

Penrith Valley views

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

Penrith is recognised as being regionally significant

Penrith City has been officially recognised as a Regional City under the NSW State Government's Metropolitan Strategy helping to ensure that our City enjoys the benefits of Sydney's growth during the next 25 years.

Mayor of Penrith City John Thain said Council had long recognised the City's regional role in providing services for people from Greater Western Sydney. This means that we derive the benefits of greater access to health, education and recreation services than we would otherwise have. "The State Government officially recognising Penrith City in its 'City of Cities' plan will help ensure that we are a priority in State Government planning, and brings a commitment to support Council's long-term goals," Councillor Thain said.

"About half of Sydney's 500,000 new jobs will be created in Western Sydney, and some 100,000 will be in our region, with Penrith as a key centre. "Council has for many years, through its Strategic Plans, identified the opportunities in managing sustainably its share of Sydney's growth. These strategies in large measure contribute to the State Government's recognition of Penrith City as a Regional City.

"Our City already has attractive major attributes such as the university, a teaching hospital, TAFE, schools, and community colleges, which will

form the basis of a 'knowledge corridor.'

"The Nepean River, strong community and business links, Joan Sutherland Performing Arts Centre, regional library, and Regional gallery, as well as Panthers, Penrith Stadium, the showground, Sydney International Regatta Centre, and Whitewater Stadium are other existing regional attractors we have."

"Under our Regional City status there will be a greater diversity and range of quality jobs, commercial, retail, health, cultural, recreation, entertainment, and lifestyle opportunities for ourselves and our children."

"However, the Metropolitan Strategy also brings challenges." Our Regional City status again reinforces the need for adequate infrastructure support from the State Government. This is vital for Penrith to fulfil the Government's expectations within the Metropolitan Strategy. "The City is crying out for a link from the Erskine Park Employment Area to the M7 and national road network to be finalised, and the UWS rail station to be built, major improvements to the arterial road network and public transport, improving public space, and establishing a State Government office precinct." "All this must be provided in a sustainable manner to ensure that generations far beyond the next 25 years are guaranteed the lifestyle and economic opportunities that we are set to enjoy."

What's New:

- * Waterside living in Penrith being developed.
- * www.penrithvalley.com.au proves to be popular with the rowing community.
- * Old 3M site transformed into modern industrial park.
- * \$141.5 million Westfield Penrith extension now open.

Waterside living in Penrith being developed

Work is well and truly underway at the Penrith residential development Waterside, with five new lakes and waterways being created and work on the first houses to commence later this year.

The Waterside development is being built by Stockland and is made up of two areas—**Corporate** and **Residential**.

Waterside Corporate covers 12.5 hectares of developable land and will become a major employment precinct in the region with a diverse range of jobs and business opportunities.

The residential area of Waterside covers 54 hectares with a total residential project value of some \$340 million. The public open space will cover 11 ha and the Waterway area another 11 ha.



Aerial view of the Waterside development. Photograph courtesy of Stockland

There will be 686 lots available ranging from 220—900 sqm. Many homes will have water views and views of the Blue Mountains. Park and woodland vistas will also be available. There will

be a range of housing available with the option of purchasing land or choosing house-and-land packages. Whilst there will be prime opportunities to live overlooking

water, the estate's design ensures everyone has access to the lakes.

Waterside is located close to Penrith CBD and the International Regatta Centre, with frontages to Andrews and Cranebrook Roads.

For further information please contact Stockland on (tel) 135 263.

Selling your product to Penrith Valley visitors

What is it like? Are there stairs? Do they have a pool? Is there room to park my caravan? These are commonly asked questions about local attractions, accommodation providers and businesses that the staff at the Penrith Valley Visitor Information Centre are asked on a regular basis.

A great way to ensure that staff give all the right answers, and subsequently entice these curious people to visit your property, is to invite our staff to see it with their own eyes.

A brief visit to your property allows Penrith Valley Visitor Information Centre staff and our Penrith Valley Ambassadors to see, and experience the

things they are regularly promoting in the Penrith Valley area. After all it is hard to promote and encourage someone to visit a place they have never actually seen or experienced first hand.

If you wish to host a familiarisation tour please contact Susan at the Penrith Valley Visitor Information Centre on 4732 7671.

You are also invited to familiarise yourself with what the Penrith Valley Visitor Information Centre has to offer. Please feel free to call in and see us between 9am - 4:30pm, 7 days (except Christmas Day and Good Friday).

www.penrithvalley.com.au proves to be popular with the rowing community

After an innovative deal between Penrith City Council's City Marketing Department and the Penrith Rowing Club, Penrith Valley is now on the water with the official website www.penrithvalley.com.au logo proudly emblazoned on both sides of the bow of a quad scull and on one side of a single scull racing boat.

