



City of Ryde

Lifestyle and opportunity

@ your doorstep



# Macquarie Park Forum

9 May 2019

# Agenda

- Welcome / endorsement of previous minutes
- Central Park – Open Space
- Optus Presentation
- Connect Update
- Macquarie Park Transport Access Plan - Sydney Metro
- Macquarie Park Marketing Plan
- Special Levy –Projects 2018-19
- Venture Café Update
- General Business

# Central Park



 City of Ryde

# A new park is coming soon to Waterloo Rd

Have your say on the design  
and help choose the name



Find out more at  
[www.ryde.nsw.gov.au/WaterlooRd](http://www.ryde.nsw.gov.au/WaterlooRd)



# New Park Coming Soon to Waterloo Road

## Background

The City of Ryde is delivering a new public park within 45-61 Waterloo Rd, Macquarie Park. This park is envisaged to be an urban oasis of approximately 7000 square metres in size, surrounded by new roads and commercial buildings that will overlook the park, with a frontage on Waterloo Road. The park is closely located to Macquarie Park Station and is expected to be used by local office workers for informal recreation, the local community and by commuters.

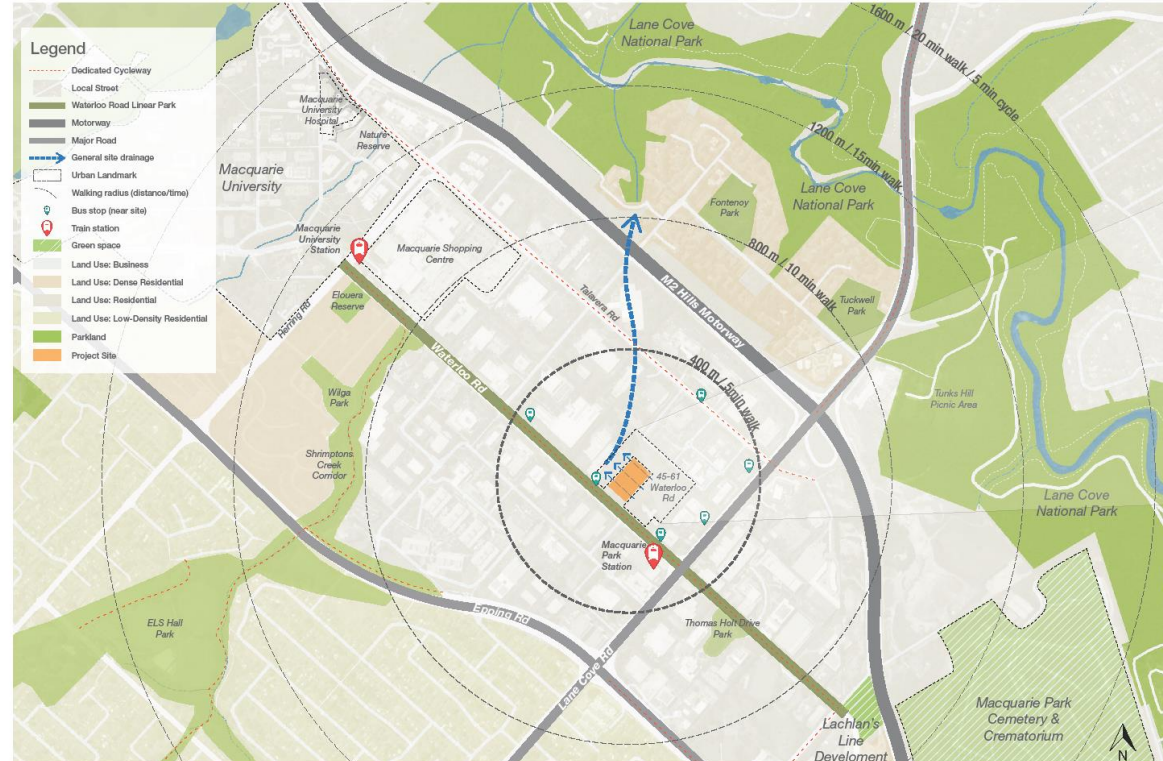
The site is an old Sydney Water Refuelling Station. Decontamination of the site is underway and Council will obtain a site contamination clearance certificate prior to finalising the purchase of the land from the NSW Government.

