



CITY OF RYDE MPP MARKETING PLAN 2018–22



THE HOYNE DIFFERENCE

LEADING THE INDUSTRY POSITIONING DEVELOPMENTS AS DESTINATIONS



THE HOYNE DIFFERENCE



Maroochydore
SunCentral



Riverbank
Parramatta City Council



Northshore
EDQ



Visit Penrith
Penrith City Council



Parramatta Square
Parramatta City Council



Lake Macquarie
Lake Macquarie City Council



Parramatta
Parramatta City Council



Cato Square
City of Stonnington



MPP MARKETING PLAN

2018–22

Review & Update

Attract:

- new investment
- startups/micros

Positive Place Experience



REPORTS, STRATEGIES & PLANS

Powerful Statistics

Pro-business

Collaborative

Growth & Change

Recognition of MPP



ATTRACTING INVESTMENT

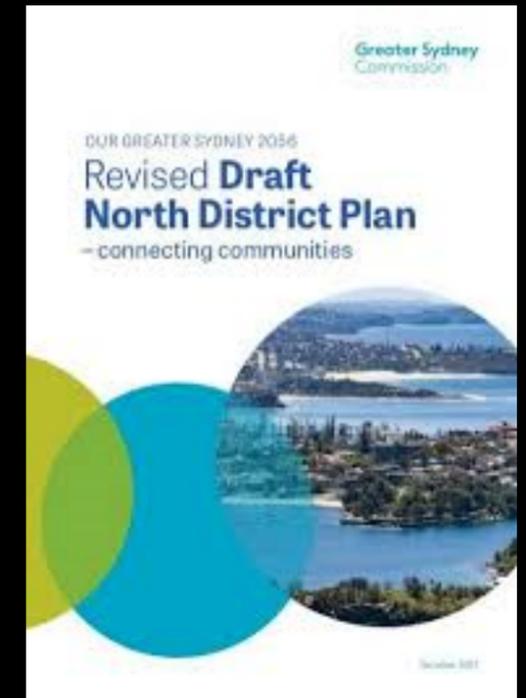
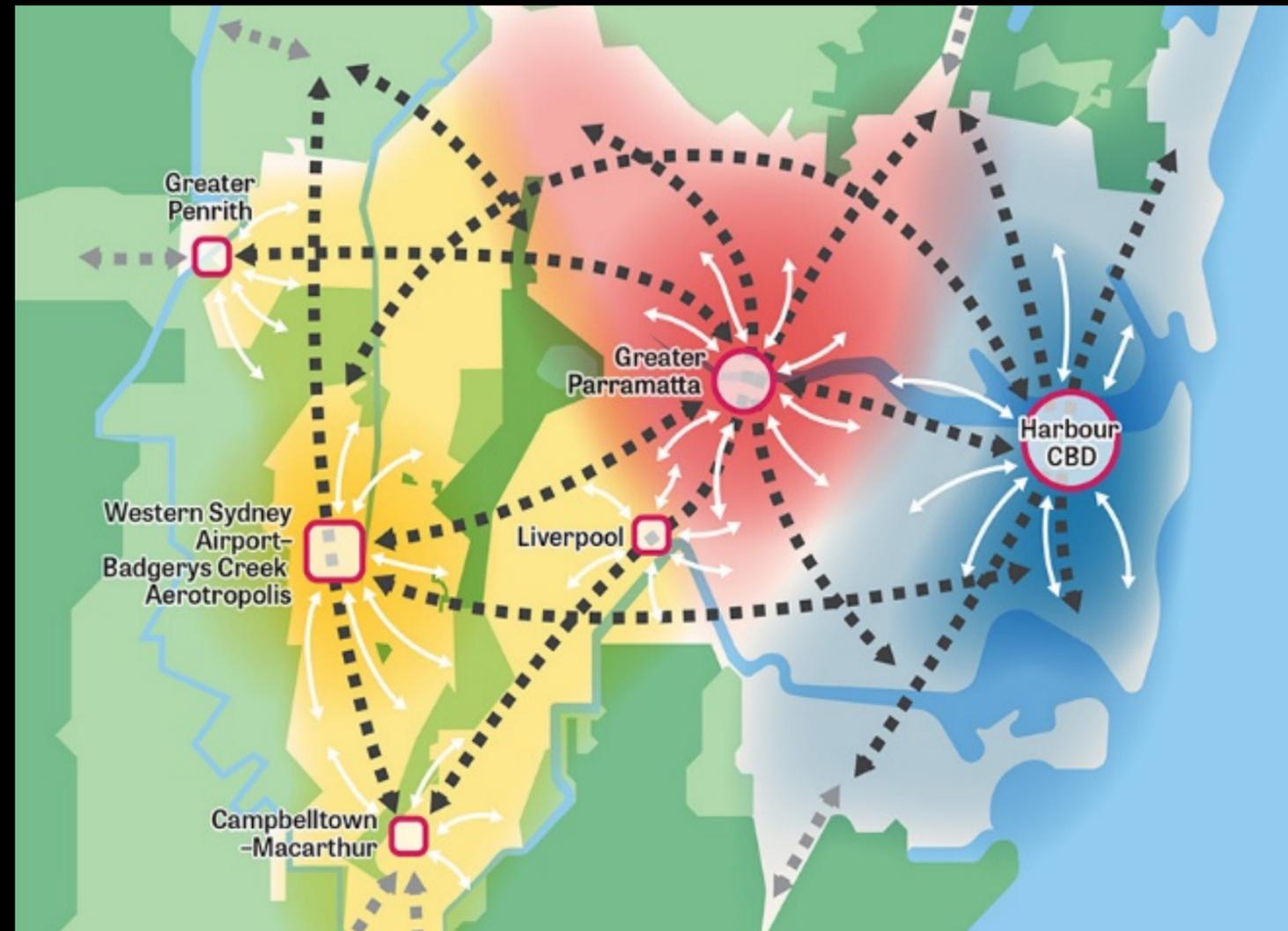
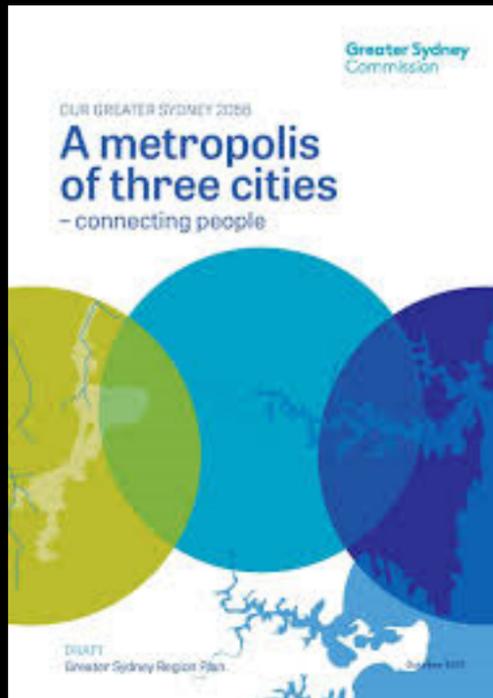
KEY LOCATION FACTOR	MACQUARIE PARK PRECINCT
Market Opportunity	No.1 & growing
Talent Pipeline	Huge clever catchment
Business Champions	Lots of proven winners
Feeling Connected	Good(ish) & getting better
Growth Support	Local collaboration and partnership
Property Ladder	On-site flexibility
Best Value	Lower cost & more space



