

COVID-19 Recovery Action Plans – Implementation

The actions delivered as part of the Penrith Rising Strong action plan were guided by principles that had been adapted from the National Principles for Disaster Recovery to reflect the unique context of the COVID-19 pandemic in Penrith. The principles applied involved:

Understanding the context - recovery planning is based on understanding the impacts of the pandemic.

Recognising complexity - an iterative approach to recovery planning and implementation, measuring success along the way.

Using community-led approaches – partner with the community through business, industry, the not for profit sector and residents to shape and deliver responses and actions.

Coordinating all activities - coordinate work through the recovery plans and their interdependencies in partnership with our stakeholders.

Communicating effectively - run a multi-faceted communications campaign to keep the community informed and bring them along the journey of recovery.

The following key indicates the status of each action from the 30 and 100 Day Recovery Plans.

Key:

- Completed
- On track/on-going
- Delayed
- Not progressing

Social 30 Day Recovery Plan

Theme	Action	Resourcing	Status	Update -October 2020
Community Capacity Building	Promote opportunities for local volunteering	City Activation Community and Place Department and Communications Team	●	Council has created a new “Community Volunteer Programs” webpage to promote local volunteer opportunities. Currently, this page includes 19 volunteer organisations. Earlier this year, we also promoted a new portal by Volunteer NSW to assist connections between organisations and volunteers in response to COVID-19. This portal was promoted through Council’s social media and email networks to local services.
Community Resilience	Develop opportunities for improving local employment pathways	City Activation Community and Place Department and City Economy and Marketing	●	TAFE NSW is holding a virtual roadshow series apprenticeship and traineeship opportunities as well as support services, available for businesses and employees during late October and November. Council in identifying a number of initiatives, which will empower businesses, manufacturers and SME's in Greater Penrith to assist in kick starting their operations post COVID.
	Undertake a resident survey to further understand the impacts of COVID locally	City Activation Community and Place Department and Communications Team	●	Decision to align with Resilience Action Plan Engagement which was undertaken in November 2020 to understand how the community was fairing during C19. This feedback is captured in the Resilience Action Plan Engagement Report.
Organisational Capacity Building	Develop a training options package for community organisations on COVID safe practices	City Activation Community and Place Department	●	Council continues to provide support and advice for organisations who reach out.

Theme	Action	Resourcing	Status	Update -October 2020
	Identify options for an online resource hub for information and sector changes	City Activation Community and Place Department	●	Discussed with ICT and Communications to develop a hub in one location to help with information sharing. Information being compiled to be hosted in Council website.
Community Engagement	Prepare a plan for promoting and marketing local community services	City Activation Community and Place Department and Communications Team	●	A plan for the promotion of local services was prepared and enacted during the 100 Day Recovery Plan.
	Develop a community engagement training program and toolkit for the sector	City Activation Community and Place Department	●	A community engagement toolkit was developed and distributed via service networks and a face to face community engagement workshop will be held in June.

Social 100 Day Recovery Plan

Theme	Action	Resourcing	Status	Final Update
Community Capacity Building	Develop an online resource pool to support effective responses to mental health concerns	City Activation Community and Place Department	●	<p>The Primary Health Network have their navigator tool and it was suggested rather than inventing something that already exists that we could leverage off this. This tool comprehensively outlines the services across the 4 Local Government Areas. Conversations also being held with Naemi and LikeMind on what they do and how we can support them.</p> <p>PHN are providing some posters for our libraries.</p>
	Develop an information resource on grants to support community connection and recovery and provide an online grant writing workshop to support skill development	City Activation Community and Place Department	●	<p>Information about grant opportunities have been shared with the local sector and grant writing workshops are planned to be delivered in June.</p>
Community Resilience	Deliver events within approved guidelines and regulations to bring people together safely and encourage connection	City Activation Community and Place Department	●	<p>Re-Animate being delivered across November in Penrith City Centre.</p> <p>Penrith Producers delivered and lunchtime tunes. Programming in Kingswood.</p> <p>Activations continue to be delivered in a COVID safe manner.</p>

Theme	Action	Resourcing	Status	Final Update
	Partner with WSACo and other Government agencies on future opportunities for schools to connect with the experience centre to learn about careers and job opportunities	City Economy and Marketing and City Activation Community and Place Department		Opportunities for partnership continue to be investigated.
Financial Support	Work with business and government agencies to investigate opportunities for funding to support equipment and resources for IT mobility for organisations	City Activation Community and Place Department	●	Investigating funding/grant opportunities. Opportunities sent 28/8. Current opportunities Club Grants https://www.clubsnsw.com.au/community/clubgrants/about-clubgrants Business.gov.au is a good grant source for small business to suit individual needs. Small Business Month - offers a range of activities to support small business to build platforms online and increase online business mobility. https://www.businessmonth.nsw.gov.au/
Organisational Capacity Building	Deliver identified training opportunities and resources for mobility and increasing confidence for working online	City Activation Community and Place Department	●	A “Gaining Confidence Working Online” workshop has been developed for delivery in June
	Support the ongoing promotion and marketing of local services	City Activation Community and Place Department and	●	Local services and programs/opportunities have been promoted via the Nepean Domestic Violence Networks (NDVN) mailing list and via the NDVN Facebook page.