## Objectives and Purpose of the Masterplan

The Masterplan develops the spatial layout for the new park, ensuring that the design responds to the fast-growing Macquarie Park Precinct. The design:

- Provides areas for workers to unwind, eat lunch and relax outdoors,
- Is an escape into a natural environment,
- Enables day and night time corporate and community event spaces for markets and the like,
- Encourages outdoor meetings with areas of shade,
- Is environmentally sustainable,
- Allows for an informal kick-about lawn area,
- Is 'smart' with CCTV and WIFI,
- Embraces public art.

## Local Context



## Have Your Say

The purpose of this community consultation is to gather the community's thoughts, ideas and feedback on the design and name of the park. All suggestions and comments received will be reviewed and considered by Council to ensure the Masterplan reflects community needs and desires. Please visit [www.ryde.nsw.gov.au/WaterlooRd](http://www.ryde.nsw.gov.au/WaterlooRd) to Have Your Say.

## Naming of the Park

Council is inviting the community to vote on their favourite name for the new park. The following names have been proposed to recognise significant aspects of the City of Ryde's social and cultural heritage.

**The Market Gardens** – Recognition of the unique history of Macquarie Park and the area's multicultural tradition and community. Throughout the late 1800's and into the early 20th Century, the Macquarie Park area was predominantly Market Gardens and agricultural land.

**Hamin Park** – Dr. Catherine Hamin AC (1924 - ) was raised in the Hermitage, Donistons. She co-founded the Addis Ababa Fistula Hospital with her husband Dr. Reginald Hamin in Ethiopia dedicated to providing free surgery to women suffering childbirth injuries throughout Africa, in 1983 appointed a Member of the Order of Australia, nominated for a Nobel Peace Prize in 1999, and in 2001 was awarded the Centenary Medal.

**Marie Byles Park** – Ms Marie Byles (1900 - 1979) was the first practicing female solicitor in New South Wales, operating a law practice in Eastwood.

In addition to these three names, you can suggest your own. Please visit [www.ryde.nsw.gov.au/WaterlooRd](http://www.ryde.nsw.gov.au/WaterlooRd) for more information and to vote for your favourite name.

