



Penrith CBD
CORPORATION

PENRITH PULSE

AUGUST – SEPTEMBER 2018

PENRITH NEW WEST

What a time for our town. Since Penrith continues to be one of the fastest growing cities, it's important that we are ready to grow with it.

This was apparent at the Penrith CBD Corp's Property Owners and Investors Evening, held on 26th Tuesday June at Trevi Ristorante Bar & Lounge that showcased the important changes taking place in Penrith.

Our MC for the evening was our Chairman Darren Latty and an opening speech by Stuart Ayres MP was the beginning of an exciting evening. Over 90 property owners and investors attended to make connections and listen to the panel which consisted of Assistant General Manager of Penrith City Council Craig Butler, Edward Scully, Senior Development Manager from RMS, Matthew Leavey from Panthers Group and Andrew James from CABE. They provided insights into the progression taking place at each of their projects and how it would benefit the community and Western



Sydney as a whole. The room learnt of the many social and economic opportunities for residents and property owners/developers. Moreover it placed importance on how the transformation of Penrith will continue to enhance the economy, employment, educational and lifestyle prospects.

There has never been a better time to unlock the opportunities in the CBD. And local businesses and people are here to assist such as Greg Mitchell and team from HR Success providing free workshops for CBD Members in



all aspects of Human Resources, or Simon Gould, owner of Hilary Nathan Photography and Social Media to help with your Social Media profiles and of course, the Penrith CBD Corp, who will endeavour to guide and support all aspects of your business. Whether it's taking a fresh approach with your window displays or signage, or boosting your social media profile, the evolution of the CBD will progress faster if we collectively invest in our businesses and build for the future.

And the transformation is already happening. Cranes have been dotting the skyline, and there are buildings taking shape right before our eyes. The High Street Upgrade has progressed at a consistent pace where new paving is being laid and lineal plazas will facilitate a night time economy.

Our Property Booklet is online. Head to our website to have a look: www.penrithcbdcorp.com.au



CBD Membership

Unlock the opportunities for your business

4722 5556

MONTHLY COFFEE CATCH UP

BOOK IT IN YOUR CALENDARS!

Wednesday 1st August 2018
Wednesday 5th September, 2018



PINK UP PENRITH

IT'S TIME TO START THINKING
PINK FOR OCTOBER!

Last month the McGrath Foundation approached Gai Hawthorn to gather a local committee to Pink Up Penrith.



As the Penrith community thrives on pride and passion on helping each other, it wasn't hard to say yes to Pinking up Penrith! This McGrath

Foundation initiative aims to raise funds to ensure that the thousands of women and men experiencing breast cancer can have the support of a McGrath Breast Care Nurse and their services, no matter where they live for free. Unfortunately cancer is all too familiar these days and support is an essential part of the journey.



The PINK UP PENRITH Committee had their first meeting in June to brainstorm a series of ways to pink up as much of the Penrith area as possible for the month of October.

The Committee wants as many local businesses, schools, organisations, sporting clubs, charities, families and individuals to pink up.

The Committee will have some great creative ideas for you in the upcoming weeks on our newly created Pink Up Penrith Facebook page.

Fundraising by groups and individuals can occur during the month of October, and a calendar will be created so you can register your business, family or group to participate.

HOW DO I GET INVOLVED?

There are three ways you can get involved:

1. Organise and hold a fundraising event
2. Make a donation
3. Purchase a Pink Up Penrith Kit

REGISTER NOW!

admin@penrithcbdcorp.com.au
4722 5556



Left to Right: Joe Masters, Simon Gould, Marlene Shipley, Lea Hicks, Kerry Hansen, Elizabeth Spanos, Gai Hawthorn, Marie Chitos, Rhonda Hanbury, Sue Fryer, Deb Ferguson, Tom Bell

CHRISTMAS CITY FLAGS AND BOOKLET

As early as it is, you can never be too organised or prepared for the festive season.

Our Christmas Flags and Booklet are a great way to put you and your business out there for the community to see. Brand awareness and exposure is important and what better time to shine a light on your service or trade than the time where everyone increases their spending and shopping.

The Booklet was included in the Western Weekender and hand delivered to 60,000 residents during the peak holiday period. This proved beneficial to each business that place an ad in the booklet.

Our city flags have been a fixture of the Penrith CBD for four years. They allow a high volume of traffic (vehicle and foot) to view your business while increasing your profile around town.

We want as much of the Penrith community to discover the CBD so keep these two great options in mind in the lead up to Christmas. Keep a look out in your emails when you can start ordering your flags and a place in the booklet.

For more info contact:
admin@penrithcbdcorp.com.au
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TRIANGLE PARK

Artist's impression of Triangle Park with established trees, gardens and foliage.

Triangle Park, Penrith City Centre's newest urban space for exciting events, dining, shopping and leisure is now open to the public.

Triangle Park is an important part of Council's vision to inject new life into the Penrith City Centre and provide more opportunities for businesses to thrive.

With a variety of great local shops and services within easy walk of the park, it's an ideal spot for visitors to meet and explore, day or night.

Council is building a city of the future and in partnership with the Penrith CBD Corporation and other stakeholders, we are creating spaces that people enjoy while stimulating our local economy.

The park also delivers underground infrastructure that reduces the risk of flash flooding in the City Centre.

Now open for use, a variety of entertainment is scheduled for the park, including live music every Friday lunchtime during July and August.

Alive after Five kicks-off in Triangle Park on Friday 31 August, 4.30pm - 7.30pm, with live music, a pop-up bar and a variety of tasty food options from local eateries. Join us after dark at Triangle Park.

PENRITH
CITY COUNCIL

For more information on Triangle Park visit: penrithcity.nsw.gov.au/TrianglePark

DID YOU KNOW...

WE ALSO DESIGN?

THAT'S RIGHT, WE AREN'T JUST PRINTERS

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CREATIVE SOLUTIONS



WHEN WE
DESIGN YOUR
ARTWORK,
YOU OWN IT!

f AT Print Creative Solutions

What's Happening

AUGUST

1ST AUGUST

Coffee Catch Up

Meet other local owners and operators in the CBD and have a free coffee on us.

7.30am – 8.45am at The Red Cow

RSVP: admin@penrithcbdcorp.com.au



9TH AUGUST

*FREE HR Success Workshop: Small Business Leadership

9.30am – 11.00am.

Suite 3, 488 High Street, Penrith
**limited spots so book in quick!*

admin@penrithcbdcorp.com.au



GO PANTHERS!

Support your local team!



*FREE for CBD Members

16TH AUGUST

*FREE Social Media Workshop

Hilary Nathan Social Media

9.30am – 11.00am

Suite 3, 488 High Street, Penrith

**limited spots so book in quick!*

admin@penrithcbdcorp.com.au



SEPTEMBER

5TH SEPTEMBER

Coffee Catch Up

7.30am at The Red Cow



OCTOBER

Pink Up Penrith

The whole Penrith local government area (LGA) is going pink for October! If you have a great or unique fundraising idea that incorporates pink then register your event with us at: admin@penrithcbdcorp.com.au



CENTENARY OF ARMISTICE

11th November 2018
Club Paceway

This once-in-a-lifetime event brings together three sub-Branches (Penrith, St Marys, Glenbrook/Blaxland) to celebrate the life, sacrifice and mateship of our Diggers during WW1. Poppy Park will be brought back one last time to honour those who have passed. Join us for an extraordinary day to remember for years to come.

For more information contact:
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SAVE THE DATE

30TH NOVEMBER

Penrith Tree Lighting



For further information for these events or membership info, contact Penrith CBD Corporation.

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