



Getting Back to Business Rebuild, Recharge, Renew

Small Business Month 2021 was like many other facets of our lives, with the date changed due to Covid and so was celebrated in March 2022.

Penrith small business owners have had an opportunity to gain useful insights while they **Rebuild, Recharge and Renew** their business practices.

The fact that this month coincided with health restrictions being eased, allowing us to network face to face and attend events in person, we have seen audiences keen to explore how they can effect real change in their businesses and establish a 'new norm'.

Penrith CBD Corporation Breakfast for Small Business owners held early in the month on March 2nd, hosted the Minister for Small Business and Fair Trading, The Hon. Eleni Petinos MP and our Member for Penrith The Hon. Stuart Ayres MP. They emphasised how vital small business is to our economy and how committed the NSW Government is to ensuring the sector is supported with a suite of measures to assist them financially and to maintain a safe work standard.

For more information on this available support:

www.service.nsw.gov.au/transaction/apply-2022-small-business-support-program

Penrith CBD Corporation has a core mandate of assisting small business owners in the CBD, the team are well -versed in the needs of how small businesses operate. Organising networking events, workshops and referrals with topical and professional advice. The CEO, Gai Hawthorn is assisted by a select Board of Directors, each a noted owner or senior manager with a vested interest in the advancement and rise of Penrith.



Workshops are a monthly feature.

One Point Health has offered to feature your business in a video format to share on socials titled **Penrith Connect**. We have 12 local businesses ready to start – and we are looking for more.

Send your details to beth@penrithcbdcorp.com.au to connect you.

Contact Penrith CBD Corp to ensure you are making the most of your membership. We have all our events and opportunities in this newsletter or maybe you have an idea for your business that you would like to share.



Penrith CBD
CORPORATION

02 4722 5556
beth@penrithcbdcorp.com.au

We also foster partnerships with other businesses in the CBD to bring you outstanding opportunities to assist you and your business.

Astute Training will offer FREE Training for RSA, hospitality and barista for Penrith CBD Corp members. Just send us the details of staff and your requirements to arrange days and times for these accredited courses.

www.astutetraining.edu.au



EVENTS ARE COMING BACK

Penrith CBD Corporation are celebrating networking events returning.

If you missed what happened in March, this is our month in photos

Small Business Month



International Women's Day



REBUILD

"Rebuild your business with comprehensive marketing. As markets continue to change and we adjust to what 'normal' looks like, it is critical for business to rebuild the relationships they have with clients and prospective clients."
Advises Simon Gould of Orbit Marketing.

Build your profile, be genuine, become the 'go to' person and ask for reviews whether that is on Facebook, Google Linked In or all three, people will now more than ever need to trust you and your services or product before they buy.

Penrith CBD Members have the opportunity to have a free 30 minute call to Orbit Marketing to help you get started with your inline marketing.

Call (08) 4711 4255
Limit of 5 spots available



USE YOUR TAX TO BOUNCE BACK

If you were one of the many businesses that suffered through our various lockdowns, there may be some tax relief at hand. Loss carry back provides a refundable tax offset that eligible corporate entities can claim in their 2021 and 2022 company tax returns.

Eligible entities get the offset by choosing to carry back losses to earlier years in which there were income tax liabilities. The offset effectively represents the tax the eligible entity would save if it was able to deduct the loss in the earlier year using the loss year tax rate. As it is a refundable tax offset, it may result in a cash refund, a reduced tax liability or a reduction of a debt owing to the ATO.

Luke Witten of Witten Partners

WITTEN
PARTNERS
CHARTERED ACCOUNTANTS



RENEW: CITY SHAPING PROGRESS

We have an evolving Penrith CBD and Western Sydney has unprecedented changes occurring in the immediate and not too distant future.

Soper Place Revitalisation and City Park by Penrith City Council are in progress and planning is underway to transform the former Council Chambers into anew Arcade commercial building and workplace for the future, are all set to revitalise Penrith CBD.

PENRITH
CITY COUNCIL

HELPING YOU TO RENEW YOUR BUSINESS FOR A SUSTAINABLE FUTURE

Officeworks are committed to supporting people and the planet. Not just because it is the right thing to do, but also because it's important to you and to them. They commit to continue to focus on expanding their impact beyond networks and supply chains, to help drive real change for their team, customers, and all the communities where they operate. We've set some ambitious including their recycling initiatives – for the full story see below.

www.officeworks.com.au/information/about-us/peopleandplanet

Officeworks
make bigger things happen



RECHARGE

While HR Success is the perfect partner to provide your business with day-to-day HR and recruitment support, sometimes a longer-term, more strategic approach to people management is required to build a successful business. And that's why the HR Success team have recently launched their new brand >> Success Through People.

