



 City of Ryde

Lifestyle and opportunity
@ your doorstep



Macquarie Park Forum

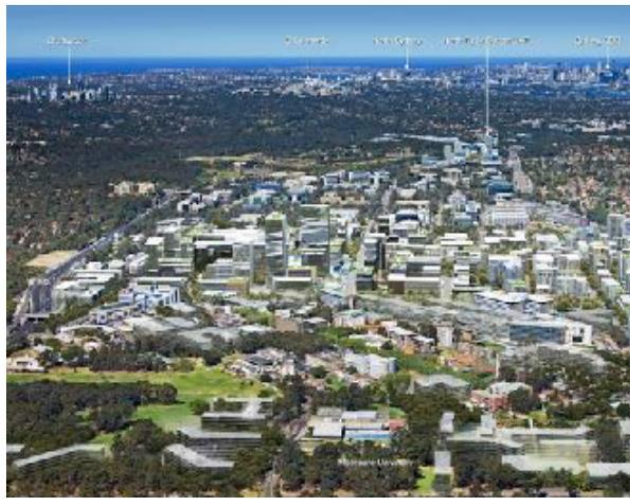
1 March 2018

Agenda

- Welcome
- Macquarie Park Forum - Terms of Reference
- Macquarie Park Strategic Review – ARUP (DPE)
- Macquarie Park Transport Access Plan - Sydney Metro
- MPSL Infrastructure Projects
- Car Parking / Taxis
- Marketing Initiatives in Macquarie Park
- Connect Macquarie Park +North Ryde
- General Business

