

# PenrithPULSE



Penrith CBD  
CORPORATION

A Penrith CBD Corporation newsletter for the community of Penrith

“  
**THE ROAD TO  
SUCCESS  
IS ALWAYS  
UNDER  
CONSTRUCTION.**  
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LILY TOMLIN

## Happy New Year!

We hope you are gearing up for a successful and proactive 2017. Exciting times ahead this year with growth and change as construction projects commence for the CBD. The CBD will face a few changes over the coming months driving real change and success for the future of business. We hope that in our next issue we will have more details from Penrith City Council on what's happening around town and deadlines to keep you informed. The information we know so far is about the changes of the Allen St (Trade Secret ramp) coming down, I'm sure you have all noticed the construction is already underway, with fences up now & work recently commencing. This project should be finished towards the end of March (weather permitting). During that period they will also be utilizing a few late Saturday and Sunday evenings so the construction team can work on removing the overhead section of the ramp that leads into the Trade Secret roof. The replacement car park is under planing still but we will bring you further details as they come to hand from Trade Secret head office & PCC.

To ensure we keep you updated on information as our CBD changes and grows for the future, we need your help. If you haven't filled out your FREE CBD membership form with current contact details, please contact the office and help us help you! The CBD membership is FREE if your business is in the CBD, we simply need your details on the database to give you the quick alerts when they come to hand. The membership offers benefits to assist small businesses in the CBD. We also partner with Western Sydney Business Centre's assistance with 2 free health checks for your business, assistance with training and free courses, connecting with others in the CBD, referrals, alerts on what's happening around the CBD and Penrith, members offers, business improvements and much more!

**This year is the time to connect and stay informed while we change and grow. Phone 4722 5556 or drop into Suite 3, 488 High St (behind High St Depot) soon, meet the team and stay connected.**

Meet local business owners and operators; find out what's happening locally and how Penrith CBD Corporation can help your Business.





# CBD Membership

Unlock the opportunities  
for your business

## 4722 5556

### Sponsors Of Our CBD Membership Western Sydney Business Centre

The Western Sydney Business Centre offers partially and fully subsidised business advice to discuss your new or existing small business needs, such as startup requirements, marketing, business planning, strategic planning, staffing and much more. With exclusive access to our Business Connect Diagnostic Tool, our Advisors can help analyse your business, identify gaps and develop a strategic plan to help you run your business to its full potential.

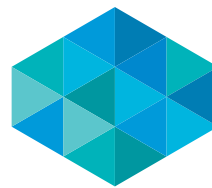
Our Advisors are qualified and experienced, and are available to meet with you at your place of business or at one of our conveniently located offices across Western Sydney.

We deliver Small Business Workshops for new and existing business owners on fundamental topics in your small business. Our workshops are low cost, practical

and run by experts in their field and provide practical, real-world information on how to build successful, profitable and dynamic small businesses. So whether you're starting a business, or looking to grow an existing business, our workshops can help you make better-informed decisions.

**Phone (02) 4721 5011 to make an appointment at a time that is convenient to you, either at one of our offices or at your place of business. Remember if you're a member the first 2 appointments are FREE!**

Suite 1, Level 1, 111 Henry Street Penrith NSW 2750  
P: (02) 4721 5011



WESTERN SYDNEY  
BUSINESS CENTRE

## MONTHLY COFFEE CATCH UP

**First Wednesday of Every Month**  
**7:30am - 8:30am**

**Red Cow Inn (9 Station Street, Penrith)**

**Come and have a free coffee, meet some fellow business owners, and find out more about our Business Membership.**

Please RSVP to [office@penrithcbdcorp.com.au](mailto:office@penrithcbdcorp.com.au) by the Friday prior to event

Proudly sponsored by:



### UNLOCK YOUR OPPORTUNITIES



Penrith CBD Corp is here to help support and assist with small business in the CBD

If you're not a member,  
**JOIN NOW IT'S FREE**  
if your business is in the CBD

## CBD Members Highlights this month

### What's new to OnePointHealth?

At OnePointHealth we are excited to launch two education series for 2017. One is focused towards GP's and has been accredited by the Royal Australian College of General Practitioners, and the other will be disseminating this information to the general public. Each series will be broken down into four topics, which are on tendons, osteoarthritis, common workplace injuries, and current concepts in musculoskeletal pain.