The cross sponsorship promotion works well for both parties with coverage of the rowing club appearing in the official Penrith Valley Experience magazine published by Connex West. Both the Quad and Single Sculls will race on Iron Cove in the Drummoyne Regatta on January 28, Balmain Regatta on February 5 and Leichhardt Regatta on March 26 in front of a combined audience of around 10,000 spectators.

"It has never been done before to name a boat after a website," said Vice President of Penrith

Rowing Club, Lex Stewart. "Out of curiosity people will access the website and then be tempted to visit the area which is often overlooked by people who live east of Strathfield."



Mayor of the City of Penrith, Councillor John Thain, said he was delighted to see the website exposed to an entirely new audience outside the Penrith region.

"Rowing is a very popular sport," the Mayor went on to say. "We have world-class rowing facilities in Penrith Valley so to expose our website to this audience might just draw some of these rowing enthusiasts along with their family and friends into our area to experience what great facilities we do have for them here."

For more information contact Peter Lang, Marketing Officer for Penrith City Council on 47327 466 or 0409 822240.

Help brand Penrith Valley

We all know Penrith is a great place to live, work and invest in but that message needs to be known outside of the area as well.

To that end a very powerful and well established brand exists in the form of the Penrith Valley – River Mountains Lakes logo.

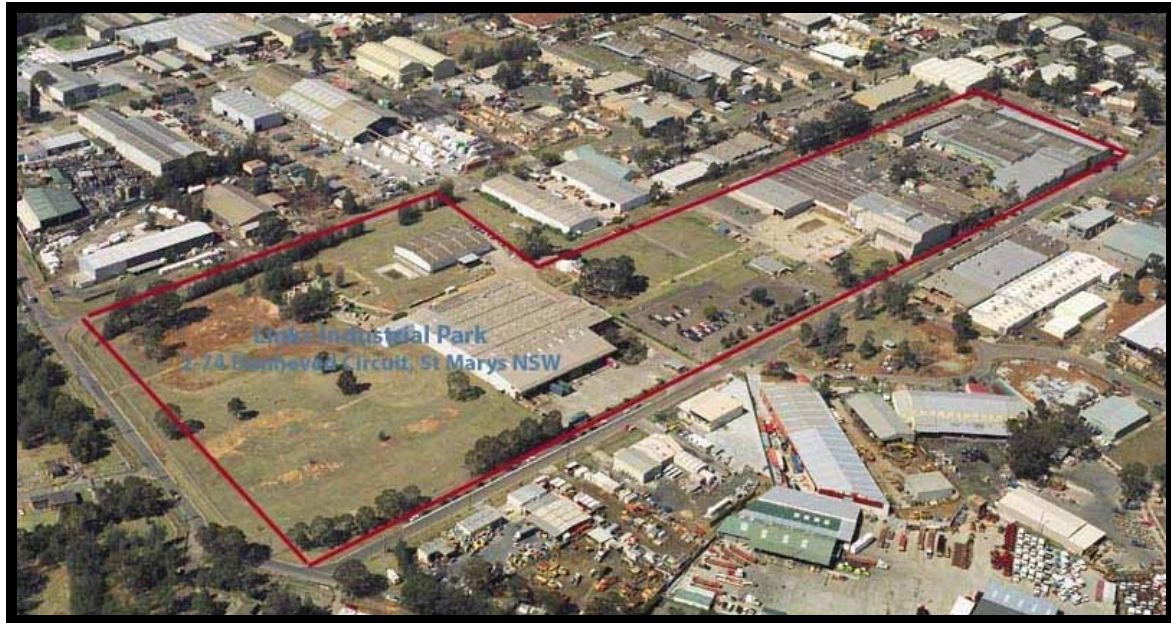
Any marketing of Penrith Valley products and services will be more effective if more local businesses use the Penrith Valley brand. The more businesses that use the brand, the more credibility and recognition it will receive.



"We're looking for businesses to be our partners in this initiative, people who are not only interested in incorporating the logo on their business stationery and promotional material," said City Marketing Supervisor Paul Page. "But those who wish to display copies of the Penrith Valley brand postcard at their business to encourage others to use the logo as well."

For more information contact Marketing Officer, Peter Lang on 47327 644.

Old 3M site transformed into modern industrial park



The old 3M site is now known as the Links Industrial Park.

