



CASE STUDY MEET MACQUARIE PARK SYDNEY, AUSTRALIA

Local businesses big and small share their relocation experience, why they made the move and the positive outcomes of moving to the Macquarie Park precinct in Sydney, Australia.

OVERVIEW

Co-owners of Hustle Media, Sarah Neill and Hugh Humphreys were seeking a new corporate office for their growing business. Having outgrown their original start-up premises in Lane Cove West, the duo found a new office in the Macquarie Park precinct just before the pandemic hit Australian shores.

CHALLENGE

With a rapidly growing business on her hands, Sarah knew she needed to look for somewhere with more space that would provide her team with increased creative output opportunities.

“Our office space in Lane Cove West was much too small for our growing team,” Sarah recalls.

Future-proofing was a major consideration. She began looking for a new location where she could expand her business, introduce more revenue streams and employ more staff in future years.

For Sarah and Hugh, the key requirements and considerations were:



Larger office space



Central location with good commuter accessibility



Fast internet

She knew she didn’t want to move to the Sydney CBD and sought to find an alternate location where the commute wouldn’t negatively impact her existing workforce. Sarah says her corporate HQ wishlist was short and sweet, she needed to be “close to the city without dealing with its congestion, traffic and commercial rent costs.”



Pictured: Hugh Humphreys & Sarah Neill, Co-Founders - Hustle Media.

ABOUT

Sarah Neill and Hugh Humphreys are the co-founders of Hustle Media which was started in 2016. The video production company is based in Macquarie Park and produces branded content, TVCs (television commercials) and more recently, longer form documentary content.



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SOLUTION

With the Sydney CBD already dismissed as a possibility, Sarah looked at other locations that would meet her central location requirements and critical high speed internet needs. On paper, Macquarie Park looked like a great option.

When she looked closer at the transport infrastructure and site suitability, she wasn't disappointed.

“The main pull of Macquarie Park was its location and accessibility for our team from all the different directions, the speed and quality of the internet (which is vital in our type of work), the option to commute here by public transport, and also the suitability of the space,” she says.

After looking at a number of options in the precinct, Sarah and Hugh eventually settled on a larger office site within the Talavera Business Park.

FUTURE PLAN

Happy with their move in early 2020, Sarah and her team have no intention of moving from Macquarie Park anytime soon.

“For small businesses, the value and space available at Macquarie Park is absolutely worth considering,” says Sarah.

“Plus the coffees at our local café, Brew and Pour... well, they're the best!”

RESULTS

With more space to grow, Sarah and Hugh now have a team of six full-time employees and recently ventured into longer form content including their first documentary.

When asked about the impact, Hugh is quick to point out that the move has definitely increased productivity.

Hustle Media now boasts a dedicated, on-site studio and editing space for staff, eliminating the need to go off site and pay additional hire fees. It also allows employees to focus on their work without moving workspaces for each stage of the video production process.

“We would estimate that through the use of our own studio space, we have saved in excess of \$10,000 in 2020-2021,” says Sarah.

The extra space has also worked well as an additional revenue stream, with the business able to capitalise on the increased space by charging facility hire fees to other smaller video production companies and corporates.

And as for the search for digital nirvana; high speed internet?

Sarah happily exclaims, *“We have it in spades! The fast connection is critical in our line of work – it speeds up our communication with each other and with our clients.”*

MEET THE FOUNDERS



Scan the QR code to hear from the business founders of this case study – Sarah Neill & Hugh Humphreys, Hustle Media.