

Health and Community Spirit



ADVOCACY

Homelessness and affordable housing	State policy to mandate minimum 25% affordable housing
Domestic violence and other social issues	Advocate for increased support for local shelters
Cultural Heritage	Legislation to include minimum maintenance of standards for local heritage items
Community Health Services	Help expand options for 24 hour GP services
Community Health Services	Increase advocacy of vaccinations and awareness of their importance in the Community.

FOCUS AREA	SMART ACTIONS	CRITERIA/PRINCIPALS	SERVICE LEVEL	TIME	HOW TO PAY FOR IT
Homelessness and affordable housing	<p>Council policy minimum 25% affordable housing for developments over 8 dwelling units</p> <p>Investigate partnerships with and incentives for, developers and investors to provide affordable housing</p> <p>Expand medium density zonings to increase housing</p> <p>Modify controls to increase terrace style housing</p>	<ul style="list-style-type: none"> <input checked="" type="checkbox"/> Broad benefit or indirect Community <input checked="" type="checkbox"/> Cost effective <input checked="" type="checkbox"/> Sustainability <input checked="" type="checkbox"/> Vision <input checked="" type="checkbox"/> Community Strategic Direction 	Review	Immediate	Developers and Investors

<p>Cultural Heritage</p>	<p>Increase local heritage grants (ie maintenance for local items)</p> <p>Increase funds/support for interpretive signage</p> <p>Dedicated heritage expert on staff (ie heritage advice, promote tourism)</p> <p>Establish and promote listing of state and local heritage items</p> <p>Encourage and promote broad membership of Council's Heritage Committee</p>	<p><input checked="" type="checkbox"/>Broad benefit or indirect Community</p> <p><input checked="" type="checkbox"/>Cost effective</p> <p><input checked="" type="checkbox"/>Sustainability</p> <p><input checked="" type="checkbox"/>Vision</p> <p><input checked="" type="checkbox"/>Community Strategic Direction</p>	<p>More</p>	<p>Now</p>	<p>Private developer or owners of the property, State or Federal Government grants</p> <p>Destination NSW</p>
<p>Knowledge and innovation (including childcare)</p>	<p>Re-evaluate and increase use of Library services including digital technology (ie digital hubs and even consider a modern café within the Library).</p> <p>Access to study space, modem hub, internet cafe</p> <p>Partner with WSU to create book borrowing and services network</p> <p>Advocate for more pre-schools in local primary schools</p>	<p><input checked="" type="checkbox"/>Broad benefit or indirect Community</p> <p><input checked="" type="checkbox"/>Cost effective</p> <p><input checked="" type="checkbox"/>Sustainability</p> <p><input checked="" type="checkbox"/>Vision</p> <p><input checked="" type="checkbox"/>Community Strategic Direction</p>	<p>Add</p>	<p>Consider for future</p>	<p>Cafe can self fund</p> <p>Asset already owned</p>

<p>Aged care and welfare</p>	<p>Council to maintain use of Community Halls as aged care Community hubs</p> <p>Work with Rotary groups to help provide additional services or options</p>	<p><input checked="" type="checkbox"/> Broad benefit or indirect Community</p> <p><input checked="" type="checkbox"/> Cost effective</p> <p><input checked="" type="checkbox"/> Sustainability</p> <p><input type="checkbox"/> Vision</p> <p><input type="checkbox"/> Community Strategic Direction</p>	<p>Maintain</p>	<p>Ongoing</p>	<p>Possibly minimal cost as it's likely there are already other events or services available – may simply be advertising</p>
<p>Community gardens and greening</p>	<p>Convert under used or pocket parks into Community gardens (central area in neighbourhood):</p> <p>Sponsors eg Bunnings Small members fee Council to provide basic materials Utilise "Community service" to maintain Locals/neighbours to maintain, grow vegetables etc</p> <p>Council to establish guidelines around suitable planting on nature strips (ie native, height, drought resistant etc) to enable planting without Council involvement</p> <p>Increase tree plantings in parks and reserves to provide natural shade as per the Greening the City Strategy</p>	<p><input type="checkbox"/> Broad benefit or indirect Community</p> <p><input checked="" type="checkbox"/> Cost effective</p> <p><input checked="" type="checkbox"/> Sustainability</p> <p><input type="checkbox"/> Vision</p> <p><input type="checkbox"/> Community Strategic Direction</p>	<p>Review</p>	<p>Immediate</p>	<p>Donations</p> <p>Community service</p> <p>Volunteers</p> <p>Community Groups</p>

