

# Penrith Valley views

Edition 14  
Monday 1st May 2006



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

## Penrith Valley Showcased to NSW Tourism Industry

200 tourism and event professionals came to Penrith Valley in March to develop their skills and knowledge as Penrith hosted the 2006 LGSA Tourism Conference.

Hosting the conference was a coup for Penrith Valley as it gave us the opportunity to showcase our venues, accommodation, natural assets, attractions and city marketing programs to other Visitor Information Centres and industry colleagues.

This was the second LGSA Tourism Conference to be held in partnership with Tourism New South Wales. Penrith City Council was instrumental in organising the conference and showcasing the area in a positive manner.

Topics discussed at the conference included building inbound tourism, harnessing agricultural tourism and maximising special interest tourism. The power of events was also discussed and issues such as security, crowd control and risk management explored. Other topics investigated included future directions in tourism, event management and community development, tourism planning and impacts, economic development, sustainability and covered a range of niche tourism markets.

Over the course of the conference a number of Penrith Valley properties were showcased to conference delegates. These included the Joan Sutherland Performing Arts Centre, Panthers World of Entertainment, Penrith Whitewater Stadium, Sydney

International Regatta Centre, Muru Mittigar, Clover Fields, Blue Mountains Honey, Hopewood Health Retreat plus many more.

Penrith was also portrayed as an innovator in the area of City Marketing through presentations given by Paul Page (City Marketing Supervisor, Penrith City Council), Peter Flowers (Manager, Penrith Whitewater Stadium) and Jane Holdsworth (CEO, Penrith Valley Economic

Development Corporation). Paul in particular captured the audience's attention with his presentation entitled "Not a holiday destination? Not a problem." A copy of this presentation can be found on [www.penrithvalley.com.au](http://www.penrithvalley.com.au). This presentation outlined how Penrith, a non traditional holiday destination has been able to attract visitors to the area by tapping into specialised and non traditional markets such as international education and conferencing and supports the local economy by marketing the City as a place to live, work, visit, invest and learn.

Thank you to all who contributed .



**Penrith Valley welcomes conference delegates to the area**

### What's New:

- \* Local personality wins a 2006 Rod Murdoch Award.
- \* Sydney's newest television station broadcasts from Penrith Valley.
- \* Discover Penrith Lakes

## Local personality wins 2006 Rod Murdoch Award

Lesley Edwards, Operations Manager of Muru Mittigar Aboriginal Cultural Centre was awarded a coveted Rod Murdoch Award in front of over 200 tourism professionals at the LGSA Tourism Conference.

The Rod Murdoch Awards are administered by the NSW Council of Tourist Associations Inc and celebrate the late Rod Murdoch who was the Director of Tourism from 1968 to 1976.

CTA has presented these awards each year since they were instituted. There are two awards. One is for the local tourist association, council or visitor information centre, which is a full member of CTA, that has demonstrated the highest level of excellence in local tourism. The second award is for the greatest contribution to local tourism by an individual.

This years awards were announced at the conference dinner of the Local Government and Shires Association's annual tourism conference held in Penrith in late March.

The Award was presented by Cr Colin Sullivan OAM, President of the Shires Association of New South Wales on behalf of the minister Sandra Nori MP.

The first joint Rod Murdoch Award winner was Lesley Edwards, Operations Manager Muru Mittigar Aboriginal Cultural Centre in Penrith Valley.

In her time at the Centre Lesley has made a positive impact on the operations, product offering and marketing of Muru Mittigar turning it into one of NSW's most successful indigenous tourism experiences.

Lesley is a horticulturalist and combines her knowledge of the Australian environment and indigenous culture to great effect. She calls upon her extensive business management and retail experience to ensure that Muru Mittigar's business operations are productive, tailored and dynamic. Her interpersonal and communication skills have seen Lesley take an active role in tourism in Penrith Valley. These skills have also served her well as an ambassador for Muru Mittigar, Penrith Valley and indigenous culture. Lesley's love of her organisation and the area have proven to be very beneficial to tourism on many levels. As a direct result of Lesley's efforts Muru Mittigar and Penrith Valley Tourism have benefited from an increase in both domestic and international visitors.



**Lesley Edwards of Muru Mittigar Aboriginal Cultural Centre is congratulated by the Mayor Cr Thain on her win.**

The second joint Rod Murdoch Award winner was Dinitee Haskard - Tourism Services Manager, Broken Hill Visitor Information Centre.

The Rod Murdoch Award for the tourist association demonstrating the highest level of excellence in local tourism was awarded to Broken Hill Visitor Information Centre. The award was presented by Dominica Nelson of Tourism New South Wales on behalf of the minister, Sandra Nori MP. The Rod Murdoch Award for an individual contribution to regional tourism in NSW has been shared equally between two people.

Our congratulations go to all the Rod Murdoch Award winners and especially to our Penrith Valley representative, Lesley Edwards.

