

REGIONAL EVENT STRATEGY

Penrith is located in Western Sydney with a population of 190,000. With internationally-acclaimed venues, access to transport, plenty of open spaces and the majestic Blue Mountains as a backdrop, Penrith is a great choice for music, sport, culture and community events.

PROJECT PURPOSE

Council wanted to identify the best-fit events to attract and which existing events to develop to build a balanced and sustainable events portfolio that will grow the visitor economy and enhance the liveability of Penrith. While Penrith hosts hundreds of events each year, Council recognises there are opportunities to achieve greater economic and social outcomes. Penrith aspires to be an event-friendly destination that is a sought-after location for events and home to a balanced portfolio of external and homegrown events that drive economic and social outcomes across the year.



Category	Event	Objective	Value of Events	Penrith's Strategic Themes
COMMUNITY EVENTS	Penrith City Council	Support community events and initiatives that enhance the quality of life for residents and visitors.	Support community events and initiatives that enhance the quality of life for residents and visitors.	Community, Culture, and Heritage
	Local Community	Support community events and initiatives that enhance the quality of life for residents and visitors.	Support community events and initiatives that enhance the quality of life for residents and visitors.	Community, Culture, and Heritage
INDUSTRY STAKEHOLDERS	Industry Stakeholders	Support industry events and initiatives that enhance the quality of life for residents and visitors.	Support industry events and initiatives that enhance the quality of life for residents and visitors.	Community, Culture, and Heritage
	Destination Sydney	Support industry events and initiatives that enhance the quality of life for residents and visitors.	Support industry events and initiatives that enhance the quality of life for residents and visitors.	Community, Culture, and Heritage

PROJECT OVERVIEW

The brief was to develop a detailed events strategy to support, develop and attract events that are fitting to the character and aspirations of the region.

The plan was required to:

- provide a robust and transparent decision-making framework to support Council's process of event assessment and support
- identify key target areas for growth
- provide a framework to attract, support and develop events across the region including sponsorship and a process for bidding for events
- identify opportunities to establish a balanced year-round event calendar (activate a variety of locations across the city, activate all seasons, and offer a variety of event types)
- identify how to leverage events to increase ROI deliverables, including benchmark data and evaluation metrics for events
- provide an implementation plan (3-5 years)

The strategy reflects the culmination of desktop review, stakeholder engagement and analysis of Penrith's event strengths, challenges, opportunities, current event portfolio, and performance relative to competitor destinations.

These supporting elements were developed to ensure the strategy can be effectively activated:

- Events Assessment Tool & Event Calendar Assessment Report
- Event Planning Toolkit

This allows Council to assess future event applications based on KPIs and criteria to determine which events to support.

A toolkit with templates for event managers on efficient event planning and management and marketing. The content was provided for use in an online portal.

PROJECT OUTCOMES

The regional event strategy articulated a clear vision and supporting objectives for Penrith, recommending realistic strategies and priority action areas that will drive increased visitation and yield from events.

REFEREE

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