rate increase for 2005-06.

For more information on Penrith City Council’s Draft Management Plan log onto www.penrithcity.nsw.gov.au

Local businesses excel in regional industry awards

Local Penrith businesses once again excelled at 'Excellence in Innovation' in the category of this year's 2005 Western Sydney Industry Outstanding Innovative Product Awards.

Launched in 1999 the Awards acknowledge and promote industries, which are integral to the future growth and development of Western Sydney. Penrith City Council has been a silver sponsor of the Awards since its inception.

The Awards are no longer industry specific. There were five major awards and 16 award categories in 2005, these being Global Excellence, Leader in Business Practice, Excellence in Innovation, Regional Excellence and Entrepreneur of the Year.

The awards bring significant benefits to the winners and all those who participate in this very competitive program. It enhances their profiles and provides opportunities to expand market share, grow their businesses and to achieve corporate objectives through rigorous self-assessment and evaluation. It also benefits the region by promoting the capabilities of Western Sydney industry nationally and internationally and this will assist the regional effort to stimulate investment needed for job creation and for the long term economic and social benefits for the people of this region.

At the Awards Gala Presentation Dinner on 17 June the following businesses from Penrith Valley were announced as winners in their respective categories:

Acoustica Pty Ltd, a Penrith based company who design, manufacture, supply and install noise reduction systems for domestic, commercial and industrial applications. They won the award for

ASP Plastics, a St Marys based company who design, manufacture and distribute an extensive range of custom-moulded plastic products to domestic and international markets. They won the award for 'Regional Excellence' in the category of Outstanding Product. Also Highly Commended for 'Global Excellence' in the category of Most Outstanding SME.

JK Williams Contracting Pty Ltd, a Penrith based company who specialise in civil engineering and industrial and residential sub-

divisions. They have been responsible for thousands of road construction projects, a wide variety of earthworks and bulk earthworks operations, the construction of numerous sporting facilities, and the ecological rehabilitation of many sites around Sydney.

They won the award for 'Leader in Business Practice' in the category of Environment / Energy Management.

The Complete Basketcase, a Penrith based company with an online service offering beautiful gifts and excellent service. The company delivers gifts Australia-wide, and were launched in 2001 as a one-stop online shop for last minute gifts. They won the award for 'Regional Excellence' in the category of Outstanding Service.

The other companies who were finalists in the awards were Jim Aitken and Partners (Entrepreneur of the Year and Leader in Business Practice), Lindsay PieMaking Equipment Pty Ltd (Regional Excellence for Outstanding Product) and SamBurt Locksmiths (Young Entrepreneur of the Year).



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Open Day to showcase council services

The 7th annual Penrith Council Open Day is once again rapidly approaching. This year Open Day is being held on Saturday 6th August between 12 noon and 4 pm.

Open Day is your chance to meet Council officers and elected representatives and learn about the many services and facilities Council provides to the local community. You'll find out that Council does a lot more than you would ever imagine.

Once again this year you will need to collect your empty showbag and Council passport from the ground floor foyer on your arrival. You will need the passport to collect your free native shrub and

Bring the kids and have loads of fun and learn about Penrith City Council at Open Day, Saturday August 6th 2005.

many other giveaways.

There's also entertainment, rides and other surprises all afternoon so don't miss out. For more information contact 4732 8072.



BMX Supernats come to St Marys

The Penrith Panthers BMX Club will shortly conduct a major BMX racing event, the Penrith Panthers Supernationals 2005. The 'Supernats' as the event is commonly known, will be held on Sunday, July 10 at the Club's track at Blair Oval in St Marys.

BMX racing is an extremely competitive sport, but also one focussed on the family. Riders range in age from as young as six to over 50 and is open to both male and female riders.

The Supernats is an annual event and one of the biggest non-titles BMX race meets in Australia. It attracts large numbers of competitors from all over the country and sometimes New Zealand, with significant prize money available to professional riders. This year's event is an important one to riders, as it incorporates a 'pre-titles' meet, essentially a practice event for the NSW State Titles. This has been done because Panthers will be hosting the State Titles over the October long weekend, and this will be the first opportunity for riders to compete under conditions that could be expected at those Titles.

Up to 600 entries are expected for the Supernats and club members have put in many hours work preparing the racing surface and surrounds. Competitors will have practice sessions on Saturday, July 9 with racing beginning on Sunday morning following an opening ceremony. Riders will have four heats, known as 'motos', during the day, with semi-finals and finals taking place after that. So get along to Blair Oval in St Marys on the weekend of July 9 – you'll be glad you did!

