

PENRITH 2041+

Community Strategic Plan

PENRITH CITY COUNCIL

DRAFT APRIL 2025


all you can eat

Interpreting Assistance

ENGLISH	If you do not understand this, please contact the Telephone Interpreting Service on 131 450 and ask them to contact Penrith City Council on your behalf on (02) 4732 7777. Or come to the Council offices and ask for an interpreter.
ARABIC	إذا لم يكن بامكانك قراءة النص أعلاه. الرجاء الاتصال بخدمات الترجمة الفورية الهاتفية (TIS) على الرقم 131 450 والطلب منهم الاتصال بدورهم بمجلس مدينة بنريث نيابة عنك على الرقم 7777 4732 (02) . أو يمكنك الحضور إلى المجلس وطلب ترتيب مترجم فوري لك .
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GREEK	Αν δεν μπορείτε να το διαβάσετε αυτό, τηλεφωνήστε στην Τηλεφωνική Υπηρεσία Διερμηνέων στο 131 450 και ζητήστε τους να επικοινωνήσουν με το Δήμο Penrith (Penrith City Council) για λογαριασμό σας στον αριθμό (02) 4732 7777, ή ελάτε στη Δημαρχία και ζητήστε διερμηνέα.
HINDI	यदि आप इसे नहीं पढ़ पाते हैं, तो कृपया 131 450 पर टेलीफोन दुभाषिया सेवा से संपर्क करें और उनसे कहें कि वे आपकी ओर से पेनरिथ सिटी काउंसिल से (02) 4732 7777 पर संपर्क करें. या आप काउंसिल आएँ और एक दुभाषिये की माँग करें.
ITALIAN	Se non riuscite a leggere questo, contattate il servizio telefonico di interpretariato al numero 131 450 e chiedetegli di contattare da parte vostra il comune di Penrith City al numero (02) 4732 7777 oppure venite in comune e richiedete un interprete.
MALTESE	Jekk ma tistax taqra dan, jekk jogħġbok, ikkuntattja lit-Telephone Interpreting Service fuq 131 450 u itlobhom biex jikkuntattjaw Penrith City Council f'ismek fuq (02) 4732 7777. Jew ejja l-Kunsill u itlob għal interpretu.
PERSIAN	اگر نمی توانید این مطلب را بخوانید، لطفاً به خدمات ترجمه تلفنی به شماره 131 450 زنگ بزنید و از آنان بخواهید با شورای شهر پنریث Penrith City Council به شمار 7777 4732 (02) از جانب شما تماس بگیرند. یا اینکه به شهرداری Council آمده و مترجم بخواهید.
SINGHALESE	ඔබට මෙය කියවීමට නොහැකි නම්, කරුණාකර දුරකථන අංක 131 450 ඔස්සේ දුරකථන පරිවර්තන සේවාව (Telephone Interpreting Service) අමතා ඔබ වෙනුවෙන් දුරකථන අංක (02) 4732 7777 අමතා පෙන්රිත් නගර සභාව (Penrith City Council) හා සම්බන්ධ කර දෙන ලෙස ඉල්ලා සිටින්න. නැතිනම් නගර සභාව වෙත පැමිණ භාෂා පරිවර්තකයකු ලබා දෙන ලෙස ඉල්ලා සිටින්න.
TAMIL	இதை உங்களால் வாசிக்க இயலவில்லை என்றால், 'தொலைபேசி உரைபெயர்ப்பு சேவை'யை 131 450 எனும் இலக்கத்தில் அழைத்து 'பென்ரித் நகரவை'யுடன் (02) 4732 7777 எனும் இலக்கத்தில் உங்கள் சார்பாக தொடர்பு கொள்ளுமாறு கேளுங்கள். அல்லது நகரவைக்கு விஜயம் செய்து உரைபெயர்ப்பாளர் ஒருவர் வேண்டுமெனக் கேளுங்கள்.
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Get a copy or provide feedback

Email: corporate.planning@penrith.city

Post: Attn Corporate Planning Penrith Council
PO Box 60,
Penrith 2751

Acknowledgement of Country

We acknowledge and pay respect to the Darug and Gundungarra people who are the traditional owners in which Penrith Local Government Area is situated. We also pay our respect to elders past, present and emerging, and to the First Nations people living in our community today.



A message from the Mayor

I am pleased to present the Penrith 2041+ Community Strategic Plan. Creation of this plan has been facilitated by Council for and on behalf of the Penrith community, through broad engagement with the people who live and work here, and our many community groups, businesses, and other stakeholders. This plan presents what you value about Penrith, the issues that are important to you, and your aspirations for our future.

It's an exciting time for Penrith. Our City is at the centre of one of Australia's fastest growing regions, with enormous opportunities unfolding for our community. Council is committed to bringing everyone on the journey. That means listening and supporting our community through change. This plan is a key step in the process – your needs and vision for Penrith inform all our planning and decision-making for the years ahead.

You've told us you're enthusiastic about the future for Penrith. And you want growth to be managed well - including more local jobs and job diversity, better transport and access around our City, safe and vibrant centres and neighbourhoods, homes for our growing community, and a healthy, sustainable environment. You also want strong Council leadership and efficient, responsible management of assets and resources.

This plan will help us get there. It's the overarching roadmap that will inform other strategies around employment, housing, recreation, open space, and more, to help us create a more liveable, connected, sustainable, inclusive, and vibrant City.

Thank you for your contribution to this plan. We're all so proud of Penrith and looking forward to working together to deliver on our shared vision.

Councillor Todd Carney
Penrith Mayor



Loki (5)



We acknowledge and thank the community members, local organisations, State agencies, Councillors, Council staff, and everyone who lives, works and plays in Penrith, for your contribution and commitment to establishing and executing this plan.

This plan has been facilitated and written by Council for and on behalf of the Penrith community, reflecting the community's aspirations and expectations.