Their exclusive Success Through People Model© provides a tangible structure and process to help assess current people management practices within your business, then identify, prioritise and implement strategies that can make a real and significant difference to business performance, sustainability, engagement and culture.

Check it out

www.successthroughpeople.com.au



Is your Small Business HR Compliant?

Check Your HR Compliance Score Today

Managing HR compliance in a small to medium-sized businesses can be a real challenge, particularly given the complexity of the legislation. That said, it's critically important given potential fines in excess of \$66,000 for a single breach of the Fair Work Act, not to mention the time, hassle and potential reputational damage of getting it wrong.

This scorecard has been specifically designed with smaller Australian businesses (covered by the Fair Work Act) in mind. It's a quick self-assessment with a single purpose: to help you identify areas that may need to be addressed to minimise risks to your business.

- > 16 quick questions
- > It takes just 5 minutes
- > It's completely free
- > You'll Instantly receive your results and a 15-page report



Access via >> <https://smallbizhrcompliance.scoreapp.com/>

CBD Membership
Unlock the opportunities
for your business
4722 5556

— Monthly —
coffee catchup
First Wednesday of every month

FREE at Penrith RSL 7.30am
RSVP beth@penrithcbdcorp.com.au



Book it
in your
calendar!

CITY PARK

PROJECT UPDATE MARCH 2022

Penrith City Council is continuing to transform the Penrith City Centre and unlocking the precinct to major opportunities with the delivery of several city-shaping projects including the new City Park.

City Park will be a vibrant, green space in the heart of the city centre which provides the community with a variety of lifestyle and recreation opportunities as well as natural shade to escape the summer heat.

At approximately 7,000sqm, City Park will be a significant site in the city centre. Located on the corner of Station Street and Henry Street, Penrith it also holds a prime location easily accessible from Penrith Railway Station and Westfield.

WHAT IS HAPPENING

Demolition is completed and remediation work on the City Park site has commenced. As this phase is wrapping up you can expect to see some of the utility works happening in Henry Street and the Laneways surrounding the site.



Pictured: New hoarding facing south down Station Street by Christina Huynh

Artwork by Western Sydney based artist, Christina Huynh has recently been installed to cover the site hoarding to minimise the visual impact of the Park's construction as part of Council's Creative Hoarding Program.

We are doing everything we can to minimise the disruption and keep our city centre open for businesses, residents, visitors and shoppers. We'll continue working closely with the appointed contractors to communicate with local businesses and the community at every stage of the construction works.

TIMEFRAME

Construction on City Park is expected to commence in April 2022 with the project set to be complete in early 2023.

MORE INFORMATION

For any general questions or more information about the City Park project, please contact Council's Place & Activation Team on 4732 7777.

To find out more about the City Park project, including concept plans and project updates please visit: <https://www.penrithcity.nsw.gov.au/building-development/revitalise-penrith/city-park>

To find out more about Council's Creative Hoardings Program, please visit: <https://www.penrithcity.nsw.gov.au/building-development/development/creative-hoardings-program>.

WHAT'S ON?

60 YEARS OF RIPPLES CELEBRATION



Ripples Penrith is turning 60 and we are warmly inviting our community to come and celebrate with us. A jammed-packed day awaits with food trucks, live entertainment and plenty of family fun these Easter school holidays.

Date:
Saturday 9 April 2022

Time:
9am - 5pm

Location:
Ripples Penrith, 119 Station Street, Penrith

Cost:
Free

OPEN STREETS PENRITH



Penrith City Council has partnered with the Penrith CBD Corporation and NSW Department of Planning & Environment to deliver a series of activations in the Penrith City Centre on Friday nights throughout May. The activations will bring expanded alfresco dining, live entertainment and a street party atmosphere right into the heart of our City Centre.

Dates:
Friday 6, 13 and 20 May 2022

Time:
6pm to 10pm

Location:
High & Woodriff Streets, Penrith

Cost:
Free

Open Streets Penrith is funded by the NSW Government's Festival of Place - Open Streets Program. Further information on the event program for will be announced shortly.

For more information, please visit: <http://www.penrithcity.nsw.gov.au/events>

MORE INFORMATION

To find out more about 131 Henry Street visit the website penrith.city/131Henry

PENRITH
CITY COUNCIL

MEMBERS ONLY EXCLUSIVE OFFER

◆ \$1,000 marketing credit on any property sales listing

OR

◆ Zero letting fee on any property listed for rent in April
(Value up to \$1,000)

*Conditions apply.

