



PENRITH

THE EDGE OF TOMORROW

NEW WEST
PENRITH CITY COUNCIL

PENR



MAYORAL MESSAGE

We are inviting you to be part of the leading centre of opportunity in Western Sydney.

Penrith is a region on the rise and we are looking to work with innovative partners to create a bigger and bolder future together.

We have the space to thrive and can offer large, greenfield sites on the doorstep of the new Western Sydney Airport as well as city centre opportunities.

If you want to be at the forefront of Western Sydney's progress and possibility, now is the time to act.

Base yourself in a place surrounded with natural beauty, a place where community pride runs deep and where working hard is part of our DNA.

We are the edge of tomorrow - join us.

**COUNCILLOR ROSS FOWLER OAM
MAYOR OF PENRITH**

Cover image by Brett Pascoe: Yandhai Nepean Crossing, Emu Plains.

The logo consists of the letters 'I', 'T', and 'H' in a stylized, white, outlined font. Each letter has a solid white circle at its top or bottom end, giving it a modern, rounded appearance. The background is a scenic landscape of rolling hills and a river at sunset, with a gradient from blue to orange.

We are the **New West**

A city of pride and progress; a region of opportunity, connected to the markets and infrastructure of tomorrow.

Penrith is the lifestyle and economic heartland for the new Western Sydney Airport and Aerotropolis. We are advancing industry and employment with unrivalled liveability, skilled workers and natural attractions.

Home to big skies and bold vision, framed by the beauty of the Blue Mountains and Nepean River, we are a region on the rise and a city of transformation united by creativity, ambition and adventure.

Here, community spirit runs deep. Proud of who we are and where we're headed, we work shoulder to shoulder to achieve more in business, education and in life. Because standing together is what stands us apart.

Welcome to the Edge of Tomorrow



PENRITH
IS THE **EDGE OF**
TOMORROW



FUTURE

Establish yourself in one of the largest and most connected regions in Australia.

Pages 5-6

WORKFORCE

Young, ambitious and hardworking, Penrith is a skilled, educated and growing community.

Pages 7-8

CONNECTED

Penrith will be one of the most connected cities in Australia, situated at the centre of Australia's most significant economic corridor.

Pages 9-10

SPACE

In Penrith there is space to grow with large greenfield sites at the entrance to the new Western Sydney Airport and opportunities in established city centres.

Pages 11-12

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.

Pages 13-14

AIRPORT

Penrith is the true gateway to the Western Sydney Airport and will be the first city fully connected by road, rail and bus when it opens.

Pages 15-16

COLLABORATION

Relationship focused, we seek innovative and collaborative allies who share our vision for the future.