Children's drawings featured throughout this Community Strategic Plan are submissions from Penrith residents under 12 years old, in response to the question "What's your vision for Penrith? Draw what you would like to see"

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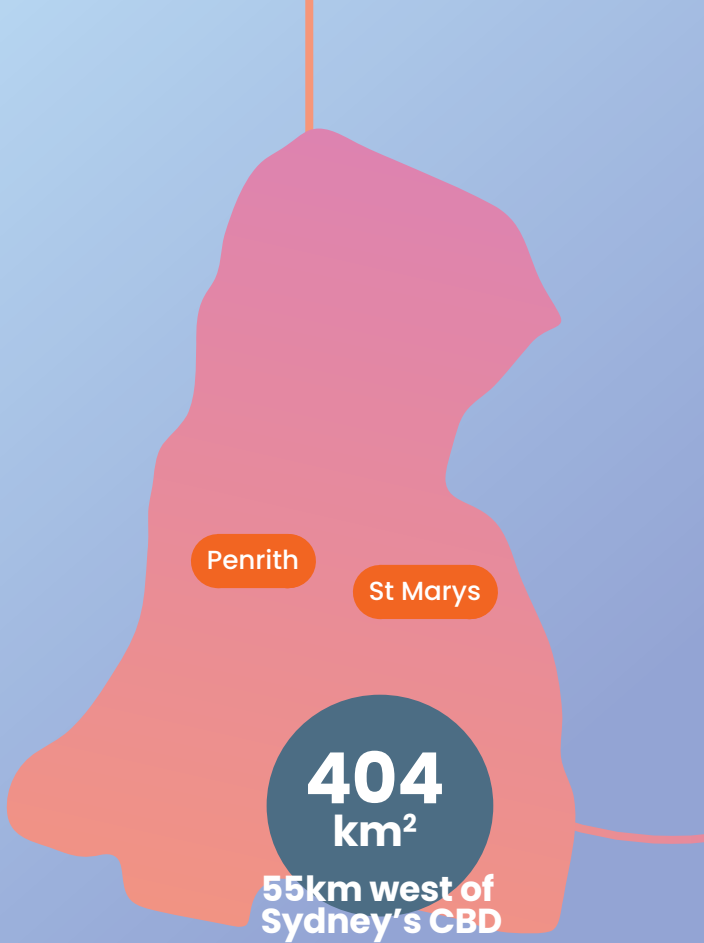
Our Penrith

Penrith is very special to us. We love this place and our community.

We're down to earth, positive people. Many of us have grown up here and have long connections to the area. And many have come more recently. We're all tied together by a common spirit, by friendships and family. We support each other, and look out for each other.

Penrith people work and study hard, driven to build good lives and go after our dreams. And we have lots of fun and a great lifestyle too. We're creative, adventurous, and outdoorsy. We love our sports and backing our teams. We love our river, the mountains on our doorstep, and space to breathe.

We're excited about what the future holds for Penrith, and the opportunities it will bring for more of those things that make Penrith so special to us.



Our people

Population

ABS Census

2021 217,664

2041 271,518

NSW Department of Planning Projection

14% Aged 0-9 years old

13% Aged 10-19 years old

55% Aged 20-59 years old

18% Aged 60+ years old

35 Median Age

59% work full time

26% work from home

9% volunteer

31% students

5.5% Need assistance with core activities

5% Aboriginal or Torres Strait Islander

29% People born overseas

24% Households where non-English language is used

Top Languages

Arabic **1.8%**

Punjabi **1.4%**

Tagalog **1.2%**

Hindi **1.1%**

Mandarin **0.8%**

Our City

38 Suburbs

80% rural and rural residential

20% urban

3 Libraries

72 Schools

5 Train stations (plus 2 under construction)

1 Public hospital

1 University

1 Beach

Our homes

77,192 Households

$1,866 Household median weekly income

- 49% Families with children
- 21% Families without children
- 21% One person households
- 9% Group and other households

2.8 People per household

1.9 Cars per household

Estimated **791** homeless persons

- 78% Separate House
- 12% Medium density
- 9% High density
- 1% Caravan, cabin or other

$500 Average weekly mortgage payment

$400 Average weekly rent

- 24% Fully owned
- 41% Mortgage
- 33% Renting
- 2% Other rent free or tenure type

87.5% Have internet access

102,088 Workers

16,583 Businesses

Top 3 Industries

- healthcare and social assistance
- construction
- retail trade

Visitors

Overnight stays	**2,026,216**
Domestic day trips	**1,180,753**

Sources: Australian Bureau of Statistics 2021 as compiled by id. informed decisions, Remplan, NSW Department of Planning and Penrith City Council

Our Community Strategic Plan

Penrith 2041+ Community Strategic Plan (CSP) reflects the collective values and aspirations of Penrith's vibrant community. Crafted through extensive engagement and collaboration, it sets us on a path to achieve our shared vision for the future by asking four questions:

Where are we now?

Exploring what's important to us, what issues and challenges we are facing, and what external priorities we need to consider.

Where do we want to be?

Describing a shared Community Vision and 5 Strategic Directions to work towards over the next 10 years.

How will we get there?

Developing strategies to achieve the Community Vision, acknowledging that everyone has a part to play.

How will we know we have arrived?

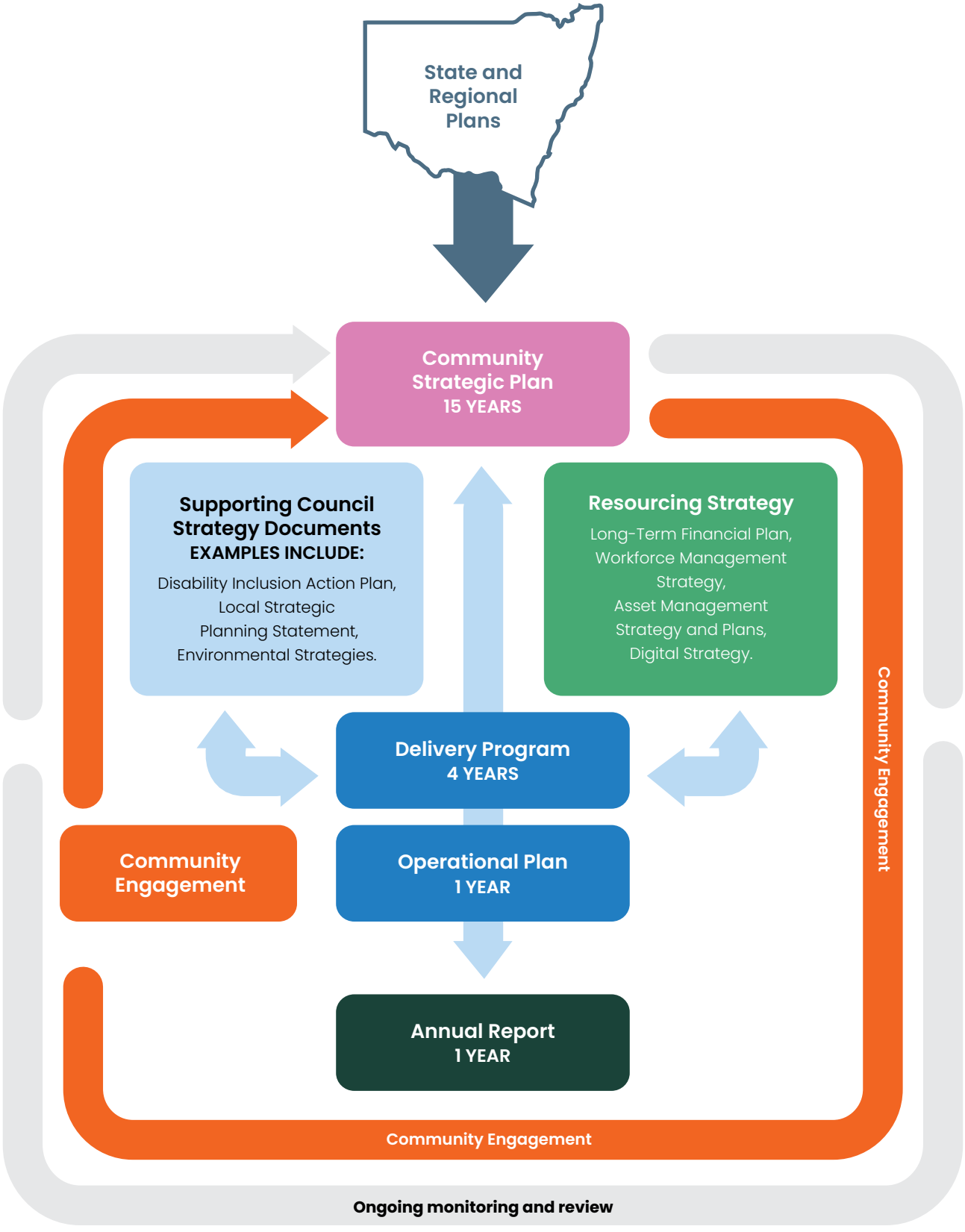
Identifying starting measures and targets, which will be used to track and reflect on our effectiveness and progress every four years through Council's State of Our City Report.

