

Subject:	Economic Development Advisory Committee Meeting	Page 1 of 8
File No:	URB/08/1/7/5	
Document Ref:	D17/27304	
Venue:	Pope Street Meeting Room	
Date:	1 st March 2017	
Time:	6.00pm Started at: 6:00pm Closed at: 8.00pm	
Chair:	Councillor Etmekdjian	
Meeting Support (MS):	Linda Smith – EA to the Mayor and Councillors	
Staff Convenor:	Jan Bouhali	
Circulation:		

Committee Role:

- Provide direction and support to assist and guide Council in implementation of the City of Ryde Economic Development Strategy (EDS), identified Strategy Actions, 2009-2014.
- Identify and recognise economic development issues / projects, government and business sector initiatives and actions that underpin the EDS' three strategic themes of:
 - *Marketing the City of Ryde;*
 - *Employment Generation;*
 - *Building Partnerships.*

Committee Members as per the Terms of Reference

Present	Apology	Name	Position Title	Organisation
x		Clr Artin Etmekdjian	Delegate (Chairperson)	City of Ryde
		June Heinrich	Principal	Macquarie Community College
	x	Brad Chan	CEO	Banna Property Group
x		Nora Etmekdjian	President	West Ryde Chamber of Commerce
x		Yvonne Doornan	President	Gladesville Chamber of Commerce
x		Tony Abboud	President	Ryde/Macquarie Park Chamber of Commerce
x		Stefan Sojka	Director	Cyrius Media Group
x		Morrell Boyce	Resident	Macquarie Park Forum
	x	Lydia Scuglia	Chair	Ryde Business Forum
	x	Graham Janes	Officer	Ryde Salvation Army
		Doug Hardy	Real Estate Agent	Meadowbank/West Ryde Progress Association
	x	Phil Peake	Business Owner	Residents for Ryde Community Group
		Simone Checchia	Solicitor	Milne Berry Berger and Freedman Solicitors
		Kaylar Michaelian	Board Member	Ryde Business Forum
		Stephen Chang	Solicitor	Herbert Smith Freehills
x		Cassy Norris	Principal	Ryde Secondary College
x		Jan Bouhali	Economic Development Coordinator	City of Ryde

Additional Attendees

Name	Position Title	Organisation
John Brown	Senior Coordinator – City Activation	City of Ryde
Hannah Goodchild	Neighbourhood Activation Officer	City of Ryde
Linda Smith	EA to the Mayor and Councillors	City of Ryde
Robert Hall	Guest speaker	Economy ID

Details	Action	Responsibility & Date
<p>1. Attendance and Apologies</p> <p>Attendance and apologies were recorded as above.</p> <p>Confirmation of Minutes</p> <p>The Committee confirmed the Minutes of the Meeting of 9th November 2016</p>	<p>Noted.</p> <p>Endorsed.</p>	
<p>2. Economy ID – Update, trends and changes to the City of Ryde</p> <p>Robert Hall presented information to the group as follows:</p> <p>During the period 2011 – 2015, in terms of employment growth, Ryde was the 5th fastest growing area in NSW.</p> <p>COR accounted for 3% of the state's Gross State Product.</p> <p>COR SNAPSHOT:</p> <p>population of 117,000. 93,841 local jobs 10,880 local businesses 60,557 employed residents.</p> <p>The top four drivers of economic growth in Ryde are:</p> <ul style="list-style-type: none"> (a) The return of NSW as the premier state (state population has grown faster than the Australian average). This growth has come from overseas migration, baby boom, less loss of jobs to other states, diversity of population growth. (b) The new economy favours agglomeration. There has been a decline in manufacturing and economy is more reliant on ideas and problem solving. Transition from mining to services The knowledge component is growing Sydney is receiving a larger share of jobs growth The dominant industries in Ryde are technical, scientific, wholesale trade, media and comms. (c) Spatial advantage Ryde has precincts, institutions and accessibility People travel from all over Sydney to work in Ryde. (d) The above drives significant demand for housing and services. The population is forecast to grow 1.6% pa for the next 20 years which is greater than the Sydney average. Growth will occur in all age brackets but especially younger families. 	<p>Mr Hall was thanked for his very informative presentation.</p> <p>When the 2016 Census information is available, Mr Hall will be asked to address the group again.</p>	
<p>3. Economic Development 2017 work plan</p> <p>Jan Bouhali outlined the role of EDAC is to provide direction to Council with regard to economic development.</p> <p>Its aim is to market Ryde and generate employment.</p> <p>Ms Bouhali outlined the charter of the committee which covers the following areas:</p> <ul style="list-style-type: none"> - improvements in the Macquarie Park precinct and neighbourhood centres. - Provide assistance to small businesses and local job seekers. 	<p>Noted.</p>	

