

Penrith Valley views

Edition 10
Monday 5th September 2005



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

Penrith partners attract international visitors

Penrith Valley is making inroads in attracting special purpose visitors to the region.

A group of innovative Penrith Valley operators have joined together to form a network that can organise tailored educational tours for international visitors. These tours incorporate training provided by either TAFE, UWS, Applied Scholastics or St Paul's Grammar.

While these groups are studying in Penrith they are given the opportunity to experience the best that the region has to offer by visiting venues such as Muru Mittigar Aboriginal Cultural Centre and the Sydney International Regatta Centre. All of which can be organised by Network member AAT Travel.

Accommodation providers who have joined the network include Holiday Inn Penrith Panthers, The Log Cabin, Penrith Valley Inn, Astina Apartments, OzHomestay and The Vines. The network activity communicates with the Asian market in order to alert them to the educational opportunities that exist for them in

Penrith Valley.

The project is attracting the lucrative educational tourist dollar to the region. When you consider the amount of time these delegates spend in the region and how much it is costing them to study, live and sightsee this is quite a considerable injection of cash into the Penrith Valley economy.



China Day 2005 at St Paul's Grammar

The Network is about to embark on an international marketing campaign that will attract groups from Asia to Penrith Valley. This campaign will be seen by a large audience and participation is from as low as \$500 per business.

The Penrith Valley Special Visits Network is looking to establish links with Penrith Valley businesses which can provide meals, transport, activities, education or entertainment for international delegations.

If your organisation is interested in servicing international visitors contact Vanessa on 4732 7782. She will explain how your business can attract international visitors through working in partnership with other Penrith Valley businesses.

What's New:

- * International adviser shows the way forward.
- * Penrith Valley Visitor Information Centre. More than meets the eye.
- * Penrith Plaza redevelopment.
- * Penrith Valley is on the map.
- * You can help with the canoe championships.
- * Blueprint to make Penrith green.

New publications attract visitors to Penrith Valley



The latest edition of the *Penrith Valley Experience* magazine is out and making a huge impression on potential visitors to Penrith Valley.

It features a brand new cover, dozens of exciting new photographs, an easy to read layout with a bumper five pages of maps. Yet it continues to deliver all the information that has made it such a success for so many years.

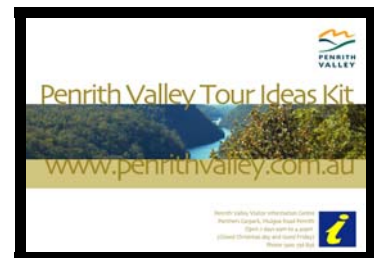
There's a section on Annual Events, Penrith Lakes, Things To See And Do, Where To Shop, Stay, Meet, Eat and of course a comprehensive map section to help you find your way around Penrith Valley.

The *Penrith Valley Experience* magazine is hot off the press and already we are receiving feedback like Bev's who writes "It is a pleasure to pick up a brochure on an area and be supplied with knowledge, addresses, phone and fax numbers as well as the advertising for accommodations and attractions."

Our other major publication is the *Penrith Valley Tour Ideas Kit*. This edition sports a brand new look featuring a new colour scheme, new pictures, new itineraries and best of all attraction, restaurant and conference facility directories.

Penrith Valley is providing group organisers with everything they need to plan their next trip to Penrith Valley in one, easy to read publication.

To receive a copy of either publication call the Penrith Valley Visitor Information Centre on 1300 736 836. Remember we can also provide you with multiple copies that you can make available to your customers as a value added service.



Experience Penrith Valley...

for the ultimate great escape



www.penrithvalley.com.au

To find out how you can experience the ultimate great escape to Penrith Valley contact the Penrith Valley Visitor Information Centre

Panthers carpark, Mulgoa Road, Penrith NSW 2750

Phone: 1300 736 836 Email: pentour@penrithcity.nsw.gov.au

Open daily 9am to 4.30pm

(Closed Christmas Day & Good Friday)

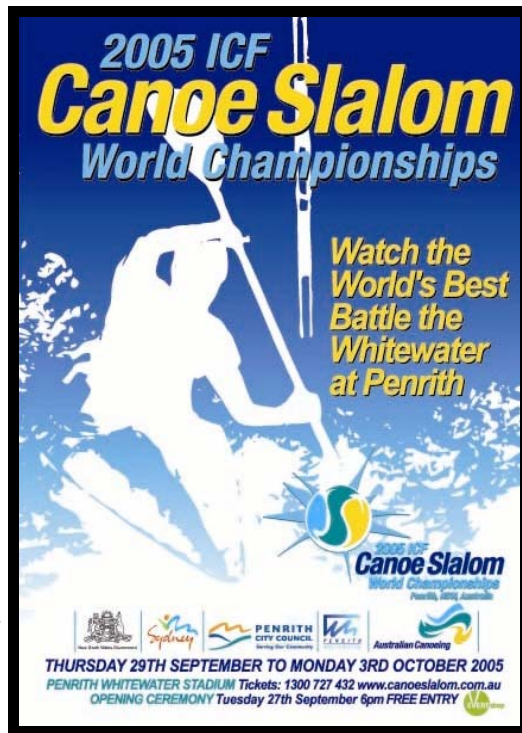
Get behind the Canoe Slalom World Championships

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.

