

Subject:	Macquarie Park Forum	Page 1 of 5
File No:	CLR/07/8/101/1/12	
Document Ref:	D18/171019	
Venue:	Novartis	
Date:	9 August 2018	
Time:	Started at: 4:00pm	Closed at: 6.00pm
Chair:	Councillor Bernard Purcell	
Meeting Support (MS):	Linda Smith – EA to Mayor and Councillors	
Staff Convenor:	John Brown, Senior Coordinator - City Activation	

Committee Role: To assist Council in the refinement and implementation of the Macquarie Park Master Plan vision and objectives to achieve sustainable growth in Macquarie Park.

Present	Apology	Name	Position Title	Organisation
x		Clr Bernard Purcell	Council representative	City of Ryde (Chair)
x		Clr Simon Zhou	Council representative	City of Ryde
	x	Clr Jordan Lane	Council representative	City of Ryde
	x	Clr Chris Moujalli	Council representative	City of Ryde
		Clr Edwina Clifton	Council representative	City of Ryde
		Clr Christopher Gordon	Council representative	City of Ryde
		Clr Peter Kim	Council representative	City of Ryde
	x	Clr Jerome Laxale	Council representative	City of Ryde
	x	Martin Keetels	Community representative	Konica Minolta
X		Tony Abboud	Community representative	Riverside Business Chamber
	x	Vanessa Hindmarsh	Community representative	Sonic Healthcare
x		Oliver Taylor	Community representative	Stockland
x		Margaret Hudson	Community representative	Macquarie University
x		Andrew Parker	Community Representative	Optus
X		Penny Dillon	Community representative	Optus
x		Mark Broomfield	Community representative	Macquarie University
	x	Michael Lochtenberg	Community representative	Colliers
	x	Ritchie Howitt	Community representative	Macquarie University
x		Ben Matthews	Community representative	AMP Macquarie Centre
x		Denys Bizinger	Community representative	Jones Lang LaSalle
x		Michael Butterworth	Community representative	Community
x		Tim Hunt	Community representative	Novartis
x		Stefan Sjoka	Community representative	Cyrus Media
x		Craig Chung	Community representative	City of Sydney
	x	Malcolm McDonald	Community representative	Department of Planning (DoP)
	x	Cameron Jackson	Community representative	Frasers
x		Zara Whitwell	Community representative	Connect
x		Will Dwyer	Community representative	Goodman
	x	Matt Hamilton	Community representative	Goodman

Additional Attendees

Name	Position Title	Organisation
Margaret Prendergast	Coordinator General	TfNSW
John Brown	Senior Coordinator – City Activation	City of Ryde
Jan Bouhali	Economic Development Coordinator	City of Ryde
Clare McMullan	Executive Officer	TAFE
Lee Valentine/ Doug Clark	Consultants	Hoyne

Details	Action	Responsibility and Date
<p>1. Welcome, Attendance and Apologies</p> <p>Clr Purcell welcomed all present to the meeting and acknowledged the traditional owners of the land.</p> <p>The attendance and apologies were recorded as above.</p> <p>Tim Hunt of Novartis welcomed all present also.</p>	Noted.	
<p>2. Confirmation of Minutes of the previous meeting and matters arising</p> <p>The minutes from the meeting of 8 May were confirmed.</p>	The minutes were confirmed.	
<p>3. Macquarie Park Marketing Plan – Lee Valentine and Doug Clark from Hoyne</p> <p>John Brown introduced consultants Hoyne. Hoyne has been chosen to work with Council to develop the Macquarie Park Marketing Plan.</p> <p>Hoyne has offices in Sydney, Melbourne and Brisbane and specialises in place and property and has undertaken work for a number of Councils including Parramatta, Penrith and Lake Macquarie.</p> <p>Hoyne has been working with various local stakeholders and to date has the following observations:</p> <ul style="list-style-type: none"> - The economic profile prepared for Macquarie Park is excellent. - The area has great opportunities. - Need to attract more businesses and start-ups - to achieve this, need to offer what businesses want. - Mac Park is a talent pipeline - there are a lot of talented people in the catchment area. - It is a proven business location with some big players. - Public transport is good and getting better. - Better pedestrian access is needed and there are things to do; the area is on its way. - Mac Park has the advantage of already being established with growing collaboration. - Technology will mean big changes in the future and Mac Park has partnerships and testing facilities all available in the area. - Mac Park is a premier business location for Sydney and is suitable for technology ecosystem, use and growth. - Individual stories should be used to create an interest in the area, especially when targeting overseas markets. - The upcoming metro will be a big positive. - Businesses which are active on social media are encouraged to talk up Mac Park. - There are lots of opportunities in big publications with wide circulation. - The next steps are to obtain more marketing content from the businesses operating in Mac Park. - An employee benchmark will be undertaken. - Will talk soon to landowners and learn their plans. - Start to talk up “hub” contacts. - Will speak with the Dept of Planning, Connect and other players in the area. 	The information was noted.	

