



PENRITH

DISCOVER LIMITLESS
OPPORTUNITIES

Cover: River Road Reserve, Emu Plains

Penrith's unique balance of city and nature is our biggest differentiator and biggest opportunity. Here there is room to move and space to grow.

We believe anything is possible in Penrith.

As an officially recognised Regional City, Penrith is a vital hub for regional business, employment and logistics. We boast a highly skilled, industrious workforce, great accessibility, affordable land, sound infrastructure and a great lifestyle. This is bolstered by a fresh brand and a bold vision for the city.

Things are happening in Penrith and they are happening fast.

The time to be a part of it is right now.

We welcome you to join us and make your mark in Penrith.

MAKE YOUR MARK

PENRITH IS MAKING ITS MARK
AS A PLACE OF LIMITLESS
OPPORTUNITIES.

A THRIVING CITY WITH
THE SPACE, THE PEOPLE
AND THE VISION TO MAKE
THINGS HAPPEN.

A CITY WHERE IMPRESSIVE
URBAN AMENITY IS BALANCED
WITH STRIKING
NATURAL BEAUTY.

A PLACE THAT IS OPEN
TO NEW IDEAS, NEW PEOPLE
AND NEW WAYS OF
DOING THINGS.

A PLACE WHERE THERE IS
GREAT POTENTIAL YET TO BE
TAPPED. A PLACE WHERE YOU
CAN TURN YOUR BIG IDEAS
INTO A REALITY.

“
PENRITH IS THE
CENTRE OF
DEVELOPMENT
IN SYDNEY.
”

Leigh Hartog
Managing Director
JK Williams

Penrith is here

OUR PEOPLE

Diverse, industrious, entrepreneurial, Penrith people share a strong community spirit which permeates not just how we live but also how we do business.

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OUR LIFESTYLE

Fresh air, open space, a family-friendly environment and a lower cost of living are just some of the advantages of the Penrith lifestyle.

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OUR SPACE

In Penrith there is the space to grow and to make your mark. The balance of rural and urban areas is what makes us different and shapes our identity.

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OUR ECONOMY

Our robust and dynamic local economy makes Penrith a leader in driving growth and transformation in Sydney's Greater West.

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OUR FUTURE

Penrith isn't waiting for things to happen. We are ambitious with a far-reaching vision for our city.

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Station Street, Penrith

Penrith is an important regional hub – home to 184,681 residents with a catchment population of 500,000.

OUR PEOPLE

**DIVERSE, INDUSTRIOUS
AND ENTREPRENEURIAL. IT'S
NOT JUST THE PLACE THAT MAKES
PENRITH GREAT, IT'S THE PEOPLE.**

**PENRITH HAS A PROUD COMMUNITY
SPIRIT, WHICH PERMEATES NOT
JUST HOW WE LIVE BUT ALSO HOW
WE DO BUSINESS. PARTNERSHIP,
OPENNESS AND POSITIVITY
ARE WHAT DRIVE US TO SUCCEED
IN ALL AREAS OF WHAT WE DO.**

“

Penrith provides us with the strategic advantage of being based in Sydney's growing market. With the growth in land development and public infrastructure projects in the North and South West of the city, and support from both State and local government, we are able to be where the business opportunities are but also keep our cost base down because of lower operating and labour costs.

”

*Wayne Young
Managing Director
J. Wyndham Prince*



People who live in Penrith want to work in Penrith. They want to be a part of the community not just as a resident but also a part of the local economy. Our large and skilled resident workforce and broad regional catchment means that finding the right staff with the right attitude is easy and efficient.

As home to the University of Western Sydney and Western Sydney Institute of TAFE, the region boasts excellent training and workforce development facilities. These institutions produce a strong talent pool for recruitment, research and development, and collaboration between business and academia.



PROFILE J. WYNDAM PRINCE

For the past 30 years J. Wyndham Prince has run its successful consulting civil infrastructure engineers and project management company from Penrith.

Specialising in land development, roads and traffic infrastructure, stormwater and environment projects, the company has strategically positioned itself to grow by serving the land development and infrastructure needs of Western Sydney's growing population.

With clients including Australand, Landcom, the NSW Department of Planning, Norwest Land, AV Jennings, Stockland and Penrith Panthers, J Wyndham Prince has worked on lucrative residential and industrial development projects including the redevelopment of the former Lidcombe Hospital, Waterside, Greenway Park, Mulgoa Rise, Jordan Springs and The Ponds.