	<p>Plant appropriate native trees and shrubs on roadside / median strips leading into Penrith LGA and main roads within it (eg Mulgoa Road and the Northern Road)</p> <p>Tree planting and water features (eg misting facilities)</p>				
Community health and fitness	<p>Expand running tracks through parks and suburbs and increase publicly available outdoor gym equipment</p>	<input checked="" type="checkbox"/> Broad benefit or indirect Community <input checked="" type="checkbox"/> Cost effective <input checked="" type="checkbox"/> Sustainability <input type="checkbox"/> Vision <input type="checkbox"/> Community Strategic Direction	More	Progressive	None required to funding from rates / grants / local groups
Community events/activities	<p>Review all parks and sporting fields for usage: Establish network or multi-use or dual purpose Identify specific areas for upgrade eg Werrington Lakes</p> <p>Incorporate increased relevant activities for aged/ people with disability in Community events</p> <p>Recognise, participate in and promote Heritage Week (NSW) events</p>		Add and review	Within next 5 years	<p>Potential sponsorships</p> <p>Work with Community groups such as sporting teams using the park/facilities</p> <p>Grants</p> <p>Rates</p> <p>Certain events can self fund themselves through entry fees</p>

	<p>including Heritage open house, local history tours/talks around LGA</p> <p>Multicultural festivals similar to Parramasala to be held in and around LGA. Expand on Penrith Show (Penrith Festival)</p> <p>Utilise river for more regular activities (ie weekly growers market of a substantial scale and seasonal activities such as Christmas Carols)</p> <p>Utilise sponsorship by the local Community to build and upgrade sporting facilities</p> <p>Encourage more free events and activities Regular farmers and boutique markets (eg Windsor Riverside Markets)</p> <p>Grow Penrith Market to include weekends and more emphasis on arts and crafts (avoid flea market)</p> <p>Chalk the Walk event, which is where people pay</p>				<p>(Chalk the Walk, river boating etc)</p>
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	\$10 for some chalk and then get to colour/draw on a section of pathway				
Heritage	Greater standards of maintenance for local heritage items		Review	Future	Minimal cost – mostly changes to specific Council by-laws or development applications





Income and Expenditure

FOCUS AREA	SMART ACTIONS	CRITERIA/PRINCIPALS	SERVICE LEVEL	TIME
Reduce allocated Council bulky pickups from 4 to 2 collections per year if a reduction in collection creates a cost saving	Reduce allocated pickups from 4 to 2 with additional pickups to be on a user pays basis to generate income Voucher codes on rates, request online	<input checked="" type="checkbox"/> Broad benefit or indirect Community <input checked="" type="checkbox"/> Cost effective <input checked="" type="checkbox"/> Sustainability <input checked="" type="checkbox"/> Vision <input checked="" type="checkbox"/> Community Strategic Direction	Less	Now
Reduce street sweeping frequency	Prioritise the areas that need street sweeping and review annually	<input checked="" type="checkbox"/> Broad benefit or indirect Community <input checked="" type="checkbox"/> Cost effective <input checked="" type="checkbox"/> Sustainability <input checked="" type="checkbox"/> Vision <input checked="" type="checkbox"/> Community Strategic Direction	Less	Now
Utilise TAFE and University student services for catering, landscaping, IT etc	Lead by example. Setting the tone. Use students for special projects, ie setting up Adventure Capital website: internships	<input checked="" type="checkbox"/> Broad benefit or indirect Community <input checked="" type="checkbox"/> Cost effective <input checked="" type="checkbox"/> Sustainability <input checked="" type="checkbox"/> Vision <input checked="" type="checkbox"/> Community Strategic Direction	Review	5 years
Increase property portfolio and utilise vacant land	Redeveloped Heritage sites to become venues / conference facilities 99 year lease arrangements on vacant land	<input checked="" type="checkbox"/> Broad benefit or indirect Community <input checked="" type="checkbox"/> Cost effective <input checked="" type="checkbox"/> Sustainability <input checked="" type="checkbox"/> Vision <input checked="" type="checkbox"/> Community Strategic Direction	Review	10 years
Scrap plans that double up on services already provided by other businesses such as free Wi-Fi	Private enterprise already provides Wi-Fi, doing this does not encourage usage of certain venues	<input checked="" type="checkbox"/> Broad benefit or indirect Community <input checked="" type="checkbox"/> Cost effective <input checked="" type="checkbox"/> Sustainability <input checked="" type="checkbox"/> Vision <input checked="" type="checkbox"/> Community Strategic Direction	Less	Now

