



# OUR SMART AND INNOVATIVE CITY



The City of Ryde is designed and planned to encourage new investment, thriving local businesses, local jobs and business opportunities. Community and businesses flourish in a climate of innovation, progression and economic growth.

## PRIORITIES FOR THIS OUTCOME:

### PRIORITY 1

#### BUSINESS OPPORTUNITY AND INVESTMENT

Businesses benefit from a prosperous local economy

- Using urban design controls and continued collaboration to manage Ryde’s growth and attract a diversity of business opportunities and jobs. This includes identifying ways to strengthen town and neighbourhood centres, build the night time economy, and promote and support small businesses.

### PRIORITY 2

#### STRENGTHENING BUSINESS NETWORKS

Partnerships shape business growth, investment and development

- Working with businesses, the community, non-government organisations, State agencies and neighbouring councils to implement our Economic Development Plan to support existing businesses and guide business growth, investment and development.
- Working with partners to develop and promote Ryde’s business brand and credentials and provide facilities, services and support to local businesses.



Aerial view looking south down Herring Road from the M2 and Macquarie Park business area



Trim Place, Gladesville

**PRIORITY**  
**3**

**MACQUARIE PARK**

**Macquarie Park expands its role as a leading commercial centre and innovation district**

- Continuing our work with the NSW Government, Macquarie University and business partners to enhance Macquarie Park as a major commercial centre and innovation district.
- Creating a night time economy in targeted areas within Macquarie Park.



Supporting small business



**\$17 billion**  
Gross Regional Product



Over  
**12,250**  
local businesses



**101,844**  
local jobs



Over  
**65,250**  
employed residents



Almost  
**30%**  
live and work in the area



**\$151,220**  
average household income

MACQUARIE PARK

**\$9.5 billion**  
economic value

More than  
**1,900**  
businesses

Almost  
**9,000**  
residents in Macquarie Park

Over  
**62,000**  
jobs in Macquarie Park

**10**  
of the world's top 100  
companies have  
Australian headquarters  
in Macquarie Park

Macquarie Centre:

The largest shopping  
centre in NSW  
**130,000m<sup>2</sup>**  
floor space

**390**  
stores

**4,900**  
car spaces

Macquarie University:

Over:  
**40,000**  
students

**3,200**  
academic and  
professional staff

**300**  
companies in the  
University precinct

There are  
over 12,250  
businesses and  
over 101,000  
jobs located in  
the  
City of Ryde.

Almost  
30% of resident  
workers are  
employed in the  
area. Over  
35,300 (62%) of  
resident workers  
have a tertiary  
qualification.

QUARTER 4 RESULT FOR THIS OUTCOME

('000)	BUDGET	ACTUAL
Income	-17	-888
Expenditure	6,799	6,073





Night time economy in Macquarie Park

## Building a Smart and Innovative City

The City of Ryde is the second-largest commercial employment zone in Sydney, producing an economic output similar to Hobart and Darwin combined. It is a diverse area, both in terms of the people and the residential and commercial mix.

Macquarie Park attracts large corporations and skilled jobs. We work with State agencies, universities and private enterprise, including our participation in the Macquarie Park Innovation District, to establish Macquarie Park as one of the largest economic centres in Australia. Our City is also home to more than 12,000 businesses that provide employment and essential and vital services to our community and beyond.

The community wants more support for local businesses, an emphasis on renewing places to attract investment, an established night-time economy, and more shops, cafés, restaurants and options for leisure activities in Macquarie Park. Our ambition is building a flourishing local economy in a well-designed and planned environment that encourages investment, local jobs and business opportunities.

A stronger local economy brings benefits to the whole community.

A major part of this journey will be revitalising town centres and commercial areas to attract businesses and an increased diversity of shops, cafés and restaurants.

