

CITY OF RYDE MPP MARKETING PLAN 2018–22

OBJECTIVES

**Attract more
investment**

**Attract more
start-ups
and micro
businesses**

**Help to
achieve pride
in place**

STUDY PROGRESS

Stage 2: Stakeholder Engagement - August to October 2018

3 MPP stakeholder workshops - 24 consultees

Investment - NSW Inward Investment Attraction team

Sydney tech ecosystem - 6 consultees

Landowners - 6 consultees

Employee benchmark survey underway

FINDINGS SO FAR

STRONG ECONOMIC STORY

"A business park that is growing"
"A centre for mature tech businesses"

A BUSINESS PARK IN TRANSITION

"Now getting more residential
- changing the mix"

DO MORE ON THE GREEN ENVIRONMENT OF MPP?

"MPP is a green location, with the natural amenity an under-used resource"
"Need to see clean and green infrastructure at MPP"

ALL THE ELEMENTS OF A CBD - NOT JOINED UP

"We need to create points of interaction"

WHAT TO DO WITH THE CAR?

"Congested and not of human scale"
"Don't see people - not a pedestrian precinct"

WHAT TO BE KNOWN FOR?

"A living lab can make MPP a destination for innovators who are creating tomorrow"

IS NOT CONNECTED

"Difficult to get to Macquarie Park"
"Is more a geography than a community"

AGENTS OF CHANGE

"MPID & Venture Cafe - bringing more connections and collaborations"

NEED FOR GREATER VISIBILITY

"MPP needs to be part of the conversation"

NEXT STEPS

Stage 3: Findings & Marketing Plan - November 2018

Evolution of the place story - the next chapter

Key audiences and stakeholders

Key objectives and KPI's

Key messages

Marketing Plan actions, channels, resources, timeline

Presentation of Draft Marketing Plan

Delivery of Final Report: MPP Marketing Plan 2018-2022

THANK YOU

Hoyne
Place Visioning™
Property Branding
& Marketing