

Penrith Valley views



Edition 5
Monday 1st November 2004

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

PENRITH VALLEY SHOWCASED TO PEAK PROPERTY GROUP

On 21 October, Council hosted a meeting of the NSW division of the Property Council of Australia. The Property Council represents its sector to government and provides networking, training and industry intelligence to its members.

The Property Council was briefed on current city planning activities, including the City Centres review and the numerous urban release areas being developed over the next decade. This was followed by a bus tour of the City Centre, Penrith Plaza and the Joan Sutherland Performing Arts Centre. The tour also included a talk at Penrith Lakes by the Penrith Lakes Development Corporation. This was followed by lunch at the Regatta Centre and a quick visit to Penrith Whitewater Stadium where many members vowed to return and ride the rapids on their next visit.



Members of the property Council joined Penrith City Council representatives for lunch at the Regatta Kitchen and Bar

“Penrith Council did an excellent job of showcasing Penrith Valley to Property Council members,” said John Elvy, who is Chairman of both the Property Council and of the LJ Hooker Commercial Group. “It has opened the eyes of developers, agents and consultants and we look forward to working

with the Council to achieve its targets for employment and residential growth.”

The Chief Executive of the Property Council of NSW, Ken Morrison echoed Mr Elvy’s

sentiments. “Everyone who attended is already thinking of ways they can do more business in Penrith Valley.”

Penrith City Council’s General Manager, Alan Travers stated that “It is by working with such organisations that Penrith Valley will continue to grow and prosper. Already the feedback has been positive and we look forward to working with them closely in the future.”

M7 LINKS PUT ERSKINE PARK EMPLOYMENT AREA ON THE NATIONAL MAP.

The collaborative efforts of the Erskine Park Employment Area (EPEA) landowners and Council has paid off in a big way with the recent announcement by the State government to ensure the provision of land to enable the construction of the link road to the M7 Orbital.

The link road will provide an alternative access to the M4 Motorway and will also be the primary access to the new Motorway.

This strategic road work has significantly increased the competitive position of the business park making it a premier location for companies such as Bluescope Steel.

Comprising of 280 hectares of developable land, EPEA is already linked to the water and sewer networks courtesy of a one million dollar capital injection by Council to be recovered through developer contributions.

GLOBAL BUSINESS LOCATES TO PENRITH

Aco Polycrete Pty Ltd, a global company with subsidiaries in 28 countries, is locating to Emu Plains.

The company specialises in the supply of products to the construction industry and will employ up to 100 people.

ACO will manufacture polymer concrete

grated trench drainage systems and electrical cable jointing pits. They will assemble multipart access (man hole) covers and will fabricate mild and stainless steel access covers, trough and grating systems.

It has export markets in the Asia Pacific region.

AN OPEN DOOR TO INNOVATION

The Western Sydney Innovation Advisory Centre has opened its doors to anyone who has an idea. It's a free service for those who want confidential advice on what to do next.

As part of a two-year contract signed between the Penrith Valley Economic Development Corporation (PVEDC) and the NSW Department of State and Regional

Development, the Western Sydney Innovation Advisory Centre (WSIAC) will offer expert advice on a one-on-one basis and is open to anyone with ideas who wants to find out what to do next.

The WSIAC is located at the PVEDC office on Henry Street. To make an appointment, please call Jane Holdsworth on 4731 5711.

NEW ADVENTURES BUT... HE WILL BE BACK!

For the next six months Peter Lang has been seconded to help the International Links program which develops our international economic partnerships.

Peter will still be the contact person for the education and health project and for all enquiries relating to the use of the Penrith

Valley Brand. Vanessa will take over all remaining tasks and will be the key contact for the upcoming Central West newspaper supplement which, will be back and better than ever next March.

If you have questions about using the Penrith Valley brand contact Peter on 4732 7466.