Pages 17-18

OPPORTUNITY

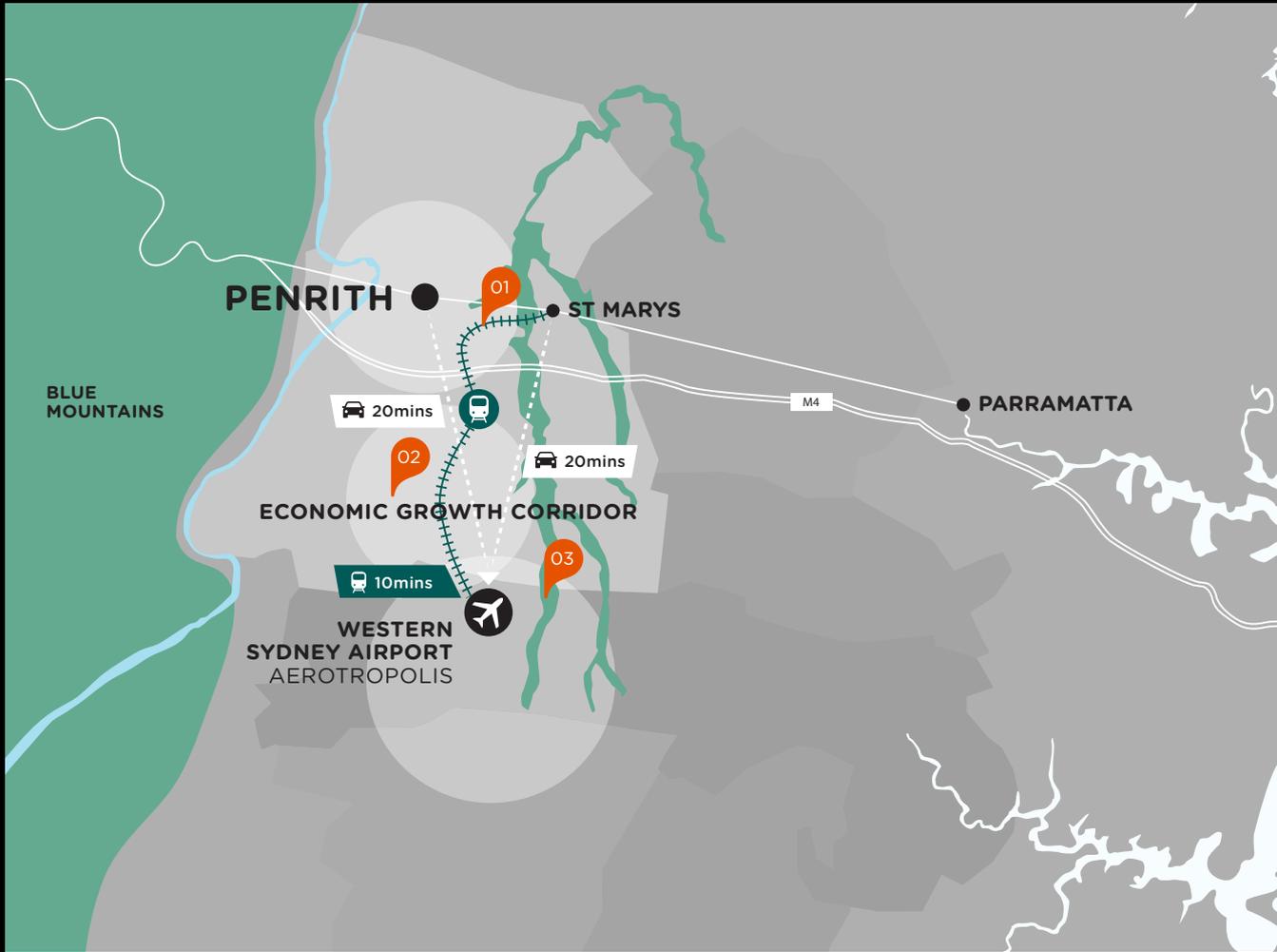
Penrith has opportunities abound with 4000ha of available land at the entrance to the Western Sydney Airport and another 1500+ha of land close to established city centres.

Pages 19-24

GET AHEAD NOW

Now is the time to secure your place at the Edge of Tomorrow.

Pages 25-26



UNTAPP POT



FUTURE

Penrith is the leading edge of Western Sydney's future.

Uniquely positioned between the north-west and south-west growth centres, and at the gateway to the new Western Sydney Airport and Aerotropolis, Penrith is poised to capitalise on increasing growth over the coming decades.

The availability of land and our youthful, fast growing workforce, combined with massive Government investment in rail, road and air transport, create endless potential for visionary businesses and investors. Affordable, growing and connected, Penrith is where tomorrow's leaders know they need to be.

Lead the future of **Penrith New West** with us.

01 | NORTH SOUTH RAIL LINK - STAGE 1

North South Rail will connect St Marys to the Western Sydney Airport and Aerotropolis from day one of operations. At St Marys it will connect into the main T1 Western line providing easy access to Sydney and the NSW's Central West.

02 | NORTHERN GATEWAY PRECINCT

The Northern Gateway Precinct offers 4000ha of available land next door to the new Western Sydney Airport. All fields of enterprise are set to prosper with five super sectors identified as significantly capitalising on the expansion and transformation of this area in our region.

03 | SOUTH CREEK CORRIDOR

South Creek Corridor offers a cool green spine that passes through Penrith and the Aerotropolis.