This plan illustrates a shared journey ahead for the Penrith community and stakeholders — shared vision, shared responsibility, and shared accountability. Together, this is our commitment to shaping Penrith into the best city it can possibly be.

While Council facilitated the development of Penrith 2041+, this is the community's plan and its reach stretches further than Council's mandate. It encompasses every aspect of life in Penrith including how the community interacts with each other, the environment, other levels of government and even global issues. The Community Strategic Plan leads all Council planning and decision-making, through the Integrated Planning and Reporting (IP&R) Framework.

Integrated Planning and Reporting Framework

The Community Strategic Plan is the leading component of the Integrated Planning and Reporting (IP&R) Framework mandated by the NSW State Government for all councils. The framework requires councils to demonstrate how they will deliver aspects of the CSP through a detailed four-year Delivery Program and annual Operational Plan, and a 10-year Resourcing Strategy that ensures council has the necessary people, budget, technology and infrastructure in place to deliver against its commitments.



Community Strategic Plan principles

The Community Strategic Plan and all decision-making processes in its development and delivery are led by principles that are legislated through the IP&R Guidelines.

Sustainability now and for the future

We support and champion social, environmental, economic and civic leadership outcomes, known as the Quadruple Bottom Line, and work in a way that does not compromise the needs and ecological sustainability of present and future generations.

Driven by social justice

We consider the four key components of social justice principles, being:

Equity - fairness in decision-making, prioritising and allocation of resources particularly for those in need.

Access - fair access to services, resources and opportunities to improve quality of life.

Participation - the maximum opportunity to genuinely participate in decision-making.

Rights - equal rights established and promoted for people from diverse linguistic, cultural and religious backgrounds to participate in community life.

Community engagement

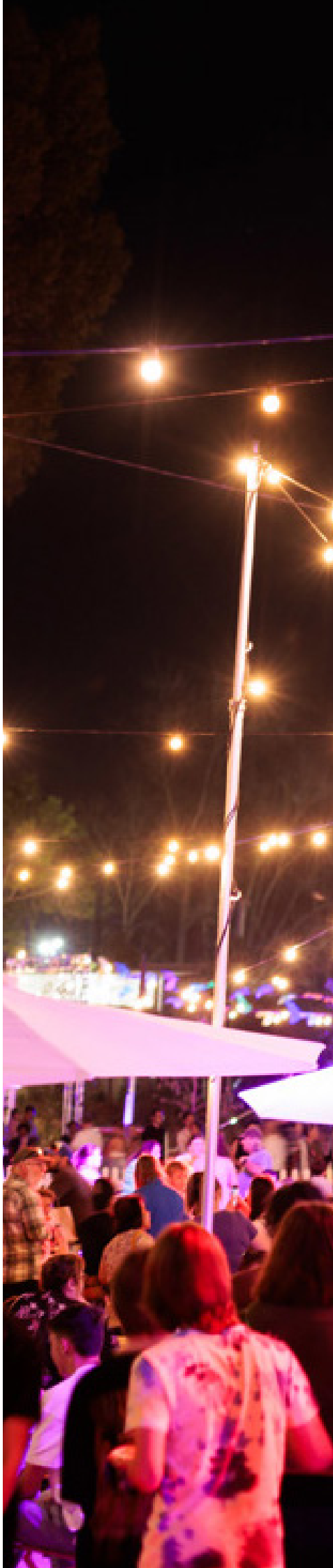
A broad range of community voices are required to shape Penrith, which is why community engagement is crucial. This Community Strategic Plan was developed with and for the community, reflecting Council's commitment to the following principles in all engagement activities:

Tailored and inclusive - We remove barriers to participation to ensure we hear from as many people as possible, with particular efforts made to identify and hear from underrepresented community groups.

Clear and timely communication - We provide clear, accessible and prompt information about how you can have your say and give you time to provide informed feedback.

Meaningful and genuine - We facilitate genuine opportunities to listen to and understand your aspirations, ideas, needs and concerns so you can inform the outcomes.

Work in partnership – We work in respectful partnerships, with the understanding that community and government are responsible for shaping Penrith.





United Nations Sustainable Development Goals

In 2015, Australia joined 192 other nations in pledging to implement the United Nations Sustainable Development Goals. Central to this initiative are 17 global objectives aimed at tackling social, economic and environmental aspects of sustainable development, offering a plan to create a better world for present and future generations. Sustainable Development Goals are mapped across each strategic direction to support a responsible and holistic approach to future planning.



Developing this plan

In the development of Penrith 2041+, residents, visitors, local workers, service providers, businesses, and community groups shared their ideas about the future of Penrith and how we can achieve outcomes together.

Phase 1 Research

Council staff reviewed demographic data to understand the local community profile, ensuring that research and engagement would be reflective of Penrith's diverse community.