Penrith City Council - Economic Development and City Marketing

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IMPORTANT NEW PUBLICATIONS RELEASED

On 23 September, the former Mayor, Councillor David Bradbury launched the 2004 editions of the *Penrith Valley Experience* and the *Penrith Valley Tour Ideas Kit*.

These two publications are the key promotional tools of Council's City Marketing program. The *Penrith Valley Experience* Visitors Guide is a joint venture between Council and Connex West Marketing & Publishing of Glenbrook and is supported by over 60 local advertisers. It is truly a co-operative marketing activity. One hundred thousand copies are distributed each year.

This years edition features new pictures of Penrith Valley which will encourage new visitors to experience the area.

While the *Penrith Valley Experience* is targeted to the general tourism market, the *Tour Ideas Kit* is aimed at the group and conference market. It presents attractions and hospitality options that are tailored towards the group market. A thousand copies are distributed to tour organisers, coach companies, conference organisers and other special interest groups.

Copies of these two publications are available from the Penrith Valley Visitor Information Centre on 1300 736 836.



Cr David Bradbury and Graeme Dubé with the new publication

SLAMFEST SET TO ATTRACT YOUTHFUL VISITORS TO PENRITH VALLEY



Planet X presented an exciting demonstration of freestyle moto cross (FMX) to the local business operators at the recent launch.

At the same function Councillor Bradbury also launched SLAMFEST.

SLAMFEST is a Council sponsored event that will be held on 5 December at the Sydney International Regatta Centre at Penrith Lakes.

SLAMFEST is targeted to males and females in the 15-30 age group.

It has been conceived as an extreme sports super event featuring world class wakeboarding, vertical skating, freestyle Moto X and Kiteboarding.

The event is being presented by Planet X who see SLAMFEST as being a "true summer festival event with live action from the best action sports athletes in the world". It is expected to attract thousands of visitors from outside the Penrith Valley area and the pre-event publicity will reach many more.

SLAMFEST is part of Council's vision of developing and attracting events which will attract people from outside the area to Penrith Valley, bringing economic and marketing benefits to the City.

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FREE PICTURES NOW AVAILABLE ON VISITNSW LISTINGS.

A picture is worth a thousand words, so if you're a tourism operator why not place your picture or icon on the Penrith Valley database through your State Tourism Data Warehouse (STDW) listing.

When someone looks on our Penrith Valley website and searches for accommodation, attractions, tours and events they can look at your details including your associations, facilities, rates and languages spoken and written.

Make your listing stand out in the crowd with a bright and attractive picture of your place. Log onto our website at www.penrithvalley.com.au and look at the

Quality Inn or Mamre Historical Homestead to see examples of how much difference a picture can make.

If you would like a picture attached to your listing free of charge please send Anthea a copy of your image so that she can update your listing. Please send to images.pentour@penrithcity.nsw.gov.au in a jpeg form.

If you need your listing updated at any time please let Anthea know so she can keep the information correct and up to date at all times.

This is just another way that you can help us help you.



Mamre Historical Homestead And Tearooms

Lot 1 Mamre Road, St Marys.

Mamre Homestead was built by the famous historical figure the Reverend Samuel Marsden in the 1820's. He was one of the first Colonial farm [more](#) ›

This listing has been taken directly from www.penrithvalley.com.au. It is a prime example of how a picture can really highlight your STDW listing

SYDNEY ON SALE UPDATE

This years Sydney On Sale attracted 6,120 visitors and 415 exhibitors (of which Penrith Valley was one).

Source: Travelweek Australia, August 18 2004, pg 13.

CENTRAL WEST CO-OP PROMOTION

Following on from the success of this years Central Western New South Wales newspaper supplement, Council is working with Rural Press to produce a similar lift out before the 2005 Easter Holidays.

This lift out will be distributed to a number of areas such as Dubbo and Lithgow and will encourage residents of those areas to visit Penrith Valley to experience our retail,

tourism, business and health services.

