

Penrith Valley views

Edition 7
Monday 7th March 2005



Newsletter of Penrith City Council Economic Development and City Marketing Department



Big 2005 For Penrith Valley Economy



2005 is shaping up to be a big year for economic growth and the marketing of Penrith Valley.

GPC Electronics, Penrith's leading high technology business and one of Australia's largest electronics manufacturers will be expanding its plant and workforce over the next five years. At the end of that time GPC will be providing over 700 jobs in Penrith.

Blue Scope Steel is coming to Erskine Park, Penrith Plaza is undergoing major expansion and the new Waterside Green estate (see page 4) is underway. These are just some of the major developments that are occurring in Penrith Valley that will provide residents with positive employment and lifestyle options.

Extensions to the Joan Sutherland Performing Arts Centre are well underway and by the end of this year will be providing first class cultural activities and a leading venue for regional conferences.

The cornerstone of the City Marketing program is the *Penrith Valley Experience* visitors guide. This

is published on behalf of Council by Graeme and Vivian Dubé of Connex West and it is pleasing to report that Graeme and Vivian have just been re-appointed as Council's contractor. The sales campaign for the 2005 edition is about to get underway and if you are interested in advertising you can contact Graeme on 4739 6017.

This month we have co-ordinated a co-operative program to market Penrith Valley in Central Western New South Wales with a newspaper supplement being distributed in Lithgow, Bathurst, Orange and Dubbo. The newspaper supplement will be supported with television advertising that will encourage viewers to "Experience Penrith Valley".

We do hope that this edition of *Penrith Valley Views* will be of great interest and value to you. Please contact Vanessa Erskine on 4732 7782 if you have any feedback about anything that you read. Also, if you want to know more about the projects or topics discussed contact Vanessa and she will assist you in finding out more.

What's New:

- * How the Central West was won
- * Cost effective marketing opportunities for you
- * Construction begins
- * Penrith Valley—sporting hub of western Sydney
- * Thank you and farewell from Anthea
- * Local members help brand Penrith Valley
- * Did you know?
- * Area Update

Penrith businesses band together to attract visitors from the Central West

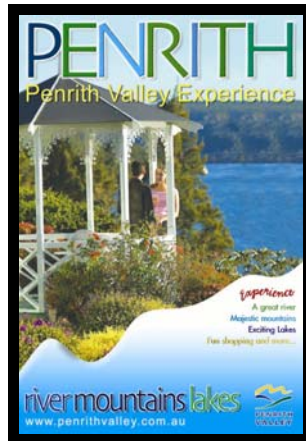
Extra, extra, read all about it—Penrith Valley is the ideal place to live, work, visit, invest and learn. This is the message that Penrith Valley is sending residents of Central Western New South Wales this month.

Penrith City Council has coordinated a strategic campaign in which Penrith Valley businesses are featured in a full colour newspaper supplement. Over 47,400 copies of this supplement will be read in Central Western New South Wales in the week commencing 7th March. The lift-out will appear in the following newspapers the Dubbo Liberal, Mailbox Shopper, Western Advocate, Lithgow Mercury and Central Western Daily.

To support the lift-out Penrith City Council will also be running television advertising. This will be aired week commencing 7th March and will run for three consecutive weeks. The television commercial will further reinforce the message that Penrith Valley is an ideal place to live, work, visit, invest and learn. Viewers will be encouraged to call the Penrith Valley Visitor Information Centre for more information.

This program came into being when Penrith City

Council uncovered through a market research project completed by C&R Research in June 2002 that residents of the Central West travel outside of their region for holidays, shopping, medical services, education and other business services.



Front cover of the Experience Penrith Valley newspaper supplement.