The company has also delivered significant road and traffic infrastructure projects for the Roads and Traffic Authority, Penrith City Council and Blacktown City Council.

Wayne Young, managing director at J. Wyndam Prince cites access to Penrith's "massive" skilled labour work force and strong business community as an ingredient for success. The University of Western Sydney provides the business with access to a pool of civil engineering graduates and interns, many of who are local residents and attracted to the opportunity to live and work close to home.

There is also an inherent loyalty in the business community and, according to Wayne, a good network through the local Chamber of Commerce.



Left: Jessica Fox, Olympic Silver Medallist in Canoe Slalom London 2012. Council's decision to develop the Penrith Whitewater Stadium has resulted in the construction of one of the world's best facilities to train, race or play. Canoe slalom was included in the Sydney 2000 Olympic Games.

Centre: Swimmers at the Sydney International Regatta Centre.

Right: Warren Wilson, Group Chief Executive, Panthers Group.

• **83,465**
Employed local residents

• **30,793**
Work in Penrith

• **52,672**
Travel outside of the City each day to work



The Joan Sutherland Performing Arts Centre, Penrith

Just one of the many local institutions producing and presenting dynamic cultural, arts and educational programs for the people of Penrith, Western Sydney and beyond.

OUR LIFESTYLE

**PENRITH IS FUELLED
BY A GREAT LIFESTYLE AND
CLOSE-KNIT COMMUNITY.**

**HERE IS WHERE WORK-LIFE
BALANCE CAN BE A REALITY
– NOT JUST A DREAM.**

**HERE IS A PLACE WHERE
YOU CAN ENJOY A RELAXED
RURAL LIFESTYLE AND STILL
HAVE ALL THE BENEFITS OF
LIVING IN A CITY. FRESH AIR,
OPEN SPACE, A FAMILY-FRIENDLY
ENVIRONMENT AND A LOWER
COST OF LIVING.**

“

I can't think of another place in Australia that offers what we have here – almost 2,000 acres of farmland within 50 minutes drive of Sydney's CBD via the M4. And we're just 10 minutes drive from Penrith, which is a city in its own right with everything we need in terms of shopping, facilities, schools and entertainment.

”

*Brenda Tripp
Owner
Fernhill Estate*



It's the lifestyle and the opportunities Penrith offers that attracts people to live, work and do business here.

The Penrith community enjoys the benefits of great schools, leading health facilities and major regional shopping centres. The region also offers a range of housing choices from central CBD living to acreage properties in rural areas.

With a strong sporting culture we also embrace the arts, entertainment and outdoor adventure. Some of our community's favourite attractions also make Penrith a great place to visit. They include Penrith Panthers, Sydney International Regatta Centre, Penrith Whitewater Stadium, The Dame Joan Sutherland Performing Arts Centre and Penrith Regional Art Gallery – just to name a few.

PROFILE FERNHILL ESTATE

In 2012, one of Sydney's most iconic heritage properties – Fernhill Estate – was sold for a record-breaking \$50 million.

Located south of Penrith City, the Estate's colourful 200-year history has included farming, winemaking and horseracing. Now the new owners, Simon and Brenda Tripp, are determined to bring it back to its former glory.

Before moving from Terrey Hills on Sydney's northern beaches to Penrith, the Tripp family searched far and wide for a property to suit their lifestyle dream. Ultimately, they wanted to enjoy the “best of both worlds” in a rural setting, but still be living in the Greater Sydney area.

“I can't think of another place in Australia that offers what we have here – almost 2,000 acres of farmland within 50 minutes drive of Sydney's CBD via the M4. And we're just 10 minutes drive from Penrith, which is a city in its own right with everything we need in terms of shopping, facilities, schools and entertainment,” said Brenda.

As successful businesspeople, Simon and Brenda also see the commercial potential of the region. Their ambitious plans for Fernhill include the establishment of a leading equestrian centre with Olympic level coaching and a venue for hosting equestrian events, corporate and private functions, picnic races, festivals and charity and sporting events. Other possible options include the development of an on-site microbrewery, a rugby field, recording studio, accommodation and restaurant, and location services for film and photo shoots.

“Originally we were just looking for somewhere with the space to create an equestrian centre, but once we arrived we were blown away by the opportunity for growth here. With a large and growing population and easy access from Sydney, there's scope to do so much more than we imagined,” Brenda said.