ED
ENTIAL



YOUNG

AMBITIOUS

HARDWORKING



WORKFORCE

Young, ambitious and hardworking, Penrith is a skilled, educated and growing community connected by a strong sense of pride in the area and a dedication to those who do business here.

Driven to achieve more for each other, we are making a bigger and bolder future happen. With 32.9% of our population aged 24 or under, Penrith is home to the talented workforce of the future.

GROWTH



1.5M+ —

EXPECTED REGIONAL ECONOMIC CATCHMENT BY 2031⁴

References:

1. Population and household forecasts, 2016 to 2036, prepared by .id, December 2017.
2. National Institute of Economic and Industry Research (NIEIR).
3. ABS – Census 2016, Penrith LGA Quick Stats.
4. Western City District Plan 2017.



ONLY CITY FULLY CONNECTED FROM DAY ONE

Penrith will be the only city fully connected to the new Western Sydney Airport by road, rail and rapid bus services from day one of airport operations.

Reference:

1. Fresh food precinct, Western Sydney Report, KPMG 2017.

Penrith New West





CONNECTED

Penrith will be one of the most connected cities in Australia. Strategically positioned as the closest major centre to the new Western Sydney Airport, Penrith offers unprecedented opportunities to businesses and industries. The new \$7 billion North South Rail link connecting St Marys city centre to the new airport, combined with major arterial road upgrades and rapid bus services mean Penrith is in a prime position to bring students, workers and businesses together.

MAJOR INFRASTRUCTURE UPGRADES

RAIL

- » Penrith will be the first city fully connected to the new Western Sydney Airport from day one of operations.
- » North South Rail will stimulate growth by connecting people to businesses and services across the region.
- » 10 minutes by rail from our city centres to the airport.

ROAD

- » Large-scale road upgrades are being delivered to further strengthen Penrith's links to the region and beyond.
- » Centrally located with easy access via major motorways to all parts of Sydney and regional NSW.
- » 20 minutes from our city centres to the airport.

BUS

- » Rapid bus services will connect Penrith to the new Western Sydney Airport from day one.
- » 20 minutes to our city centres, major industry and tourist attractions from the airport.

AIRPORT

- » Penrith is the gateway to the new Western Sydney Airport with 4,000ha of available land at the entrance to the airport.
- » 36 hours delivery time for fresh and pre-prepared food from Western Sydney Airport to anywhere in the world, and even quicker to Asia-Pacific markets.¹

PEZZIMENTI TUNNELBORE - WHY PENRITH?

Pezzimenti Tunnelbore is one of the most recognised and highly regarded providers of micro-tunnelling services in Australia; working on a variety of critical underground infrastructure projects.

According to Managing Director, Joseph Pezzimenti the company's success is attributed to its location in Penrith.

"There is no doubt that the decision to set up in the Penrith area has benefited our business. The accessibility and proximity to the growth areas of Sydney have been key factors for us in completing works on time. In addition to this, the network of local suppliers as well as finding key staff that live in the area are extremely important to Pezzimenti being able to continually deliver a consistent and reliable service."

4,000ha OF AVAILABLE LAND

Situated at the entrance to the new Western Sydney Airport and Aerotropolis, Penrith has 4,000 hectares of available land - **14 times the size of Sydney CBD!**



Reference:

1. Western Sydney Aerotropolis Land Use and Infrastructure Implementation Plan - NSW Government.
2. Penrith LEP 2010.



SPACE

From start-up to full-scale institutions, Penrith has many properties that provide new partners with the space they need to progress from now to next. Across a range of industries, the opportunity exists to tailor a space to meet specific business needs for today while preparing for the growth of tomorrow.

PENRITH'S AEROTROPOLIS OPPORTUNITIES

4,000ha¹

of available land as part of the new Northern Gateway Precinct, located in the Penrith LGA and at the entrance to Western Sydney Airport and Aerotropolis.

This precinct will be 14 times the size of Sydney CBD.

The Northern Gateway Precinct

will offer high technology jobs, education, research and development, and food production and processing, with the Sydney Science Park already under construction.