<p>The discussion was then opened to those present who made the following comments:-</p> <ul style="list-style-type: none"> - It is considered important not to send mixed messages regarding MPID and Macquarie Park. - MPID should be leveraged in the overall marketing strategy. - Austrade could be enlisted to help promote Mac Park overseas. - The not for profit and community sector should also be engaged. - Lots of social enterprise and good stories are taking place. - Innovation, retail and the university should be promoted. - Creating and maintaining a sense of pride in the area by employees is important. <p>Forum members are encouraged to provide further feedback via Council staff.</p>		
<p>4. Macquarie Park Transport Access Plan Update</p> <p>Marg Prendergast from Transport for NSW provided an update on the Macquarie Park Transport Access Plan.</p> <p>Key information included:</p> <ul style="list-style-type: none"> - Less than two months to closure of rail line (30 Sept 2018); - Lots of roadworks being undertaken; - There will be additional shoulder peak bus services which will be a permanent addition; - Just over 20,000 people use the three stations in the Macquarie Park precinct; - The provision of buses, drivers and signage are all on track and the awareness campaign will commence on 2 September. - Tow away zones will operate and traffic signal phasing is under review; - A construction forum for builders in Mac Park will be held. Numerous information sessions have also been held with local businesses etc. 	<p>The information provided was noted.</p>	
<p>4. Connect Macquarie Park + North Ryde update</p> <ul style="list-style-type: none"> - Zara Whitwell advised that she has resigned from Connect to take up the role of Executive Director at Venture Café. - Zara noted that the business community now contribute a greater proportion of the funds (compared to State and Local Govt Contributions); membership continues to grow. - Since 2013, a reduction of 20% in the number of “drive alone” trips by Connect members has been achieved. - CoHop2 will launch this month. - Zara thanked all present and all those involved with Connect for their support during her time with the group. - John Brown (on behalf of Council) publically thanked and acknowledged Zara’s achievements at Connect. 	<p>The information was noted.</p>	
<p>5. Case Study – how Novartis is responding to the train closure</p> <ul style="list-style-type: none"> - Tim Hunt provided a case study on how Novartis has prepared for the rail shutdown. - He advised that a formal project team was established to not only investigate how the shutdown would be handled, but what will happen when the works are completed. - Sixty ideas were generated from staff and provided to the team. - The final decision was to adopt flexible working hours which will allow staff to work late or early. Staff and management are working collaboratively to deliver a good outcome for workers and the business. - Managers are proactively approaching staff to encourage flexibility. - Keoride, carpooling and other travel arrangements are also being encouraged. 	<p>The information was noted.</p>	

<ul style="list-style-type: none"> - There has been a consistent stream of information to support staff. - Mr Hunt encouraged Local and State Government to work together to expand the walking tracks through the National Park. Tim believes there is a great opportunity to create walking/bike paths from Pennant Hill to the city through Macquarie Park. 		
<p>6. Macquarie Park Special Levy Projects Update</p> <p>John Brown advised that he would provide an update at the next meeting as the meeting was running over time.</p>	The information was noted.	
<p>8. General Business</p> <p>Nil</p>	The information was noted.	
<p>9. Next Meeting – The next meeting will be held on 8 November 2018 at Konica Minolta – 3 Drake Ave, Macquarie Park.</p>	The information was noted.	