## Masterplan Process



## Project Site

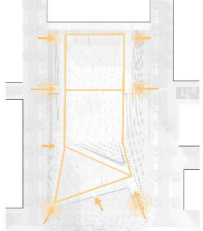


45-61 Waterloo Road Precinct Masterplan

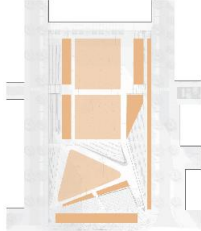


## Design Moves

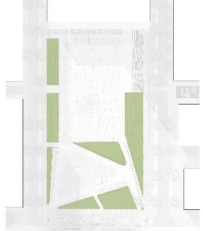
Gateways & Connectivity



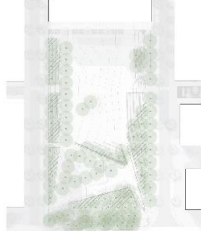
Active & Passive Recreation



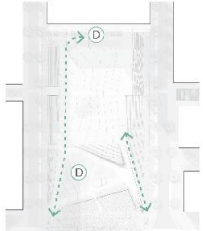
Mounding



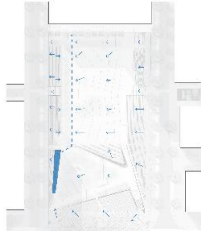
Locally Native Vegetation



Destination & Discovery Trail



Water Sensitive Urban Design



## Masterplan



B L  
C L



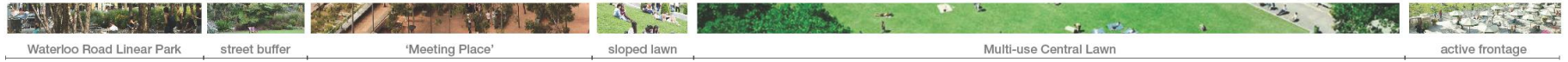
### Program

- 1 - Ground-floor Activation (Furniture to be provided by others)
  - 2 - Multi-use Central Lawn
  - 3 - Activity Spine
  - 4 - Seating Step Amphitheatre
  - 5 - Sloping Lawn
  - 6 - Central Existing Trees
  - 7 - Viewing/Seating Verandah
  - 8 - 'Meeting Place'
  - 9 - Amenities Building
  - 10 - Outdoor Community Events/Classes
  - 11 - Seating and BBQ Area
  - 12 - 250m Fitness Loop
  - 13 - Outdoor Gym
  - 14 - Water Sensitive Urban Design Treatment area
  - 15 - Public Artwork
  - 16 - Public Artwork/Water Feature
  - 17 - Waterloo Road Linear Park - Enhanced Existing Trees
  - 18 - Re-located Electrical Substation
  - 19 - Maintenance Access Point
- Visualisation Location

.IB  
.IC



## Longitudinal Section AA







Flexible group seating along the Activity Spine



Activity opportunities along the Activity Spine



Precast concrete and planting areas to form Amphitheatre Seating Steps



Multiple-use Central Lawn



Opportunity for Night-time Activation and Larger-scale Events

Section BB



road 16 street buffer Activity Spine Multi-Use Central Lawn Amphitheatre road 14







Naturalistic Clearing in an enclosed forest setting providing space for community activities



Canopy Structure to accompany Amenities Building and provide shelter for community and corporate events



Outdoor Gym in a natural setting, integrated into Fitness Loop path network

Section CC



Street-level Verandah that provides outlook over and passive surveillance of the Park's Interior Spaces



Waterloo Road Linear Park as a naturalistic buffer between road and park



# New Park Coming Soon on Waterloo Road



Artist Impression, subject to change

The City of Ryde invites you to Have Your Say on the design and name for a new public park coming soon to Waterloo Road. The new park will be located close to Macquarie Park Station, highly accessible from surrounding streets and will create a vibrant open space, attractive for local workers, commuters and the local community.

## Have YOUR SAY

### Have Your Say on the design and help choose a name

You can view the concept design, provide feedback and vote on your favourite name for the new park via the interactive map online at [www.ryde.nsw.gov.au/WaterlooRd](http://www.ryde.nsw.gov.au/WaterlooRd).

Feedback will be open until Sunday 2 June 2019.

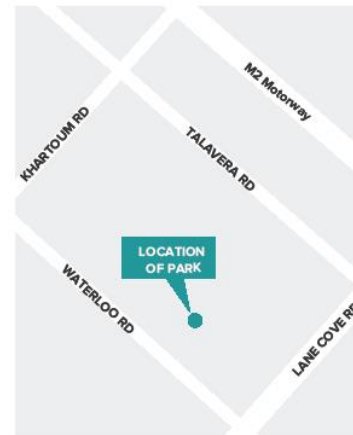
## Let's TALK

### Community Drop-In Sessions

We would like to invite you to come view the concept design, vote on a name and ask any questions you may have.

**When** Thursday 16 May 2019  
**Time** Anytime between 8.30am and 10.00am  
**Where** Novartis  
54 Waterloo Road, Macquarie Park

**When** Thursday 16 May 2019  
**Time** Anytime between 4.00pm and 6.00pm  
**Where** Venture Café Sydney  
58 Waterloo Road, Macquarie Park



### For more Information

Visit [www.ryde.nsw.gov.au/WaterlooRd](http://www.ryde.nsw.gov.au/WaterlooRd) or call Customer Service on 9982 8222.