PROFILE ROSS DOBSON, CHEF AND OWNER, THE UNION RESTAURANT AND CAFÉ AT LEWERS

After 25 years working as a chef at a number of Sydney's upmarket inner-city restaurants, Ross Dobson returned home to Penrith to open his popular Café at Lewers at the Penrith Regional Gallery, and most recently The Union tapas and wine bar.

A best-selling author, Ross has cookbooks to his name and is a huge supporter of local food producers from what he calls the “food basin of Sydney”.

When Ross opened Café at Lewers he brought café culture to the area and the locals are lapping it up. He says that the success of his café and tapas bar proves that Penrith is developing a more “urbane” culinary style. Weekend visitation numbers to Penrith Regional Gallery have also tripled since Café at Lewers opened inside the venue.

As a small business owner, Ross believes Penrith is a great place to invest in. “After moving back here I was surprised by how much opportunity there is and it's just a matter of time before that potential is realised,” Ross said.

Left: Winning acclaim as a Sydney 2000 Olympic venue the Sydney International Regatta Centre has evolved to become a popular sporting, corporate and social venue, staging over 400 events each year and attracting almost half a million visitors annually. It boasts one of the world's only 4km straight rowing courses and will host the Sydney International Rowing Regatta in 2013 and 2014.

Right: Ross Dobson, chef and owner, The Union Restaurant.



OUR SPACE

IN PENRITH THERE IS
THE SPACE TO GROW AND
TO MAKE YOUR MARK.

THE BALANCE OF RURAL
AND URBAN AREAS IS WHAT MAKES
US DIFFERENT AND SHAPES
OUR IDENTITY.

LOCATED ON THE EDGE OF
THE WORLD HERITAGE LISTED
BLUE MOUNTAINS NATIONAL PARK
AND BRIMMING WITH NATURAL
BEAUTY, WE ARE JUST 54KM
FROM SYDNEY'S CBD.

“

Penrith is unique in that it has a rural feel with strong links to the lower Blue Mountains and rural New South Wales, but is very much part of Sydney. It offers the open space and lifestyle that people are looking for and that lifestyle was important to us in positioning Jordan Springs.

”

Arthur Illias
Regional Development Manager
Lend Lease



Left: 'Box Kite' public artwork at Thornton by Milne & Stonehouse. © UrbanGrowth NSW

Centre: Victoria Bridge, over the Nepean River, Penrith.

Right: Allan Noble, managing director, Sun Masamune, manufacturer of Go-Shu sake.



PROFILE JORDAN SPRINGS LEND LEASE

When Lend Lease made the decision to invest in the new \$600 million master-planned Jordan Springs development they knew it would be a success. But even Lend Lease was surprised when within three years of the first house and land packages being released, Jordan Springs became Sydney's fastest selling residential community.

Lend Lease Regional Development Manager, Arthur Illias, attributes the project's success to its location in the heart of the Penrith Valley and its unique blend of rural and city living.

“Penrith is unique in that it has a rural feel with strong links to the lower Blue Mountains and rural New South Wales, but is very much part of Sydney. It offers the open space and lifestyle that people are looking for and that lifestyle was important to us in positioning Jordan Springs,” Arthur said.

Upon completion, Jordan Springs will be a community of 2,500 homes for around 6,500 residents.

PROFILE GO-SHU AUSTRALIAN SAKE SUN MASAMUNE

For more than 16 centuries, the production of traditional rice wine (sake) has been an honoured part of traditional Japanese culture. For Penrith-based company Sun Masamune, the art of sake manufacturing is the essence of a successful export business.

Owned by Konishi Brewing Co. Ltd - renowned in Japan for their Shirayuki brand, Sun Masamune became the first sake brewing operation in Australia in 1988 when it began testing a small brewing plant at Leeton in NSW with the Rice Growers Co-operative.

After eight years of planning, product development and investment negotiation, the company started its commercial operations when it opened its purpose-built facility in Penrith in 1996.

Managing Director of Sun Masamune, Allan Noble, says that the decision to move to Penrith was made easy for investors by the “very business-like approach” of the Council during the development application process. But essentially the decision was all about “location, location, location”.

“It's all here,” says Allan. “We're supported by good infrastructure, are very close to Sydney's geographic centre of Parramatta and the M4 and our suppliers from Leeton in Central West NSW don't have to hit traffic when they come down the mountains.”

The brewery currently produces about one million litres of sake a year, of which about 80 per cent is shipped to Japan on bulk and bottled for the Japanese market and other markets including the USA and South Korea. The remainder is bottled in Australia for local consumption and export to nearby South Pacific countries and China.