For more information on this event please phone Marketing Officer Peter Lang on 4732 7466.



Supernats—Sunday, July 10 at Blair Oval

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Leading world event comes to Penrith Valley



All eyes will be on Penrith in late September when the 2005 ICF Canoe Slalom World Championships are held at the Penrith Whitewater Stadium from the 29th September – 3rd October 2005.

Around 400 athletes from up to 80 nations will compete in the 2005 ICF Canoe Slalom World Championships - this is the biggest sporting event held in Penrith since the Sydney 2000 Olympic Games, and the first major competition in the sport since the Athens 2004 Olympic Games. The event will be televised to 98 million homes worldwide, drawing 15,000-plus spectators to the event and to Penrith Valley, while in Australia television network SBS will cover the event.

The World Championships will be a great sporting and cultural event for NSW, it will boost

tourism to Penrith and is a unique opportunity to showcase the legacy of the Olympic Games to the world. The World Championships will also bring thousands of people to the Penrith Whitewater Stadium to compete and will promote the sport, sponsors, venue and region to millions of television viewers world-wide.

In addition to the competition, the Canoe Slalom World Championships aims to entertain spectators with cultural activities, including an Opening Ceremony to welcome athletes from around the world to the City of Penrith.

For more information on the 2005 ICF Canoe Slalom World Championships go to www.canoeslalom.com.au or call AusCan on 4729 4970. To find out more about how Penrith City Council will be supporting this event contact Peter Lang on 4732 7466.



Farewell from Margaret

To all the people who travelled with me at some point in my life at Penrith City Council I would like to say farewell.

Working for Council has been a huge part of my life as I have been here for over 22 years in total. I started as a cleaner in a casual position in 1982 then as permanent part time worker and now an old timer in 2005. It has been a mixture of exciting, enjoyable and adventurous



times but most of all a growing time in my life. Thank you for the many opportunities I have been given and a big THANKYOU to all those who had faith in me. To all I worked along side thank you for your continued support. Last but not least to the many who have become my friends I thank you all from the bottom of my heart.

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Queen's baton relay to start from Penrith

Penrith has been chosen as the City where the 50-day Australian leg of the Queen's baton relay will commence next January.

The Melbourne 2006 Queen's Baton Relay has already begun its year long journey to all 71 Commonwealth nations and will commence from Penrith's Regatta Centre on Wednesday, January 25 before visiting every state and territory and every capital city in Australia. Five years ago, the people of Penrith basked in the limelight of the 2000 Olympics at the Sydney International Regatta Centre and will no doubt welcome this

major event next year. The baton will continue on from the Regatta Centre to Penrith's Central Business District, and then pass through Cambridge Park, Werrington, St Marys, Oxley Park and Ropes Creek.

The Relay Community Runner Nomination Program was officially launched at the Regatta Centre and nomination forms can be collected from Telstra Shops, the Telstra Country Wide office or at www.queensbatonrelay.telstra.com. Nominations close on September 9, 2005.



Cathy Freeman and Elle McPherson at the start of the relay outside Buckingham Palace, London.

Copyright Melbourne 2006 Commonwealth Games Corporation. Image: PR Pix

Introducing Susan Mills

We would like to introduce you to our new full time Information Officer Susan Mills.

Susan was born and raised in Corowa and moved to the Hawkesbury Valley five years ago. There Susan attended UWS Hawkesbury where she studied a Bachelor of Applied Science (Environmental Management and Tourism). At the same time Susan was a Ambassador at Hawkesbury Tourism and was able to apply here studies to the tasks that she completed at the Hawkesbury Visitor Information Centre.

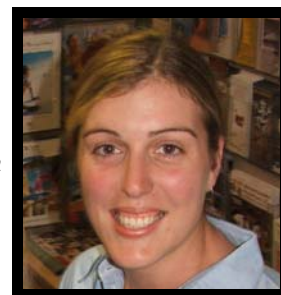
Prior to joining our team at the Penrith Valley Visitor Information Centre, Susan was an Information Officer at Sydney Olympic Park Visitor Gateway.

With such a wide and varied knowledge of the

tourism industry she will be a great asset to our Centre. Susan, with her innovative ideas and fresh new outlook, will only enhance the many services that the Penrith Valley Visitor Information Centre has to offer.