# connect

MACQUARIE PARK & NORTH RYDE

Mark Ames  
0434 436 668





# connect community



Lunch forums



LinkedIn group

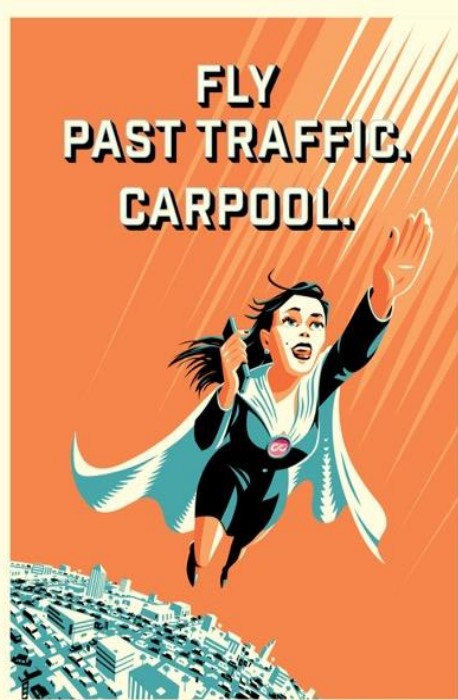


B2B newsletter





GIVE YOUR CAR THE DAY OFF WITH MORE WAYS TO MOVE AT [CONNECTMACPARK.COM/JAMBUSTERS](http://CONNECTMACPARK.COM/JAMBUSTERS) connect



CUT TIME, STRESS AND COSTS AT [CONNECTMACPARK.COM/JAMBUSTERS](http://CONNECTMACPARK.COM/JAMBUSTERS) connect



TAKE A FRESH LOOK AT YOUR COMMUTE AT [CONNECTMACPARK.COM/JAMBUSTERS](http://CONNECTMACPARK.COM/JAMBUSTERS)

**DISCOVER ALL OF YOUR TRAVEL OPTIONS AND SHAKE UP YOUR COMMUTE...