We analysed recent engagement reports and community satisfaction and wellbeing surveys to build a picture of current community experience and sentiment.

We reviewed existing strategies and reports undertaken by Council, state agencies, private industry and local partners to understand the external factors impacting our City and region.

We developed an engagement program, Towards Penrith, with a local government area wide communication strategy and a range of contribution options and activities designed to empower participation across our City.

Phase 2 Engagement

We explored community aspirations, values and concerns to understand where Penrith wants to be in the future.

We asked:

- What words describe the Penrith Local Government Area you would like to see in 10 years' time?
- What would you like to see or change for future Penrith?
- Which longer-term issues do you think will be the biggest challenges for Penrith?
- Which do you see as the highest priorities for the Penrith Local Government Area in the next 12 years, and why?
- Thinking about Penrith in the future, what would your vision statement be?

Phase 3 Deep dive

We consulted community groups, local representatives and industry experts through direct mail, in person and with online workshops to understand the emerging themes.

Phase 4 Confirm

We gathered everything we learned into this plan and asked the community to confirm if we have captured an accurate vision for Penrith and developed an effective plan to get us there.

The Towards Penrith engagement program was live from April – August 2024 and we received:

- Over **1,000** 'Towards Penrith' surveys completed
- **123** children's drawings received
- **402** Community Satisfaction Survey participants
- **18** vox pops
- Over **250** community group workshop attendees
- **4** event pop-ups
- **2,334** visits to the campaign webpage
- Print survey delivered to **93,124** residential and commercial addresses
- School engagement
- Service provider engagement




What's your vision?
"quality services"
"arts, music, culture, nightlife"
"a place for all to enjoy and grow"
"parks for kids"
"where people want to live"
"healthy, lush, relaxing"
"every resident feels safe and valued"
"a well-planned city"
"the most family friendly and culturally diverse place in Sydney"
"affordable"
"where young and old feel unified"
"community within nature"
"more schools"
"cleaner, greener, sustainable"
"no pollution"
"lots to do and good work life balance"
"affordable housing for the new generation"
"thriving, safe and friendly community, passionate about health, art and equality"
"a better future for everyone"
"sun and fresh air"
"a place to belong and prosper"
"a vibrant, inclusive community"
"a place where people work to live, not live to work"
"diverse people, diverse spaces"
"progressive and welcoming"
"the best place to live in Australia"
"bringing families together"
"safety for everyone"
"a great place to live with everything you need here"

Our Community Vision Statement

We are proud to be Penrith - a great place to live, a region of opportunity and connection.

Our community and City are thriving.

We care for each other and our place.

Strategic directions to support the vision

The strategic directions reflect the community's vision for Penrith, with a focus on key areas identified through the consultation process and are opportunities to have maximum impact. City metrics have been established to monitor progress in these areas, guiding efforts to achieve meaningful change by 2041.

Strategic Direction 1
Nurture our environment

Strategic Direction 2
Support our wellbeing

Strategic Direction 3
Shape our growing city

Strategic Direction 4
Provide for our lifestyle

Strategic Direction 5
Work together





City metrics

Increase tree canopy

Current 26%
2041 Goal 40%

A thriving tree canopy helps reduce urban heat, enhances air quality, supports biodiversity and fosters a connection to nature, which supports community wellbeing.

The NSW State Government has set a 40% canopy cover target for Greater Sydney by 2036. Penrith currently has a canopy cover ratio of 0.26m² per square metre or 26%.

Source: Greater Sydney Canopy Dataset 2022

Increase local jobs

Current 0.80
2041 Goal 1:1

Employment is essential for a thriving community, offering financial stability, purpose and an inclusive society.

Penrith currently has 84,000 local jobs and 105,000 resident workers, which is a local jobs ratio of 0.80.

Source: Remplan 2024

Improve development

Current 24.4%
2041 Goal 21.2%

A strong start in life is a key predictor of future outcomes including long-term health, educational attainment, and overall wellbeing.

In Penrith, 24.4% of children are not meeting developmental milestones in one or more areas, significantly higher than the state average of 21.2%.

Source: Australian Early Development Census 2021

Improve health - type 2 diabetes

Current 5.72%
2041 Goal 4.82%

Diabetes is a chronic physical condition impacting the quality of life of Penrith residents, their families and the community. Type 2 diabetes represents 85 - 90% of all cases and whilst there are some family related risk factors that cannot be modified, the condition is often associated with lifestyle factors. These factors include access to effective healthcare, education, regular physical activity and healthy food options. In Penrith, 5.72% of residents live with type 2 diabetes, which is higher than the NSW state average of 4.82%.

Source: National Diabetes Services Scheme 2025

Understanding this plan

Top issues and challenges

A summary of community responses to the question "Which longer-term issues do you think will be the biggest challenges for Penrith?", supported with additional research by Council staff.

Regional State and Global impacts

External plans, priorities and guidance which contribute to or impact the Community Strategic Plan

Strategic Direction 1

Nurture our environment

In 2041, our City has grown thoughtfully. Sustainability underpins our decision-making. We continue to innovate and work together to adapt to a changing climate.



22 PENRITH CITY COUNCIL

Where are we now?

Top issues and challenges

Extreme weather events

Storms, floods, bushfires and heatwaves put pressure on our community and personal health, resources, and local ecosystems in ever increasing frequency. We work to understand our climate, prepare for shocks and keep safe.

Penrith has had six natural disaster declarations between 2019 and 2024 and has already surpassed the annual projected number of days over 35 degrees for 2030, 2050 and 2090 in multiple years.

Source: Australia Institute

Preserving our landscape

As our City grows, we take care to limit urban areas from encroaching into rural lands and scenic landscapes. We balance the needs of our population, designing places which are water sensitive, green, cool, and rich with biodiversity.

42.4% of dwellings in Penrith LGA are within 400m of public open space larger than 1.5 hectares.

Source: Australian Urban Observatory

Regional, state and global impacts

NSW Government Circular Economy Policy Statement supports innovative local actions and local government adoption of circular economy principles.

Net Zero Emissions Guidance for NSW Councils provides guidance on key steps involved in developing a net zero emissions strategy.

The State Emergency Management Plan provides a coordinated approach to emergency management.

Resilient Sydney provides a roadmap to live with our climate, by adapting to sustain our quality of life and our environment.

The Western City District Plan prioritises sustainability, by focusing on our regions landscape, efficiency, and resilience.

Sarah (10)



SUSTAINABLE DEVELOPMENT GOALS

Community Strategic Plan 2041+ 23

A drawing received from a young resident, responding to the question "What's your vision for Penrith? Draw what you would like to see"

How will we know we have arrived?

