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**MM3/19    MACQUARIE PARK ENTERTAINMENT AND  
RECREATION PRECINCT - Mayor, Councillor Jerome  
Laxale**

**File Number:** EPG/09/16/13/1 - BP19/43

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At recent events hosted by Council supported organisations, Connect Macquarie Park and Venture Café, I have had the opportunity to engage with the Macquarie Park community.

As a result of my discussions with Park users, it is clear that due to size of the Park and the number of activities taking place within its environs, that Council needs to do more to ensure that the community is connected to the positive events and infrastructure Council is providing and planning.

We also need to give confidence to the live music industry and entertainment venues that they are welcome in the City of Ryde and in Macquarie Park.

Too often, employees and students are surprised to hear about the local cafés and parks on their doorstep. Too often, these assets are not highlighted until they are under threat as occurred at Ivanhoe and with the Macquarie Ice Rink.

While initiatives such as Connect, Venture Café, the Macquarie Park Innovation District, and the Macquarie Park Forum embody a strong network of industry leaders, Council needs to ensure that the network extends to the grass roots. This will ensure the community on the ground is experiencing the full benefit of all Macquarie Park has to offer.

Enhancing Macquarie Park's status as an entertainment and recreation destination will help attract customers to the Park, encourage employees to stay and enjoy the Park, will assist in the dispersal of the traffic peaks, attract new businesses and enhance the brand of Macquarie Park as the premier destination in which to work,

I want to shine a light on the assets of Macquarie Park and to do this I propose that the Macquarie Park Marketing Plan include promotion of Macquarie Park as an Entertainment and Recreation Precinct.

As a first step I propose that a promotional package be developed and provided to key employers for distribution to their employees. The package should provide an overview of the recreational and entertainment opportunities within the Park.

As a second step, Council officers should analyse existing planning controls and recommend ways in which the controls can be altered to enable and encourage further night time economic activity and entertainment.

**MM3/19 (continued)**



**RECOMMENDATION:**

- (a) That Council endorse the development of strategies, in partnership with local business operators, the live music industry, entertainment venues and other industry stakeholders to promote Macquarie Park as an Entertainment and Recreation Precinct via the Macquarie Park Marketing Plan.
- (b) That Council develop a package of information promoting the entertainment and recreation opportunities in Macquarie Park for distribution via key employers and Council's website.

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Council, dated 26 February 2019, submitted on 26 February 2019.

**MM3/19 (continued)**

- (c) That Council review LEP and DCP controls in Macquarie Park and recommend proposed changes which would enable and encourage further night time economic activity and entertainment.

**ATTACHMENTS**

There are no attachments for this report.

Report Prepared By:



**Councillor Jerome Laxale**  
**Mayor**