INNOVATION DISTRICT

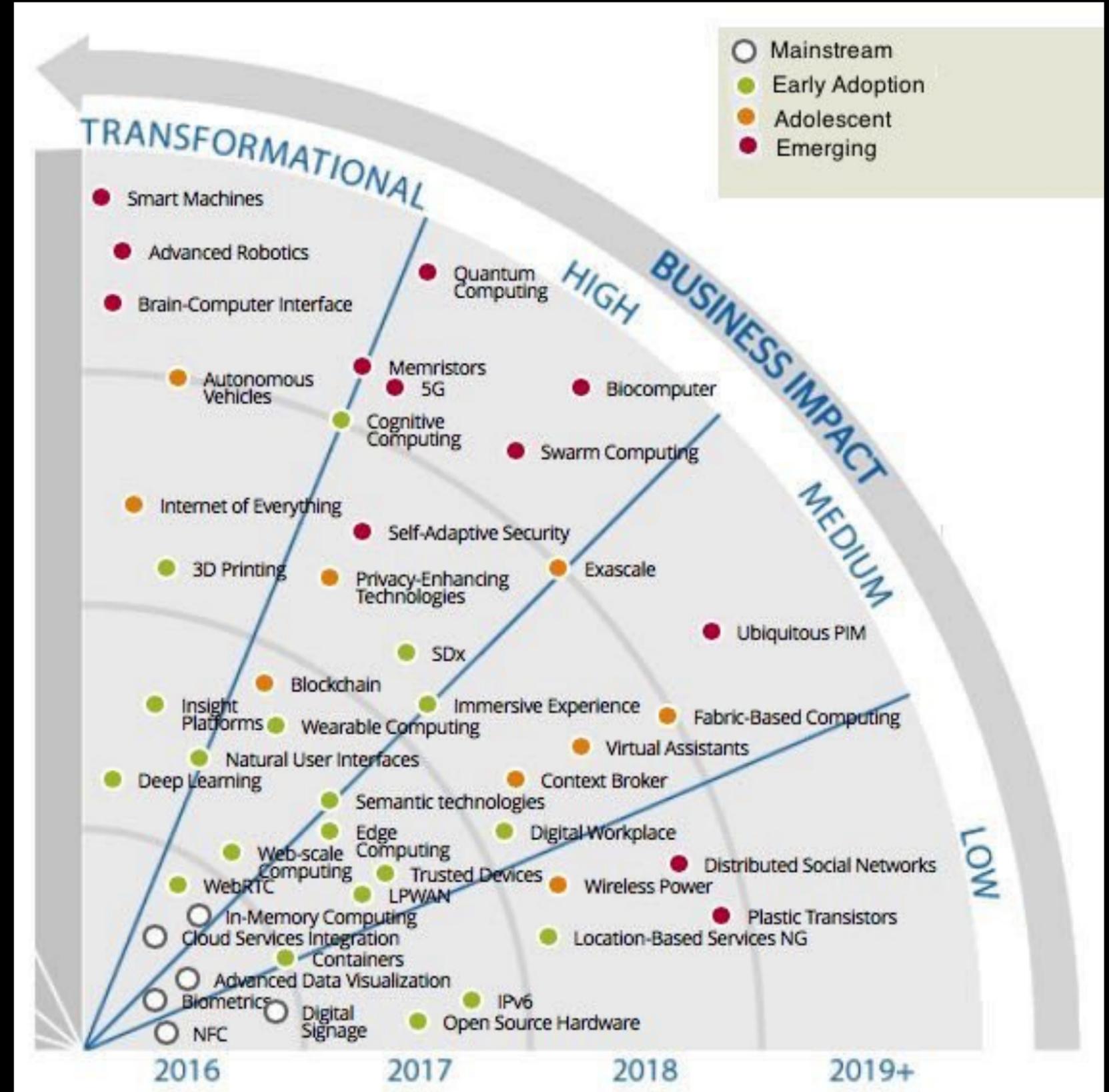
INNOVATION DISTRICT	MACQUARIE PARK PRECINCT
Critical Mass	Yes & growing; needs more startups/SMEs
Innovation Capacity	Good & huge potential
Diversity & Inclusion	Good & huge potential
Quality of Place	Improve: density, proximity, connectivity, mix of uses
Leadership	MPID – an industry-led initiative est. 2015