**

**RE-TIME**

Is your office flexi-friendly? Travel outside of the busiest times, when traffic is lighter. Re-time to cut stress.

**REDUCE**


Swap driving to a meeting for a conference call instead. Or could you work from home today? Reduce your trips and save time.

**RE-ROUTE**

Could you combine your commute with the local bus, or walk part of the way? Re-route and find a different path.

**RE-MODE**

With more buses, carpooling, on-demand, and a growing active transport network, you do have options. Break free of traffic with a new way to work.

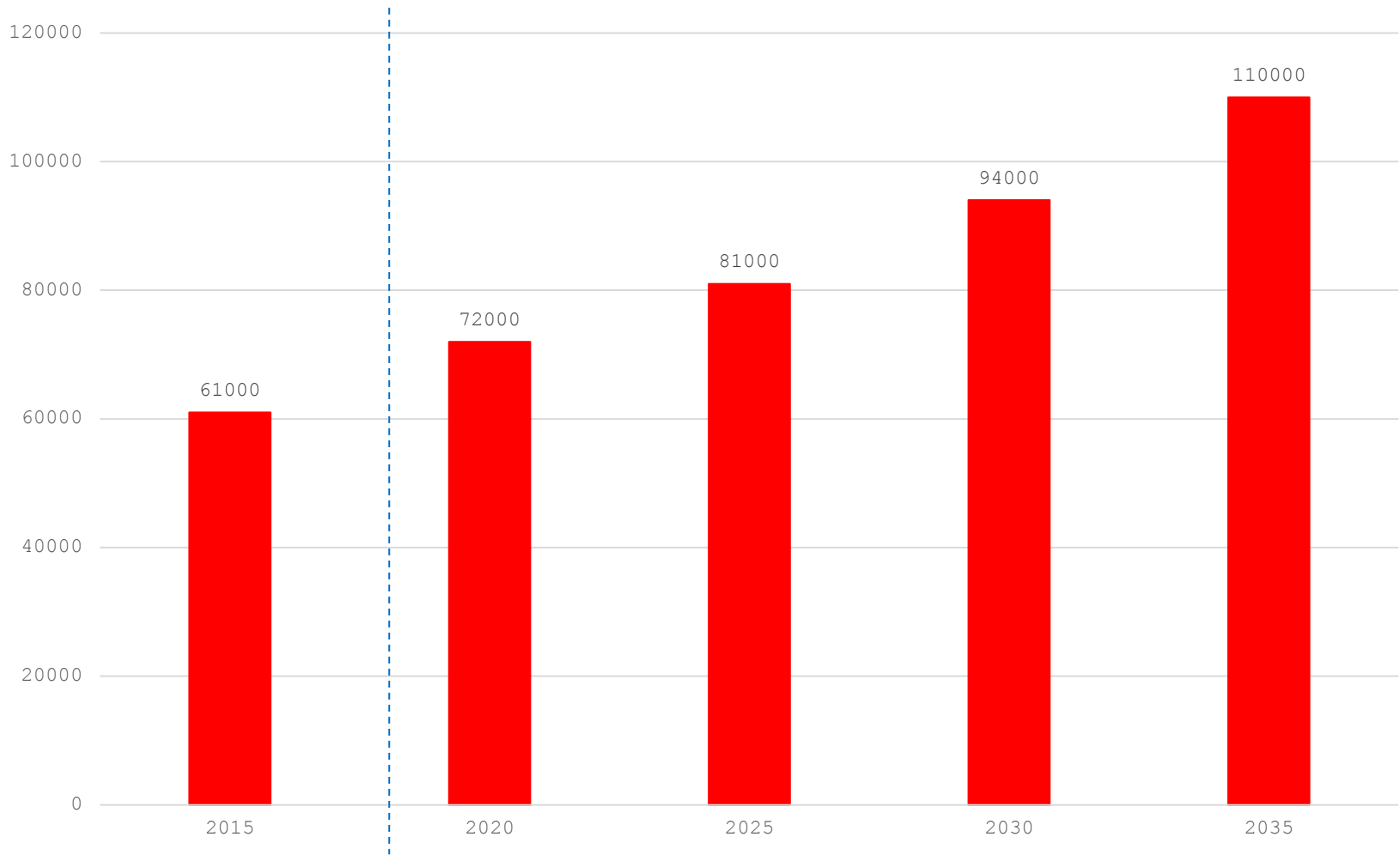
 [connectmacpark.com/jambusters](http://connectmacpark.com/jambusters)

