

Penrith Valley views

Edition 8
Monday 2nd May 2005



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

Innovative partnership set to revamp Penrith Valley Visitor Centre

An innovative partnership between Penrith City Council, the Penrith Valley Economic Development Corporation and a number of local businesses is being formed to redevelop the Penrith Valley Visitor Information Centre building.

Council has operated the visitor centre for nearly 25 years. Since 1990 it has operated from a temporary building in Panthers Carpark.

There is wide recognition that the centre does a great job of marketing Penrith Valley but the modest building does not do justice to Penrith Valley or the service provided. Council has long term plans to develop a Penrith Valley Marketing Centre near the corner of Mulgoa Road and High Street but until this can take place, continuing use of the existing building is becoming unacceptable due to its poor presentation and staff working conditions.

The Tourism Task Group of the Penrith Valley



Economic Development Corporation has developed an innovative approach which involves the private sector contributing cash and in-kind support for the building of a new, larger and better presented temporary building on the

present site. Private sector sponsorship totalling more than \$128,000 has been pledged, with Council recently agreeing to contribute \$80,000, making a total package of approximately \$213,000.

The core sponsorship comes from Appalachian Log Homes which has offered to provide a building valued at \$158,000 for a discounted price of \$80,000.

Negotiations are now under way to finalise the various sponsorships and finalise the details of construction and design.

To find out how your business can support this initiative contact Jane Holdsworth, CEO of the Penrith Valley Economic Development Corporation on 4731 5711.

What's New:

- * Penrith set for rapid population expansion
- * Local students learn while they experience Penrith Valley
- * Do you want people to know about your conference venue?
- * Global leader relocates to Emu Plains
- * Boost for Penrith commuters
- * People in central western New South Wales now know about Penrith Valley
- * New fast train service proposed for Penrith Valley

Penrith set for rapid population expansion

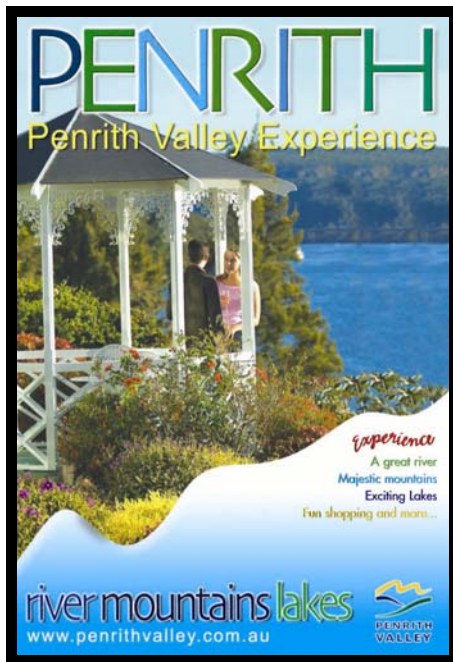
Penrith Valley will experience a population growth of approximately 23% within the next six years according to the Australian Housing and Research Institute.

The institute commissioned a report on the projected housing demand in Australia to 2011. The report found that outer areas of Sydney including Penrith would experience the strongest growth in the number of households (by approximately one third) during that period. Lone person households are expected to double, the number of couple families without children will increase by 35-39% and the number of two parent

families is also expected to grow in the region.

This increase in the number of households and change in composition will lead to a significant increase in demand for new dwellings with areas like Penrith leading the way. In order to meet this projected increase in housing demand there are 10 major building developments underway in Penrith Valley. These developments include: ADI St Marys, Penrith Lakes, Lakes Environs, North Penrith, Werrington Signals, Caddens Release Area, Glenmore Park and Claremont Meadows. For more information about these developments contact Arabella on 4732 7647.

People in Central Western New South Wales now know about Penrith Valley



The supplement promoted Penrith Valley as a place to live, work, visit and invest. It informed readers about Penrith Valley's abundance of recreational, business and health services

As you read in our last edition Penrith City Council and a group of local businesses have promoted Penrith Valley as the ideal place to live, work, visit, invest and learn to residents of Central Western New South Wales.

This was done via a full colour newspaper supplement and was backed up with three weeks of television advertising. Over 47,400 copies of this supplement were published.

The support of the following organisations made this initiative possible: Penrith Plaza, Quality Inn Penrith, Log Cabin, Penrith Whitewater Stadium, St Marys Town Centre Association, At Home Penrith, Sydney International Regatta Centre, Nepean Shores, Panthers, Holiday Inn Penrith Panthers, Penrith Valley Economic Development Corporation, Simply Skydive, Tony Ferguson Chemist, Krispy Kreme and the Nepean Belle.