	<ul style="list-style-type: none"> - Encourage sustainable transport options - Market investment opportunities 		
4.	<p>Collective discussion on contributions/advice on 2017 economic development work plan</p> <p>The discussion was facilitated by Hannah Goodchild Committee members feedback included:</p> <p><u>Nora Etmekdjian: - West Ryde</u></p> <ul style="list-style-type: none"> - Mrs Etmekdjian noted there is a lack of variety offered by the businesses trading in West Ryde. - Certain products and businesses can no longer be found in the local area. - Council could consider promoting the West Ryde area through an online campaign. - The area is looking tired. - The uncertainty regarding the future use of Victoria Road has removed the incentive for business owners to improve the appearance of their businesses. - It was suggested that Council relook at the Masterplan previously proposed for West Ryde. - This Committee could engage with the owners and act as intermediaries with Council and the Chamber of Commerce <p><u>Cassy Norris – Interaction with youth</u></p> <ul style="list-style-type: none"> - Ms Norris expressed a desire to see school students given the opportunity to engage with business in a more meaningful way. - Suggested a competition where students are tasked with designing spaces such as plazas. Teachers could run the competition which would provide students the opportunity to use critical thinking and design skills. - Ms Norris also suggested an offshoot of the successful business bootcamp. - An abridged one day course could be held in schools where students are presented with a challenge they have to solve. <p><u>Stefan Sojka – extension of ShopRyder service</u></p> <ul style="list-style-type: none"> - Mr Sojka suggested a possible remedy to transport issues through the provision of a minibus network which could be run as a Council/private enterprise. - He also raised the issue of the business directory which was created for the local area. - Mr Sojka suggested that an app providing relevant data about the local business community would be a worthwhile pursuit for this committee. - This committee could start a facebook community for local business to assist with informal networking opportunities. <p><u>Tony Abboud –</u></p> <ul style="list-style-type: none"> - Mr Abboud commented that whilst each of the above ideas had merit, he believes the role of this committee is to create the synergy between projects Council is already undertaking. - For eg this committee should look for ways to correlate 	The information was noted.	

<p>and connect the work being undertaken on the night time economy with ease of travel to work, the provision of eating destinations, areas for recreation and keyworker housing in Macquarie Park.</p> <ul style="list-style-type: none"> - This committee should act as a catalyst for sparking activity that feeds off the work already being undertaken ie use the incubator at Macquarie Park to solve the issues facing West Ryde identified above. - Mr Abboud wants to end spot initiatives and instead encourage broad contact and communication between relevant groups and projects. - Adoption of the above would allow small initiatives to be supported by Council - This committee could establish a framework to bring projects together and tie them in with relevant groups. - This committee should highlight everything that is going on and inform people. - It's role should be to bring ideas together. - It should capture the initiatives, remove duplication and get an overall plan happening. - It should capture individual initiatives and pull them together – get connection - A workshop to capture initiatives and see how we can work together, would help Council meet its economic objectives. <p>Morrell Boyce - general comments</p> <ul style="list-style-type: none"> - Mr Boyce suggested the compilation of a directory of vacant properties and jobs available in Macquarie Park would be useful. It was agreed that the Macquarie Park Forum adequately caters for the needs of Macquarie Park. <p>Artin Etmekdjian – local town centre</p> <ul style="list-style-type: none"> - Cllr Etmekdjian commented that whilst major centres could operate without Council support, that small local centres are suffering and would benefit from Council assistance. - Cllr Etmekdjian suggested this committee could work with people, businesses and community groups in local town centres to support them and bring back the vibrancy that has been lost in some areas. - He suggested a worthwhile objective for this committee would be framing and planning the future of town centres. <p>Yvonne Dornan – Gladesville town centre</p> <ul style="list-style-type: none"> - Ms Dornan was concerned about the lack of direction faced by shopkeepers in Gladesville due to the area being controlled by both Hunters Hill and City of Ryde Councils. - Ms Dornan noted that to date, the Hunters Hill Main Street Committee had not achieved cohesion in the area. <p>John Brown summarised the above comments by the group as follows:</p> <ul style="list-style-type: none"> - There is a need for this committee and Council to make connections and use synergy to advance EDAC. - This committee needs to act collectively between Council and business - Mr Brown noted the work that Council is undertaking with interested parties in respect of Eastwood, West Ryde and Gladesville. - Mr Brown noted that Cox's Road shopping precinct is 		
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	<p>soon to be masterplanned and the public domain upgraded.</p> <ul style="list-style-type: none"> - Work on the activation of West Ryde and a suitable masterplan needs to be escalated - This committee should be used to bring ideas, objectives and projects into one place – no more bandaid solutions to problems - He acknowledged that this committee can be of assistance to Council - Jan Bouhali and Hannah Goodchild will review all comments made at the meeting and prepare a framework that the committee can work from. - They will examine the initiatives currently on the drawing board or underway and also note future plans. - It may be necessary to hold a workshop in addition to regular scheduled meetings to further the discussion and options for the committee. 		
5. General Business	<p>Nil</p>	Noted	
6. Next Meeting	<p>The next meeting will be held at 5pm on 17th May 2017 – Venue Meeting Room – Pope Street Ryde</p>	Noted.	