Theme	Action	Resourcing	Status	Final Update
		Communications Team		Domestic violence related service information was included on Council's online Community Information Hub. Local service information (flyers) continues to be provided on Council's Community Safety noticeboard located in Westfield's Penrith.
Community Engagement	Provide strategies and resources to enable services to engage safely with the community	City Activation Community and Place Department and Communication Team	●	A community engagement toolkit was developed and distributed via service networks and a face to face community engagement workshop will be held in June.
	Deliver a community engagement training program and toolkit for the sector	City Activation Community and Place Department	●	A community engagement toolkit was developed and distributed via service networks and a face to face community engagement workshop will be held in June.

Economic 30 Day Recovery Plan





Theme	Action	Resourcing	Status	Update - October 2020
Marketing and Promotion	Develop the “Penrith Proud” buy local campaign and join Australian made campaign, exploring opportunities for cross promotion.	City Economy and Marketing	●	Penrith Proud campaign developed Council joined Australian Made, Australian Grown campaign January 2021
	Deliver a photo library of Penrith City imagery for use by local businesses in marketing.	City Activation, Community and Place	●	Photo library commissioned and made available to Penrith Proud participating businesses
	Develop a central location for public information on response and recovery.	Communications	●	COVID-19 information page developed on Council website and updated regularly
People and Movement	Seek to understand current movement and activity within the centres.	City Activation, Community and Place	●	Footfall count completed for Penrith City Centre and St Marys Town Centre November 2020

Theme	Action	Resourcing	Status	Update - October 2020
Arts and Cultural opportunities/ Events	Investigate opportunities to deliver pop up events and activations.	City Activation, Community and Place	●	Lunchtime tunes program developed with local performing artists ReAnimate Penrith program developed using augmented reality Matchmaker program developed to match businesses with local performing artists
	Explore opportunities for temporary outdoor dining spaces to enable social distancing.	City Activation, Community and Place Property Development	●	Factsheet developed for local businesses regarding Statewide NSW outdoor dining trial Process for joining trial investigated
	Explore options to facilitate an increase in the education programs for small business.	City Economy and Marketing Communications	●	Tender Writing Workshop held with Western Sydney Business Chamber December 2020
	Share COVID Management Plan Resources and data with Taskforce members	City Activation, Community and Place City Economy and Marketing	●	Resources and data shared with Taskforce members

Theme	Action	Resourcing	Status	Update - October 2020
Investment Attraction	Investigate the potential to host an event with a media partner to promote Penrith and its New West and Visit Penrith brands to audience outside the LGA.	City Economy and Marketing	●	Options for a Round Table event and editorial feature investigated

Economic 100 Day Recovery Plan

Theme	Action	Department	Status	Final Update
Marketing and Promotion	Deliver the “Penrith Proud” campaign.	City Activation, Community and Place City Economy and Marketing	●	Penrith Proud campaign launched November 2020 250 businesses participating as at May 2021 Upgraded business directory launched April 2021 Ongoing social content posted on Penrith Proud channels Street decals installed in Penrith, St Marys, Emu Plains and Wallacia
	Assist businesses to go digital.	City Activation, Community and Place	●	Support and training provided to local businesses, including digital marketing event November 2020
People and Movement	Monitor movement and activity in the city centres.	City Activation, Community and Place	●	Pedestrian counts being conducted annually in Penrith City Centre and St Marys Town Centre.
Financial support and incentives	Investigate a small business grants program to assist directly with recovery efforts.	City Activation, Community and Place	●	In-kind support has been offered to several local businesses throughout the period. Referrals to other funding options available to small business was made. A grant program was not feasible.

Theme	Action	Department	Status	Final Update
	Facilitate third party workshops on planning and implementing export and market entry strategies for businesses in Penrith.	City Economy and Marketing		Penrith Export Capabilities Webinar held with Regional Development Australia Sydney March 2021
Arts and Cultural Opportunities/ Events	Deliver pop up events and activations within restrictions or promote online alternatives.	City Activation, Community and Place		Lunchtime tunes held, St Marys Town Centre Wednesdays, and Penrith City Centre Fridays, October to December 2020 ReAnimate Penrith delivered November and December 2020 and extended to January 2021 Matchmaker program delivered Penrith Producers held March 2021
	Facilitate an itinerary to promote local food trails in Penrith City.	City Activation, Community and Place City Economy and Marketing		Report prepared by Council on Food Trail opportunities within the Western Parkland City. Presented to City Deal Health Alliance sub-committee in May 2021
Investment Attraction	Promote The Quarter as a place of future investment via a prospectus and preparation of a marketing plan for its roll out.	City Economy and Marketing		Prospectus completed and marketing campaign commenced in March 2021

Theme	Action	Department	Status	Final Update
	Investigate opportunities for coworking spaces and remote working.	City Economy and Marketing	●	Co-working potential to be highlighted in upcoming Penrith CBD Marketing Campaign
	Carry out an event with a media partner to promote Penrith and its New West and Visit Penrith brands to audience outside the LGA.	City Economy and Marketing	●	Round table event and editorial planned with Western Sydney Business Access for mid-2021.

