



RYDE BUSINESS FORUM

Macquarie University

Michael Kirby Law School Building

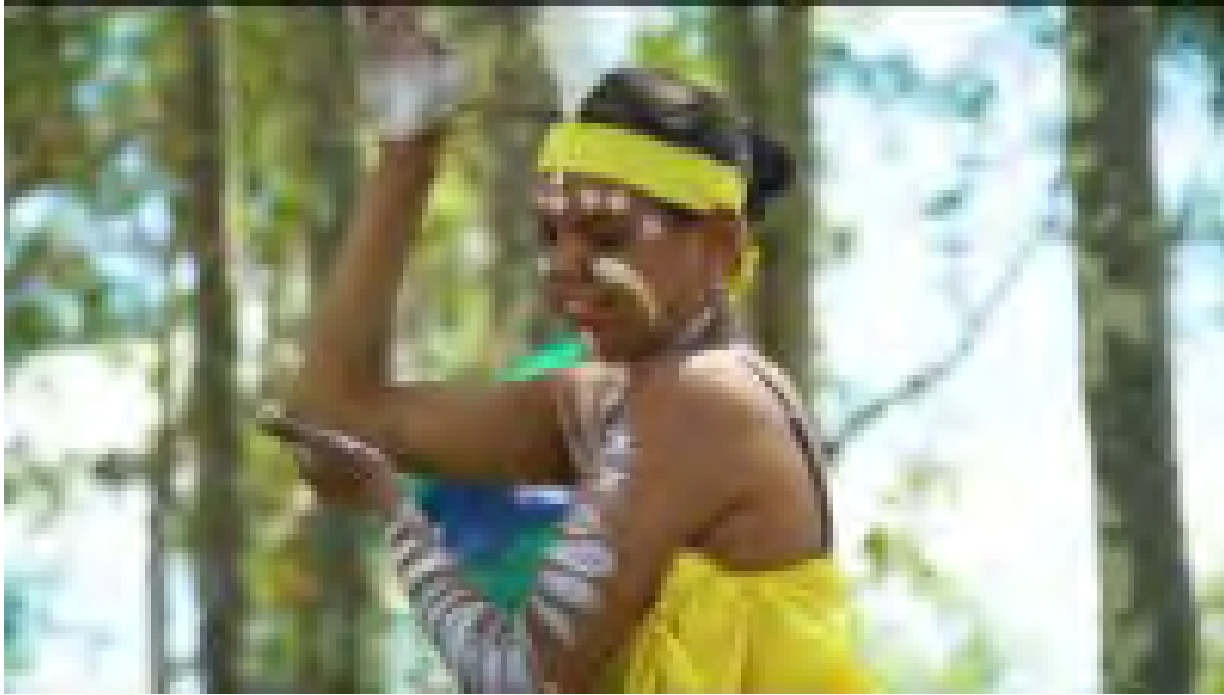
Thursday 13 June 2024

6:00pm – 8:15pm

Housekeeping



Acknowledgement of Country





RYDE BUSINESS FORUM



Samantha Hardie
Senior Coordinator, City Economy

Economic Development Strategy and Night-Time Economy Strategy

13 June 2024
Ryde Business Forum
Macquarie University



ECONOMIC UPDATE

Indicator	September 2021	September 2023	Change
Cash Rate Target	0.10%	4.10%	+4.0%
GDP Growth	4.6%	2.1%	-2.5%
Inflation	3.0%	5.4%	+2.4%
Unemployment rate	4.7%	3.6%	-1.1%
Wage growth	2.2%	4.0%	+1.8%
Avg. Weekly earnings	\$1,328.9	\$1,399.1	+5.28%
Household saving ratio	19.2%	1.1%	-18.1%
Avg. Price of residential dwelling	\$866,000	\$925,000	+6.81%

Ryde Businesses

2022 Business Count	2023 Business Count	Change 22-23
13,930	14,361	+3.1%

This is more than...