## How we monitor progress

- Business confidence
- Business investment in City of Ryde
- Jobs in the City of Ryde

## Who is guiding our progress?

- Economic Development Advisory Committee
- Macquarie Park Forum

## Programs that support this outcome

- Centres and Neighbourhoods Program
- Community and Cultural Program
- Economic Development Program
- Land Use Planning Program
- Regulatory Program
- Strategic City Program

## In 2018/19, we asked you about:

- 'Dine Out in Ryde' trial program
- Eastwood Short Stay Car Park
- New markets
- Wilga Park public art

## Services

### HIGHLIGHTS

#### Supporting economic development across our City. We:

- Hosted a range of initiatives, including the Ryde Business Bootcamp program, Get Connected, Chinese trade delegations and the popular Shop Shapers program.
- Ran the Business Mastermind Program to support the continued growth of our medium-sized business sector.
- Delivered the Hospitality Industry Sector Forum in partnership with TAFE Ryde School of Hospitality.
- Supported a gin distillery pop up bar by Buffalo Vale distillery as part of our Macquarie Park placemaking program. More than 300 people enjoyed the food, live music and refreshments.
- Joined the NSW Government's Easy to Do Business Program to help fast-track business owners' progress through government processes.
- Launched Venture Café Sydney on 21 February 2019. The City of Ryde is a founding partner.

#### Driving night time activity in Macquarie Park. We:

- Worked with local businesses in Macquarie Park as well as the live music industry to promote the area as an entertainment and recreation precinct.

#### Getting behind our community. We:

- Hosted the Get that Job Day: Youth Jobs and Skills Expo, an all-inclusive event for the youth of Ryde.
- Ran the Skilled Migrant Program, which is designed to assist new and settled migrants integrate into the Australian lifestyle and culture. Twenty-four people attended a series of free workshops.
- Delivered the Women in Business Community of Practice each month, in partnership with CSIRO. We host a group of business women from the City of Ryde and beyond to share, learn and support each other.
- Celebrated International Women's Day with two events: the Women in Business forum and the International Women's Day Forum.



## BUSINESS CAPACITY BUILDING

Business sector and economic development to support local businesses and a stronger local economy.

### PROJECTS

● **Transport Management Association (TMA) for Macquarie Park**

Council's contribution to the Connect Macquarie Park Transport Management Association (jointly funded in partnership with the State Government and the business community)

● **Macquarie-Ryde Futures – PhD in social inclusion**

Part funding for PhD project examining the effectiveness of recent social inclusion projects

● **Implementation of marketing plan**

Review and update of the Macquarie Park Marketing Plan. See page 79 for more about this project

● **Economic Development Plan implementation**

Implementing the actions from Council's Economic development Plan, including developing an online directory and web sites, business awards, conducting business surveys and implementing small business development programs

● **Macquarie-Ryde Futures-PhD- Urban planning**

Part funding of a PhD project investigating urban planning, housing and community development in Macquarie Park

● **NSW Small Business**

Conducting business events for local startups and SMEs



West Ryde Plaza upgrade



Upskilling your business for the future workshop



Macquarie University Incubator



## NEIGHBOURHOOD ACTIVATION

Promoting the City's neighbourhood and town centres and working with local businesses and the community to deliver upgrades, activities and improvements to ensure that they continue to be vibrant and productive places within our City.

### PROJECTS

● **West Ryde Plaza**

We re-located existing public art and embellished the West Ryde Plaza space through improvements to shade cover, tree planting, landscaping and place activation.

● **Placemaking Macquarie Park**

We developed an Action Plan to support activation in Macquarie Park including events and engagement activities, and three years funding for a Venture Café.

● **Footpath upgrade – Khartoum Road**

Pedestrian accessibility around Macquarie Park was further enhanced with a footpath upgrade along the eastern side of Khartoum Rd.

● **Town centre upgrade implementation – renewal**

Ongoing program of town centre upgrades and renewal. For 2018/19, upgrade works in Gladesville Town Centre and design and planning for upgrades in West Ryde completed.

● **Lachlan's Line – community facility**

We designed the community space/ facility provided as part of the Lachlan's Line development Voluntary Planning Agreement.

● **Public art embellishment in Macquarie Park**

We delivered public art as part of the upgrade to the Shrimptons Creek Corridor. Wilga Park public art component installed.

● **Transport and pedestrian initiatives – Macquarie Park**

We worked in partnership with Connect to deliver transport and pedestrian initiatives in Macquarie Park. Feasibility analysis for an on-demand bus service determined the service will not be feasible with current funding and anticipated demand.