Planning for the Future

Macquarie Park Strategic Review & Draft North District Plan



Macquarie Park Transport Access Plan



Sydney Metro

Australia's biggest public transport project

MPSL Infrastructure Upgrades

- Byfield St
- Elouera Reserve
- Lane Cove Road

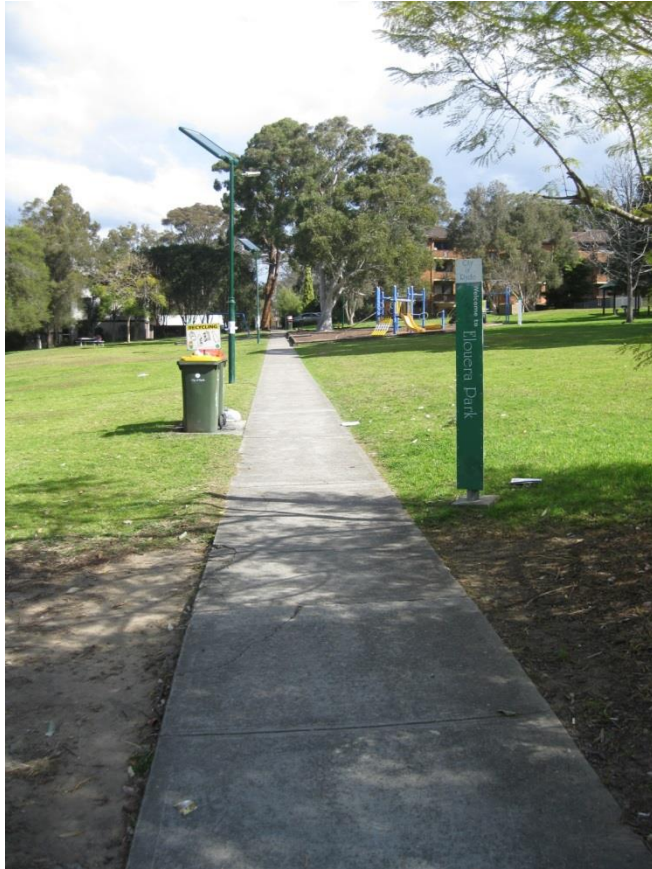
Byfield St Upgrade



Shrimptons Creek Upgrade 2017



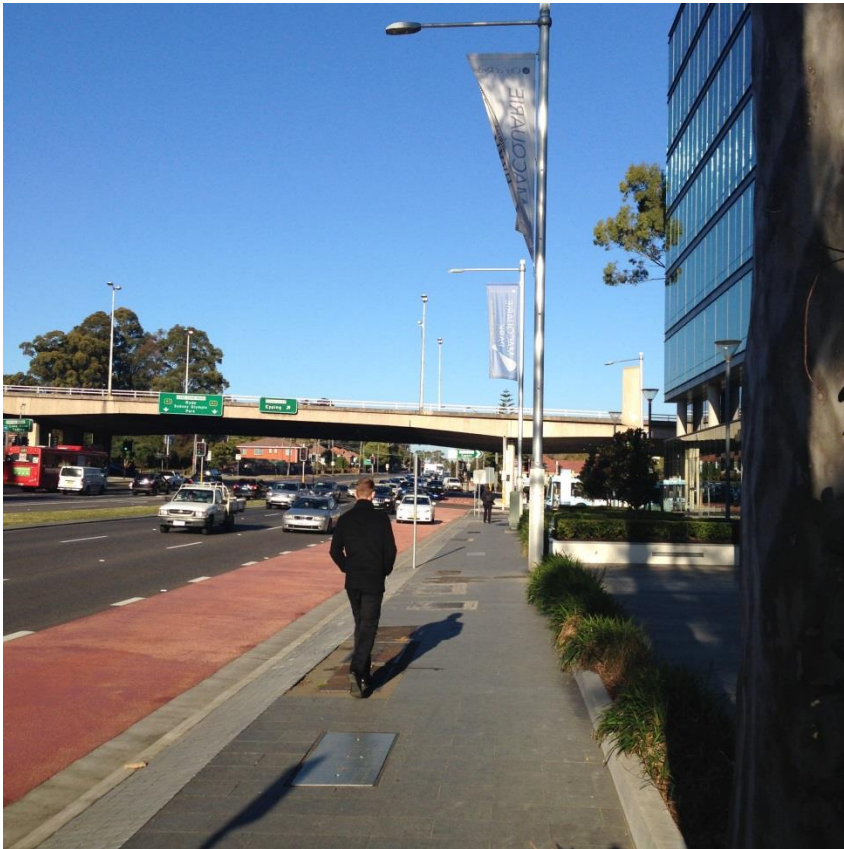
Elouera Reserve Upgrade 2018



Elouera Reserve – birds eye view



Lane Cove Road Lighting Upgrade



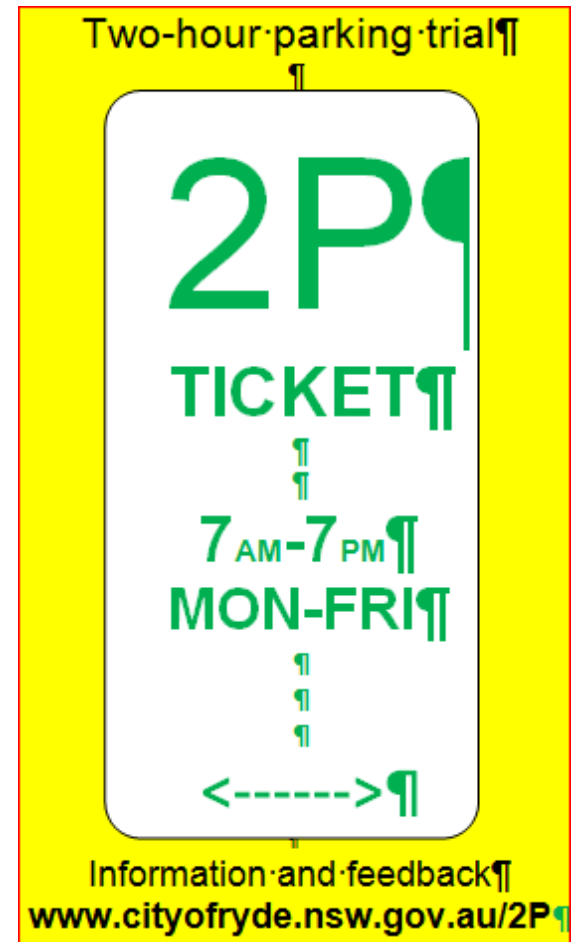
Project – ‘Deferred’

Lighting design has been developed for Lane Cove Rd (Waterloo to Talavera Rds)

However, Council was concerned that the timing to deliver the project prior to the rail shutdown was too tight and is ‘on hold’

Short Term Car Parking Trial

28 sites across Lyon Park, Byfield,
Giffnock and Eden Park Drive
6 months trial – March to September 2017
Report to Council late 2017



Next Steps in car parking

Council considered the report and endorsed the following recommendations ...

- retain the 28 trial 2P ticket spaces on a permanent basis; and
- undertake a further trial of twenty 2P ticket spaces in Coolinga Street and Giffnock Avenue, to compensate the loss of on-street parking along Waterloo Road due to bus-priority measures.

Develop a long-term Parking Plan for Macquarie Park, to include:

- locations for short-term pay parking;
- locations for taxi parking;
- locations to expand on-street car share spaces;
- locations for bus layover areas, and
- “trigger points” to gradually undertake changes.

Taxis facilities within the Park ...



Penny Dillon Optus

Marketing Update



Australian Government

Department of Industry,
Innovation and Science

Prime Minister and Cabinet



MACQUARIE
University

Smart Cities Initiatives

Council and Macquarie University (MPID) were successful in its grants submission to the Smart Cities and Suburbs Program (Nov 2018).

Federal Government will contribute \$500,000 to support the Smart Cities initiatives in Macquarie Park, including:

- Delivery of Public (Free WiFi) ...Shrimptons Creek Corridor
- Installation of CCTV
- Leveraging the potential of the Internet of Things – open data sharing (traffic, air quality...)
- Hackathons to explore real world problems



Marketing cont'd

Get Connected – Small Biz Sept 2017



Marketing cont'd

Community of Practice Advanced Manufacturer's



Marketing cont'd



**GET SWITCHED ON
TO THE FUTURE!**

LEARN
FROM THE
BEST

IT INDUSTRY SECTOR FORUM
(IT, PROFESSIONAL, SCIENTIFIC AND TECHNOLOGY INDUSTRY)

5.85 x 8.27 in

IT Forum – Optus 28 Feb '18



Marketing into the Future 2018-2022



Marketing Methodology

- Key Stakeholders
- 5Ps – Focus Area
 - Perceptions
 - Positioning
 - Promotion
 - Placemaking
 - People
- Plan of Attack – Your Contributions
- End Game



 connect



General Business

Next meeting will be 10 May 2018

Venue : Council's North Ryde Office