Council structure	Review Council staff structure to identify any possible cost savings	<input checked="" type="checkbox"/> Broad benefit or indirect Community <input checked="" type="checkbox"/> Cost effective <input checked="" type="checkbox"/> Sustainability <input checked="" type="checkbox"/> Vision <input checked="" type="checkbox"/> Community Strategic Direction	Less	Now
Sponsorships	<p>Implement programs with local sporting clubs so that field sponsorship can be bought by local businesses to pay for field upgrades</p> <p>Work with event organisers for sponsorship with local and bigger businesses</p>	<input checked="" type="checkbox"/> Broad benefit or indirect Community <input checked="" type="checkbox"/> Cost effective <input checked="" type="checkbox"/> Sustainability <input checked="" type="checkbox"/> Vision <input checked="" type="checkbox"/> Community Strategic Direction	Review	Now
Maintenance of Council facilities	Investigate use of volunteer work opportunities to maintain Council facilities (eg engage with local business to act as volunteers as a team building exercise)	<input checked="" type="checkbox"/> Broad benefit or indirect Community <input checked="" type="checkbox"/> Cost effective <input checked="" type="checkbox"/> Sustainability <input checked="" type="checkbox"/> Vision <input checked="" type="checkbox"/> Community Strategic Direction	New	Now
Before and after school care	Council to tender to operate care facilities at Government primary schools	<input checked="" type="checkbox"/> Broad benefit or indirect Community <input checked="" type="checkbox"/> Cost effective <input checked="" type="checkbox"/> Sustainability <input checked="" type="checkbox"/> Vision <input checked="" type="checkbox"/> Community Strategic Direction	New	5 years
Local cemetery	<p>Council to investigate new release land for a cemetery and/or expand existing cemetery (eg Castlereagh) to generate income</p> <p>Investigate avenues to minimise or decrease maintenance/operational costs</p>	<input checked="" type="checkbox"/> Broad benefit or indirect Community <input checked="" type="checkbox"/> Cost effective <input checked="" type="checkbox"/> Sustainability <input checked="" type="checkbox"/> Vision <input checked="" type="checkbox"/> Community Strategic Direction	New	5 years
Energy efficiency for Council facilities	Consider alternative energy sources (eg install solar panels and energy efficient lighting)	<input checked="" type="checkbox"/> Broad benefit or indirect Community <input checked="" type="checkbox"/> Cost effective <input checked="" type="checkbox"/> Sustainability <input checked="" type="checkbox"/> Vision <input checked="" type="checkbox"/> Community Strategic Direction	New	5 years



Jobs Close to Home

FOCUS AREA	SMART ACTIONS	CRITERIA/PRINCIPALS	SERVICE LEVEL	TIME	HOW TO PAY FOR IT
Market, advocate and approve development for business park (Jordan Springs, Ropes Crossing, central precinct)	Promote as energy efficient, technological advanced (technology –NBN) Mix of commercial / business / accommodation	<input checked="" type="checkbox"/> Broad benefit or indirect Community <input checked="" type="checkbox"/> Cost effective <input checked="" type="checkbox"/> Sustainability <input checked="" type="checkbox"/> Vision <input checked="" type="checkbox"/> Community Strategic Direction	Add or maintain at a high quality	Medium to long term	Partner with developers
Increase traineeships and work experience opportunities	Create, expand and promote opportunities through links with local businesses, education providers, Centrelink and Courts to provide opportunities for students to gain practical work experience	<input checked="" type="checkbox"/> Broad benefit or indirect Community <input checked="" type="checkbox"/> Cost effective <input checked="" type="checkbox"/> Sustainability <input checked="" type="checkbox"/> Vision <input checked="" type="checkbox"/> Community Strategic Direction	More	Short term	Business
Support marketing campaign around attracting businesses here	Support Council's New West Strategy to promote Penrith as a place to do business (eg city tours, case studies, brochures, websites)	<input checked="" type="checkbox"/> Broad benefit or indirect Community <input checked="" type="checkbox"/> Cost effective <input checked="" type="checkbox"/> Sustainability <input checked="" type="checkbox"/> Vision <input checked="" type="checkbox"/> Community Strategic Direction	Review	Short and ongoing	Business rates
Promote Penrith / Hawkesbury as "Food Bowl" of Sydney	Partner with local councils to promote the area's agricultural products and industry (eg Hawkesbury Harvest and Farm Gate Trail) Encourage growth of existing agricultural business by maintaining rural zoning	<input checked="" type="checkbox"/> Broad benefit or indirect Community <input checked="" type="checkbox"/> Cost effective <input checked="" type="checkbox"/> Sustainability <input checked="" type="checkbox"/> Vision <input checked="" type="checkbox"/> Community Strategic Direction	Review	Short term	No cost associated, local producer to become involved