

Penrith Valley views



Edition 5
Monday 3rd December 2005



AMBITIOUS NEW PLAN WILL PROJECT PENRITH TO THE WORLD



Council recently adopted an ambitious new four year strategic plan which has given a new prominence to its role in Economic Development and City Marketing.

The new plan, which has been developed following the Council election earlier this year, builds on the achievements of past plans with more ambitious goals.

These include the seeking of a world renowned institution or event for Penrith, ensuring that Penrith Lakes becomes a principal Sydney attraction and that Penrith Valley is recognised as a vibrant, innovative and attractive city, distinguished from the rest of Sydney.

There is also a focus on developing industry clusters through understanding how businesses can work in collaboration with each other for mutual benefit.

The plan will now be developed into a detailed Management Plan which will come into effect at the beginning of the new financial year on 1 July 2005.

You can find the entire plan on the Council web site at
<http://www.penrithcity.nsw.gov.au/yourcouncil/index.asp?id=2817>

As the Management Plan develops we will keep you informed.



INTERNATIONAL LINKS VISIT



In November a delegation of Council representatives and Penrith Valley business people visited Fujieda and Matto City, Japan and Xi Cheng and Kunshan in China.

The purpose of this visit was to forge economic links with businesses in emerging markets. Of particular interest was a meeting between Council and the China Machinery Industry Federation in which the opportunity

for Penrith to provide language and skills training to their members was identified. The Federation is made up of over 70,000 other industry associations. If successful, this could be a major education coup for Penrith.

If you are interested in finding out how your business can tap into these emerging markets call Vanessa on 4732 7782.

WHAT'S INSIDE:

- * Meet the new member of the team
- * Some of the highlights from 2004
- * Did you know?

- * Central Western NSW
- * PVEDC's new Chairman
- * Free resources available

MEET THE NEW MEMBER OF THE TEAM.

Penrith City Council has recently appointed Arabella Perugini-Sheere to the position of Local Economic Development Program Officer.

Arabella has extensive experience in marketing, economic research and information management. She is a graduate of International Marketing with French from the University of Greenwich, London.

Arabella has worked as an Information/ Research Manager for Marsh UK Ltd and more recently as an Online Documentation/ Content Coordinator for KPMG in Sydney.

Arabella and her husband migrated from the UK in October 2002 and they now reside in the Blue Mountains.

Arabella will be a valuable addition to the Economic Development and City Marketing team.

If you would like to talk to Arabella about economic development issues give her a call on 4732 7647 and she will help you.



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A COST EFFECTIVE WAY OF REACHING CUSTOMERS IN 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 completed 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. As a result of this research Council has undertaken an integrated campaign to attract visitors and business people to Penrith Valley. This latest initiative is the next stage in this strategic approach.

In order to tap into this source market you may consider it beneficial for your business to become involved in Council's latest program, a full colour newspaper lift-out. The lift-out will appear in four newspapers in the Central West including the Dubbo Liberal and Western Advocate.

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.

As a business community we will prosper if we increase visits to our region from residents of the Central West.

If you require further information about the lift-out please contact Vanessa Erskine on 4732 7782 or Advertising Consultant Rochelle Cummings at the Dubbo Daily Liberal on 6883 2961.

PVEDC'S NEW CHAIRMAN

At the 2004 Annual General Meeting of the Penrith Valley Economic Development Corporation Ltd (PVEDC), Mr Steve Welsh, Managing Director of IMS Installations International Pty Ltd, was elected the new Chairman. Mr Welsh was elected by the Board of Directors after the resignation of Greg Evans.

Mr Welsh also Chairs the PVEDC's International Business Task Group.

Penrith Valley



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The other members of the PVEDC board are John Bateman, Steve Willingale, Gail Boyle, John Mullane, John Todd, Bruce McDonald, Dennis Rice, Freny Tayebjee, Frank Horwood, Clr Ross Fowler and Peter Onus.

Further information on the PVEDC's Board can be found at www.pvedc.com.au. Alternatively, to find out more about the activities of the PVEDC contact Jane Holdsworth on 4731 5711

HAVE YOUR DETAILS CHANGED?

If you have recently had changes in staff or if your contact details have changed let us know. This way we can get the information you need to you in a timely manner.

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

SOME HIGHLIGHTS FROM 2004



2004 was a fabulous year for Penrith Valley. Over the course of the year we launched a number of attractive Penrith Valley publications such as the Penrith Valley Experience and the Penrith Valley Tour Ideas Kit. Both of these had a wide circulation and helped the City Marketing team communicate the benefits of living, working, visiting and investing in Penrith Valley.

The 2004 Sir Ian Turbott lecture was also a success. David Bragden provided attendees with valuable information and all participants are looking forward to this years lecture.



Penrith Valley also hosted a number of significant events. Some of these included the IPWEA Conference, SLAM FEST and the Kayak Freestyle Pre World Championships.



All in all we had a great year. We received lots of media coverage via Sunrise, Sydney Weekender, 96.1 and WSFM. We look forward to working with you to achieve bigger and better things over the next 12 months. In the process of working together we will attract lots of visitors and businesses to Penrith Valley.

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PENRITH CITY COUNCIL JOINS THE AUSTRALIA INDIA CHAMBER OF COMMERCE.

Penrith City Council has recently joined the Australia India Chamber of Commerce based in the Sydney CBD.

The potential for local businesses to benefit from closer business links with this region is considerable as India becomes an increasingly important trading partner and potential market for a variety of consumer goods and services.