To date the campaign has been extremely successful. We have been inundated with entries to win the ultimate Penrith Valley experience and with people wanting more information on the area. Once the campaign is complete we will report back on the results and let you know about future activities that we will be doing to promote Penrith Valley businesses to this area.

Penrith City Council - Economic Development and City Marketing
Please address all mail to PO Box 60 Penrith 2751

Tel: 4732 7782

Fax: 4732 7958

Email: pentour@penrithcity.nsw.gov.au

Web: www.penrithvalley.com.au

Local students learn while they experience Penrith Valley

An information kit containing a copy of the *Penrith Valley Experience* magazine and a unit of work for primary school students was recently delivered to some 40 schools in Penrith City.

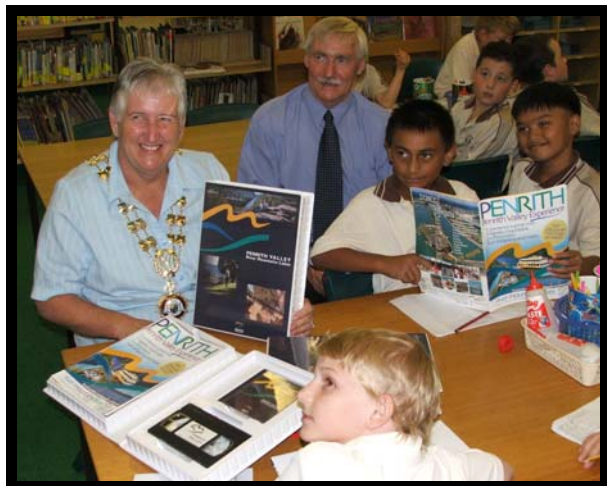
The magazine is recognised by the NSW Department of Education and Training (DET) as valuable resource material. Two curriculum consultants for Stage 2 students (years three and four) wrote the unit of work. Penrith Valley is the main focus for this material.

Mayor of Penrith City Jackie Greenow praised the DET and Council joint initiative as a positive experience for local school children. "During the next few months I want to see how we can get more information about our community into our local schools," said Councillor Greenow. "This is a perfect example of how this can be done in an educational and worthwhile way."

Council produced the kit which contains a copy of the Penrith Valley Experience magazine on which the unit of work is based plus an interactive CD-ROM and video containing two Penrith Valley promotional videos. The unit of work allows teachers and students to use the local area as a case study in Human Society and its Environment (HSIE) lessons. The learning activities are arranged according to the Board of Studies syllabus and specifically identifies people's interactions with the environment.

Activities are included that give teachers opportunities to also use the magazine in class for literacy and numeracy and for students to use knowledge of their own local area.

Principal of Jamisontown Public School Phil Dingle welcomed the creation of the new teaching aid for his students. "It's a great resource to assist teachers to develop the children's knowledge, skills and understanding of the local area they live in," said Mr Dingle. "It's also designed to assist students with their basic skills knowledge in gathering information."



Penrith Mayor Jackie Greenow, Principal Phil Dingle and students of Jamisontown Public School enjoy learning from the Penrith Valley Experience.

Did you know?

A recent study by Sustainable Tourism CRC has found that the Australian Business Events sector is worth more than \$17 billion.

This sector incorporates meetings, incentives, conferences and events. The study also found that what motivated business event organisers and attendees was not "the opportunity to visit a new

city/town" it was the "business and educational content of the conference program".

We have set up a conference network to organise initiatives to tap into this lucrative market. If you would like to find out how you can get involved contact Vanessa on 4732 7782.

Insights, Tourism New South Wales Industry News, 21st Jan 2005.

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Do you want people to know about your conference venue?

If you have a conference venue or a product or service that can be utilised at a conference you should keep reading.

Mice.net magazine, who specialise in meetings, incentives, conferences and events information, has arranged with the Sydney Convention and Visitors Bureau (SCVB) to insert their June issue into the visitors bags that will be distributed by SCVB at Sydney On Sale 2005.

Penrith City Council has been given the opportunity to advertise in this edition of Mice.net magazine. In order to take advantage of this



opportunity we will need the support of local businesses. If you always thought that you would love to advertise in Mice.net but never thought that you could afford to, this could be your opportunity.

The advantages of taking part in this cooperative advertising project are:

- This edition will be distributed via the Sydney On Sale visitor bags.
- Mice.net's average readership is 42,615 (A C Nielsen July 2004).

If you want to find out more about what is involved in taking part in the

Global leader relocates to Emu Plains

The world's largest drainage company ACO Polycrete has opened its new Pacific headquarters and manufacturing plant in Emu Plains.