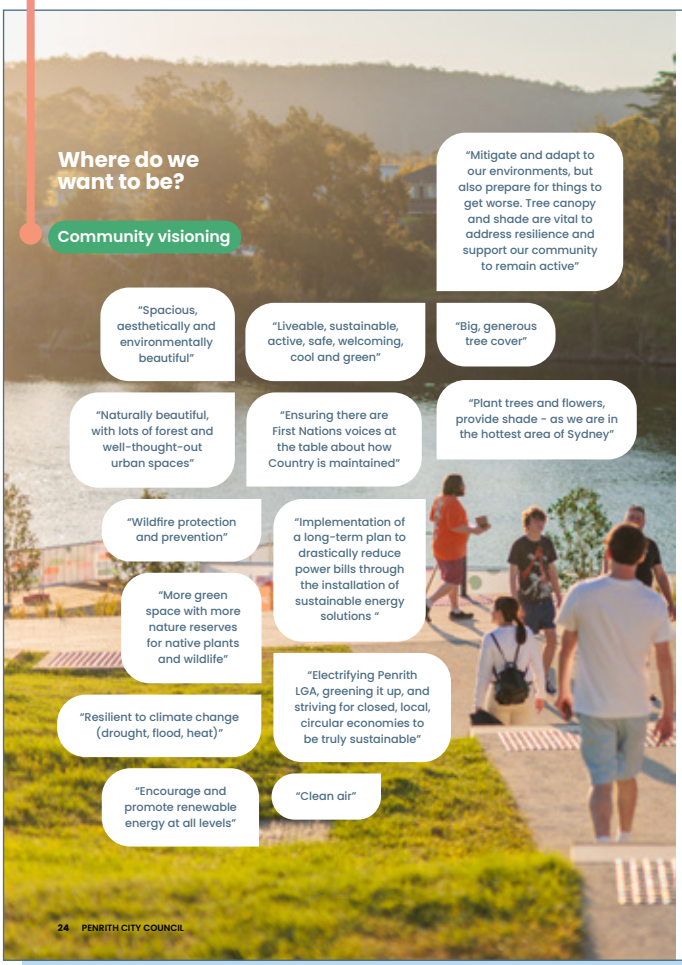
Community visioning

Quotes from community responses to the questions

"What words best describe the Penrith Local Government Area you would like to see in 10 years' time?"

What would you like to see or change for future Penrith?

"What do you see as the highest priorities for Penrith in the next 12 years?"



How will we get there?

How will we know we have arrived?

Strategy to 2041	Council's Role	Partners	Indicators	Baseline	Target
1.1 Enhance natural spaces and protect environmental quality			Community satisfaction with the protection of bushland, natural environment and wildlife *Source: Penrith Community Satisfaction Survey*	84% (2024)	Maintain
			Days when polluting concentration causes air quality to fall below 'Good' or 'Fair' as per Natural Environment Protection Measure guidelines *Source: NSW Air Quality Monitoring Network*	0 (2024)	Maintain
			Recreational Water Quality – Annual River Grade Ratings *Source: Penrith Council sampling of Nepean River across five sites*	Poor to very poor (2024)	Increase
			Biodiversity - Penrith LGA land classified as 'Nature Conservation' *Source: NSW Government Agricultural and Land Use Dashboard*	7500 hectares (2020-21)	Maintain
1.2 Increase resource efficiency and minimise waste			Community satisfaction with waste and resource collections *Source: Penrith Community Satisfaction Survey*	88% (2024)	Maintain
			Waste generated in kilograms per person per week *Source: Penrith Domestic Waste Audit*	7.28kg per person per week (2022-23)	Maintain under 7.5kg per person
1.3 Advance climate resilience and mitigate urban heat			Greenhouse gas emissions from electricity, gas, waste and transport *Source: Resilient Sydney Platform*	1.99million tonnes CO_2e (2022-23)	Decrease
			Tree canopy cover per square metre *Source: Resilient Sydney Platform*	0.26m² (2019)	Increase

Legend

Council's role: **Provide** · **Collaborate** · **Influence** · **Advocate**

Partners: **Residents** · **Community groups** · **Local businesses** · **Neighbouring councils** · **State agencies**

Nurture our environment

In 2041, our City has grown thoughtfully. Sustainability underpins our decision-making. We continue to innovate and work together to adapt to a changing climate.



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Sarah (10)



SUSTAINABLE DEVELOPMENT GOALS



Where do we want to be?

Community visioning

"Mitigate and adapt to our environments, but also prepare for things to get worse. Tree canopy and shade are vital to address resilience and support our community to remain active"

"Spacious, aesthetically and environmentally beautiful"

"Liveable, sustainable, active, safe, welcoming, cool and green"

"Big, generous tree cover"

"Naturally beautiful, with lots of forest and well-thought-out urban spaces"

"Ensuring there are First Nations voices at the table about how Country is maintained"

"Plant trees and flowers, provide shade - as we are in the hottest area of Sydney"

"Wildfire protection and prevention"

"Implementation of a long-term plan to drastically reduce power bills through the installation of sustainable energy solutions "

"More green space with more nature reserves for native plants and wildlife"

"Electrifying Penrith LGA, greening it up, and striving for closed, local, circular economies to be truly sustainable"

"Resilient to climate change (drought, flood, heat)"

"Encourage and promote renewable energy at all levels"

"Clean air"

How will we get there?

How will we know we have arrived?

Strategy to 2041	Council's role	Partners	Indicators	Baseline	Target
1.1 Enhance natural spaces and protect environmental quality			Community satisfaction with the protection of bushland, natural environment and wildlife *Source: Penrith Community Satisfaction Survey*	84% (2024)	Maintain
			Days when polluting concentration causes air quality to fall below 'Good' or 'Fair' as per Natural Environment Protection Measure guidelines *Source: NSW Air Quality Monitoring Network*	0 (2024)	Maintain
			Recreational Water Quality – Annual River Grade Ratings *Source: Penrith Council sampling of Nepean River across five sites*	Poor to very poor (2024)	Increase
			Biodiversity - Penrith LGA land classified as 'Nature Conservation' *Source: NSW Government Agricultural and Land Use Dashboard*	7500 hectares (2020-21)	Maintain
1.2 Increase resource efficiency and minimise waste			Community satisfaction with waste and resource collections *Source: Penrith Community Satisfaction Survey*	88% (2024)	Maintain
			Waste generated in kilograms per person per week *Source: Penrith Domestic Waste Audit*	7.28kg per person per week (2022-23)	Maintain under 7.5kg per person
1.3 Advance climate resilience and mitigate urban heat			Greenhouse gas emissions from electricity, gas, waste and transport *Source: Resilient Sydney Platform*	1.99million tonnes CO_2e (2022-23)	Decrease
			Tree canopy cover per square metre *Source: Resilient Sydney Platform*	0.26m² (2019)	Increase

Council's role: **Provide** **Collaborate** **Influence** **Advocate**

Partners: **Residents** **Community groups** **Local businesses** **Neighbouring councils** **State agencies**

Support our wellbeing

In 2041, our community is safe, welcoming and resilient. We have access to the services and spaces we need and our wellbeing is supported.