This market will travel! What is even better is that they will travel to Penrith Valley - We have the research to prove it. Ask us and we will share this research with you.

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.

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GOOD CUSTOMER SERVICE WILL IMPROVE BUSINESS

Every employee is involved in customer service. No matter where they work or what they do, they are part of the customer service experience.

If you pride yourself on being at the forefront of your industry, feel that effective customer service will provide you with a winning edge, you should consider investing in the "AussieHost" program which will enable your staff to deliver superior customer service skills at all times.

Providing superior customer service can help increase your repeat business and your referrals. Positive "word of mouth" is a cheap and extremely powerful form of marketing. In fact it's free - so at that



Effective customer service enhances the "experience" for customers.

price it is well worth the investment.

"AussieHost" is one program that is offered locally and aims to provide training on effective customer service.

An advantage of doing AussieHost is that it looks fantastic on your STDW listing if you can say that you are accredited with AussieHost.

To find out more about AussieHost and other customer service training initiatives in Penrith Valley contact Anthea Pearson on 4732 7671. Anthea is

interested in getting a group together to complete the AussieHost course. Call her to reserve your seat.

ANY OLD PVE'S LYING AROUND?

Do you have any of the previous edition Penrith Valley Experiences lying around your office?

If you do, and have packed them away so that you can distribute the current edition, let

us know. We will come and pick them up from your office and put them to good use.

Every single magazine helps. To arrange your pick up contact Vanessa on 4732 7782.

HAVE YOUR DETAILS CHANGED?

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

BIG EARNERS

The Sydney Convention and Visitors Bureau's most recent convention delegate study showed that convention and incentive delegates are our city's highest yielding tourists. They spend \$749 and \$991 respectively per day. This amount is made

up of accommodation, transport, shopping and sight seeing purchases.

Contact Vanessa to find out about joining our Conference Market Development Network.

Source: Travelweek Australia, August 4 2004, pg 4.

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**WHY NOT
ENTER THE
2005
WESTERN SYDNEY
INDUSTRY AWARDS ?**

The 2005 Western Sydney Industry Awards were launched on Wednesday 13th October by the Minister for Western Sydney, Diane Beamer.

The Awards are designed to recognise excellence and innovation in business. So, if you believe that your business is a success story, why not enter? An information flyer or entry kit can be obtained by contacting Kate Holt or by emailing the Office of the Minister for Western Sydney on ows@westernsydney.nsw.gov.au.

There are five major awards being offered in 2005 and, the program is no longer industry specific. Entering the awards is a great way of receiving positive exposure for your business. It is your opportunity to showcase what it is that you do well and to emphasise how you are striving to make improvements.

More importantly, by entering the Awards you are provided with opportunities to meet with other Penrith Valley businesses to extend your local business networks. As part of the Awards program a networking function is planned to be held in Penrith in November. If you would like to attend this networking event contact Kate on kholt@penrithcity.nsw.gov.au and ask to be kept informed of event developments.



Entering the Western Sydney Industry Awards is your businesses chance to be recognised for business excellence.

ARE YOU ON THE WORLD WIDE WEB?



If your business caters to people visiting Penrith Valley you should make use of the official tourism site for Penrith Valley - www.penrithvalley.com.au.

You can provide your customers with maps that will help them find your business and with details on what else they can do while in Penrith Valley by putting a link from your web site to www.penrithvalley.com.au.

This is just another way that you can provide your customers and potential customers with a little value added service that can help enhance the experience that they receive while utilising your product or service.

It is a quick and simple way of showing that in choosing Penrith Valley as their next destination your potential customers are going to have an experience they will never forget.

If you haven't already, check out Penrith Valley's official website and see what visitors are using to find out about Penrith Valley.

If you want more information on how you can make the most of your businesses involvement with Penrith Valley's official tourism website contact Vanessa on 4732 7782.

