



CASE STUDY MEET MACQUARIE PARK SYDNEY, AUSTRALIA

Local businesses big and small share their relocation experience, why they made the move and the positive outcomes of moving to the Macquarie Park precinct in Sydney, Australia.

OVERVIEW

Originally based in Annandale, NSW, and utilising a shared office, Geoff and his small team were looking for self-contained office space as they entered the next phase of business growth. In 2008, the team from Sonic Sight made the move to the Macquarie Park business precinct.

CHALLENGE

As part of the business strategy, Geoff and his team were looking for a geographically central office space in Sydney.

"We initially just needed a small office but it was proving difficult to find any that were available to rent," Geoff recalls.

For Geoff, the key requirements and considerations were:



Self-contained



Centrally located



Affordable

The search near Macquarie Park was a logical one. You see, Geoff was already calling the City of Ryde home in a residential capacity when he came across a small pocket of new commercial office suites near Delhi Road in Macquarie Park.



Pictured: Geoff Anderson, Founder - Sonic Sight.

ABOUT

Sonic Sight is a corporate video production company with three employees. Geoff Anderson and his team work with local businesses in the Macquarie Park precinct to create promotional, training and community engagement videos.

Their services include developing strategy with clients, creating engaging concepts, filming, editing and assisting with the distribution of videos.



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SOLUTION

In 2008, Delhi Corporate hit the market with suites available for sale. Although Geoff was originally looking for a rental option, the site ticked almost all the boxes for the growing business.

“Back in 2008 the train line hadn’t been built, [but] I knew it was on its way,” he says.

Geoff quickly did the maths and realised the decision to purchase a space in this corporate business park was a no brainer – it would cost no more to buy the office than to lease one elsewhere.

FUTURE PLAN

For now, the team at Sonic Sight is staying put in the Delhi Corporate office.

“I purchased the space to be future proof and to allow our humble business to flourish without the disruption of frequent moves,” Geoff says.

More than a decade later, Geoff is still thankful about the move he made to Macquarie Park all those years before. Shortly after moving to the area Geoff became a member of the Macquarie Park Ryde Business Chamber which he says is a great way to connect with other businesses and support each other.

“The Chamber is growing and thriving so it will be exciting to see how this contributes to the area in the coming years.”

RESULTS

Geoff recalls the move as a fantastic choice for his small business and team. They packed up their small Annandale shared space and headed into Macquarie Park to meet new clients, integrate with the community and to build their business and brand.

“We’re a business that needs to actually turn up to a location to film, so having clients nearby is win/win,” he says.

Sonic Sight works across a broad spectrum of industries including government, corporates and the education sector, so there are plenty of opportunities close by. In fact *“over 83% of our income comes from clients located within 10 kilometres of our operation in Macquarie Park,”* Geoff says.

When asked what else the Macquarie Park area has going for it, Geoff is quick to point out the central location.

“The M2 is right there for when you are going to the city or out west and Lane Cove Road is easily accessible for the north and south journey. If you want to catch a train, the next one is only ever five minutes away. It really is a great central location.”

And he’s pretty happy with the capital gain on his commercial premises too. Since purchasing in 2008, the asset has appreciated considerably in value but more importantly he has built up a community of clients and has established a brand in the area.



MEET THE FOUNDER

Scan the QR code to hear from the business founder of this case study – Geoff Anderson, Sonic Sight.