Where are we now?

Top issues and challenges

Equity and access

Western Sydney is facing rising income disparity and unequal access to services and infrastructure which impacts health, safety, education and wellbeing. These are fundamental rights, and the design of our City and services must work in support of our community's needs.

Only 65% of Penrith residents report that they have access to the services and facilities they need locally.

Source: Community Satisfaction Survey 2024

Cost of living

Increases in housing and daily living costs continue to place significant pressure on household budgets causing residents to be more vulnerable to shocks and stressors. When households spend more than 30% of their gross income on housing, they are generally described as being in 'housing stress', which means that they are more likely to have trouble affording food, healthcare and other necessities. Everyone has a right to affordable, quality and secure homes and to have their basic needs met.

Penrith's SEIFA Index of Disadvantage is 991. This index is derived from Census data, including factors like income, education, employment, and housing, and indicates a moderate level of socio-economic disadvantage.

Source: Australian Bureau of Statistics 2021

Regional, state and global impacts

Future Health 2022-32 outlines vision for a sustainable health system that delivers outcomes that matter most to patients and the community.

NSW Government's Vibrancy Reforms plan to bring vibrancy back to the night-time economy and community, benefiting live music, dining, and creative sectors and workers.

Resilient Sydney provides a roadmap to foster a welcoming and inclusive community, who can manage and mitigate vulnerabilities.

Western City District Plan prioritises liveability, by focusing on services and social infrastructure and fostering healthy, creative, culturally rich and socially connected communities.

Shrina (7)



SUSTAINABLE DEVELOPMENT GOALS



Where do we want to be?

Community visioning

"All residents embrace a spirit of inclusivity, step beyond our own traditions"

"Directly and proactively address racism, homo/ transphobia, domestic and family violence"

"Friendly, local availability of services, liveable"

"Greener, cooler (temperature!), multicultural, values history & heritage, values Indigenous heritage, safe for all"

"Vibrant, full of culture and arts for the city of Penrith"

"Supporting vulnerable people"

"I would love to see Penrith's TRUE character represented in a tasteful way, such as with art murals, more dedicated street art areas"

"Appreciated for its historical significance to the nation's identity and development (agriculture, arts, indigenous) while known also for being "young at heart" with vast opportunities for sporting, artistic, economic, cultural and wellbeing pursuits."

"Community care for those who have no safe place to live."

"Story telling"

"Culturally safe places"

"Community outreach programs awareness and volunteering"



How will we get there?

How will we know we have arrived?

Strategy to 2041	Council's role	Partners	Indicators	Baseline	Target
2.1 Strengthen community resilience, support systems and networks			Community members who feel prepared and can get help and support should shocks or stressors arise *Source: Penrith Community Satisfaction Survey*	53% (2024)	Increase
			Community members who feel part of their neighbourhood or community *Source: Penrith Community Satisfaction Survey*	60% (2024)	Increase
2.2 Support equitable access to community services and facilities			Community members who can access the services and facilities they need in their area *Source: Penrith Community Satisfaction Survey*	65% (2024)	Increase
			Children who are developmentally vulnerable in one or more domains *Source: Australian Early Development Census*	24.4% (2021)	Decrease
2.3 Live safely and enhance community wellbeing			Community members who report their quality of life as good to excellent *Source: Penrith Community Satisfaction Survey*	88% (2024)	Maintain
			Life expectancy at birth *Source: NSW Government Health Statistics*	81.6 years	Maintain or increase
			Community members who report feeling safe in their neighbourhood *Source: Penrith Community Satisfaction Survey*	During the day 86% At night 58% (2024)	Increase 'at night' score
2.4 Connect and share in celebration of diversity, culture and creativity			Community satisfaction with local community festivals, activities and events *Source: Penrith Community Satisfaction Survey*	88% (2024)	Maintain
2.5 Respect, engage and celebrate First Nations people through reconciliation, historical acceptance and unity			Community members who feel Aboriginal and Torres Strait Islander culture and heritage is respected and celebrated in Penrith *Source: Penrith Community Satisfaction Survey*	59% (2024)	Increase

Council's role: **Provide** · **Collaborate** · **Influence** · **Advocate**

Partners: **Residents** · **Community groups** · **Local businesses** · **Neighbouring councils** · **State agencies**

Shape our growing City

In 2041, strategic planning and collaboration continue to improve the liveability and connectivity of our City. Balanced growth respects our unique local character and delivers a choice of homes and jobs for our diverse community.



Where are we now?

Top issues and challenges

Rapid growth

While most of our community recognises the benefits of growth, effective management of growth has consistently been identified as a major issue to our community. With the opening of an international airport and a new metro line in 2026, Penrith residents want to make sure the things that make Penrith unique are not lost, and that services, infrastructure and facilities exist to support the growing population.

Penrith's population is expected to increase by 25%, to 271,518 in 2041.

Source: NSW Department of Planning

Housing choice and affordability

The NSW Government has set a housing target of 8,400 additional homes to be built in Penrith by 2029. We know that a diversity of housing (including affordable housing) supports a diverse population. As our population grows, it will be important to ensure that new housing includes a mix of type and tenure to cater for different household types in our community, and their changing needs over time.

Currently only 34% of Penrith residents report that they can afford a house of a good standard.

Source: Community Satisfaction Survey 2024

Regional, state and global impacts

The **Western Sydney Aerotropolis Plan 2020** sets a path for a thriving economic centre in Western Sydney, with the Western Sydney International Airport contributing 200,000 new jobs in the broader Western Parkland City and Bradfield City becoming a high skill jobs hub across aerospace and defense, manufacturing, healthcare, freight and logistics, agribusiness, education and research industries.

The **Western City District Plan** prioritises productivity, by focusing on land use and transport structure as well as jobs and skills for the city

Future Transport Strategy 2056 sets the direction for connecting people, communities and businesses in NSW to provide a successful and thriving future.

Resilient Sydney provides a roadmap for a People Centered City, including communities in decision making for growth and equity.