CITY CENTRE OPPORTUNITIES

1,500ha²

of land currently zoned for employment in locations such as North Penrith, St Marys and Erskine Park. Each employment centre is within close proximity to the established city centres of Penrith and St Marys.

47.8ha

of land owned by Council in the Penrith City Centre.

SYDNEY SCIENCE PARK - UNDER CONSTRUCTION

Attracted by our reputation for innovation and smart, future-focused development, Celestino found Penrith the perfect fit for their \$5 billion Sydney Science Park vision. Construction has commenced on the site that will deliver an internationally recognised centre for research and development.

Celestino CEO, John Vassallo says Penrith Council's strong leadership and support were critical to turning the remarkable vision for the Sydney Science Park into a reality. "It's rare to work with such a collaborative Council, challenging you to be more daring and inventive. Penrith welcomed and encouraged our most innovative thinking, recognising the project's potential today, when others said we were 50 years ahead of our time."

"Sydney Science Park's strategic position will be one of its greatest strengths. Penrith provides the perfect location to benefit from vital transport connections including the North South Rail Link, major road upgrades and close proximity to the new Western Sydney Airport and the vibrant Penrith City Centre. Importantly, Sydney Science Park is centrally located to Western Sydney's greatest resource, its people."



LIFESTYLE

COMMUNITY PRIDE RUNS DEEP

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. From city centre living to acreage properties in rural areas, Penrith offers a relaxed lifestyle with all the benefits of a thriving, 21st century city.

STUNNING & BEAUTIFUL LOCATION

Surrounded by the natural beauty of the World Heritage Blue Mountains and Nepean River, yet supremely well serviced by transportation, shops, schools and hospitals, Penrith residents enjoy the best of both worlds. Our consistently low departure rate across the last five years proves people love to live in Penrith. It's the lifestyle and the opportunities Penrith offers that attracts people to live, work and do business here.

ADVENTURE CAPITAL OF NSW

We have a strong sporting culture and also embrace the arts, entertainment and outdoors which is why we are known as the Adventure Capital of NSW. Some of our community's favourite attractions make Penrith a great place to visit, including the remarkable Nepean River, Sydney International Regatta Centre, Penrith Whitewater Stadium, Penrith Panthers, the Joan Sutherland Performing Arts Centre and Penrith Regional Gallery - just to name a few.

BEAUTIFUL

CREATIVE

ADVENTUROUS





“We are so lucky to be able to experience the very best of what Australia has to offer, right here in Penrith. The region brims with cultural richness, opportunity and creative brilliance – beautiful performances, storytelling and exhibitions from artists of world-class calibre; a hint of cheekiness and raw authenticity in our emerging local talent; and the sheer joy of thousands of people who participate in the arts. Penrith is a truly creative city, a place where treasures emerge when you take a closer look – quirky vintage shopping, public art, gathering places, markets and local produce, and cafes to rival Sydney’s hippest. Nestled at the base of the mountains, by the river, there’s still a certain peace to it all.”

**Hania Radvan, Chief Executive Officer,
Penrith Performing and Visual Arts.**





We are the gateway to the new...

WESTERN SYDNEY AIRPORT

References:

1. Australian Government Department of Infrastructure, Regional Development and Cities.
2. Economic Impact of Western Sydney Airport - Deloitte.



AIRPORT

As the lifestyle and economic heartland for the new Western Sydney Airport and Aerotropolis, Penrith promises new levels of success for business and the community. Penrith is situated at the centre of one of Australia's most significant economic corridors, connecting the north-west and south-west growth hubs. With commitments from State and Federal Government to deliver the North South Rail Link from St Marys to the airport and the new \$5.3 billion airport under construction, Penrith offers unprecedented opportunities to business, investors and industry. Vibrant liveability, a rising population, an abundance of available employment lands and increasing investment mean Penrith is the place to move you from now to next.

