

# Target: 55,000+ local jobs in Penrith by 2031

## OUR GOALS

- Grow jobs closer to home
- Maximise transformative opportunities
- Create lifestyle and amenity

## OUR APPROACH

- Leadership
- Partnership
- Innovation
- Delivery

## OUR ATTITUDE

- Vibrant
- Colourful
- Bold

## Target sector & jobs

### Strategic directions

### Game changer/ Opportunity

### Big ideas



#### Health

+12,500

- Grow preventative health, lifestyle health & sports excellence
- Expand allied health training
- Broaden delivery through telehealth

- Penrith Health & Education Precinct (PHEP)
- Multi-User Depot (MUD) site

- Private hospital
- Research Foundation
- Place making & promotion



#### Education

+9,500

- Upskill local people for jobs of the future
- Strengthen the flow of local people into local jobs
- Build on existing infrastructure

Skilled workforce  
East-West Economic Corridor

- New university
- TAFE site redevelopment



#### Arts & Culture

+5,000

- Celebrate Penrith's sense of place and unique identity
- Support cultural development, activate places and celebrate diversity

City Centre transformation

- City Park
- Carpenters site
- Creative Industry Hub
- Night Time Economy



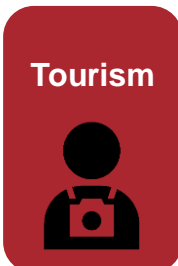
#### Advanced Manufacturing

+3,500

- Leverage strategic location
- Promote extent of land availability
- Innovate through technology and research

Western Sydney Priority Growth Area (WSPGA)  
Established manufacturing clusters

- Sydney Science Park
- Niche industry/Small Medium Enterprises (SMEs)



#### Tourism

+2,000

- Deliver short term accommodation
- Capitalise on natural assets
- Collaborate with neighbours and industry

Adventure Capital

- Hotel 4-4.5 Star
- Destination Holiday Park
- River



#### Advanced Logistics

+2,000

- Target high value development
- Bring forward delivery of jobs
- Build connectivity through the digital economy

Western Sydney Airport

- North-South Rail Connection