(02) 4737 9977

bespokerg.com.au

Glenmore Park | Penrith

bespoke
REALTY GROUP

WHAT ARE YOU DOING TO MAKE A REAL DIFFERENCE?

Meet Coen, a 6-year old Aboriginal boy ☐

Coen is passionate about making sure other Aboriginal and Torres Strait Islander children and young people have a safe place to live. There is a large number of Aboriginal children currently seeking homes across NSW and we are in desperate need across the state for foster carers. Narang Bir-rong Aboriginal Corporation looks after many Aboriginal children and young people in Greater Western Sydney

If you are interested in making a real difference and becoming a foster carer, please do not hesitate to call us on (02) 4761 4000 or visit our website at www.nbac.org.au

* PLEASE NOTE names have been changed and a model has been used for privacy purposes



NETWORKING SAUSAGE SIZZLE



Join us for an afternoon of networking and raising
funds for The Leukaemia Foundation!
THURSDAY 28TH OF APRIL

FROM 3.30 PM

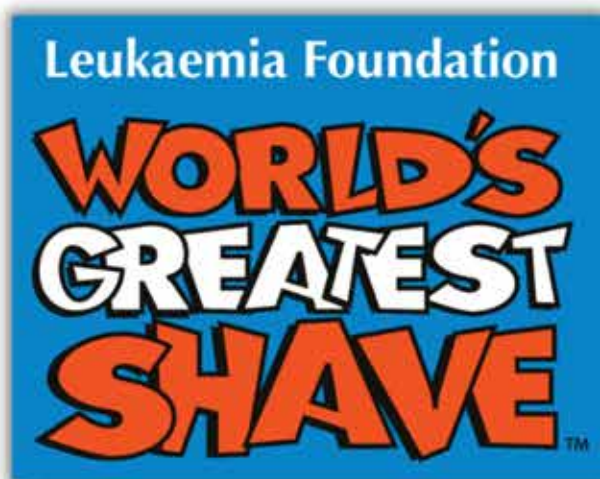
WOTSO WORKSPACE BALCONY

(Level 1, 95B Station Street, Penrith)

\$5 ENTRY

(includes sausage and drink with all funds going directly
towards The Worlds Greatest Shave)

There will be raffles, lucky door prizes and Ellie will be
shaving her head for The Worlds Greatest Shave!



RSVP to Penrith CBD
Corp by 21/04/22



MARKETING SO
GOOD THAT



YOU'LL STAND
OUT CLEARLY

You.
Me.
Brand.
Now.

Business Strategy | Design | Content | Web

howdy@youmebrandnow.com.au • youmebrandnow.com.au



Join Alice and the Easter Bunny at our specially themed Mad Hatters Tea Party.

Fabulous characters and photo opportunities for an Easter to remember.

mad Hatter's
EASTER TEA PARTY

SUNDAY 10TH APRIL
10AM – 1PM

MEMORY PARK
Cnr Woodriff and Station St Penrith

10/6

Bookings Essential
\$5 per child
See Below

Easter Craft
Cupcake
Decorating

Music,
Games
& Prizes
with DJ
Jewels

Balloon
Twisting
with Kozi

Kozi
Pinky
Entertainment

PENRITH CBD HAS MANY RESTAURANTS AND CAFES TO
ENJOY BREAKFAST OR LUNCH WHEN YOU ARE IN THE CBD.

TICKETS \$5 – BOOKINGS ESSENTIAL

Call 4722 5556 or email
beth@penrithcbdcorp.com.au
Closes Thursday 7th April

PENRITH
CITY COUNCIL



Penrith CBD
CORPORATION

Relax Massage & Facial

90mins for \$180*

Available Monday to Friday.

To book call 02 4789 2083
or book online
penrith@endotaspaspa.com.au



*Conditions: Only valid at endota spa Penrith. Offer valid from 15 March until 26 April 2022. Valid for bookings for Monday to Friday only. Treatment price of \$180 valid on 30 minute Relax express massage + 60 minute Customised Facial. Cannot be redeemed with any other offer. Cannot be purchased as a Gift Card.

the western weekender

YOUR LOCAL NEWSPAPER

Here's how you can get a copy:



HOME DELIVERED

The Western Weekender is proudly home delivered around the Penrith Local Government Area. As Penrith is an expanding city we always look to increase distribution.



DIGITAL EDITION

The Western Weekender provides a digital replica of the printed edition every week. Digital subscribers are the first ones to see all the content in the latest edition, and it is totally free.

westernweekender.com.au/digi-subscribe/



BULK PICK-UP POINTS

The Western Weekender can be collected from key locations across the Penrith Local Government Area including service stations, supermarkets, shopping centres, restaurants and clubs.

