

Penrith Pulse

FEBRUARY - MARCH 2024



**PENRITH
CBD CORP**

INTERNATIONAL WOMEN'S DAY

FRIDAY 8TH MARCH 2024

#InspireInclusion

Elevate inclusivity this IWD 2024

Empower change and celebrate International Women's Day 2024 by participating in our #InspireInclusion breakfast. Together, let's shape a more inclusive world for women and celebrate our local women's success and stories!

Join us for a captivating breakfast event featuring our esteemed State Member, Karen McKeown OAM MP, a special guest panel and like-minded local business leaders at Penrith RSL from 7am to 9am. This sought after event tends to sell out quickly, so secure your spot now. Choose from tables of 8 (3 available) or tables of 10 at \$45 per person.

Act fast to avoid missing out! Contact Gai on 4722 5556 or gai@penrithcbdcorp.com.au.

In addition to the inspiring discussion, we are offering sponsorship opportunities at various levels. Your support will be instrumental in making this event even more impactful. For those interested in contributing to the event's success, consider participating in our goodies bag initiative. Showcase your local offers or samples to our engaged audience.

To be part of this year's International Women's Day celebration, contact gai@penrithcbdcorp.com.au or 4722 5556.

Let's collaborate and make a difference together!



CELEBRATING SENIORS WEEK

March 11th to 24th

Join in on showcasing your business to the local senior market. This year, we're creating a 20-page A5 book featuring local businesses, with exposure on local media and social platforms.

Secure a page for \$120incl and reach out to the 55plus demographic.

PLUS Penrith City Council free concert at The Joan on March 12th - will have the book available to ticket holders. Additional copies will be distributed at Penrith RSL and various local businesses.

For inquiries, contact Gai at gai@penrithcbdcorp.com.au or call 4722 5556. Don't miss this affordable offer to connect with our local Seniors Market.



 **PenrithRSL**
at the heart of our city

Are you ready to: ELEVATE YOUR PROFIT?

LEARN HOW TO GET A **HANDLE** ON AND **TRACK** YOUR FINANCES AND FIGURES.

THIS POPULAR 5 WEEK WORKSHOP HAS BEEN DESIGNED TO MAKE YOUR BUSINESS **THRIVE!**



DIRECTOR
GABRIELLE BENKOVICH



LIMITED
SPOTS
AVAILABLE

22/02/24: HOW TO KEEP YOUR BOOKS
29/02/24: CASHFLOW
07/03/24: BREAKEVEN
14/03/24: ELEVATE YOUR WEALTH
21/03/24: IMPROVE YOUR PROFIT

10.30AM - 12.30PM

\$200.00

SUITE 7, 488 HIGH ST, PENRITH

MFOLEY@JUDGEACCOUNTANTS.COM.AU

4732 3844

Keeping Cyber Secure

Tips for beating cyber criminals



Recent auDA research shows that fewer than half of Australians feel confident using the internet due to cyber security concerns. In fact, 80 per cent of us are worried about having our personal data stolen. While cyber security can feel overwhelming, there are some simple steps you can take to protect your personal information and that of your family.

1. Strong online password habits

Best practice is to create passphrases or complex passwords that are unique for each account. Update your passwords regularly and use multi-factor authentication where available. Do not share passwords or store them somewhere accessible to others. You can use a password manager to help manage your passwords securely.

2. Invest in a Virtual Private Network (VPN)

A VPN helps to secure your internet connection and protect your online privacy by encrypting your internet traffic and masking your IP address. It can prevent unauthorised access to your data and protect you from cyber threats while using public wi-fi networks.

3. Install software updates when released

Update your software as soon as you are prompted to ensure your system has the latest security patches and bug fixes. This helps prevent vulnerabilities that cybercriminals can exploit.

4. Always stop and think before you share information online

Once information is posted online, it is difficult to control who sees it and how it is used. Sharing personal information could lead to identity theft, cyberstalking or other online threats.