FUTURE DIRECTIONS





FUTURE DIRECTIONS





MARKETING OPPORTUNITIES

Attracting new investment

- Premier location for Sydney/NSW

Growing the tech ecosystem

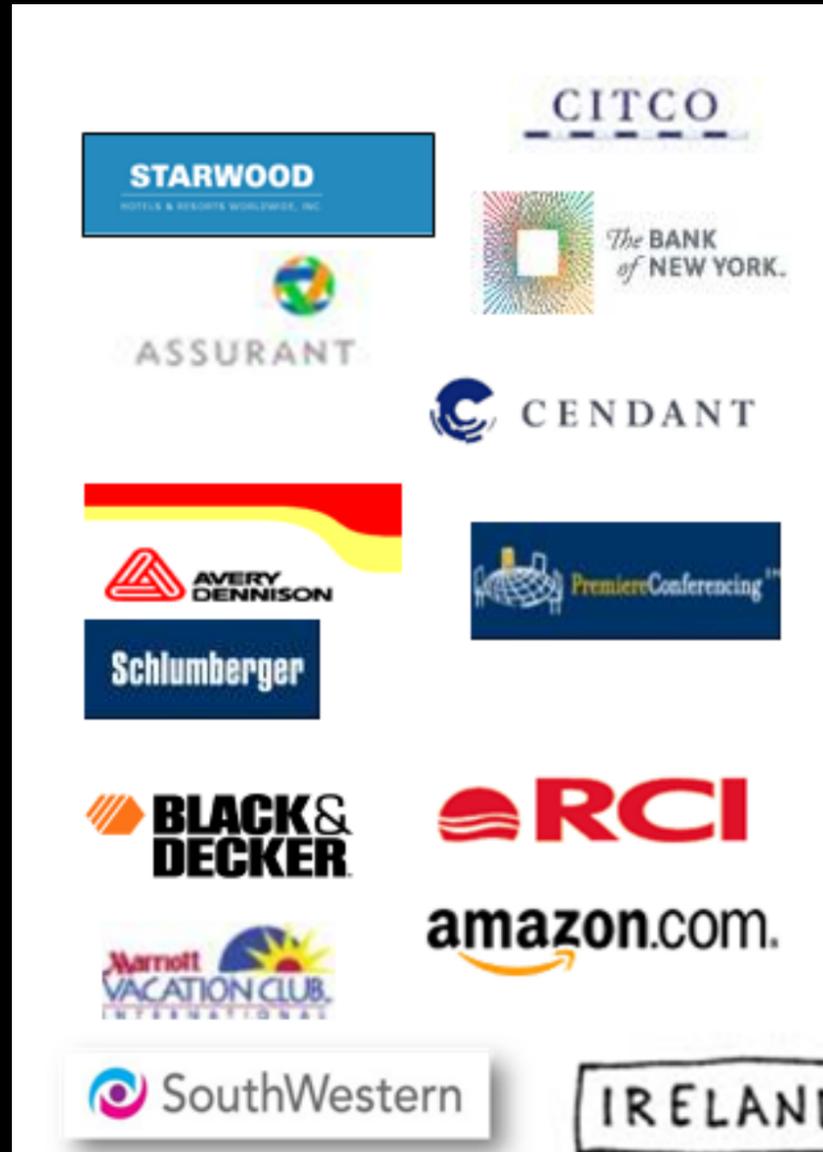
- Connected + Smart

CORK: A GLOBAL LOCATION FOR FDI

LIFE SCIENCES



INTERNATIONAL SERVICES



INFORMATION & COMMUNICATION TECHNOLOGIES



INDIA STRATEGY

NSW INTERNATIONAL ENGAGEMENT STRATEGY



NSW
MAKING IT HAPPEN

CHINA STRATEGY

NSW INTERNATIONAL ENGAGEMENT STRATEGY



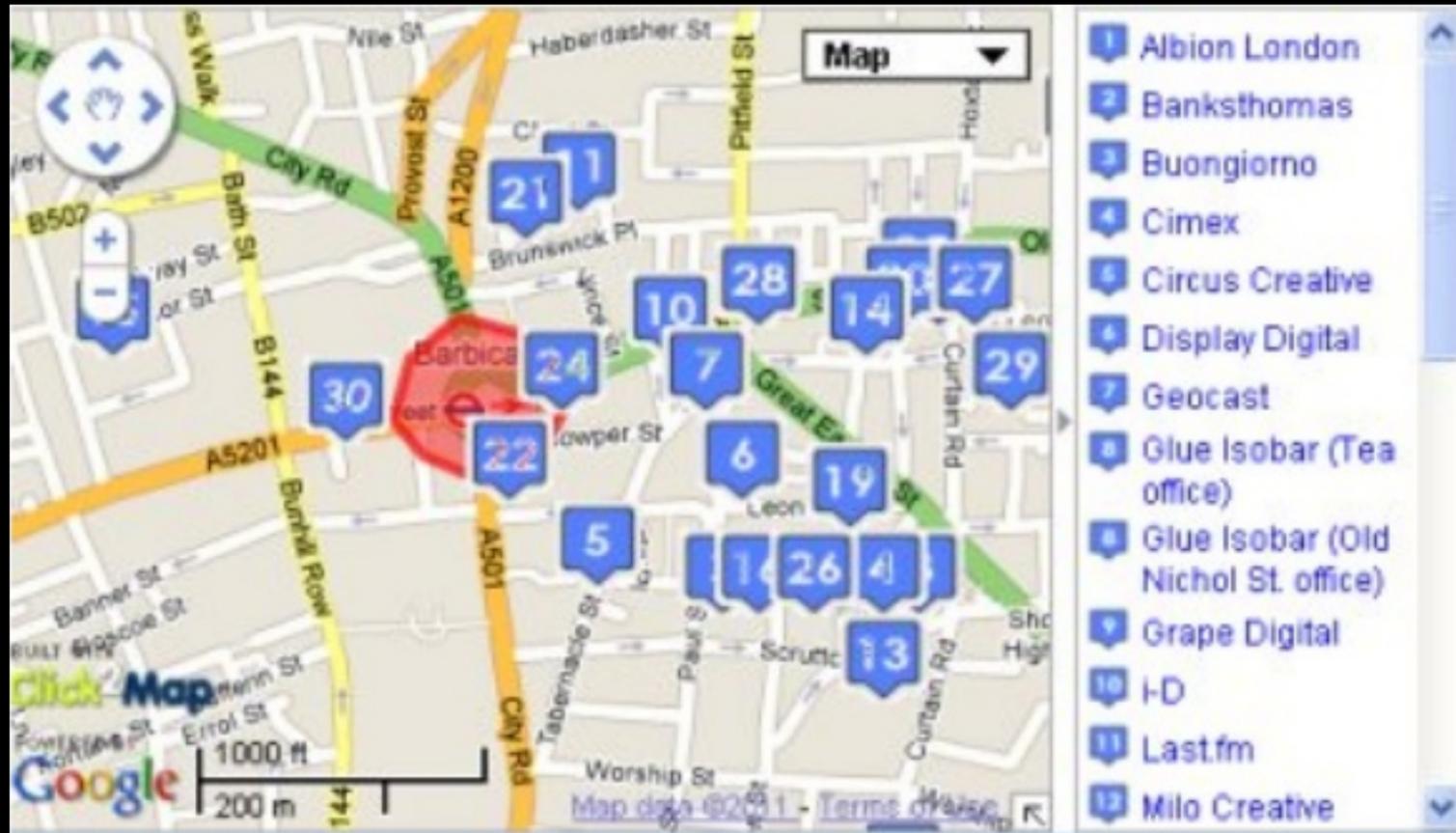
NSW
MAKING IT HAPPEN

JAPAN STRATEGY

NSW INTERNATIONAL ENGAGEMENT STRATEGY




New South Wales Government



LONDON'S TECH STARTUP CLUSTER 2009



SILICON ROUNDABOUT / TECH CITY 2 YEARS LATER

SYDNEY ECOSYSTEM — NO.4 IN THE WORLD FOR LOCAL CONNECTEDNESS



The Manly Daily | 13 NEWS

Planning for a tertiary future at primary sites

Jim O'Rourke

THE old Manly SeaLife aquarium would be an ideal site for a university school specialising in marine or maritime sciences, Northern Beaches Council has proposed.