The **National Housing Accord** and the NSW Government Housing Target Commitment fosters a collaborative approach to respond to the national housing crisis.

SUSTAINABLE DEVELOPMENT GOALS



Kelly (7)



Where do we want to be?

Community visioning



"Filled with job opportunities yet still be tranquil, safe, enjoyable, and livable."

"I would like to see Penrith grow as next CBD, fast connectivity to city, good cycle tracks, areas where people can enjoy night life"

"A vibrant and thriving community that maintains the current small-town community feel"

"A hub of activity where people love to spend time"

"Vibrant at day and night, with lots of greenery, and well-lit at night"

"Developments focused on enhancing environmental sustainability, improving community wellbeing and promoting accessible education and health care services."

"A transformation that includes sustainable urban planning, advance public transportation systems, innovative green spaces, increased digital connectivity, and a thriving local economy that supports diverse industries"

"Opportunities for education"

"An important hub of the city of Sydney. Vibrant and energised"

"Responsible development - maintenance of quality of life"

"More jobs"

"Big city thinking"

"More amazing events"

How will we get there?

How will we know we have arrived?

Strategy to 2041	Council's role	Partners	Indicators	Baseline	Target
3.1 Grow and support a thriving local economy			Gross regional product *Source: National Institute of Economic and Industry Research*	$12.19 billion (2022)	Maintain growth to $30B (2041)
			Local jobs	84,000	Maintain growth to 144,500
			Resident workers	105,000	144,500
			Local jobs ratio *Source: Remplan*	0.80 (2021)	1:1
			Visitation *Source: Tourism Research Australia*	1.64 million visitors per year (2022) 284,000 annual overnight stays (2022)	Maintain growth to 2.74 million visitors per year (2030) 637,000 annual overnight stays (2030)
3.2 Navigate balanced growth and plan strategically			Community satisfaction with managing Penrith's future *Source: Penrith Community Satisfaction Survey*	80% (2024)	Maintain or Increase
3.3 Harness opportunities to boost liveability through advocacy and collaboration			Community satisfaction with advocacy of community needs to all levels of government *Source: Penrith Community Satisfaction Survey*	78% (2024)	Increase
			Housing stress - households spending more than 30% of gross income on housing *Source: .id informed decisions*	16.8% (compared to 19.8% in Greater Sydney)	Maintain or decrease

Council's role: **Provide** · **Collaborate** · **Influence** · **Advocate**

Partners: **Residents** · **Community groups** · **Local businesses** · **Neighbouring councils** · **State agencies**

Provide for our lifestyle

In 2041, our City has well-planned and maintained infrastructure. We can get around easily and access facilities that are appropriate to our needs.



Where are we now?

Top issues and challenges

Getting around

Major infrastructure projects and a booming population have put pressure on our City's transport network. It is essential that we improve roads, public transport, parking and pathways to reduce traffic congestion, enhance liveability and provide safe and efficient access to all areas of our city.

At 1.9 cars per household, Penrith households have almost 50% more cars than the NSW average.

Source: Australian Bureau of Statistics

Infrastructure reliability

Recent shocks and stressors from global threats such as pandemics to extreme weather events have caused rising concerns about the security of our basic utilities. These include communications, health, mobility, power, water and sewer. Identifying and understanding our exposure enables us to take the right steps to increase our resilience when facing these issues.

Sydney is the largest city in Australia that relies on a single reservoir, the Warragamba Dam for approximately 85% of its water supply.

Regional, state and global impacts

The **Western Parkland City** will benefit from significant investment in new, city-shaping infrastructure including the Western Sydney International Airport and Aerotropolis, Outer Sydney Orbital, Sydney Metro Western Sydney Airport, M12 Motorway, and Western Sydney Freight Line.

The **Western City District Plan** prioritises infrastructure, by planning for a city supported by infrastructure and services in the right place at the right time.

The **State Infrastructure Strategy 2022-2042** is a 20-year infrastructure investment plan for the NSW Government that places strategic fit and economic merit at the centre of investment decisions.

The **Future Transport Strategy** sets the direction for connecting people, communities and businesses in NSW to provide a successful and thriving future.

Resilient Sydney provides a roadmap to 'Live with our Climate', by investing in resilient buildings, assets, precincts and cities.

Kensi (12)



SUSTAINABLE DEVELOPMENT GOALS

Where do we want to be?

Community visioning

"Sustainable, green, vibrant, connected, safe, easy to travel around"

"Good traffic flow, parking availability, more sheltered parks"

"We need to support existing and older suburbs to not be left behind and ensure equity in access to public space and recreation opportunities"

"Traffic flow management"

"Change focus from cars to people"

"More focus on the quality of Penrith as an asset with high quality services that ensure the infrastructure and open spaces are well maintained, updated as appropriate and clean so that people feel proud to live in the area"

"Liveability is all about wanting to work and live with all the facilities and infrastructure to people want to be part of this community. Roads, shared paths and drainage are also important with the aim to reduce road traffic and the ability to navigate around the area during times of huge rainfall"

"Signage and art that pertains to the Country we are on"

"Modernising old spaces"

"Pram and wheelchair improved general access"

"Beautification along our main arteries"

"No graffiti and tidy roadsides"

"Public transport through the local area needs to be a priority as this area grows"

"Pedestrian friendly"

Council's role: **Provide** · **Collaborate** · **Influence** · **Advocate**

Partners: **Residents** · **Community groups** · **Local businesses** · **Neighbouring councils** · **State agencies**

How will we get there?

How will we know we have arrived?

Strategy to 2041	Council's role	Partners	Indicators	Baseline	Target
4.1 Facilitate easy travel through well planned and high-quality infrastructure and networks			Condition of local sealed roads rated "fair" or better as per IPWEA classification guidelines *Source: Internal records 2024*	81%	100%
			Community satisfaction with ease of traffic flow *Source: Penrith Community Satisfaction Survey*	54%	Increase
			Community satisfaction with condition of local roads *Source: Penrith Community Satisfaction Survey*	58%	Increase
			Community satisfaction with pathways and cycleways *Source: Penrith Community Satisfaction Survey*	77%	Increase
			Community satisfaction with provision of car parking *Source: Penrith Community Satisfaction Survey*	67%	Increase
			Road crash casualties *Source: Transport for NSW*	385 (2023)	Decrease
			Travel patterns on an average weekday (Western Parkland City data) *Source: Transport for NSW*	Vehicle driver 55.4% Vehicle passenger 25.6% Public transport 6.2% Walk only 11.6% Other 1.2% (2022-23)	Decrease vehicle driver share
4.2 Empower participation in sport and recreational activities			Condition of open spaces rated "fair" or better as per IPWEA classification guidelines *Source: Internal records 2024*	97%	100%
			Community satisfaction with access to recreation areas, public and open spaces *Source: Penrith Community Satisfaction Survey*	94%	Maintain
4.3 Ensure public spaces and facilities are pleasant and fit for diverse needs and uses			Condition of public buildings rated "fair" or better as per IPWEA classification guidelines *Source: Internal records 2024*	84%	100%
			Community satisfaction with facilities provided in local parks, reserves and open green spaces *Source: Penrith Community Satisfaction Survey*	82%	Maintain
			Community satisfaction with condition of public spaces *Source: Penrith Community Satisfaction Survey*	86%	Maintain

Work together

In 2041, Council and community continue to have a strong relationship built on trust and communication. Our City is governed responsibly with active community engagement, balancing current and future needs.