The event will be televised to 98 million homes worldwide, drawing 15,000-plus spectators to the event and to Penrith Valley. In Australia television network SBS will cover the event.

You can do your bit to help promote the event by putting up a poster in your window or around your business premises promoting the event to your customers. The more people that know it's on the more will turn up to the event, the greater

the benefit to the local area. We can also supply you with promotional flyers you can hand out that highlight the major attractions of the Championships.



A strong tourism boost for Penrith and the wider community and a unique chance to showcase the legacy of the Olympic Games, the World Championships will bring thousands of people to the Penrith Whitewater Stadium for the competition alone and promote the sport, sponsors, venue and region to millions of television viewers world-wide.

If you would like to put up a poster or pick up some flyers to keep at your business all

you have to do is phone Peter Lang on 47327 466.

You can help with the canoe championships

With the 2005 ICF Canoe Slalom World Championships just around the corner Australian Canoeing is still looking for enthusiastic volunteers to play an important role in the upcoming Championships at Penrith Whitewater from September 29 to October 3.

If you enjoy working with others and have a positive attitude then Australian Canoeing might have a volunteer role just right for you!

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.



A strong tourism boost for Penrith Valley, the World Championships will bring thousands of people to the Penrith Whitewater Stadium for the competition alone and 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.

To register your interest to become a volunteer please visit the web site www.canoeslalom.com.au. Or call Australian canoeing on 4729 4970.

International adviser shows the way forward

Leadership, diverse lifestyle choices and appropriate implementation strategies are the key requirements for developing global cities and metropolitan regions, according to the renowned urban regeneration and regional economic development practitioner, Professor Greg Clark, who was this year's guest speaker at the annual Sir Ian Turbott Lecture in Penrith Valley.

This annual event is a joint initiative between Penrith City Council and the University of Western Sydney (UWS) and it seeks to explore new thinking on major urban development and growth issues facing cities like Penrith and the region it serves. The lecture was attended by Mayors, Councillors, senior council staff, business leaders, the Chancellor and senior staff from UWS and from a number of government agencies.

Professor Clark is the Chairman of the OECD (Organisation for Economic Cooperation and Development) Forum of Cities and Regions, and the City and Regional Development Adviser in the Office of the Deputy Prime Minister of the United Kingdom. This year's lecture focused on 'Sustaining the Global City Region: Integrating New Communities and Urban Regeneration.'

Professor Clark noted that metropolitan regions

such as Penrith Valley played a significant role in developing competitive world cities. He identified the main drivers of growth in metropolitan regions arising from innovative business leadership and a diverse economy with lifestyle advantages.

If you would like to receive a copy of Professor Clark's presentation please email Council's Economic Development Project Officer at kholt@penrithcity.nsw.gov.au.



Sir Ian Turbott AO CMG CVO, The Mayor, Mr John Phillips AO and Professor Greg Clark at the 2005 Sir Ian Turbott Lecture.

Penrith Valley Visitor Information Centre. More than meets the eye

More and more people are discovering that the Penrith Valley Visitor Information Centre is full of information and little surprises.

As you know it provides a large range of Penrith Valley information that assists visitors to the area find the best things to see and do while they are here. To ensure your businesses information is on display drop in or gives us a call on 4732 7671.

If you have an upcoming event make sure we include it in our weekly and bi-monthly "What's On" guide that keeps everyone up to speed on what's happening in the area.

Thinking of taking a holiday? If so our wide

range of information on the rest of NSW will help get the ball rolling.

Any Australian wishing to join YHA, or renew their membership can also do that at the VIC.

Don't let a visitor to the Penrith Valley leave without purchasing a local souvenir to help remember their stay by. Or at least one of our many postcards to send home. Keep in mind we also stock a wide range of maps.

Use the excuse of picking up a free local or senior paper to come in see what the Penrith Valley Visitor Information Centre does for yourself!

Penrith Plaza redevelopment

The management of Penrith Plaza transferred from Lend Lease to Westfield in July.

The construction site that has intrigued customers and the broader Penrith community over the past 12 months is starting to develop a retail 'personality' as it enters the last phase of the construction process.



An aerial view of the Penrith Plaza redevelopment

Not evident from the street but lying beneath the

building the new car park is complete. At ground level the terrazzo flooring is being laid and the shops are now apparent with inter-tenancy walls in place, ready for tenants to commence their fit-

outs over coming months. On level one the bridge connecting the current building with the new building now spans Riley Street. The new Food Terrace, offering 16 food outlets and seating 900, will also have a children's play area providing a fantastic environment for all. The first of the fit-outs commence early August with Harris Farm and four restaurants being the first to

commence works. The development is on track to open in November as planned with many new retailers keen to be a part of Penrith's exciting expansion and continuous growth.