As a business community we will prosper if we increase visits to the region. This supplement and associated television campaign is just one of the programs that Penrith City Council has coordinated to help achieve this aim. We would like to thank the following organisations for supporting this cooperative marketing effort: Penrith Plaza, Quality Inn Penrith, Log Cabin, Penrith Whitewater Stadium, St Marys Town Centre Association, At

Home Penrith, Sydney International Regatta Centre, Nepean Shores, Panthers World of

Entertainment, Holiday Inn Penrith Panthers, Penrith Valley Economic Development Board, Simply Skydive, Tony Ferguson Chemist, Krispy Kreme Doughnuts and the Nepean Belle. Their support has enabled us to take our message to the Central West region.

If you are interested in taking part in future campaigns that target this region please contact Vanessa Erskine on 4732 7782.

Thank you and farewell from Anthea

I would like to say a big thank you to everyone. I have thoroughly enjoyed my time as a Visitor Information Officer at the Penrith Valley Visitor Information Centre. I have loved working in and promoting Penrith Valley, and my local community. I would especially like to thank Paul and the EDCM team for being so supportive. I have loved working within such a diverse and dynamic team. I resigned to undertake further study to become a primary school teacher. Sincere thanks and best wishes for the future.



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Cost effective marketing opportunities for you

If your organisation is interested in targeting the retirees or short breaks market then you should read on.

Penrith City Council is considering operating a stand at the 8th Sydney Retirement & Lifestyle Expo and the Short Breaks and Weekend Escapes Travel Show 2005. The Retirement Expo will be held on Friday July 22 to Sunday July 24 2005 at Rosehill Gardens Racecourse Event Centre. The Travel Show will be held on Saturday 14th and Sunday 15th May 2005 at the Newcastle Exhibition Centre.

If Penrith City Council is to appear at either of these expos it will be as a cooperative marketing effort. Therefore we are after expressions of interest from businesses that may be interested in appearing with us.

Your business can appear at one of these expos with Penrith City Council from as little as \$250 (plus GST). To find out more about how your business can get involved contact Vanessa Erskine on 4732 7782.

Local Members help brand Penrith Valley

Now it is easier than ever to pick up a Penrith Valley brand postcard and learn how to incorporate the Penrith Valley logo into your business identity.

The Penrith Valley brand postcard is now available to pick up from the offices of four of our local members who have come in behind the cause.

* Federal MP for Lindsay Jackie Kelly's office located on the corner of Tindale and Woodriff Streets in Penrith.

* Federal MP for Chifley Roger Price's office located shop 6, Roger Price Centre, 15 Cleeve Close, Mt Druitt.

* State MP for Mulgoa Dianne Beamer's office located Shop 26 St Clair Shopping Centre, Cnr Endeavour Avenue and Bennett Road, St Clair.

* State MP for Penrith Karyn Paluzzano's office located at Shop 11 Spotlight Centre, Station Street, Penrith

* State MP for Londonderry Allan Shearan's office located at Shop 12, 82 Victoria Street, Werrington.

After you pick up one of these informative postcards all it then 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 its business letterhead, cards and brochures and at the same time promote Penrith Valley to others as a great place to live, work, visit and invest.

For more information phone Peter Lang on 4732 7466.



Imagine the Penrith Valley brand on your business card or letter head.

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Construction of exclusive estate begins



An artists impression of what Waterside Green will look like from the air.

Penrith Valley's newest and most exclusive address, Waterside Green will offer views of Penrith Lakes and the Blue Mountains.

Waterside is currently being developed by Stockland opposite the Sydney International Regatta Centre and Penrith Whitewater Stadium on the corner of Castlereagh and Andrews Road in Cranebrook. The site will contain 694 dwellings, a mixture of vacant land, houses and apartments. Stage One is anticipated to be released to the market in mid 2005. A road network will also be developed in the waterside estate to encourage the use of public transport by local residents and future employees at the site.

Stockland's Nick Duncan, General Manager for Residential Estates NSW said; "We want to provide a buffer from the current employment area across the road and the residential area within Waterside Green, and secondly, we want to ensure it provides relevant employment opportunities."

The development is anticipated to be fully completed by 2010 with the first housing release due in mid 2005.

river mountains lakes

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

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Penrith Valley - The sporting hub of western Sydney

Penrith Valley is fast becoming ‘the sporting hub of western Sydney’.