5. Maintain separate work and personal email addresses

Keep your work email address for work-related use only. Mixing work and personal email addresses can lead to confusion and accidental sharing of sensitive information.



Join us for a **FREE Webinar on Cyber-Crime Protection**
28TH FEBRUARY

auDA webinar: Cyber security workshop with Cynch Security Tickets, Wed 28/02/2024 at 11:00 am | Eventbrite

MONTHLY

COFFEE CATCHUP

First Wednesday of every month (except January)

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



CBD Membership
 Unlock the opportunities for your business
4722 5556

CBD

WE ARE HERE TO HELP YOU THRIVE!

We are committed to providing assistance, and the Penrith CBD Corporation is dedicated to supporting you. We aim to collaborate with local businesses and extend a helping hand whenever necessary.

Whether you own a small business or are in the process of launching a new venture, it's reassuring to know that Penrith CBD offers a friendly, complimentary service to empower isolated business owners.

If you haven't already connected with us, take advantage of our FREE* services (please verify with our office if your business falls into the CBD free zone), simply add your details to our email database to stay informed about local happenings.

Discover opportunities to send your staff to complimentary workshops and training sessions, receive free social media posts and videos, and participate in various networking events that we regularly organise.

Join us in fostering a thriving local business community!

Contact our office 4722 5556 or email beth@penrithcbdcorp.com.au



Creative Fringe Winter Appeal



ALL THE THINGS YOU NEED TO RUN YOUR BUSINESS

- ✓ Branding
- ✓ Websites
- ✓ Graphic Design
- ✓ SEO
- ✓ Printing
- ✓ Digital Marketing



P. 4731 5055 M. 0418 226 679
21 Lawson Street, Penrith NSW 2750

atprint.com.au

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CREATIVE SOLUTIONS

DIGITAL | GRAPHICS | PRINTING

Your
1 STOP SHOP

What's Happening

February

Coffee Catch Up

First Wednesday Each Month

Join like minded business people networking together while finding out what's happening locally.

Coffee is on us at Penrith RSL
7.30-8.45am.

Sponsored by Western Sydney Business Centre and Penrith RSL.

To RSVP email beth@penrithcbdcorp.com.au

Twilight Catch Up

20th February

Atmosphere Gym
6pm-8.30pm

Includes drinks/nibbles

Networking and tips on health and fitness for you and your team in 2024.

To RSVP email beth@penrithcbdcorp.com.au or to find out more call 4722 5556.

Don't Be A Victim

We do focus on cyber-crime and it is important but your own personal safety and the security of your possessions is still of paramount importance.

Sadly, we are aware of an increasing crime rate so please be aware.

SENIORS WEEK

11th to 24th March

If your clients are 55 and above, this one is for you!



Cyber Crime Protection and Tips Workshop 28th February

March

Seniors Concert 12th March

Penrith City Council has a free Senior concert at the Joan: www.thejoan.com.au/events/penrith-seniors-comedy-gala-2024/



Penrith RSL & Penrith CBD Corporation Afternoon Tea 14th March

\$5 - Bookings available at the RSL front counter only.

- Ensure doors are locked securely
- Place bags, wallets, keys and phones in a protected location
- If you have an alarm – use it
- If you have a safe - lock it
- If you are working out of hours – move your car to a location close by
- Place a sign on your window or door of an evening stating Cash is not left on the premises
- Be vigilant

INTERNATIONAL WOMEN'S DAY 8th March

Join us for our annual IWD breakfast at Penrith RSL.

#InspireInclusion is this year's theme.

Tickets available through CBD office email gai@penrithcbdcorp.com.au.

Table of 8 and 10 available, but to avoid disappointment please get in quick!



Easter

29th March – 1st April

If you have anything, we can promote your business on our social media.

Please email beth@penrithcbdcorp.com.au

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

PO Box 505 Penrith NSW 2751 | www.penrithcbdcorp.com.au | E: beth@penrithcbdcorp.com.au | P: 02 4722 5556