Penrith is on the map

Penrith is now on the map, the weather map that is.

After four years of communicating with Sydney's major television stations, Penrith City Council has been successful in getting Penrith on their weather maps and reports.

Prior to an Automatic Weather Station (AWS) being installed at Penrith Lakes in August 1995, media reports only included weather data from Richmond's AWS, located at UWS Hawkesbury.

Following the installation of the Penrith AWS, the media were reluctant to include Penrith's weather temperatures in their forecasts, opting to maintain the Richmond location only.

Penrith being included on the weather map is acknowledgment of Penrith being seen as a major regional centre by the metropolitan media. It is also a reflection of the importance of Penrith Valley in the future growth of Sydney and the "viewing power" that the population could exert.

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.

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

Blueprint to make Penrith green

A greener Penrith is the focus of a Sustainability Blueprint for new Penrith Valley residential areas.

Under the Sustainability Blueprint, new developments will need to meet three conditions, and integrate economic, social and environmental strategies during planning.

The Penrith Valley Blueprint, which sets a benchmark for all urban planning and developments, also focuses on creating new release areas which deliver a number of jobs to match the number of incoming employed residents.

Ten key sustainable design principles have been identified in the Blueprint, by which development applications in new release areas will be considered under, such as valuing the site's attributes, by conserving heritage and

ecosystems; creating localised landscapes; creating communities, rather than simply housing estates; and, creating employment and minimising the need for commuting by residents.

Other key principles include saving water, energy and greenhouse gases; maximising longevity and liveability of housing; minimising waste and reducing consumption of energy, land and materials; and, safety and crime prevention measures.



The Blueprint will set a precedent for sustainability in the City. It is about being

responsible, being visionary, and thinking “green”.

The Blueprint, which will be used by Council and developers, aims to provide a higher quality of life for current and future Penrith residents.

You can come and wish Margaret farewell

After 22 years of employment with Penrith City Council, Margaret Edmunds has retired.

Many of you spoke to her every Thursday when she called to ask about your accommodation availability or when she called asking for more of your brochures as the Penrith Valley Visitor Information Centre had distributed their stock.

Her happy demeanour and ever ready smile will be missed.

In true Margaret style she has already signed up to work as a Penrith Valley Ambassador (volunteer Information Officers who promote the region at events and assist at the Visitor Information Centre).

If you would like to say farewell to Margaret and wish her all the best in retirement then please join us at Danny's On High on Friday 16th

September. City Marketing staff, the Mayor, General Manager and members of the tourism industry will have lunch and reminisce about the changes to the area and Margaret's impact on tourism in Penrith Valley.

Our tasty lunch at Danny's On High will cost \$10 per head and we would appreciate an indication of numbers by Monday 12th

September. If you would like to come and say farewell to Margaret and catch up with other members of the Penrith Valley tourism industry please contact Paul Page on 4732 7866 or via



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

Area Update

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

The fun kicks off for spring on Saturday 3rd September with the St Marys Spring Festival. The entertainment starts at 9am and goes through to 4pm with a huge variety of stalls, carnivals rides, car and woodwork displays, animal farm, BBQ and the Grand Parade at 12:30pm. The fun continues with The Art and Craft Show on Saturday 10th, Reunion in the Park on Sunday 11th, Fun Run and Walk on Sunday 25th and Spring Ball on Friday 30th.

Panthers is holding two great expos in September. Firstly there will be the ever popular Caravan and Camping Expo on Friday 16th—Sunday 18th. This is followed by another popular expo, the Penrith Regional Home Show, which is being held on Friday 23rd—Sunday 25th.

Don't miss watching the world's best battle the whitewater at the 2005 ICF Canoe Slalom World Championships commencing Thursday 29th—Monday 3rd October. The opening ceremony will be held on Tuesday 27th September.

October sees the "Grand Opening" of the new Q Theatre in the Joan Sutherland Performing Arts Centre. The premiere performance is "Somewhere The Musical" with a cast of 100 performers. The preview opening is Thursday 6th October with performances from Saturday 8th—

Saturday 29th October.

There will be more festival fun in October with the Penrith City Festival being held on Saturday October 1st. The entertainment includes children's rides and activities, stalls, carnival rides, animal nursery, rock climbing wall, live performances and Auto Alley which will have high performance cars, hot rods, go-karts and remote control car displays.

Saturday 29th and Sunday 30th is the 18th Annual Doll, Bear and Craft Show at the Museum of Fire. A favourite with all age groups this show features dolls, pottery, wooden and knitted toys, teddy bears, ceramics and much more.

There are no excuses to stay at home this spring. Get out and enjoy the many attractions that Penrith Valley has to offer.

For further 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 and we will add your details to our "What's On" guide. Fax event information to 4732 7690 or email to pentour@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

Printed by Penrith City Council.

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.

© 2004 Penrith City Council

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