Parramatta: +1.5% growth

North Sydney: -0.3% decline

City of Sydney: +2% growth

Other changes

- Vibrancy Reforms
 - Licensing changes
 - Live music support
 - Outdoor dining changes
- Planning changes
- Casual employment changes





COUNCIL'S ROLE

1. Reduce Risk
2. Reduce Cost
3. Stimulate the Economy



Lead



Partner



Advocate





North Ryde

STRATEGY DEVELOPMENT PROCESS

- Listened to businesses and service providers
- Undertaken research into trends influencing the City's economy
- Developed both strategies in-house



A CHANGE IN APPROACH

OLD WAY	NEW WAY
<ul style="list-style-type: none">• Generic• Not responsive to the needs of Ryde• Short-term focus• Outdated actions	<ul style="list-style-type: none">• Specific to Ryde• Evidence based• Long-term direction• Separate annual action plan

Economic Development Strategy Outcomes

JOB GROWTH

BUSINESS EXPANSION

INVESTMENT ATTRACTION

ENTREPRENEURSHIP

INNOVATION

INFRASTRUCTURE

WORKFORCE DEVELOPMENT

QUALITY OF LIFE IMPROVEMENT

Night-Time Economy Strategy Outcomes

VIBRANT AND DIVERSE
NIGHTLIFE

ECONOMIC GROWTH AND
PROSPERITY

SAFE AND SECURE
ENVIRONMENT

SUSTAINABLE

TRANSPARENT GOVERNANCE



TIMEFRAMES

Implementation Timeframes 2024





SHAPE THE STRATEGIES

- Visit the Have your say page
- Email –
cityofryde@ryde.nsw.gov.au





Samantha Hardie
Senior Coordinator, City Economy
invest@ryde.nsw.gov.au

All image credits: City of Ryde Council



RYDE BUSINESS FORUM



Albert Madrigal
Senior Coordinator, City Places

UPCOMING STRATEGIES – City Places

West Ryde-Meadowbank Renewal Strategy Eastwood Masterplan

Ryde Business Forum: 13 June 2024

Albert Madrigal – Senior Coordinator City Places

West Ryde-Meadowbank Renewal Strategy



Key Objectives: West Ryde-Meadowbank

Take the lead

- With major planning reforms seeking increase in residential density, **we must take the lead.**
- By putting a Strategy in place that proposes uplift in the way we choose how we evolve and change
- If we don't, our role in planning for our places will be **as an observer.**

Delivering for our community

- Develop the detail **in collaboration with stakeholders.**
- **Protecting land for employment** in high-demand, high-value jobs is critical.
- The community want to see **more housing delivered** and want better **affordability.**
- There is pressure from a cohort of landowners to **switch the industrial lands to residential.**
- Identify the **infrastructure required and how to fund it** (this will take time).

Where are we up to? West Ryde-Meadowbank

- High-level strategy exhibited November 2023 – February 2024
- Considering which technical studies are required to inform the detailed Masterplan.
- A draft Masterplan to be placed on exhibition by early 2025.



Engagement Feedback: West Ryde-Meadowbank

Engagement responses

- **647** online survey responses
- **17** written submissions
- **69%** support or strongly support the Strategy
- **Over 50%** of responses from people under 50
- Over **13,300 people reached** on the Have Your Say page
- Strong desire for **vibrancy**

Supported

- Places that were green with landscaping
- Restaurants, shops and cafes
- Strong support for density with affordable housing included
- Priority for walking and cycling access and permeability
- A strong desire for vibrancy, especially in West Ryde
- Local job creation through the Advanced Technology Precinct
- The modernised vision for place

Concerned

- Traffic management
- Density without infrastructure
- Parking management
- Not enough pedestrian access, especially at train stations
- How the West Ryde bus interchange will be managed
- Retention of some existing businesses in the Industrial area

What are the key industries of employment in West Ryde – Meadowbank?

1. Retail trade (13.2%)
2. Education and training (12.7%)
3. Healthcare and social assistance (10.2%)
4. Construction (9%)



Source: Remplan (2023)

How will the Renewal Strategy support Businesses?