RISING INVESTMENT, EMPLOYMENT AND OPPORTUNITY:

11,350 jobs to be created during the airport's construction phase¹

28,000 direct and indirect jobs supported by the airport by 2031¹

\$500+M estimated injection into Penrith's economy²

5M travellers in the first year of operation; expected to double by 2031¹



GO-SHU AUSTRALIAN SAKE, SUN MASAMUNE

Exporting to markets of the world

Penrith's key location is part of the recipe for success for sake manufacturer Sun Masamune - which exports a million litres of sake to Japan each year from their purpose-built Go-Shu Sake Brewery.

Managing Director, Allan Noble, says that the company's decision to move to Penrith back in 1996 was all about "location, location, location." Today, that decision has proved more fruitful than he could have imagined, with the brewery soon to be next door to the new Western Sydney Airport.

"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."



WE WORK
SHOULDER TO
SHOULDER



COLLABORATION

Penrith is a place of progressive partnerships with a strong commitment from Council and community to welcome new businesses and industry. Ready to act now, we seek innovative and collaborative allies who share our vision for the future and will join us in an exciting period of growth.



THE QUARTER, HEALTH AND EDUCATION PRECINCT Where leading-edge minds collaborate

An international destination for collaboration and excellence in health care, medical research and education, The Quarter is attracting the leading-edge minds of the future and is set to deliver an additional 6,000 jobs over the next decade. Ready to capitalise on significant government investment, including a \$1 billion upgrade of Nepean Hospital and driven by some of the biggest names in the business, The Quarter is a unique place for collaboration, excellence and opportunities.

Greg Allchin, Chair of The Quarter Leadership Committee, is enthusiastic about the future. "We're located on the doorstep of the new Western Sydney Airport and supported by excellent road and rail links, with more on the way. We're lucky that we have the space to grow - we're right in the middle of a city that's transforming," he says. The Quarter is committed to making Penrith a great place to live, work and invest and we are calling likeminded individuals and businesses to work with us to build and shape the region's future.

The Quarter members include:

Nepean Blue Mountains Local Health District / Western Sydney University
The University of Sydney / TAFE NSW / Nepean Private Hospital
Nepean Blue Mountains Primary Health Care / Penrith City Council
Celestino / Nepean Blue Mountains Education and Medical Research Foundation.



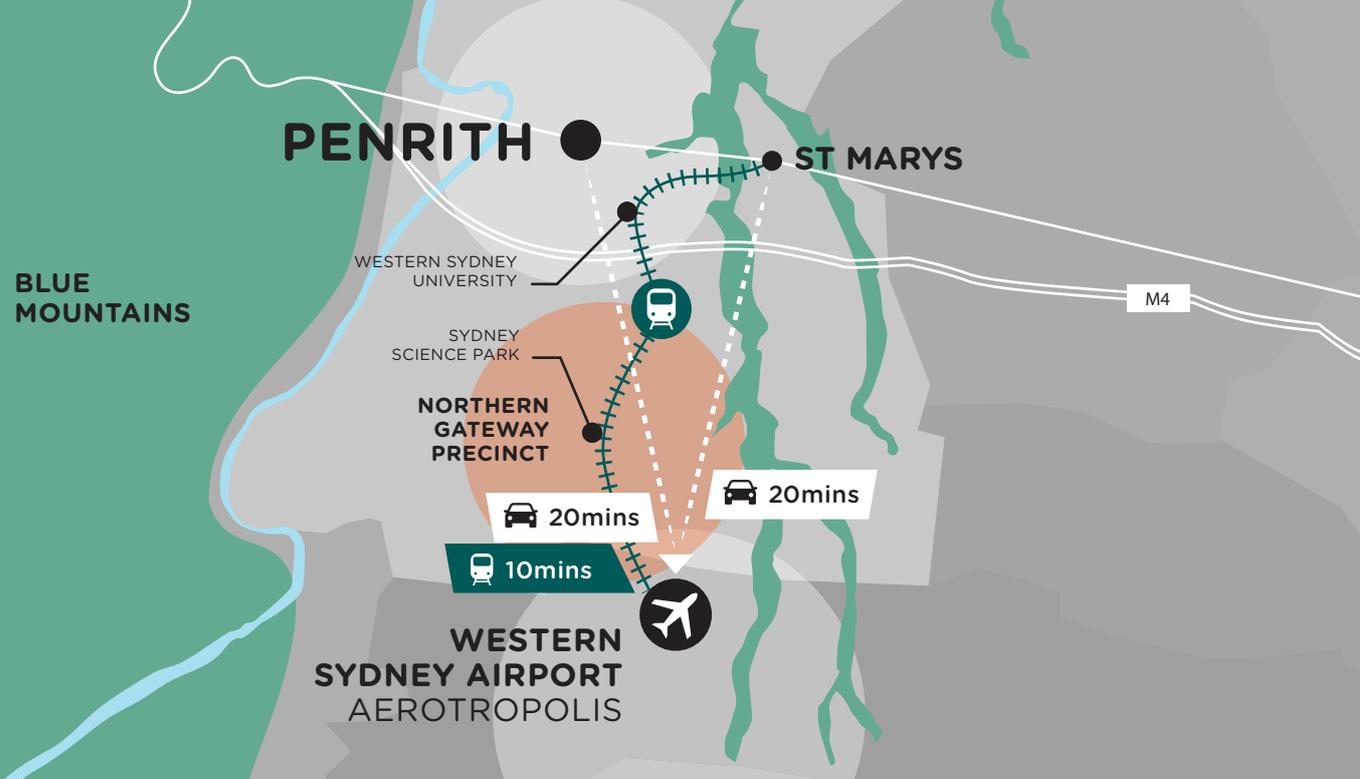
A man with short dark hair and a light beard, wearing a light blue denim button-down shirt, is looking towards the camera with a slight smile. The background is a plain, light-colored wall.