**connect**  
MACQUARIE PARK & NORTH RYDE





# FUTURE GROWTH FORECAST - WORKERS IN MAC PARK



Source: NSW Department of Planning and Environment / BIS Shrapnel, 2015

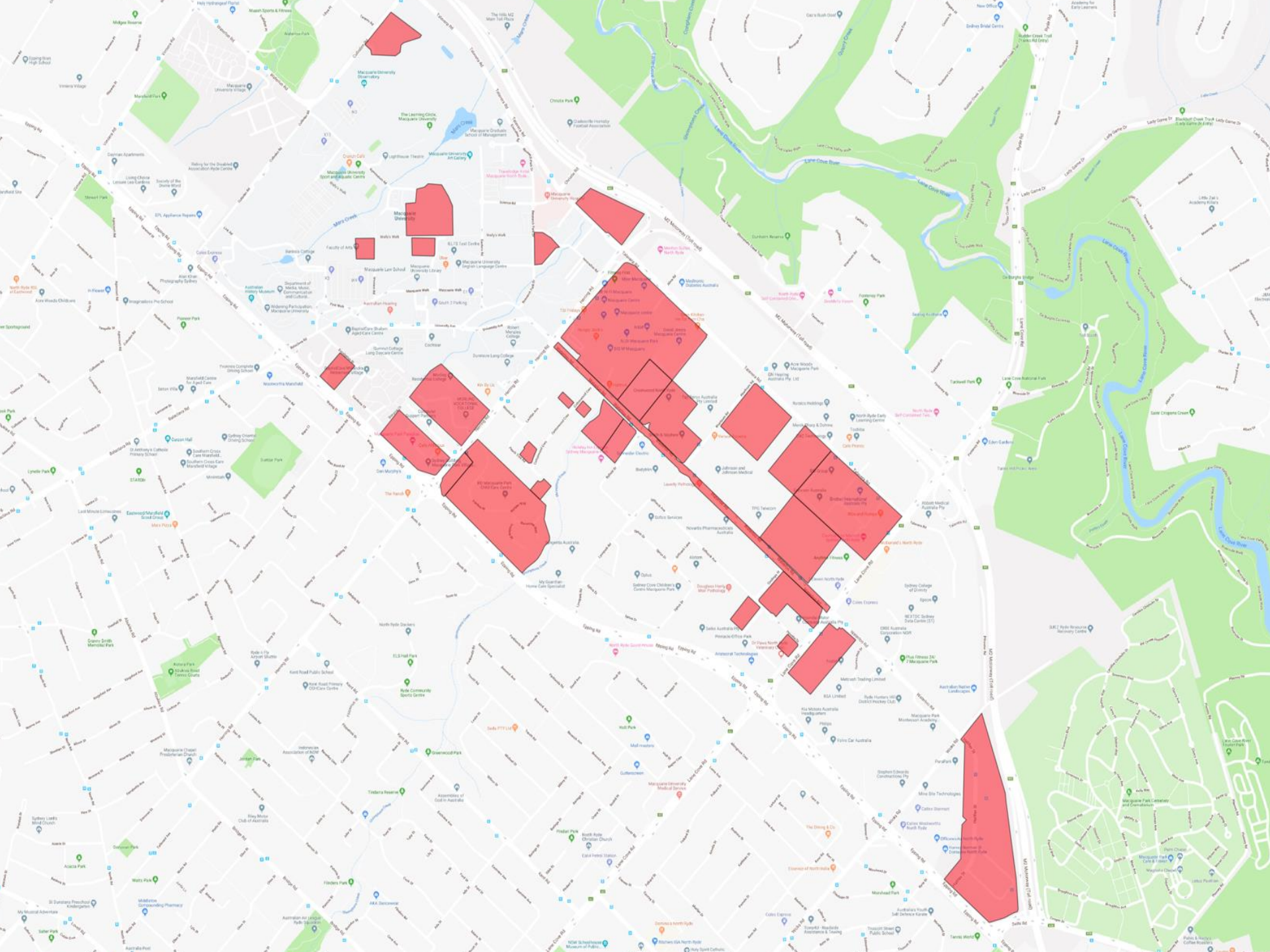






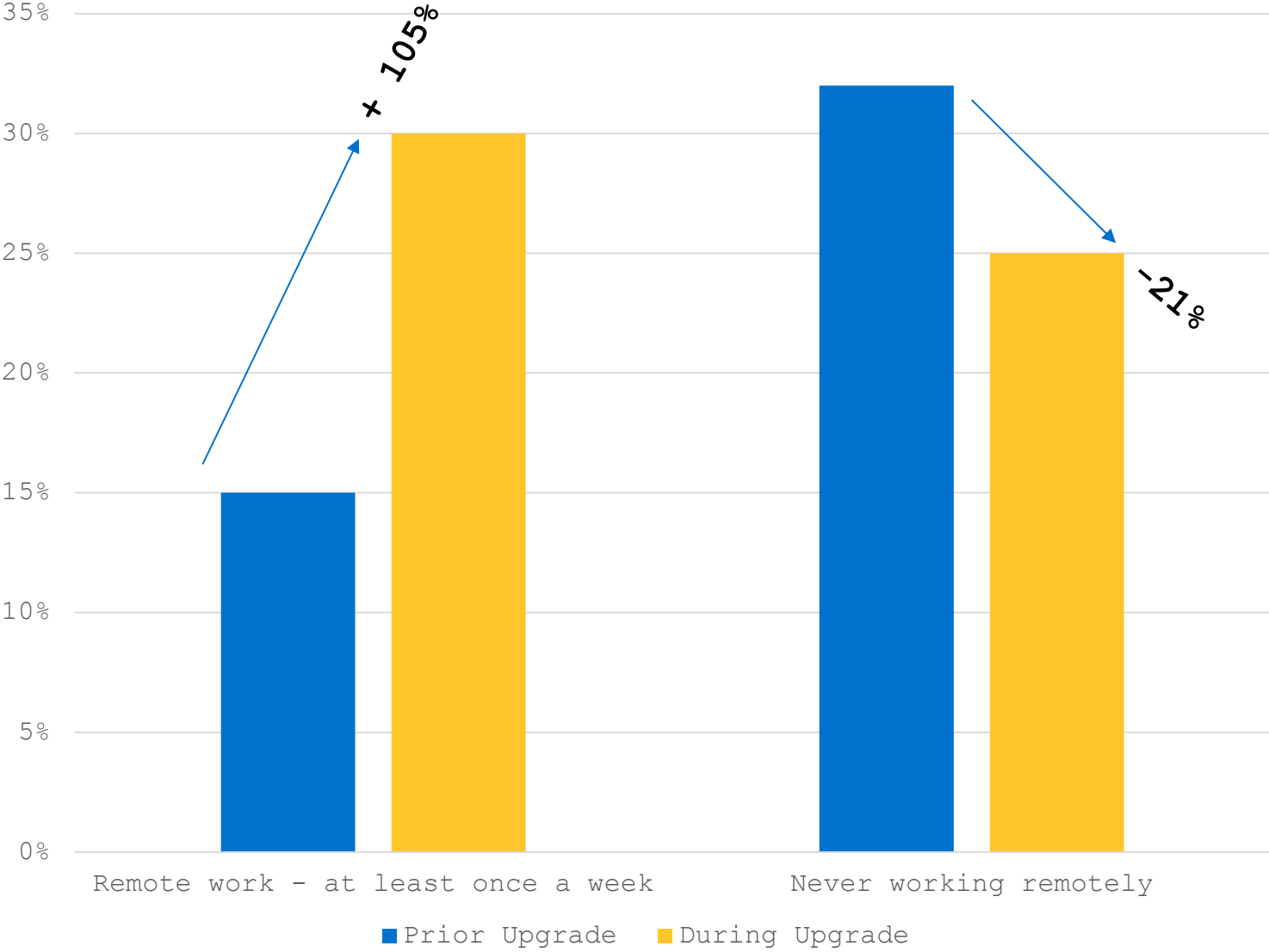
*Indicative renders only*







# CONNECT IS HAVING AN IMPACT



Other workplaces:

Connect will help new orgs moving in

Your workplace:

Use lessons from Metro upgrade to sustain change

Be prepared – who needs to know in your office?

Let's talk! Lots we can do now

Stay in touch with Connect:  
[connectmacpark.com/connect](http://connectmacpark.com/connect)

Mark Ames

0434 436 668

[mark@connectmacpark.com](mailto:mark@connectmacpark.com)



# Macquarie Park Transport Access Plan



# Macquarie Park Marketing Plan





# Plan DNA

Macquarie Park Marketing Plan

## Vision

### SHARED VISION

Macquarie Park Precinct is a globally recognised destination of innovation and leadership in business and lifestyle – a vibrant place that is creating a better tomorrow for all.

## Mission

### MISSION STATEMENT

Council aims to respond to the challenges and capitalise on the opportunities to support, grow and position Macquarie Park as the place to be for innovation, business growth and opportunity.