## Sydney's newest television station broadcasts from Penrith Valley

If you've accidentally tuned into channel 31 on your television lately you'll have noticed that Sydney has a new television channel - based here in Sydney's west. Television Sydney, or 'TVS' as it is known began test transmissions last November.

Based at the University of Western Sydney's media campus at Werrington, the station broadcasts 24 hours a day seven days a week and is set to provide some interesting additions to the program line-ups of existing networks.

TVS will draw its programs from a wide range of sources and will have a specific focus on programs made for and about Sydney by locally based producers.

CEO, Laurie Patton, sees TVS as complementing rather than competing with the existing five channels and a genuine attempt to add to media diversity by encouraging the production of local content.

"We want TVS to be an incubator for new talent," says Patton, who is keen to hear from local producers interested in providing programs.

"We hope that we'll be rushed off our feet with great programming ideas when people realise that we are here."

In addition to providing free program space to community based producers TVS is permitted to

sell up to eight hours of program airtime per day to "for profit" companies.



The new logo of Channel 31.

TVS has no specific rules about what it will or will not broadcast, with Patton adding only that he is looking for programs "that other people will want to watch!"

Strictly speaking TVS is what the broadcasting laws call a "Community"

station, but the Board of TVS has ambitious plans for the channel - plans that are being brought to the screen by Patton and his small but dedicated team.

Previously, community channels have struggled with low powered transmitters greatly hampering their efforts to be noticed in the highly competitive Sydney market. TVS has a powerful 20 kilowatt transmitter and has received calls from viewers as far south as Wollongong and well up into the mountains.

TVS's broadcast operations centre is fully digital and is designed to allow the channel to be "re-transmitted" on whatever becomes the next "big thing" in the ever-changing multimedia world. "We are ideally placed to move into the 21<sup>st</sup> Century of digital television, whether it is 3G, IPTV or anything else that pops up in the years ahead," Patton says. "we'll be keeping our eye firmly on world-wide trends."

Patton is aware that the channel's plans are "bullish" and cautions that TVS is a long term project and unlikely to reach its full potential "for a few years."

## Local tourism operators discover Penrith Lakes

Some 50 tourism and business operators all boarded a double-decker London Bus to take a tour of Penrith Lakes in the successful return of the Penrith City Council familiarisation tours.

Discover Penrith Lakes was a four-hour tour of such places as Penrith Whitewater Stadium and the Sydney International Regatta Centre, venues for the 2000 Sydney Olympics.

Other locations on the tour included the Muru Mittigar Aboriginal Cultural Centre, plus there was a look at popular activities such as Simply Skydive and Horizon Line Canoes, both of which operate from the International Regatta Centre, Penrith.

Staff from a diverse cross section of local businesses including Holiday Inn Panthers, Log Cabin, Penrith Valley Oranges, McDonald's Emu Plains and Featherdale Wildlife Park, all came along.

The reason behind the tour was to give local tourism operators a better understanding of what facilities and services are on offer at the Lakes precinct.

"It was a very successful tour and the feedback from those who attended was very positive," said City Marketing Supervisor Paul Page. "As a result we will be running more tours later in the year highlighting other great assets of Penrith Valley.

"I wouldn't say that the Penrith Lakes precinct was a 'well-kept secret' but certainly we've raised awareness of what's out there to many local businesses and accommodation providers and paved the way for them

to work with the operators of these various attractions a lot closer in the future."

The facilities at Penrith Lakes include:-

**Penrith Whitewater Stadium:** Now open to the public for whitewater rafting, kayaking, beach volleyball and guided tours. Guided and self-guided rafting are also available. Ph: 4730 4333

**Penrith Lakes Development Corporation Scheme:**

Has become a major recreational attraction in Penrith Valley. Tens and thousands of local residents already enjoy its facilities every year. Ph: 4729 0044

**Muru Mittigar Aboriginal Cultural and Education Centre:** Celebrates Aboriginal cultural diversity. There is also a café on-site. Ph: 4729 2377.

**Simply Skydive:** Drop into the Regatta Centre from 14,000 feet, the

highest altitude in Australia and take in the awesome views of the Blue Mountains and Sydney. Ph: 1 800 759 3483.

**Sydney International Regatta Centre (SIRC):** Has a wide range of recreational and sporting facilities for families as well as organised sporting events. It is open 365 days a year from 8am to 5pm. Ph: 4730 6790

**Horizon Line Canoes:** Hire or buy a canoe or kayak and take a paddle on the lakes at the Regatta Centre where the business is located. Expert advice is on hand and bookings are recommended. Ph:4730 4000

For more information please phone Penrith City Council's Marketing Officer Peter Lang on 4732 7466.



**More than 50 Penrith Valley business people explored the area aboard a double-decker bus and learnt more about what the Penrith Lakes Precinct has to offer visitors to the area.**

## Grand opening event

After months of anticipation, the new Penrith Valley Visitor Information Centre is about to open its doors.

On Friday 24th March 2006 the Mayor of Penrith, Councillor John Thain was formally presented with the keys to the new building in front of sponsors and prominent industry representatives.