OPPORT

Located at the entrance to the new Western Sydney Airport and Aerotropolis, Penrith is at the forefront of progress and possibility, perfectly placed to help forward-thinking businesses and investors achieve new levels of success. All fields of enterprise are set to prosper in our thriving region with five super sectors identified to capitalise on the expansion and transformation of Sydney's north south growth arc, one of Australia's most significant economic corridors.

A person wearing a light blue long-sleeved shirt is holding a dark tablet computer. The background is a blurred office environment featuring a large whiteboard with faint, illegible markings. The word "UNITY" is overlaid in a stylized orange font with circular accents at the ends of the letters.

UNITY



PENRITH'S AEROTROPOLIS OPPORTUNITIES



TOURISM

Surrounded by the natural beauty of the World Heritage Blue Mountains and Nepean River and already established as the Adventure Capital of NSW, Penrith attracts 1.3 million visitors a year and is uniquely positioned to benefit from the pipeline of 5+ million travellers who will pass through Western Sydney Airport annually. With the number of passengers set to double to 10 million by 2031, plus plenty of available land and a supportive council, Penrith offers a powerful future for tourism industry operators.

1.3 million visitors currently attracted each year

\$289 million annual contribution to the local economy

10 minutes by rail to our city centres from the Western Sydney Airport

Penrith has 4,000ha of available land identified as part of the new Northern Gateway Precinct, next door to the new airport. This precinct will be 14 times the size of Sydney CBD! Five key industry sectors are set to benefit most from establishing themselves close to the new airport, being: tourism, freight & logistics, food research & innovation, advanced manufacturing, and health & education.

References:

1. (Tourism): National Economics (NIEIR) modelled series using Tourism Research Australia – Survey Data.
2. (Food, research and Innovation): Western Sydney Aerotropolis Stage 1 Land Use and Infrastructure Implementation Plan.
3. (Advanced Manufacturing): National Institute of Economic and Industry Research (NIEIR)
4. (Health and Education): National Institute of Economic and Industry Research (NIEIR)



FREIGHT & LOGISTICS

As the closest regional centre to the new airport, and a critical hub between the north-west and south-west growth centres, Penrith is a prime location for freight and logistics operators. Existing road and rail connectivity enables rapid service to a number of key economic centres and markets, while significant infrastructure upgrades such as the North South Rail Link and the Northern Road Upgrade will open up a new world of opportunity.

Easy access via major roads and rail to all of Sydney and NSW's Central West.