## Values

### CORE VALUES

**Connections: A Community of Change**

Creating connections through people is at the heart of all programs, initiatives and events. City of Ryde will create new connections with the Sydney/NSW investment and technology communities and deepen existing partnerships throughout the networks across Macquarie Park to deliver its marketing objectives, including Venture Café, MPID, Riverside Business Chamber to name a few.

**Collaboration: Working Together**

Building partnerships to deliver projects in Macquarie Park that provide positive economic, social, and environmental outcomes.

**Communication: The Best Stories**

Gathering and sharing knowledge and success stories, promoting Macquarie Park assets and deepening stakeholder engagement.



09 Vision, mission & values

# Objectives

Macquarie Park Marketing Plan



10 Marketing objectives

## Marketing objectives

01

Attract and secure inward investments (local/global) into Macquarie Park.

02

Generate awareness and promote the economic, social, cultural and environmental assets of Macquarie Park.

03

Enhance the Macquarie Park experience of living, working, studying or visiting the area for people.

### WHAT DOES SUCCESS LOOK LIKE?

When Macquarie Park is:

- A popular inward investment location.
- A recognised contributor to Sydney's tech ecosystem.
- A favoured business location for both employers and employees.
- A great place to live, work, invest, visit and study.
- A day and night-time destination of choice.