● **Wireless services and smart technologies implementation in Macquarie Park**

Our rollout of wireless services in Macquarie Park continued with free WiFi installed at Wilga Park.

● **Planting embellishment program – Macquarie Park**

Plantings were embellished across Macquarie Park to provide a quality public domain that supports Macquarie Park's growth as a strategic employment centre.



The Macquarie Park precinct is fast evolving as Australia's premier innovation district with the formation of the Macquarie Park Innovation District (MPID) Strategy.

**The year in review**

**Launching Venture Café**

Local entrepreneurs received a big boost with the launch of Venture Café Sydney in Macquarie Park. This marks the arrival of the globally-recognised innovation community in Australia, and is part of our Macquarie Park placemaking program. The City of Ryde is a founding partner in Venture Café Sydney, which aims to build an innovation ecosystem in the area by promoting innovation and collaboration between start-ups, entrepreneurs, corporates, investors and other organisations through weekly programs and events.



**Hosting the Women in Business Community of Practice**

Local businesswomen have a new place to learn, support each other and grow. Each month the City of Ryde, in partnership with CSIRO, hosts 'Our Community of Practice – Women in Business Group'. This popular new program grew out of the City of Ryde's Women's Empowerment Boot Camp Series (WEBS) funded by Investing in Women NSW in 2017/18. Members have reported new business opportunities that have come about from being part of the group. They have also told us that the topics discussed provide relevant and practical information they can implement into their businesses.

**Supporting economic development**

Our Economic Development Program targets micro, small, medium and large enterprises. A key aim is to provide continuous and regular events, programs, and initiatives that will help drive job creation. This year the program included our Ryde Business Bootcamp program, Chinese trade delegations at Macquarie Park, the popular Shop Shapers program and monthly workshops on a range of topics for SMEs including marketing, digital media, cash flow management, and Single Touch Payroll (STP). We host Get Connected – Big Ideas for Small Business each year, which provides SMEs with new connections, information, education and inspiration.

**Celebrating International Women's Day**

To celebrate International Women's Day, we hosted two events: the Women in Business forum and the International Women's Day Forum. The International Women's Day forum was a celebration of women's empowerment. This inclusive and diverse event was attended by 150 women and featured high-profile women and entertainment that focused on the theme #BalanceForBetter. A series of Women's Business Workshops were also held as part of the City of Ryde's Women's Empowerment Bootcamp project. Workshops covered a range of issues relevant to entrepreneurial women, including starting up a business, moving from a home-based business to the next level and marketing for growth.

**Helping young people get that job**

Get that Job Day: Youth Jobs and Skills Expo was an all-inclusive event for the youth of Ryde. As well as presenting 100 real job opportunities to young people seeking employment, the event also provided professional LinkedIn headshots, information stalls and workshops. Speakers offered a step-by-step guide to job seekers on getting the job they really want, provided insights into the power of first impressions and introduced business etiquette. They also discussed the importance of volunteering and actively participating in the community, and (particularly relevant for migrant youth) advice on navigating Australian culture.

Some 200 people attended the event.



Youth Jobs and Skills Expo



International Women's Day

Women in Business Community of Practice

3 Hat Business  
Mastermind Program



Get Connected

**Encouraging prospective business masterminds**

To support the continued growth of our medium business sector (which employs 50+ employees and has a turnover of more than \$2 million) we delivered a Business Mastermind Program between February and June 2019. The five-session program provided practical advice methodologies and processes with proven outcomes for business growth, peer-to-peer support plus opportunities for personal and professional development.

Fifteen businesses completed the Business Mastermind Program.

**Helping small business generate big ideas**

Each year, we hold Get Connected – Smart Ideas for Small Business in partnership with Optus for more than 200 local SMEs. Designed to provide relevant, practical information that participants can immediately apply to their businesses, it also provides an extraordinary networking opportunity and the chance for businesses to connect with new prospects, suppliers and support agencies.

**Supporting new business owners**

To help new businesses get off the ground, we deliver the Ryde Business Bootcamp in partnership with Ryde TAFE. This eight-week course covers all aspects of opening and running a business and is exceptionally popular, with over 60 participants completing the program.