Where are we now?

Top issues and challenges

Collaboration

Effective representation comes when decision makers are open to hearing the concerns and aspirations of the community, and the community is supported to participate in the conversation and the journey. We are best equipped to face any issues and challenges together, through collaboration and partnerships between community, government and the private sector.

Governance

Community trust in all levels of government can become fragile as we experience continued stressors such as the COVID-19 pandemic, international conflicts, extreme weather events, the threat of cyber-attacks, and costs of living. It is incumbent upon leaders and agencies to earn the trust of those they represent, through integrity, openness, accountability and sound decision making.

Regional, state and global impacts

Resilient Sydney provides a roadmap to 'One City', through cooperation, collaboration and knowledge sharing across metropolitan Sydney.

The **Western City District Plan** prioritises implementation and governance, through collaboration across government and the private sector, engagement, and monitoring and reporting on performance.

The **Smart Western City Program** outlines the infrastructure, services and resources needed to ensure smart technologies help deliver a vibrant and liveable Western Parkland City. The vision for the Western Parkland City is to be an inclusive and digitally capable region, where people are the focus, and everyone has equal access to technologies that benefit and create opportunities.

Muhammad (10)



SUSTAINABLE DEVELOPMENT GOALS

Where do we want to be?

Community visioning

"Innovative, forward thinking"

"Coordinated efforts across all levels of government, private sector investment, and strong community engagement to transform Penrith"

"Stand up for rights, healthy government, multicultural government, interactive with community"

"Community led, engaged and forward planning"

"Opportunities for community engagement"

"Leadership around climate change"

"Progressive, focused on the right areas, building a sustainable future"

"Ensure any consultation is inclusive of cultural knowledge holders"

"People who don't live in Penrith think of us as a low socio-economic and somehow "lesser" community. I think that the last 10 years this has started to shift. It would be amazing to see that continue. I'd love to see Penrith really flesh out its public perception and own our narrative of who we are."

"Regular community consultations"

"Quality partnerships"

"Good planning and vision"

"Better communication about what going on"

"We need to be agile and unafraid of piloting ideas"

How will we get there?

How will we know we have arrived?

Strategy to 2041	Council's role	Partners	Indicators	Baseline	Target
5.1 Communicate and engage effectively			Community satisfaction with Council communication *Source: Penrith Community Satisfaction Survey*	74% (2024)	Increase
5.2 Ensure public participation in collaborative decision-making			Community satisfaction with opportunities to get involved in decision-making *Source: Penrith Community Satisfaction Survey*	68% (2024)	Increase
5.3 Act with integrity, transparency and accountability			Community members' satisfaction that Council is trustworthy *Penrith Community Satisfaction Survey*	72% (2024)	Maintain
5.4 Manage resources sustainably for current and future generations			Community satisfaction that Council's services are good value for the rate dollar *Source: Penrith Community Satisfaction Survey*	61% (2024)	Increase

Council's role: **Provide** **Collaborate** **Influence** **Advocate**

Partners: **Residents** **Community groups** **Local businesses** **Neighbouring councils** **State agencies**

Penrith 2041+ Community Strategic Plan

We are proud to be Penrith - a great place to live, a region of opportunity and connection. Our community and City are thriving. We care for each other and our place.

Strategic Direction	Strategy to 2041	Council's role	Partners
Nurture our environment	1.1 Enhance natural spaces and protect environmental quality		
	1.2 Increase resource efficiency and minimise waste		
	1.3 Advance climate resilience and mitigate urban heat		
Support our wellbeing	2.1 Strengthen community resilience, support systems and networks		
	2.2 Support equitable access to community services and facilities		
	2.3 Live safely and enhance community wellbeing		
	2.4 Connect and share in celebration of diversity, culture and creativity		
	2.5 Respect, engage and celebrate First Nations people through reconciliation, historical acceptance and unity		
Shape our growing City	3.1 Grow and support a thriving local economy		
	3.2 Navigate balanced growth and plan strategically		
	3.3 Harness opportunities to boost liveability through advocacy and collaboration		
Provide for our lifestyle	4.1 Facilitate easy travel through well planned and high-quality infrastructure and networks		
	4.2 Empower participation in sport and recreational activities		
	4.3 Ensure public spaces and facilities are pleasant and fit for diverse needs and uses		
Work together	5.1 Communicate and engage effectively		
	5.2 Ensure public participation in collaborative decision-making		
	5.3 Act with integrity, transparency and accountability		
	5.4 Manage resources sustainably for current and future generations		

Council's Role: Provide · Collaborate · Influence · Advocate

Partners: Residents · Community groups · Local businesses · Neighbouring councils · State agencies

Delivering this plan

Council's commitment

- Councillors and Council staff at all levels will use this Community Strategic Plan to inform in all advocacy and decision-making activities.
- Each year, Council leadership will map projects and service activities against the Community Strategic Plan strategies in the development of its four-year Delivery Program and annual Operational Plan, and will report on progress and challenges in its Annual Report.
- Every two years Council will engage an independent researcher to conduct a survey with the Penrith community to track progress against the community's priorities.
- Every four years Council will report on progress and challenges against the Strategic Directions and Strategy Statements in the Community Strategic Plan, through a State of Our City Report.
- Every four years a new Council is elected, and the CSP is reviewed with the community to ensure it remains relevant and representative.

Community and stakeholder participation

In support of this Community Strategic Plan, community members and other stakeholders are encouraged to:

- Read and understand this plan, and reflect on their place in each strategy.
- Contribute to achieving our shared goals individually, professionally and through participation with local organisations.
- Provide feedback on this and any other Council strategies which impact or interest them.

Ready to have your say?

Join our online community to keep up to date and participate in shaping Penrith's future

yoursaypenrith.com.au

PENRITH CITY COUNCIL

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PENRITH CITY COUNCIL

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