Due to continued expansion, the company has had to leave its Northmead office where it had been based for the past 10 years. Emu Plains was chosen as the ideal base for this successful company as the suburb has excellent road links and the availability of a skilled workforce.

ACO Polycrete spent two and a half years looking for a suitable location. Their search covered areas including the Central Coast, Brisbane and Melbourne before selecting Emu Plains.

The Managing Director of ACO Polycrete, David Eisenhuth, said that their location in Emu Plains allowed the company to keep key personnel who resided in Western Sydney. In addition the

competitive price of real estate in Penrith and its proximity to the \$1.5 billion M7 project made transport convenient and cost effective.

Hans Ahlmann, the German-based owner of ACO Polycrete, along with 24 managing directors attended the official opening in February 2005.



Jackie Kelly MP and David Eisenhuth at the opening of ACO Polycrete's new Emu Plains headquarters.

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Boost for Penrith commuters

Transport Minister John Watkins recently announced additional services to the city from Penrith. Mr Watkins said that three more trains would now stop at Penrith and two at Emu Plains, on their way to and from Central station. Two services between 10am and 2pm have been altered to make room for the extra stops.

Mr Watkins said that the State Government would spend \$1 million to improve reliability and safety on the Penrith City train network.

New fast train service proposed for Penrith

A new fast train service linking the CBD to Penrith has been proposed to improve travel times by up to 45 minutes.

NSW Planning Minister Craig Knowles said that he was enthusiastic about the CBD-Penrith proposal.

If this infrastructure project is realised it will be of great benefit to the Penrith region as a whole. Not only will a number of jobs be provided but also the improvement to train travel between Penrith City and the CBD will be significant. It will greatly reduce travel times.

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.

An update on the Penrith Plaza development



An artists impression of what the Penrith Plaza development will look like.

Work on the Penrith Plaza Development continues in earnest!

Currently, the new basement car park is being completed; the concrete slabs for the upper level of retail are being prepared and the Riley Street works continue.

This development will add around 100 speciality retailers to the centre taking the total to approximately 290 specialty retailers.

The redevelopment will also see the refurbishment of the Red Cow Hotel restoring it to its original heritage character.

Penrith Plaza enjoys a central and easily accessible location, with the Great Western Highway and M4 just a short distance from the centre.

The Penrith Plaza Development project is due to be open to the public by the end of 2005.

For further information, contact Penrith Plaza Centre Management on 02 4721 4354. www.penrithplaza.com.au

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Area Update

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



Penrith Valley is buzzing with lots of things to see and do in May and June.

There is a new addition to the area; the restaurant Osso recently opened at 19 Lawson Street Penrith. It is a very modern restaurant with a fresh and funky atmosphere and a menu to match. Osso is open for lunch and dinner, for reservations call 4722 6102.

Penrith Panthers also have some great shows on at the EVAN Theatre including Peter Frampton on May 5, Barney & Friends May 6, and Hanson on May 27. For more information and bookings call Panthers on 1800 061 991. June 18 & 19 is the Panthers Bridal Expo that will be held at the Panthers Exhibition Pavilion. There will be over 160 exhibitions, fashion parades, and plenty of creative ideas for your wedding.

The Joan Sutherland Performing Arts Centre will be home to a musical about the highs and lows of life entitled "Closer Than Ever". Performances will be on April 28, 29, 30 and May 5, 6, 7. For more information call 4721 8832. Penrith Symphony Orchestra presents the "Magic of Mozart" on June 4 also at the Joan Sutherland Centre, for more information call 4736 1723.

The Q Theatre will host the musical love story



"The Last Five Years" between May 4 – 21 and "Zig Zag Street" June 14 – 18. For bookings and more information call 4721 8832.

On May 13 UWS Observatory is holding a "Galaxies and Beyond" night. Look at interesting phenomena like black holes as well as Saturn, Jupiter, and star clusters. June 10 is all about 'telescopes'. Look at the history of telescopes and where they are heading into the future, with the opportunity for star gazing. Don't forget Mother's Day on May 8! Why not treat your Mum to something special by taking her to UWS Observatory on May 6 & 7 for Mothers and Daughters Night.

Finally, Penrith Valley Visitor Information Centre is lucky enough to have 17 new Penrith Valley Ambassadors. These are enthusiastic members of the community who have volunteered their time in order to help develop the tourism industry in Penrith Valley. So, next time you visit us you will be greeted by bright and eager individuals who are willing to help! Why not thank them for the tireless support they are giving to your industry?

For more information about "What's On" in Penrith Valley, contact the Penrith Valley Visitor Information Centre on 1300 736 836.

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.

The views expressed in Penrith Valley Views are not necessarily those of Penrith City Council.

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