FOOD RESEARCH & INNOVATION

As the gateway between Western NSW and the new airport and Aerotropolis, Penrith is poised to become Sydney's first food innovation hub, with a strategic focus on food technology, research and production business. Offering low cost land and rapid distribution links, Penrith is ideally located for agribusinesses to capitalise on the positive trends in agricultural exports being generated by continued growth and urbanisation in Asia.

36 hours delivery time for fresh and pre-prepared food from Western Sydney Airport to anywhere in the world, and even quicker to Asia-Pacific markets.



ADVANCED MANUFACTURING

Home to a large number of skilled workers and ample affordable land in close proximity to the new airport, Penrith is perfectly placed to service the needs of advanced manufacturers. With a new education precinct focusing on STEM subjects (science, technology, engineering and mathematics) being developed within the Aerotropolis, and NSW's first STEM school set to open within Penrith's Sydney Science Park by 2021, the region is gearing up and will be ready for the jobs of tomorrow.

7,870 existing manufacturing jobs

\$816 million annual contribution to local economy

32.9% of population aged 24 or under (compared to 31.7% in greater Sydney)



HEALTH & EDUCATION

With the Asia-Pacific region set to become the second largest medtech market in the world, the new Western Sydney Airport will provide significant export opportunities and market access for businesses based in Penrith. An already thriving health and education industry anchored by "The Quarter" is testament to the opportunities available and the support of local council, government and industry.

6,000 new health and education jobs to be delivered over the next six years

\$1 billion upgrade to Nepean Hospital (see image below)

14.5% employment in healthcare (10.9% local residents)



CITY CENTRE OPPORTUNITIES

With 47.8ha of city centre land owned by Council and 1,500ha of land currently zoned for employment in locations within close proximity to the Penrith and St Marys established city centres, there are a number of exciting opportunity sites available now.





CENTRAL HUB

With its existing educational facilities, the Central Hub offers potential to capitalise on a growing need for student accommodation through residential development, while commercial and mixed-use developments will generate a vibrant restaurant and café scene, and the proposed City Park will provide a new meeting place for locals.



CIVIC & RETAIL

Incorporating the successful Westfield Penrith and Nepean Village shopping centres, this precinct provides further opportunities for housing, retail and dining, both daytime and evening. With Station Street providing a vital link to trains and buses, Civic & Retail will offer a lively range of dining and entertainment options available for residents and city workers.



CULTURE & COMMUNITY

Linking the Nepean River to the City Centre, the Culture & Community precinct forms a gateway to Penrith for travellers from the west. Home to the renowned Joan Sutherland Performing Arts Centre, this area has the potential to deliver cultural and tourism opportunities.



LIFESTYLE VILLAGE

The Lifestyle Village will be home to diverse housing options as well as work and community opportunities. The Thornton Estate is a model “15 minute neighbourhood”, with public transport, shopping, community and child care facilities, work and entertainment all within a 15 minute walk, making walkability a key feature of the precinct.



SPORT & TOURISM

With the Panthers Leagues Club and stadium at its heart, and the riverside fun and games of the annual Real Festival, this precinct demonstrates Penrith’s potential as a destination for leisure and sport. It also offers significant scope for residential growth in areas such as the former Panasonic site, already ear-marked for high density housing, with roughly 1,200 apartments approved.



HEALTH & EDUCATION - 1KM FROM CITY CENTRE

Known as The Quarter, this precinct is committed to becoming an international destination for investment and excellence in health care, medical research, world-class education and related technology. Centred around the highly regarded Nepean public and private hospitals, this precinct promises opportunities for development in retail, business and residential, including a range of higher density living options.

ST MARYS - 7.5KM FROM PENRITH

With the announcement that North South Rail will join directly into the T1 Western line at St Marys, the St Marys town centre will undergo fast-tracked master planning in the near future to identify key opportunities for development.



GET
AHEAD
NOW



Penrith is filled with untapped potential and limitless opportunities for visionary businesses and investors. Affordable, growing and connected to major markets, this is a rare opportunity to join and benefit from the beginning of a big future in a region on the rise.

**Now is the time to secure your place
at the **Edge of Tomorrow.****

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