And as part of its push to attract tertiary institutions to the peninsula Mayor Michael Regan confirmed he would approach Google to establish a presence here.

The tech giant is searching for an Australian headquarters after turning its back last year on a plan to redevelop the old White Bay power station at Rozelle.

Last Saturday the Manly Daily reported that council had voted to open expressions of interest (EOI) from universities wishing to expand into the northern beaches.

Five peninsula sites have been short-listed, including SeaLife (pictured), as possible locations for satellite higher education campuses.

Council officers suggested



Possible uni at SeaLife and new HQ for Google

Maritime Services, had the potential to be transformed into a higher education establishment "particularly within specific schools/disciplines, such as maritime science and marine".

They said the site was favourable because it was close to the ferry wharf and a large bus interchange.

Cr Regan said proposing the defunct SeaLife site for a marine science school was a

universities in relocating some of their operations on the northern beaches.

The universities of Sydney, Macquarie, NSW, Wollongong as well as the University of Technology Sydney (UTS), offer marine biology and marine science courses. TAFE NSW has maritime classes at its Brookvale campus.

The empty aquarium site is currently zoned for recre-

sheds, environmental facilities and water-based recreation structures.

"SeaLife is more of a conversation starter for universities rather than a long term option because it would require significant compliance and structural upgrades," Cr Regan said.

"It's far better to look at Fishermans Beach at Long Reef where the surf rescue radio room is located.

the sea in what is a unique reef location."

Cr Regan said there were also options around the Dee Why civic and library precinct; the revamped precinct near the Northern Beaches Hospital and as part of a possible redevelopment of Brookvale Oval.

"I'm interested in approaching Google to check their interest on being part of the northern beaches," he said.

"The opportunities they can provide our kids... they could even partner with a university."

Cr Regan said there were a number of potential sites that Google could occupy including part of the carpark around the civic centre.

The EOI will begin next financial year.

RMS said yesterday that it would call for expressions of interest before July 1 to lease the site in accordance with the current zoning.

"All interested parties are invited to be a part of the process. The community will



Optus sparks search for technology innovation superstars.

Microsoft commits \$500 million over next two years to new startup program.

Stockland launches \$500m Tech Precinct at Macquarie Park.

AWS and Optus partner up for NSW transport accelerator.

The Head of Microsoft for Startups, @annie_parker, digs into a new report that reveals potential talent gaps for the Australian tech ecosystem.



Company testimonials

People achievement stories

What MPP can do for you





MARKETING CONTENT

More please:

- On-site activities
- Innovation programs & plans
- MPP business advantages
- Cost advantages



CHECK POINT

WE NEED YOUR INPUT ON HOW WE PROCEED. WE BELIEVE MPP NEEDS TO:

1. Amplify company associations with MPP.
2. Tell people stories about MPP activities.
3. Collaborate with NSW Govt./Austrade.
4. Define role within Sydney's tech ecosystem.



STAKEHOLDER ENGAGEMENT

	AUGUST				SEPTEMBER				OCTOBER			
	06	13	20	27	03	10	17	24	01	08	15	22
EMPLOYEE BENCHMARK <i>Online survey</i>				█								
LANDOWNER INTERVIEWS <i>Plans, timelines, perceptions, expectations</i>					█							
TENANT WORKSHOP <i>Activities, experiences and potential story inputs</i>						█						
SYDNEY STARTUP HUB MEETING <i>Objectives, plans and resources</i>							█					
MPID COLLABORATORS <i>Attract inward investment & growth of Sydney's tech ecosystem</i>							█	█				
OUTCOMES (STAGE 3)									█	█	█	█