Our membership will help Penrith foster closer business links with this emerging market.

Penrith City Council, in partnership with the Penrith Valley Economic Development Corporation and the Australia India Chamber of Commerce, will be organising a seminar for Penrith Valley businesses that will inform local businesses about the export potential of this market. Details of this seminar will be published soon.

In the meantime if you want to find out more about this project or other economic development initiatives in Penrith Valley contact Bijai Kumar on 4732 7545. Or on bkumar@penrithcity.nsw.gov.au.

DO YOU HAVE A SPECIAL EVENT COMING UP?

You may not be aware but, here at the Penrith Valley Visitor Information Centre we produce a "Weekly What's On".

This is emailed and faxed to many organisations including the local and metropolitan media. We update the "What's On" on the Penrith Valley website weekly also. To check this out log onto www.penrithvalley.com.au and click on the "What's On" tab.

Other publications that we produce include the "Bi-Monthly What's On" and the "School Holiday What's On". These are mailed to interested parties, especially to parents who are looking for local activities for their kids.

So, if you have a special event coming up and you want help spreading the news drop us a line. You can contact us on pentour.penrithcity.nsw.gov.au, via 1300 736 836, or fax us your event details on 4732 7690.

FREE RESOURCE AVAILABLE NOW!

Have you ever gone on a sales call and thought that it would have been beneficial to have images to help illustrate why a perspective client should use your product or service?

Are you a new business owner in Penrith Valley who wants to know more about Penrith Valley's "river, mountains and lakes"?

Do you have an in house video channel? Would you like to provide guests with tourist information?

Penrith City Council has produced an information kit that is available, free of charge to local business owners. This kit contains a video, CD and promotional material depicting what makes Penrith Valley so unique. This free resource can help you attract people to your business

To get your free Penrith Valley kit call Vanessa on 4732 7782. Numbers are limited.

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PENRITH IS STILL BRANDED

Over the last few months numerous businesses have taken up the opportunity to incorporate the Penrith Valley logo into their business identity.

Businesses such as L J Hooker Commercial, Ripples, Seek Secretarial Services, Gelato On High, Mulgoa Quarries, Special Moments and McDonalds Emu Plains are already using the logo on their business brochures and stationery to great effect.

All it takes is a phone call to Marketing Officer Peter Lang and he will come out to your business and explain the benefits of using the highly identifiable Penrith Valley logo.

Peter will explain how your organisation can incorporate the 'Penrith Valley, river mountains lakes' logo on letterheads, cards and brochures and at the same time promote Penrith Valley to others as a great place to live, work, visit and invest.

According to City Marketing Supervisor Paul Page any marketing of Penrith Valley products and services will be more effective if local businesses use the Penrith Valley brand.

"To build economic prosperity in Penrith Valley we need to market the city outside of our immediate area. The more people who use the brand the greater the awareness, the greater the business," said Paul.

Many businesses including Penrith City Council already use the brand to great effect and the list is growing all the time.

"Having the logo on your business stationery and promotional material will clearly identify you as a member of the 'Penrith Valley family' and help market and promote our area to everyone you deal with," said Paul.

For more information phone Peter Lang on 4732 7466.



PENRITH VALLEY River Mountains Lakes

The Penrith Valley logo promotes Penrith Valley as a great place to live, work, visit and invest.

DID YOU KNOW?

Did you know that Penrith Valley's SLAM FEST received airtime on both Channel 7 and on Foxtel?

This means that thousands of people would have been made aware of Penrith Valley's unique aquatic recreation facilities. This is valuable airtime that will help the City Marketing team promote Penrith Valley as a great place to live, work, visit, invest and enjoy adrenalin pumped sports.

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AREA UPDATE

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

Penrith has a few surprises for us once again.

Recently, Penrith has had two spacious restaurants open their doors. These restaurants have exciting dishes to tantalise the fussiest of pallets. One is called Vaby's and is located on Mulgoa Road. The other is called Maddisons which is located on the corner of Lawson & Henry Sts.

To play it safe after any celebration and arrive home safely, ring Vic's Maxi Transport and book a service to and from your favourite restaurant on 0416 157 668.

An entertaining activity for all ages is a day at Adventure Golf. Enjoy a hit at the driving range or a game of mini golf. There are three fun courses with 36 holes that are wheelchair accessible. After you have a hit, relax and enjoy a drink at the Tee Off Café situated on site at Adventure Golf.

Are you health wise? YMCA is an excellent place to get fit and the programs will help you grow in body, mind and spirit. So come down and have a browse and see what suits you. They are located at 1 Pattys Place, Penrith.

Phone 4733 7388 for more information.

Our very own Penrith Regional Gallery & Lewers Bequest is a place of peace and tranquillity. A visit to any exhibition will be an eye opening experience. For future exhibitions visit their website www.penrithregionalgallery.org or call 4735 1100.



Come and join us in celebrating Australia Day on 26th January at the Sydney International Regatta Centre. There will be music, fun and laughter to be had. Entry is free! Call 4732 7688 for more information.

Last but not least, it's time to relax while watching a few good movies at The Lakes.

These will be shown on Saturday 1st, 8th and 15th January. For more details contact the Sydney International Regatta Centre on 4730 6790.

For more information on what is happening in Penrith Valley contact the Penrith Valley Visitor Information Centre on 1300 736 836. Feel free to drop in and check out the information available at the Penrith Valley Visitor Information Centre, Panthers carpark, Mulgoa Rd, Penrith.

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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