The new centre has significantly more room than its predecessor, which means more information than ever before will be on display. With a new range of souvenirs on the way and all this information we expect to continue to meet and exceed the expectations of visitors to the centre.

Last minute touches are being made to the new centre

such as the installation of I.T. systems, construction of an accessibility ramp and the transfer of furniture and brochures. Once all this is done the Mayor will host a grand opening (keep an eye out for your invitation). The opening will showcase the new Penrith Valley Visitor Information Centre and will give industry members and the general public alike the opportunity to see how this new building will help us positively promote Penrith Valley. Please come along, and take this opportunity to see the new centre for yourself!



**John Thain, Mayor of Penrith with Tracey Wakefield of Appalachian Log Homes, one of the sponsors of the new Centre.**

A big thank you goes out to all the individuals and companies that put

their time, resources and effort into the development of the wonderful new building. We can't wait to move in and start serving visitors.

## Skilling and Employment Centre an Australian first

Ropes Crossing Skilling and Employment Centre has established a reputation as a valuable tool for Western Sydney businesses and jobseekers with the centre securing employment or training for more than 80 percent of its members in just nine months.

The Ropes Crossing Skilling and Employment Centre is an Australian-first initiative of Delfin Lend Lease. The Centre was established by the developers of the ADI site as a result of consultations with Council and the Department of Planning during the application process. The reason being that Delfin Lend Lease and Council wanted to ensure that the new estate was able to facilitate employment opportunities for residents.

The Centre brings together local St Marys jobseekers and employers by coordinating relevant vocational training to address the skills

shortages identified in the local labour market, particularly in the trades and services industries.

Since its launch in April 2005, the centre has attracted 348 members, assisted 226 to find jobs and facilitated 56 to undertake ongoing training.

St Marys Development Manager Judith Field said the centre had proven successful because of its focus on finding "local jobs for local people".

The Ropes Crossing Skilling and Employment Centre will also assist in co-ordinating 8,000 construction jobs and more than 5,000 ongoing jobs for local residents as a result of Delfin Lend Lease's new residential community at St Marys.

Employers and jobseekers interested in finding out more about the Skilling and Employment Centre and its services should phone Jan or Robyn on 9673 1225.



## Area Update



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

Well it is coming up to the middle of 2006 and you may think that the festive season is long gone, but think again! Penrith Valley is still the place to be with indoor and outdoor activities and events to suit everyone including The Wiggles, Judy Stone, sailing classes, markets and the Australian Brandenburg Orchestra. How's that for variety?

The Joan Sutherland Performing Arts Centre has performances throughout May and June. The Australian Brandenburg Orchestra, the Aurora Festival, Morning Melodies each month, the Penrith Symphony Orchestra and San Luis Obispo Symphony. If plays are your passion The Q Theatre's performances of Hotel Sorrento and Hitler's Daughter are a must to see. Contact the Joan Sutherland performing Arts Centre on 4723 7600 or [www.jspac.com.au](http://www.jspac.com.au)

The Sydney International Regatta Centre is abuzz with activities throughout May and June. Some of these include the NSW Masters Rowing Championships, The Penrith District Nitro Car 2.4hr Le Mans Race, Sailability Come and Try Days, the Rowing Australia Short Distance Omnium and the Australian Canoeing Selection Regatta. For a full list of events check out

their website: [www.regattacentre.com.au](http://www.regattacentre.com.au)

On Tuesday 13 June take along the kids to see The Wiggles in action at Panthers and Sunday 18 June is a must for all brides-to-be with the Bless the Bride Expo also at Panthers. Vicary's Winery Markets on the second Sunday of each month at Luddenham.

And don't forget the Model Park Open Days at Luddenham for a bit of fun. These are on the last Sunday of the month.

For those who want something a little more laid back take a tour on the Nepean Belle. Visit their website for details: [www.nepeanbelle.com.au](http://www.nepeanbelle.com.au)

Another place to sit back and relax is Mamre Homestead. You can listen to live music, meet local artists and receive free plant advice all while enjoying the beautiful ambience of this lovely old building. "Celebrating Sundays" at Mamre are held on the third Sunday of each month. Contact them on 9670 6178.

For information on these and any other events please contact The Penrith Valley Visitor Information Centre for further details. And remember to let us know if you have anything special coming up that we may be able to include in our regular What's On publication.

## Are seniors one of your target markets?

Are you interested in marketing your product or service to the seniors market?

Do you want to cost effectively promote your product or service to the seniors market?

If you answered yes to the above questions please give Vanessa Erskine a call on 4732 7782 to discuss a cost effective marketing opportunity that you can take advantage of.

The Retirement and Lifestyle Expo will be held later this year and it has been suggested that Penrith Valley exhibit at this expo. In order to do this we would need interested businesses to also get involved with this opportunity. This would mean that together we could share costs, promote our products and generate leads that could potentially lead to increased business for the area.

If you are interested please contact Vanessa so that she can register your interest.

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.

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