With growth in creative industries injecting $31 billion into the national economy, Penrith has seized the opportunity to reap the economic benefits of creative enterprise and generate the next big idea.

Recently, Penrith City Council hosted the Creative Industries Business Development Forum, which showed the promise of bringing businesses and government together with creative industries to fuel investment, jobs creation and business development in Penrith.

Supported by Penrith City Council, the Penrith Business Alliance and the Parramatta Council 'Pop Up Parramatta' project, the forum facilitated discussion about methods and the successes of encouraging creative industries in commercial areas.

The Pop Up Parramatta project is just one example of support for creative industries - it is focused on injecting creative enterprise and infrastructure into unused buildings and spaces in Parramatta, activating office and retail space in the process.

Penrith Mayor Greg Davies (pictured) said the successful forum would help pave the way for innovative Penrith businesses.

"Council is proud to pursue opportunities for creative business development through initiatives like the Creative Industries Business Development Forum," he said.

The forum provided a wealth of insights to fuel Penrith business creativity.

Keynote speakers at the event included writer and broadcaster, Marcus Westbury.

Mr Westbury founded with his own funds and energy, Renew Newcastle, a low budget, not for profit, DIY urban renewal scheme that has brokered access to more than 30 empty buildings for creative enterprises, artists and cultural projects in his home town of Newcastle.

Theatre director and arts educator of 20 years, Peta Downes from the University of Western Sydney also spoke about using people’s creative ideas as the blueprint for sustainable businesses.

"Council and the Penrith Business Alliance will continue to support incubator industries to boost Penrith’s competitive advantage," Cr Davies said. “The recently launched Penrith is Here community brand is already boosting Penrith’s economic profile."