**Event 1:** Tendon and Fascia injuries - covering all things rotator cuff, tennis elbow, glutes, hamstrings, ITB, Achilles and plantar fasciitis.

**Date:** March 28 2017 at 7pm

**Location:** 510-536 High Street Penrith

**Free (bookings essential)**

We are also excited to launch our health promotion group classes. These classes are all held at OnePointHealth and run by our Sports Medicine Team.

- Pilates
- Falls Prevention
- Healthy backs, hips and knees.
- Hydrotherapy
- Back on Track for type 2 diabetes

For more information on our health promotion initiatives please **contact OnePointHealth on 4732 5188 or [info@onepointhealth.com.au](mailto:info@onepointhealth.com.au)**



### Where is Your Business heading in 2017?

*"The only thing worse than being blind is having sight but no vision" - Helen Keller*

Having a clear vision and plan is critical to the success of any business. Indeed, a recent ASIC study found that 42% of Australian Businesses that fail, fail in large part due to poor strategic management of the business.

The start of the year is an ideal time to think through your vision and plan for the business. Here are a few prompts and tips to get you started:

- Start with the big picture – what do you want your business to look like in 5 years' time? What products and services will you be offering? Who will be your key clients/target market?
- Once you've got the bigger picture sorted, set some shorter-term goals – what are the top 5 things we need to achieve this year to progress toward our 5 year vision? Do we have the skills and experience in-house to achieve those goals? Do we need external support, or do we need to develop the team?
- Insofar as possible, set SMART goals – Specific, Measurable, Achievable, Relevant and Time-based.
- Collaborate with your team and get their ideas – after all, it is in many cases your team who are serving your

customers, so it makes sense to tap into their ideas. Involving them in the process can also be a great motivator for staff and a real sign that you value them.

- Once you've determined the vision and goals for the business, think about who in your team will be responsible for achieving each of those goals. One of your key roles as a business owner or manager is to ensure that your individual team members are aware of what's expected of them, are accountable for their performance and can access the support they need to meet those expectations. Ultimately, you need to ensure the activity of each person within the business is aligned with the overall goals of the business.

Clear Vision and Strategy is a key component of the HR Success 8 Elements to Success through People© model.

**For further information and tips, visit [www.hrsuccess.com.au](http://www.hrsuccess.com.au) or call Greg or his team on 1300 783 211.**



Greg Mitchell is the Principal Consultant/ Founder of HR Success, based in Henry Street, Penrith.

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PUBLISHING GROUP



It's a New Year and Western Sydney Publishing Group is excited to be partnering up again with Penrith CBD Corporation to deliver a great range of services. Our relationship with Penrith CBD Corp has been going strong for 5+ years and we are always looking for new ways to engage.

The Western Weekender is owned by the Western Sydney Publishing Group which also owns Western Property Magazine, the Blue Mountains Record newspaper and Creative Publishing Australia.

Being proudly independent with a local on the ground team coupled with our wide range of advertising, print and design services allows us to provide business's in Penrith CBD with;

- Print advertising in The Western Weekender, Western Property & Blue Mountains Record.
- Tailored and marketed engagement in attracting people to your business.
- The largest distribution for The Western Weekender and Western Property.
- And much much more.

Our team get to know your business needs and provide services that will help you grow and engage with a large audience.

Helping to grow local business, the community and Penrith CBD.

the western  
**weekender**

PENRITH 87.8  
**VINTAGE**  
vintagefm.com.au **FM**

**Penrith's Local Radio Station  
for Local Penrith Businesses**

**To target your local market,  
call us on 4731 1876**

### Save the Date

**Senior Week – Friday 3rd, Senior Festival Day**  
Contact the office to find out how to get involved.

**International Women's Day Breakfast in  
partnership with Stuart Ayres MP – 7th March**  
Opportunity to include some promotional items or material. Please contact the office to find out how you can get involved.



**Download the  
FREE App or  
follow us on  
Facebook**



Penrith CBD  
CORPORATION

### For further information

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