The sub-division of the former 3M site at St Marys has met with strong market success, with businesses moving fast to secure premises at the new industrial estate, which has been branded as the Links Industrial Park.

Valad Property Group last year purchased the 13.5 hectare property, which had served as 3M's manufacturing and distribution facilities for more than 50 years. Prior to that, the property had been part of one of the major Defence sites in western Sydney.

The landmark property, located at 2-74 Dunheved Circuit, St Marys, has since been consolidated and sub-divided into 22 individual industrial allotments, ranging in size from 1,066 sqm up to 3 hectares.

Roger Miller, Valad Property Group development executive, said the \$40 million industrial sub-division project was now 80% sold in value.

He said land had been purchased by a range of owner-occupier businesses, including engineering, rubber and plastics, and import and export companies.

“The success of the project highlights the demand for quality industrial land in the area,” he said.

“It is proposed that the land titles for the sub-division will be issued late 2005, which will enable the purchasers to commence preparations to start building their new purpose-built premises.”

“When the sub-division is fully sold and fully operational, we envisage total employment opportunities will be approximately three times the workforce previously employed onsite by 3M.”

The St Mary's sub-division is being marketed by Dave Morris, Director – Industrial of Colliers International and Paul Kennedy of Raine & Horne Commercial, Penrith.

For more information on remaining land opportunities, contact Dave Morris (Colliers International) on 9840 0222 or 0412 063 099 or Paul Kennedy (Raine and Horne) on 02 4722 8500 or 0417 228 501.

\$141.5 million Westfield Penrith extension now open

On the 10th November, 2005, Penrith took a large step forward in applying the three tiers of sustainability (economic, social and environmental) to retail developments when the additions to Westfield Penrith (formerly Penrith Plaza) were opened. Thousands of shoppers flocked to see the new-look shopping centre which was opened at 8:30 am. Within an hour all 3600 car park spaces at the centre were full!

The development, which is jointly owned by GPT and Westfield, occupies an entire city block. The project cost was \$141.5million and the development provides 105 speciality retail shops over 2 storeys and an additional 600 car spaces. The centre now boasts 83, 000 square metres of retail and community facilities and the creation of a new pedestrian and retail mall along Riley Street. The development will also contribute 600 full and part-time employees to the city's workforce.



As a result of input received from Council's urban design professionals, the development embodies a number of contemporary city planning principles - many of which represent a return to the best of the traditional and proven central business district concepts. It sets a high but appropriate benchmark for other such developments within the City's business districts.

An early concept proposed a continuation of the existing enclosed shopping mall. This would have necessitated removal of a public road (Riley Street). The Penrith CBD is however lacking in North/South public streets and the prospect of losing one of these caused a rethink about the total project. Council instead encouraged retention of Riley Street and activation of all streets by the use of ground floor shop fronts facing footpaths. These footpaths are an important element in the functioning of cities. In a busy world they provide opportunities for

casual and unstructured meetings between people. They also offer increased sales potential by the passage of purchasers past goods displayed in shop fronts – a principle often described as 'wallets past windows'.

A diversity of building styles was also encouraged across the development. This imitates the eclectic urban form that is typically experienced in business districts – contributing to the character and richness of these places.

Retention of Riley Street provided the setting for an outstanding food precinct, which

accommodates specialty restaurants and a 900-seat food terrace. It is anticipated that this precinct will trade into the night, activating the street and advancing Council's commitment to the development of an 'evening economy'. The south end of Riley Street, if similarly developed, will more tangibly link

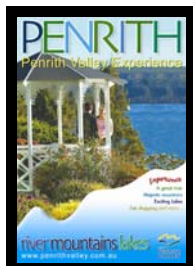
Westfield Penrith to High Street, further improving the commercial and retail synergies.

The development and the city block it occupies was made more permeable by the inclusion of a network of internal laneways. These laneways can be ventilated either artificially or naturally, depending on the ambient weather conditions. This enhances the sustainability of the development, reducing energy consumption and creating a setting more akin to the traditional main street environment.

One of the City's key heritage sites, the Red Cow Hotel, also benefits from the redevelopment with extensive renovations delivering a two-storey pub with traditional balconies overlooking the streets. This renovation is due for completion in 2006.

Council is confident that this project will be a catalyst for further development of the Penrith CBD.

Your last chance to take advantage of a cost effective, co-operative marketing campaign targeting Central Western NSW



Penrith City Council has recognised Central Western New South Wales as an area of untapped economic benefit.