If you would like to speak with Susan regarding anything tourism related or if you would like to introduce yourself you can contact her on 4732 7671 and she will be only too pleased to be of assistance.

Susan Mills, Information Officer at the Penrith Valley Visitor Information Centre.



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Have you noticed the difference with the Penrith Valley website?

www.penrithvalley.com.au

The official tourism and economic development website for Penrith Valley has undergone some changes.

In general most of the changes were behind the scenes and so you probably wouldn't have noticed any obvious differences. You may have noticed the results of these changes such as that all of a sudden it ran a bit faster, it was easier to locate information on and looked more professional.

These changes were made as a result of feedback from staff and from users who identified a few areas in which changes could help them locate information in a more timely manner. It was felt that this would help visitors to the area locate information on Penrith Valley businesses easier and therefore help generate interest and potentially business for the area.

One of the most noticeable changes to the site was the inclusion of a calendar of events. The "What's On" calendar allows visitors to view a month at a time and see what events are

happening within that month. If visitors want more information on that event all they have to do is click on the listing and more information will be displayed. It makes the task of finding a weekend activity so much easier. So far visitors have loved this new component of the Penrith Valley website.



Once you have checked out the new and improved Penrith Valley website you might want to provide us with feedback on what you thought of the changes. Please email all comments to verskine@penrithcity.nsw.gov.au.

If you have an event that you think should be listed on the "What's On" calendar, once again email details to Vanessa on the above address. This website has been designed to support the industry and so by keeping information current and up to date we can ensure that visitors keep checking out www.penrithvalley.com.au. We can also ensure that through viewing our site they come away with a positive view of Penrith Valley.

It's all about the information

The staff at the Penrith Valley Visitor Information Centre are endeavouring to update Penrith Valley information in the State Tourism Data Warehouse (STDW).

It is vital that this information is correct and up to date as it links to our own website www.penrithvalley.com.au. The STDW is also the main source of information for the Tourism NSW site www.visitnsw.com.au, a site commonly used by other visitor centres and travellers from all over the world.

The best bit about it all...it does not cost you a cent.

If you have a tourism related business and have noticed that your STDW listing needs some updating please feel free to let me know.

If you have a listing, or if you don't have a listing and need to get on the STDW please give Susan a call on 4732 7671 or email pentour@penrithvalley.com.au. Alternatively, if you are feeling web minded we can let you know how you too can get connected!

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Area Update

Tell your friends and guests what's going on in Penrith Valley



If you are looking for something to do with the family consider a relaxing picnic at Tench Reserve. There are many beautiful spots by the Nepean River that are perfect for a picnic, a leisurely walk or game of ball.

Consider a day of golf at Leonay Golf Club, Glenmore Heritage Valley, Penrith Golf Course or Dunheved Golf Club. Penrith Valley has lots of golf courses to choose from. Enjoy their lovely surroundings while enjoying the great outdoors.

Take advantage of sailing at your back door and save yourself a few hours drive by heading to the Sydney International Regatta Centre. On Sunday 3rd July there will be Sailability lessons at Penrith Lakes.

The following weekend's action includes Saturday 9th July is the Penrith District Nitro Car Club Race Day. Sunday 10th July is the Model Boat Club of NSW Race Day.

Last but not least on Sunday 24th July the Kurring-gai Model Aeroplane Society will be holding their National Race Day, once again at

the Sydney International Regatta Centre.

The 13th/14th August is the Pet Expo at Panthers Pavillion. Come down and find out what it is that will make your best friend happy and healthy.

Sunday 21st August is the Cherrywood Village Swapmeet. All proceeds go towards helping those with disabilities at Cherrywood Village.

The Mt Schoenstatt Annual Bush Fete is also on the 21st August. This is always a fun day, and well worth supporting.

The Penrith Show is on 27th/28th August. It is being held at the Penrith Showground, Station St, Penrith.

For more information on these and other Penrith Valley activities contact the Penrith Valley Visitor Information Centre on 1300 736 836.

If you have an event coming up please let us know. We will add your details to our "What's On" guide. Fax us event information on 4732 7690 or email it to us via pentour@penrithcity.nsw.gov.au.



Have your details changed?

If you have recently changed your contact details let us know and we will continue to get information to you in a timely manner.

Email any contact detail changes to verskine@penrithcity.nsw.gov.au.

Feedback

If you have an issue that you would like *Penrith Valley Views* to look into please email a brief description to

verskine@penrithcity.nsw.gov.au

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All information was true and correct at the time of printing.

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