- Existing industrial zone provides much needed **local manufacturing and urban services** for the area – a retain and manage approach is needed (seeking to strike the right balance for all concerned – Council, local residents, business owners and landowners).
- **Increased residential development** will provide an increased customer base to support existing local retail
- Continue to **protect shops and restaurants** – with supporting **public domain and transport improvements** to make the area more desirable to work and live
- **TAFE NSW and IAT - Meadowbank** provides an **education and R&D anchor** – continue to protect and enhance its role and function
- **Increased affordable housing** – make the area and its services more accessible for key workers and students and increase number of key workers

Next steps: West Ryde-Meadowbank

- Considering which technical studies are required to inform the detailed Masterplan (eg. transport, flooding, site contamination)
- Masterplan exhibition by early 2025



Eastwood Masterplan



Eastwood Masterplan: Key Objectives

- To co-design a vision with the community
- To recommend ways to address parking, traffic and flooding issues
- To guide the future through architectural and urban design excellence (public and private realm)
- To protect and leverage the existing positive attributes of Eastwood, including heritage, fine grain character, open space and local cultural identity
- Growth and change is appropriate and supported by local infrastructure
- Develop economic and access opportunities catalysed by the Ryde hospital redevelopment



Eastwood Masterplan: Project Phases



Early Engagement: 3 April – 5 May 2024

We received **965 comments** from **724 respondents** to the online survey, interactive map, drop-in sessions, and written submissions.

Top Themes & Trends from Community Feedback

Love	Challenges	Ideas
<ul style="list-style-type: none">• Shopping convenience, diversity and affordability• Food destination• Multicultural community• Access to public transport	<ul style="list-style-type: none">• Traffic and parking issues• Improve street cleanliness and hygiene• Shopping centre upgrades• Improve public facilities such as library, public toilets etc.	<ul style="list-style-type: none">• More parking• Shopping centre upgrades• Improve street cleanliness and hygiene• Improve traffic flow

What are the key industries of employment in Eastwood?

1. Health care and social assistance (21%)
2. Education and training (15.9%)
3. Retail trade (11.1%)
4. Accommodation and food services (9.9%)



Source: Remplan (2023)

Supporting Businesses

- Many respondents loved the **local shops** of Eastwood – this is something we will seek to protect and enhance.
- Improvements to **public domain** (paths, street furniture) and **public transport** to make the town centre more pleasant and accessible for people and increase foot traffic.
- The Eastwood Masterplan also seeks to create a **lifestyle and medical precinct** around the **Ryde Hospital redevelopment**.
- Increased housing and activity around the train station will increase customer base.



Thank you



RYDE BUSINESS FORUM



Marcus Apicella

Senior Coordinator, Asset Integration, City Fabric



City of Ryde – Draft Local Infrastructure Strategy

Why an Infrastructure Strategy?

- Outcome of the Local Strategic Planning Statement
- Outcomes based approach to infrastructure planning
- The support and provision of infrastructure with growth throughout the LGA
- Assisting to inform planning of required infrastructure for the community

Vision

*“To deliver the right infrastructure for
the right people at the right time”*

How this Strategy Assists Businesses

- Provision of infrastructure within key areas
 - Town Centres
 - Neighbourhood Centres
 - Economic Centres
- Highlights asset revitalisation
- Identifies the need for additional infrastructure around the LGA

How this Strategy works with the EDS and NTES

Will work in conjunction to:

- Enable Outcome 6 of the EDS – Improve transportation, utilities and other essential infrastructure for business
- Deliver key infrastructure within Economic Centres
- Increase open space within high growth precincts and improve access to open space

Feedback for the Strategy

Feedback on:

- The Strategy
- Infrastructure requirements to support your business
- The condition and serviceability of current infrastructure within the LGA
- Any potential limiters (from an infrastructure perspective) to starting or growing a business within the City of Ryde

Feedback Channels

- Feedback can be given through Council's 'Have your say' page for the Draft Local Infrastructure Strategy at:

<https://www.ryde.nsw.gov.au/HaveyourSay/Have-Your-Say/Draft-Local-Infrastructure-Strategy>

Closing on 30 June 2024

- City Economy Team's *Place Assessment Framework*