This “source market” has been targeted as a result of information uncovered through a market research project that was undertaken for Council by C&R Research in June 2002. This research found that residents of the Central West travel outside of their region for holidays, shopping, medical services, education and other business services.

In order to tap into this source market through attracting visitors to Penrith Valley and more particularly to your businesses front door, you may consider it beneficial for your business to support the latest initiative by Penrith City Council. This initiative is a 16-page lift-out that will encourage readers to experience Penrith Valley.

This year the lift-out’s circulation has been increased. This means that it will appear in eight newspapers in the Central West including the Dubbo Liberal, Mailbox Shopper, Western Advocate, Forbes Advocate, Lithgow Mercury, Mudgee Guardian, Champion Post and the Central Western Daily.

You might consider this lift-out a good opportunity to promote your business to an area that research has shown will travel to Penrith Valley for a holiday, to shop and to source business services.

The lift out will be distributed through out Central Western New South Wales before the 2006 Easter Holidays. This will provide this market with the motivation and the knowledge to travel during this period.

If your organisation is interested in tapping into this market and you want to find out how you can get involved contact Vanessa on 4732 7782.

Penrith Valley Ambassador’s here to help local businesses

Penrith Valley now has 14 new volunteer Penrith Valley Ambassadors to help promote the area.

The ambassadors will help Council’s marketing staff at the Penrith Valley Visitor Information Centre and at events to promote local businesses and encourage residents and visitors to experience the best that Penrith Valley has to offer. They will help to send the message to visitors that Penrith Valley is a fantastic place to live, work, visit and invest. It is heartening that



John Thain, Mayor of Penrith presents the graduating Penrith Valley Ambassadors with their certificates

residents feel so strongly positive about where they live that they would give so generously of their time to help in the area’s recognition.

Penrith Valley is being represented by an enthusiastic, committed group of ambassadors, who show visitors the strength and community spirit of our city.

The newest recruits have spent many months learning about customer service, product range and information distribution at the Penrith Valley Visitor Information Centre.

Area Update

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

After the hustle and bustle of Christmas it is now time to sit back, relax and enjoy the company of family and friends. Perhaps enjoy a cruise on our beautiful Nepean River on the Nepean Belle Paddlewheeler. There are a variety of cruises to choose from that run on various days. These include morning or afternoon tea cruises, lunch cruises or the popular dinner banquet cruise. Talk to the friendly staff at Nepean Belle on 4733 1274 or check out the website: www.nepeanbelle.com.au for the cruise schedule.

A must if you have little ones (or have little ones visiting) is the madcap children's classic 'Wake up Beauty' at the Penrith Regional Gallery and Lewers Bequest playing Fridays, Saturdays and Sundays at 6.30pm from 6th—29th January. For further details and bookings contact 4735 1100.

January and February are definitely the months to spend outdoors enjoying our fantastic Aussie summer weather. How about a visit to the Sydney International Regatta Centre? There are spectator events throughout these months including, The Australian Canoeing National Grand Prix 1 on Saturday 21st and Sunday 22nd January, the NSW Sprint Kayak State Championships on Saturday 4th and Sunday 5th February, and the Rowing Australia 1st Selection Regatta from Wednesday 8th – Sunday 12th February.

The Sydney International Regatta Centre is also the place to be on Australia Day. With heaps of entertainment for everyone. Highlights include the 'Greatest Show on H2O' featuring jet skis, water skis, wakeboards and more. Live entertainers include Bjorn Again, The Australian

Blue Brothers Show, Humphrey B Bear and Barney. The Stunt Zone features aerial trapeze shows, sabre sword fighting and extreme bike riding. And at 9pm the Fireworks Aqua Spectacular will finish off a fun filled day.

In fact, we don't have the room to list all of the entertainment happening on Australia Day at the Sydney International Regatta Centre. If you would like the full program please contact the Penrith Valley Visitor Information Centre on 1300 736 836.



Plus, don't miss the Commonwealth Games Queens Baton Relay commencing 7.30am on Wednesday 25th January from the Sydney International Regatta Centre. This is a very exciting event for Penrith with the relay commencing the Australian leg of

its global journey to Melbourne. Join in the fun and cheer on the runners who include many members of our local community. For further details please contact 4732 7688.

The Penrith Whitewater Stadium is another 'Must Do' in the New Year hosting the Penrith Whitewater International Slalom on Saturday 11th and Sunday 12th February plus the Concrete Classic on Saturday 18th and Sunday 19th February. For further details contact 4730 4333.

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 the details to our 'What's On' guide.

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

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