The sporting focus for March and April is The Sydney International Regatta Centre (SIRC). From 7th – 13th March Penrith Valley will be abuzz when people from all over Australia converge on SIRC when it hosts the Australian Rowing Championships and Interstate Regatta. This is a major event for Penrith Valley as demonstrated by the fact that many of the local accommodation establishments are already fully booked.

Also happening in March is the NSW Police Games Cycling and Triathlon, NSW All Schools Triathlon, the AAGPS Boys Head of the River, and the NSW School Girls Head of the River. All of these events will attract large numbers of visitors.

Other events in March and April include the Australian Canoeing National Championships & Festival of Canoeing from Monday 21 – Thursday 31 March, NSW State Model Boat Championships Friday 25 - Sunday 27, The Dragon Boats NSW State Titles on Saturday 2 April and NSW Fly Casting Championships on Sunday 3 April, The National All Schools

Triathlon on Tuesday 5 - Thursday 7 April, The Rowing Australia National Selection Regatta Friday 8 – Sunday 17 April, The Trans Tasman Coarse Angling Challenge on Wednesday 20 & Thursday 21 April, The International Dragon Boat Festival and The National Coarse Angling Championships Saturday 23 and Sunday 24 April and The Sydney University Rowing Regatta 29 April.

Let’s not forget our Mighty Panthers who will be playing at home on Sunday 20 March at 3pm (Panthers v Roosters), Saturday 26 March at 5.30pm (Panthers v Dragons) and Friday 8 April at 7.30pm (Panthers v Storm).

These are only a few of the sporting events that Penrith Valley hosts throughout the year. For sports fans Penrith Valley is definitely the place to be.

The events mentioned are just the icing on the cake. For information on other events being held at SIRC contact 4730 6790 or check out their website www.regattacentre.com.au. Alternatively, give the Penrith Valley Visitor Information Centre a call on 1300 736 836 and ask about coming events.

Did you know?

A recent study by Sustainable Tourism CRC has found that the Australian Business Events sector is worth more than \$17 billion.

This sector incorporates meetings, incentives, conferences and events. The study also found that what motivated business event organisers and attendees was not “the opportunity to visit a new city/town” it was the “business and educational content of the conference program”.

We have set up a conference network to organise initiatives to tap into this lucrative market. If you would like to find out how you can get involved contact Vanessa on 4732 7782.

Insights, Tourism New South Wales Industry News, 21st Jan 2005.

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Area Update

Tell your friends and guests what's going on in

Shopping at Clover Fields is an experience to share with friends. There is an array of toiletries to chose from that come in the most magnificent of fragrances. Clover Fields' staff are friendly and professional and more than happy to deal with corporate enquiries. Clover Fields caters to groups, not the individual shopper so, it is essential that you ring to make an appointment. This can be done on 4732 1644.

Have you tried eating out at Chili's Restaurant? Well it's definitely an experience. The décor is South American with a bar that is so inviting you can imagine yourself sitting back sipping a Margarita.

There are a great variety of Texan & Mexican dishes to chose from. If you would like to dine at

this Penrith Valley restaurant you will need to get to 261 Mulgoa Road, Penrith.

Until 27th March you will be able to catch "The Taming of the Shrew" at Regatta Park. That is on the west side of the Nepean River just off River Road, Emu Plains. Come and enjoy this joyous comedy as you picnic by the banks of Penrith's iconic Nepean River. Tickets are by donation. Contact 4722 2943 or mail@actingfactory.com for more information.



For more information on "What's On" in Penrith Valley contact the Penrith

Valley Visitor Information Centre on 1300 736 836.

Put Sydney On Sale in your diary

Sydney on Sale, Australia's leading business events show will be on the 14th & 15th July 2005. This event is being held at the Sydney Convention and Exhibition Centre, Darling Harbour.

In coming additions we will be outlining a cost effective manner in which Penrith Valley businesses can exhibit at Sydney On Sale.

If you would like to register your interest contact Vanessa on 4732 7782.

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.

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