To find a pick-up location please visit
westernweekender.com.au/getapaper/

SUBSCRIBE



SUBSCRIPTION

The Western Weekender offers a paid subscription option for people living outside of the Penrith area, or for those within Penrith who wish to have guaranteed, personalised delivery each week.

Subscriptions can be purchased by calling
4722 2998.

westernweekender.com.au | (02) 4722 2998

WOMEN OUT WEST



the Joan

SATURDAY 9 APRIL

Break the Bias is on at the Joan Sutherland Performing Arts Centre
on Saturday 9 April at 12:30 - 3pm.

TICKETS - Standard \$30 | Concession \$25

Ticket includes light lunch and tea/coffee. A booking fee applies.

www.thejoan.com.au/events/women-out-west-2022/

Dine and
Discover
vouchers are
accepted.

As part of its Women Out West series which sold out last year, Penrith Performing & Visual Arts (PP&VA) will be hosting a very special International Women's Day inspired panel discussion - 'Break the Bias'.

Women experience discrimination in a myriad of ways. The panel will be unpacking the common types of bias that women face due to their race, sexual orientation, citizenship status, a disability, or other aspects of their identity and what happens when they intersect. There will also be an opportunity for audience participation with a Q&A.

A light lunch will be provided as well as live music from Penrith Conservatorium.

PANELISTS

Azita Abdollahian

Author of *Breaking Free* from oppressed to inspirational.

One woman's story of moving beyond social and cultural barriers.



Julie Ankers

Speaker, Radio Host, Author of *Bold, Brave & Bloody Brilliant*, *Call Me Frank* and *Feisty, Fabulous & 50+*.



Julie's experience focuses on retaining mature age workers and building effective age-inclusive workforces.

Belle Powell

A University of Sydney student in her second year studying Politics and International Relations.



Belle was the 2018 Youth Parliamentarian of the Year, Member for Penrith and Minister for Women's Affairs, and led her team in writing a domestic violence bill for DV awareness to be taught in High School.

Sala-O-Vea Walter

A University of NSW honours student, having recently completed a Bachelor of Social Research and Policy in Politics and International Relations. Australian born Sala is of Tongan heritage and grew up in Mt Druitt. She is a blogger on Tongan women's rights, among other issues.



WHY CHOOSE US?

I MEAN, WE ARE **PRETTY AWESOME**.
BUT BESIDES THAT...

- ✓ WE ARE LOCAL
- ✓ FULL IN-HOUSE SERVICE FOR GRAPHIC DESIGN AND PRINTING
- ✓ FAST TURNAROUND TIME
- ✓ FRIENDLY GRAPHIC DESIGNERS AND PRINTERS
- ✓ PERSONALISED SERVICE

4731 5055

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May

Coffee Catch Up

Wednesday 4th May

7:30 – 8:30am

Penrith RSL

Coffee is on us.



Friday Night Activation

Friday 6th, 13th and 20th May

6pm – 10pm

Watch This Space

Biggest Morning Tea

Friday 26th May

WOTSO

Workspace

Balcony

Station St Penrith

Raise money for Cancer Research

Have a cuppa and a treat.



April

Seniors Morning Tea

Friday 1st April

10am – 12.30pm

Penrith RSL

Tindale St

Entertainment and free morning tea.

Penrith Producers

Penrith City Council

Friday 1st April

6pm – 10pm

Triangle Park

Free Event

Food Craft Beers Live Music.

Coffee Catch Up

Wednesday 6th April

7:30 – 8:30am

Penrith RSL

Coffee is on us

Network and discover

what is happening In your CBD.

Guest speakers: Cancer Council –

Relay For Life, Penrith City Council –

City Activation



Mad Hatters Tea Party

Sunday 10th April

10am – 1pm

Memrory Park

Cnr Woodriff St and High St Penrith

Entertainment, Easter Craft, Easter Bunny and Alice will be there, DJ Jewells and balloon twisting with Kozi.

\$5 a ticket includes all the fun plus light lunch for kids. Call or email as bookings are essential.

\$5 entry.

Easter Holidays

Friday 15th to

Monday 17th April

Shop and Dine Local

this Easter

Like us on Facebook to find out what is on in your Penrith CBD.



Women Veteran Network Australia

Saturday 23rd

ANZAC Commemoration Service

10:30 am – 12pm

Memory Park

ANZAC Day

Monday 25th April

Commencing 4:30am

Memory Park Penrith

www.penrithrsl.com.au/anzac-day-dawn-service/



World's Greatest Shave Fundraiser Networking Event

Thursday 28th April

3:30pm \$5

Ellie Thomson

WOTSO Workspace