• **404 KM2**
Penrith covers 404 square kilometres

• **80%**
80% of the City is rural and rural-residential

• **2013**
The new Local Environment Plan on exhibition



Go-Shu Sake Brewery, Penrith

Japanese tradition and technology meets
the Penrith entrepreneurial spirit and the best
of what our natural environment provides.

OUR ECONOMY

PENRITH IS A LEADER IN DRIVING GROWTH AND TRANSFORMATION IN SYDNEY'S GREATER WEST.

OUR ROBUST AND DIVERSE LOCAL ECONOMY IS BUILT ON THE STRENGTH OF OUR STRATEGIC LOCATION, CONNECTIVITY, INDUSTRIOUSNESS AND INVENTIVE CULTURE.

“
Based in Western Sydney we are strategically placed to not only enjoy the luxury of space. We are also blessed to be surrounded by leading academic organisations and a community providing us with highly skilled staff.
”

*Paul Brennan
Managing Director
ASP Group*



With numerous major infrastructure projects in the pipeline to meet the demands of our fast-growing region, Penrith is a focal point for regional transport, jobs and services.

As a Regional City and the principal gateway to Sydney from Western NSW, Penrith is geographically positioned to service both the North West and South West Growth Centres. The City's catchment is estimated to extend to 900,000 people over the next two decades.

Penrith's manufacturing and retail trade sectors continue to prosper as new and emerging sectors such as health and education thrive. The development of the Penrith Health and Education Precinct is part of the Penrith Economic Corridor that enhances the region's position as one of Sydney's prime investment locations.

Other key industry growth areas include:

- Advanced manufacturing
- Transport and logistics
- Professional business services
- Knowledge sector

The region enjoys excellent transport services including direct train links to Sydney's CBD, regular bus services, and access to major roads and highways including the M4, Great Western Highway and M7. This accessibility makes it a major hub for distribution of freight throughout Australia.

In Penrith, global enterprise is as equally at home as small business. Versatile spaces, attractive commercial office rents and labour rates make the cost of doing business in Penrith highly competitive.

Whatever the size of your organisation, our business community is strongly supported by Penrith City Council and initiatives such as the Penrith Business Alliance, along with the Chamber of Commerce, City Centre Association and the Business Enterprise Centre.

PROFILE ASP GROUP

Located in St Marys, ASP Group is one of the oldest plastic manufacturers in Australia and a leading supplier of equipment to the healthcare sector. Its success is also symbolic of the industrious business community and inventive culture that thrives in Penrith.

The company started producing springs in 1960 before moving into plastics manufacturing in 1971. Since then, the ASP Group has expanded into other sectors, product lines and overseas markets on the strength of its ability to continuously innovate, acquire new businesses and develop successful partnerships with academia and government.

From humble beginnings in Penrith, ASP now has over 160 products being widely distributed into more than 39 countries. Growth in this sector also saw the company open a business in the UK in 1999 to support initiatives being launched by the UK National Health System. On top of its UK operations, in 2006 ASP started exporting to the US and despite the global financial crisis and increased competition from Asian manufacturers, has thrived.



Left: North Penrith Commuter Car Park

This great asset helps take cars off the road by making it easier to use public transport and addressing the high demand for parking around Penrith's CBD.

The project was jointly funded by the State and Federal governments and Landcom.

Right: Pool cleaners designed and manufactured by ASP Plastics in St Marys.

• **Penrith Business Alliance**

As one of the fastest growing cities in Australia, Penrith is increasingly capturing the attention of potential investors from around the country and across the globe.

In response, the Penrith Business Alliance (PBA) was established to support investors and plan the growth of key industry sectors and development opportunities – such as Werrington Park Corporate Centre and The Penrith Progression CBD revitalisation.

By establishing international business linkages between Penrith businesses and potential investors in China and the Republic of Korea, the PBA has also helped create export and trade marketing opportunities for a number of Penrith businesses.

penrithbusinessalliance.com.au

• **Globally connected**

As one of the first 40 National Broadband Network (NBN) rollout sites in Australia, Penrith has the opportunity to gain a head start on the benefits the digital economy will bring to our already thriving economy.

According to experts, what differentiates Penrith from other NBN rollout sites is its desirable location within Greater Sydney, its large population and skilled workforce base.

“The growth of its digital economy will not only attract the interest of investors, but create new opportunities and revenue streams for businesses in the region which just weren't possible before,” said CEO of Attentive Consulting, Sam Austrin-Miner.



