

# EXECUTIVE SUMMARY

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## EVENTS ARE WOVEN INTO THE CULTURAL FABRIC OF PENRITH AND WILL BE INTEGRAL IN THE CITY'S GROWTH OVER THE NEXT FIVE YEARS.

The Penrith Events Strategy 2020–2024 is an initiative of Penrith City Council to ensure events effectively strengthen the city's cultural personality and identity, increase community connection and grow overnight visitor spend.

Game changing developments in Western Sydney are fuelling a once-in-a-generation transformation of the city. This Strategy will position Penrith to grow and shine as a host of major and iconic regional events and supporter of community events.

Core to the Strategy is a 10 year vision, five year mission and associated objectives that set the agenda for the Council, our local community and tourism industry. Practical strategies and their associated actions map out the steps to maximise outcomes. A best practice framework for events selection provides a transparent decision making tool to guide the Council in creating a balanced and sustainable portfolio of art and culture, sports, business and community events.

### 10 YEAR VISION

Penrith's events portfolio reflects and celebrates the city's spirit and personality, creates compelling reasons for visitors to stay and explore, enhances our community's pride and connection, and contributes to a thriving economy.

### 5 YEAR MISSION

Over the next five years, our local community, tourism industry, and Penrith City Council will establish robust foundations to enable Penrith to develop to its full potential as a regional events destination.



### OBJECTIVES

1.  
Grow our city's identity  
and appeal as an event  
destination

2.  
Maximise the economic  
and social benefits

3.  
Optimise resources

## STRATEGIC PRIORITIES

OBJECTIVES	1. Grow our city's identity and appeal as an event destination	2. Maximise the economic and social benefits	3. Optimise resources
STRATEGIES	1.1 Support Major Events that showcase Penrith's unique qualities, activate city precincts and resonate with target markets	2.1 Increase the economic contribution from event visitors	3.1 Enhance Penrith's reputation as an event-friendly city
	1.2 Develop a sustainable calendar of regional homegrown events	2.2 Activate the city and event precincts as a city-wide experience	3.2 Build the capacity and capability of event organisers and volunteers, and increase resource efficiencies
	1.3 Build Penrith's reputation as a centre of excellence for sporting events and sports tourism	2.3 Increase the Return on Investment (ROI) from tourism and community event support	3.3 Foster stakeholder collaboration in event planning, acquisition and marketing
	1.4 Develop and support events that engage and build capacity and connection within local communities	2.4 Increase the impact of event marketing	3.4 Enhance key event infrastructure across the city to support growth
	1.5 Leverage new and existing business precincts and Western Sydney airport to attract business events	2.5 Foster responsible event management	3.5 Create the right internal environment