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PLANNING UNDERWAY ON NEW EMPLOYMENT ZONE

Planning has started for the development of the Dunheved Employment Precinct to serve the ADI site at St Marys.

This will be the first employment zone to be created in the new community, which will eventually host four employment areas plus three distinct village centres.

With the Dunheved Precinct expected to generate approximately 600 ongoing jobs for local people, it will be pivotal in achieving the employment target of over 5,000 jobs - or one job for every home built in the new community.

To date, the planning process has involved extensive consultation with the community, council, local businesses and key industry associations.

Council is now in the early stages of consulting with government, businesses, business groups and individuals in the local community to ensure that the needs of the region are considered. This includes examining aspects such as the current and future employment needs as well as training and infrastructure requirements.

The planning process will also aim to allow flexibility in lot sizes which will cater to a

larger variety of users.

The consultation will allow us to identify and attract the right types of businesses and industries that will benefit the local area. It is expected that the Precinct will attract industries such as light manufacturing and those businesses which will complement existing businesses in the local area.

While the planning is still in the very early stages, a number of businesses have already expressed an interest in locating to the Precinct.

We believe people are excited about what the project will deliver for the area and want to become a part of the community.

The Dunheved Precinct Plan is aiming for a mid 2005 adoption with civil works commencing in late 2005.

The Business/Industrial Park will incorporate industries targeting high density job creation. The continuation of an established industrial estate. Amenities to service and compliment both new and existing businesses and their employees.

First sales are planned to commence in early 2006.

WELL INTO THE FUTURE

The Werrington Enterprise, Living and Learning Precinct (WELL), comprises of land of approximately 670ha and is located south of the proposed University of Western Sydney Rail Station.

The future opportunities for the WELL Precinct have been formally recognised by Penrith City Council and other key partners. This group has collaborated to develop the

strategy for the WELL Precinct.

The project partners have identified the following objectives for the future of the Precinct. They are seeking to create a quality work, living and learning environment that delivers a viable and vital community that is energised by the interactions and synergies of the adjacent education, living and employment opportunities.

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TOURIST PRODUCT UPDATE

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

There are some new and exciting activities taking place in Penrith Valley.

To start with, Ripples St Marys has just celebrated its ten year anniversary. To mark the occasion Ripples opened the extension to the already fabulous gym. Why don't you come for a workout and then relax in the spa?

An outdoor experience not to be missed is the Penrith Lakes community fishing programme. This takes place on Tuesdays and Sundays at the Sydney International Regatta Centre.

Participating in this program is a great way to learn new skills while bonding with the family.

From now until the 2nd December 2004, the Penrith Regional Gallery and Lewers Bequest will be home to a provocative exhibition entitled "Rude Shock". It needs to be seen to be believed.

How good is this! Free day out — Planet X, Penrith Valley SLAMFEST. This takes place on Sunday 5th December from 11am to 5pm.

The event will showcase world class wakeboarding, vertical wind tunnel, pro blade sky diving, vertical skate, bmx, F1 boats, kite boarding and action moto x. Surely, this has to be the biggest action sports festival of the

summer. So, head out to the Sydney International Regatta Centre on Sunday 5th December for an extremely fun day. For more information on this event log onto www.penrithvalley.com.au. Go to the "What's On" page and click on the Planet X logo.



Over the last few weeks the Sydney International Regatta Centre has been busy staging "Cinema At The Lakes". This was a fantastic concept that allowed families the opportunity to watch new release movies in a very civilised and relaxing setting. It was fantastic to be able to laze on the grass nibbling on cheese, dip and crackers while watching the movies. Thanks Sydney International Regatta Centre, we really did enjoy it.

If your organisation has any new, interesting or seasonal family activities coming up let us know. Not only can we assist in directing visitors to your event, we can also promote it via the "What's On" page on the Penrith Valley website.

For more information on what exciting activities are happening in Penrith Valley contact the Penrith Valley Visitor Information Centre on 1 300 736 836.

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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