# Strategy

Macquarie Park Marketing Plan

## Marketing strategy

To achieve its objectives, the Marketing Plan will focus on three core activities over the next four years. Each activity is broken down in detail on the following pages.



### CONNECTIONS

Making new connections and deepening existing relationships with people who can contribute to the further economic development of Macquarie Park.



### COLLABORATION

Working with these stakeholders on projects (such as events, visits, promotional campaigns, investments, property provision) addressing market demand and producing positive social, economic, and environmental outcomes for Macquarie Park.



### COMMUNICATION

Building up the knowledge base on Macquarie Park and ensuring a consistent delivery of promotional stories and connections to key audiences through a mix of media.

10 Marketing strategy

# Audience

## Target audiences

Macquarie Park has four distinct audience segments that the Marketing Plan needs to consider and engage with.

### Investment Stakeholders



Government Agencies,  
Land and Property Owners/  
Developers, Property Agents,  
Potential Tenants

#### FOCUS

To generate awareness, attract and position Macquarie Park as a high-profile inward investment location in NSW and Australia.

#### ACTIONS

- Develop, maintain and nurture strategic relationships within Austrade and NSW Investment as well as with Sydney property agents active in commercial and industrial property.
- Generate value proposition promotional materials for Macquarie Park technology opportunity areas such as 5G, Cyber Security, Data Centres, Living Lab etc – see Appendix 7.
- Produce one-page promotional fact sheets for Austrade and NSW Trade and Investment partners – see Appendix 8.
- Create and maintain content for Macquarie Park landing pages on City of Ryde Council website.
- Produce digital promotional content (videos) for Council YouTube Channel (Investing in Macquarie Park) and other social media.
- Organise in partnership with key stakeholders an Innovation Summit in Macquarie Park to showcase the clusters of industry sectors, collaborations, connections and leading innovations across the Precinct.

### Start-Ups & Sydney Tech Ecosystem



#### FOCUS

To encourage and stimulate visits and engagement with Macquarie Park e.g. Venture Café, Macquarie Park University/Incubator (and other innovation spaces at Macquarie Park).

#### ACTIONS

- Partner with Venture Café to attract start-ups/entrepreneurs to Macquarie Park.
- Partner with co-working space organisations to encourage their set up in Macquarie Park.
- Establish relationships with the key organisations and media active in Sydney's tech ecosystem.



# Action Plan

Macquarie Park Marketing Plan

## Action plan

The Marketing Plan will be delivered by the City of Ryde's Economic Development Coordinator (EDC) who will be working in close collaboration with a range of internal and external partners, including City Activation, Communications Team, Macquarie Park Forum, Venture Café, MPID, Connect, and Ryde Riverside Business Chamber.

The delivery of the Marketing Plan requires an Agile Approach to teamwork and project management with a focus on planning, executing and learning in short iterative sprint cycles – teamworking that prioritises, executes and improves (through feedback) over defined work cycles. This will be the most effective way for the EDC to maintain the necessary level of delivery momentum and secure close collaborative support from stakeholders. This Agile Approach will also help the Marketing Plan activities sit efficiently within the current varied workload of the EDC.

21 Action plan

# Next Steps

- The Plan will be reported to Council in June and if approved...
- Placed on public exhibition for 28 days ...
- Reported back to Council for endorsement...
- The 2019-23 Plan is implemented.





# Macquarie Park Special Levy Projects



# 2018-19

- Deliver WiFi + CCTV + IoT – Shrimptons Creek
- Development of the Macquarie Park Marketing Plan
- Support Transport and Pedestrian Initiatives – CoHop 2 and lunchtime bus service (TBC)
- Extend Public Domain Upgrades - Khartoum Road (Q4)
- Embellishment Planting Program – focusing on Lyonpark Road, Giffnock Ave and Waterloo Road median
- Support Place Making Initiatives and events; including:
  - Launch of Venture Café (21 Feb '19)



# Wilga Park Upgrade



# Khartoum Road Upgrade





# Venture Cafe



23 May  
Welcome Choir

13 June  
Riverside Business  
Chamber

# General Business

Next meeting 8 August 2019

Venue: Macquarie University