

Economic Development Action Plan 2024/25



#	Action	Brief description
1	Conduct a skills and capabilities audit for Macquarie Park Innovation District (MPID).	Work with local businesses to identify vacant roles and desired skills, alongside current capabilities. Use audit to identify next steps.
2	Develop a 'Visit Ryde' marketing campaign.	A marketing campaign to attract visitors to Ryde.
3	Develop a Visitor Economy Strategy.	A strategy to explore how to attract more visitors to Ryde (including overnight stays).
4	Develop a toolkit to support businesses to employ people with a disability.	Partner with other Government agencies, as well as people with a disability, to develop a toolkit.
5	Develop a business case for Council to provide subsidised co-working spaces for start-ups.	A business case to explore whether community facilities delivered through development in MPID could be used for subsidised co-working spaces.
6	Enhance our Economic Concierge function to target support for local start-ups.	A program of activities and collaborations providing targeted support to local start-ups (e.g., access to incubator services, investment pitch/toastmasters, legal services, showcases, etc.).
7	Implement a Local Economic Development Framework.	A Framework that will better inform Council interactions and policies impacting local businesses.
8	Work with third parties to encourage local Indigenous business to register with Supply Nation.	Work with third parties to encourage local businesses that meet the criteria to register with Supply nation.
9	Develop a Women in Business mentoring program.	Work with Macquarie University Business School Alumni to develop a mentoring program for local women in business.
10	Explore a peer-support network for people living with a disability who run and/or work in local businesses.	Explore the creation of a peer-led support program for workers and business owners living with a disability.

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11	Create a marketing campaign celebrating innovation.	A campaign that encourages registration of IP, the communication of local success stories, and the attraction of venture capital.
12	Host an Innovation Festival in MPID.	A festival or Expo that showcases innovations (potential to incorporate an innovation awards program).
13	Develop governance model for investment attraction.	Establish governance arrangements involving Council, Investment NSW, Austrade, MQU and CMPID.
14	Develop advocacy strategies for key infrastructure projects.	Advocacy for catalytic infrastructure (e.g., light rail between Paramatta and Macquarie Park via Eastwood).
15	Work with local education providers to target local residents.	A suite of activities to incentivise local education providers to attract enrolments from local residents.
16	Ensure open spaces are delivered in a manner that improves local aesthetics for workers.	Collaborate on urban design and landscape architecture to ensure open spaces consider the needs of local workers alongside residents.
17	Support the delivery of an Innovation SEPP.	Advocate for an Innovation SEPP that protects innovation spaces while also provide residential development that could be made available to low-income workers.
18	Electrify your business campaign.	Collaborate and deliver a campaign about the incentives and benefits of electrification.
19	Produce a stocktake of night-time hospitality venues in Ryde.	A stocktake that will include categorisation of businesses, such as whether they offer live music.
20	Consistent with Council's existing Public Art Implementation Guide, develop a night-time specific public art program (including funding strategy).	Separate to enhanced public lighting, this action would explore public art exhibitions that enhance the night-time economy (NTE). This could include lighting, murals, and sculptures.

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21	Consistent with Council's <i>Live Music Strategy</i> , support the trial of a Special Entertainment Precinct (SEP).	This is an existing Council activity being led by City Life. City Economy will support this activity.
22	Ensure the Eastwood Town Centre Master Plan incorporates the foundations for a Special Entertainment Precinct.	City Places is leading the development of the Master Plan. The trial (refer Action 21) will inform whether Council should deliver SEPs. City Economy will ensure the proposed Eastwood Master Plan is able to accommodate a future SEP in Eastwood.
23	Work with service providers to develop tools for venues looking to improve accessibility for the CALD community.	Utilising the stocktake (refer to Action 19) develop materials to educate venues on how they can improve their accessibility to access new consumer markets.
24	Work with service providers to develop tools for venues looking to improve accessibility for people with a disability.	
25	Create a 'Ryde After Dark' (or similar) webpage.	A webpage dedicated to the City's night-time economy activities.
26	Work with State agencies to identify grants and programs available to local businesses working in the NTE.	Identify and communicate these grants and programs via website, business eNewsletter, and directly with businesses.
27	Pursue a 'Global DA' for different parks and open spaces in Ryde to make it easier for external operators to host an event.	A Global DA provides consistency and a streamlined process for event operators looking to utilise Council's various parks and open spaces for events.
28	Audit the previous 12 months of events and engage with service providers to explore culturally unique night-time events.	A review of various event platforms alongside outreach to encourage operators to continue running events in Ryde.

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29	Work with Local Chambers of Commerce on a 'how to deliver events' toolkit and workshop series.	A toolkit to guide people through the events process alongside a workshop delivered in partnership with Local Chambers of Commerce.
30	Collaborate with the NSW Department of Liquor and Gaming to understand data behind noise complaints. Use data to develop education campaign targeting 'noisy' areas.	Developing an education program targeting both businesses and neighbouring residents around the management of noise in key areas.
31	Conduct an audit of lighting in Gladesville and West Ryde-Meadowbank.	An audit of lighting guided by goals, such as improving safety, enhancing aesthetic appeal, and supporting night-time activities.
32	Stocktake the number of parks and public open spaces with lighting and communicate this information on Council's website.	Working with City Spaces, develop an online map that communicates where residents and visitors can utilise parks and open spaces after dark.
33	Support the delivery of night-time economy components of Council strategies (e.g., Net Zero Strategy, Integrated Transport Strategy).	Focus on executing night-time components of key strategies.
34	Develop a 'Ryde After Dark' Reference Group.	A Reference Group of local and State Government agencies (e.g. NSW Police, TfNSW) focussing on the NTE. Anticipate a quarterly meeting.
35	Develop a 'Ryde After Dark' Working Group.	An internal working group to improve cooperation and collaboration across Council teams working on night-time related activities.