The Union Restaurant, Penrith

Showcasing the best of local food producers and Penrith café culture in the heart of the CBD.

OUR FUTURE

**PENRITH ISN'T WAITING
FOR THINGS TO HAPPEN.**

**WE ARE AMBITIOUS AND HAVE
A FAR-REACHING VISION FOR
OUR CITY. THIS VISION WILL
SUPPORT THE ASPIRATIONS OF
NEW BUSINESSES, WORKERS
AND RESIDENTS COMING
INTO THE AREA.**

“

Penrith has a highly skilled workforce and the ability to attract the kind of investment that will generate high-tech jobs through innovation in other areas such as agriculture, food security, sustainability, technology and innovation. Werrington Park will play a significant role in unlocking these exciting opportunities.

”

*Dr Andy Marks
Government Relations Manager
University of Western Sydney*



Penrith has the people, the institutions and the leadership ready to support your business and investment.

Major development projects across a diverse range of sectors are transforming the city. Projects already in the pipeline include:

- Penrith Health and Education Precinct
- Panthers Redevelopment
- Werrington Park Corporate Centre
- Erskine Business Park
- The Penrith Progression
- Residential developments including Jordan Springs, Thornton, Caddens, Waterside
- Penrith Lakes Development

Now is the time to invest in Penrith.

Be a part of this unprecedented growth and make your own mark.



PROFILE WERRINGTON PARK CORPORATE CENTRE

The University of Western Sydney's (UWS) Werrington South campus will be home to the \$29.5 million Werrington Park Corporate Centre – an innovative health, communications and engineering employment hub for Penrith and Greater Western Sydney.

Due for completion in 2015, the project is being delivered by a consortium between UWS, the Penrith Business Alliance and Penrith City Council with co-funding provided by the Federal Government's Suburban Jobs Program.

As a connected innovation community, it will also create vital employment and networking opportunities in the heart of one of Western Sydney's fastest growing regions. Over the next 20 years, the Werrington site will have the capacity to generate an expected 6,000 "knowledge jobs of the future" in areas such as health, education, engineering, digital communications, media and the arts.

According to Government Relations Manager at UWS' Division of Corporate Strategy and Services, Dr Andy Marks, Werrington Park is just one example of what is possible through partnerships between the private sector, government and academia.

"By providing access to world-class research, market intelligence and cutting edge innovation the University is working with local businesses to optimise their productivity and heighten economic growth throughout the region," Dr Marks said.

PROFILE PANTHERS PENRITH REDEVELOPMENT

Panthers has long been an important contributor to the region's economy and social fabric. The Club currently employs 550 people and delivers an estimated \$60 million in terms of direct expenditure, salaries and the purchase of equipment and good and services from local providers.

In 2012, Penrith City Council endorsed the Panthers Group proposal to rezone the 50-hectare site for the development of an integrated entertainment, leisure lifestyle and sporting precinct. Plans for the \$850 million development include a hotel, conferencing and events space, indoor sporting and community facilities, shopping, entertainment, work spaces, a variety of living options, parks and other recreational opportunities.

Panthers will develop some of the projects and seek joint-venture partners to deliver on other aspects of the project. It is predicted that the development will generate 5,000 jobs during construction and 2,100 full-time equivalent jobs on completion.

Left: Penrith of the Future – some residents have imagined an innovative green city with fountains, canals and reflection pools that bring the Nepean River's cooling quality into the heart of Penrith Central Business District.

Artist Impression Jane Street. Penrith, extract from, The Future of Penrith/ Penrith of the Future, 2011. Image courtesy and © Campement Urbain.

Right: Panthers Penrith site.

THANK YOU

PENRITH CITY COUNCIL
WOULD LIKE TO THANK THE
FOLLOWING PEOPLE AND GROUPS
FOR THEIR CONTINUING SUPPORT
AND CONTRIBUTION TO THE
GROWTH OF PENRITH.

- ASP Group
Fernhill Estate
JK Williams
J Wyndham Prince
Landcom
Lend Lease
Panthers Group
Sun Masamune
The Union Restaurant and Café at Lewers
University of Western Sydney
- Penrith City Councillors
Penrith City Council staff
Penrith Business Alliance
Penrith Valley Chamber of Commerce
Penrith City Centre Association
Penrith Performing & Visual Arts
Business Enterprise Centre
Business communities in Penrith and St Marys
Community and sporting sectors
Culture and arts sectors