Wilga Park public art

**Supporting the hospitality sector**

With people increasingly shunning the kitchen in favour of eating out locally, during the year we delivered a Hospitality Industry Sector Forum in March 2019 in partnership with Ryde TAFE School of Hospitality. The forum included practical marketing strategies, staffing tips and training to support our local restaurant owners and operators to help them to thrive – not just survive.

Sixty local restaurant businesses attended the Industry Sector Forum.

**Shortlisting sites for event activation**

With markets known to bring communities together and inject life into neighbourhoods, during the year two sites were identified for regular markets or events. West Ryde Plaza and Anderson Park in Meadowbank were recognised as having suitable amenities, access to power and parking. The community was then consulted to gauge gain their input into the types of activities they would like to see at these locations. Following consultation West Ryde Plaza was identified as the preferred location.

**Installing vibrant public art in Macquarie Park**

The upgrade of Wilga Park includes three vibrant artworks: Mandala, an elevated circular mosaic; Burst, a vibrant orange-hued installation that is an expression of movement and energy; and Sabretooth seats, modular precast forms that inspire curiosity among passers-by and park visitors. The artworks were commissioned as part of the Shrimptons Creek Corridor upgrade and make a substantial contribution to the City of Ryde’s growing public art collection.

## Challenges

### Developing Macquarie Park as an entertainment and recreation precinct

Macquarie Park is experiencing an unprecedented residential boom, however, the development of social, community and other recreational activities and events to support the rapidly expanding business and residential population is lagging behind. To support this growth, we are committed to the continued development of Macquarie Park's entertainment and recreation precinct. We are partnering with businesses, the live music industry, entertainment venues and other stakeholders to develop strategies to promote local events and activities.

A promotional package that provides local employees with an overview of the recreational and entertainment options available is being developed. In addition, we are identifying ways that current planning controls can be altered to enable and encourage night time economic activity and entertainment. These will form part of the review of our Local Environment Plan which is due to be completed in 2020.

### Marketing Macquarie Park

As Sydney continues to grow and change and residential apartments increase in Macquarie Park, some businesses have relocated from the business precinct. During the year, we reviewed and updated the Macquarie Park Marketing Plan to ensure that we are showcasing the precinct's features and opportunities and continue to attract and retain world-leading businesses.

The review identified opportunities to better promote the area and attract more businesses and start-ups (particularly in the tech sector). In response, our revised marketing plan recommends improvements to the pedestrian accessibility of the area and outlines strategies to showcase local success stories across social media and publications with wide readership. It also supports leveraging momentum generated through publicity around the Macquarie Park Innovation District; recommends promoting Macquarie Park internationally through Federal and State agencies such as Austrade; engages the not-for-profit and community sector; and encourages the promotion of the many social enterprises and good news stories generated through the co-location of innovation, market leading retail spaces and the university.

## The year ahead

We are focused on ensuring the City of Ryde is developed in a way that creates business opportunities in vibrant urban centres. We are continuing to upgrade our public domain, and are facilitating business moving to, and thriving in, the City of Ryde – both day and night. Efforts are ongoing to support and reinforce Macquarie Park's position as an economic powerhouse that plays a leading role in the nation's economic output, and its growth into a globally-recognised education and corporate and technology hub.

In 2019/20, we have the following projects planned:

### Centres and Neighbourhood program

- Placemaking Macquarie Park
- Transport Management Association for Macquarie Park
- Town centre upgrade renewal

### Community and Cultural program

- Macquarie-Ryde Futures - PhD - Social inclusion

### Economic Development program

- Economic Development Plan implementation
- Marketing plan implementation

### Land Use Planning program

- Macquarie-Ryde Futures - PhD - Urban planning (Macquarie Park)

### Strategic City program

- Giffnock Avenue footpath upgrade
- Planting embellishment program – Macquarie Park
- Wireless services and smart technologies implementation in Macquarie Park

### Traffic and Transport program

- Ryde electric vehicle innovation

**\$16.8 million**  
 investment is  
 planned for this  
 outcome over  
 the next four  
 years.