



CITY
RENEWAL
AUTHORITY

Place Experience and Marketing Actions

October - December 2022



Outcome

In Quarter 2 (Q2), the City Renewal Authority (the Authority) worked alongside businesses and the community to curate high quality places and experiences to bring life, energy and economic benefit to our public spaces.

Impact

Visitation

- From October to December 2022:
 - City Centre and Braddon visitation increased by 12 per cent compared to the same period in 2021.
 - The busiest day of the week in the City Centre and Braddon was Friday.
 - The average dwell time of a visitor to the City Centre and Braddon was 2.4 hours.
- The visitation to Civic in the evening during the Authority's December Christmas campaign increased by more than 42 per cent compared to the evenings in the December period in previous years.



Christmas in the City

- Approximately 20,000 people visited Civic to ride on the free merry-go-round from 1–24 December.
- The days that experienced the highest increase in footfall to the City Centre and Braddon were Friday, 25 November 2022 and Saturday, 31 December 2022. These coincided with the Black Friday sales and New Year's Eve.

Economic impact

- The December visitation increase represents an economic increase of \$3 million for the City Centre (in the evenings only) which is a result of several factors including the City Centre Christmas campaign.
- More than 1,500 local business offers were downloaded from the City Centre Christmas digital advent calendar.
- Nearly a third of the Design Canberra Festival audience were from interstate – more than 470,000 people.

Consumer sentiment

The Authority measures consumer sentiment annually, and updated information will be available at the end of this financial year (2022-23).

Actions

The initiatives from the [Place Experience & Marketing Action Plan 2022-23](#), in Q2 contributed to a range of initiatives and outcomes.

All Q2 initiatives in the Place Experience & Marketing Plan 2022-23 were implemented.



The City Centre Marketing and Improvements Levy (CCMIL) for the 2022-23 financial year is 43 per cent expended and on track to be fully expended by 30 June 2023.

The Place Experience and Marketing Plan is co-funded by the Authority and the CCMIL.

Highlights

Christmas in the City

Locals and visitors enjoyed all the trimmings of a traditional festive season with installations, performances, free merry-go-round rides and a digital advent calendar of fantastic offers from local businesses. City Walk was transformed into a 'Christmas Walk' with the immersive experience featuring a giant and renewed Christmas tree, uniquely Canberran Christmas installations, a canopy of magical fairy lights, and plenty of photo opportunities.

Big Swoop

The popular magpie sculpture officially swooped back into Garema Place. Big Swoop was designed by local artist Yanni Pounartzis and funded by a Placemaking Grant. It has become much loved by Canberrans and a must-do viewing activity on a visit to the City Centre. You can follow Big Swoop on Instagram @Big_Swoop.

Place Team

The beauty and quality of public spaces were improved by the Place Team, with a specific focus this quarter on additional lawn maintenance due to the wet weather, graffiti removal, and cleaning and maintenance of outdoor furniture.

Design Canberra Festival

The Discover: Craft and Design Trail—as part of the Design Canberra Festival, activated City West by creating moments of discovery and delight for the public and was complemented with curatorial tours. The Authority also supported 60+ initiatives in the City Centre as part of the festival, including city sessions, workshops for families, and the Forage food market.

Working together

City Place Manager Kristi met with businesses in the City Centre, Braddon and Dickson to talk about upcoming initiatives, including how to get involved, current challenges and what's working well. If you'd like to speak to Kristi, please get in touch: cityrenewal@act.gov.au

Safety

To support visitors to feel safer when they visit the City Centre, decorative lighting was installed in Petrie Plaza and the Civic merry-go-round. This was complemented by additional security services over the Christmas period, aligning activities with the ACT Policing Cop Pop-up initiatives and signs to remind people that alcohol cannot be consumed in City Walk, Petrie Plaza and Garema Place.

Second Space

More vacant spaces were transformed as part of Second Space, a trial program to activate and repurpose vacant tenancies and buildings to breathe new life into an otherwise unused space. Second Space aims to increase foot traffic and dwell time, generate safety after hours, dissuade anti-social behaviour, and provide increased value to property owners.

Second Space locations:

- Thorial on Moore Street, City West
- ANU School of Art and Design and Craft ACT, North Building Civic Square
- Canberra University Faculty of Arts and Design, City Walk

Placemaking grants

Expressions of interest for the Placemaking Grants recently closed. We've received many innovative ideas to support placemaking projects in Canberra's City Centre and Braddon. Stay tuned for the announcements in early 2023.



Big Swoop returned to Garema Place



Given Conditions by Lucy Irvine, installed in Civic Square as part of the Design Canberra Festival, and one of the Second Space locations

Summary of activity

Activity

Implementation

Place management

Cleaning and maintenance above and beyond existing ACT Government services

- Approximately 2,500 cleaning hours across the precinct
- 3 Place Managers (City, Braddon, Dickson)
- 8 Place Team members delivered cleaning and maintenance
- Audit of precinct maintenance requirements

Partnerships and activations

Targeted activations to attract visitors and create a fun and culturally vibrant City Centre

- Christmas in the City program in Civic
- Supported Design Canberra Festival in Civic
- Dickson Christmas activations at the Dickson shops
- Dancing in the streets performances in Braddon
- Second Space activations in City West and Civic
- Plant giveaway in Civic

Marketing and promotion

Campaigns to promote the City Centre and funded activations

- Christmas campaign with a digital advert calendar
- Always-on advertising to promote local activations

Vibrant streets

Street beautification and reducing commercial vacancy rates

- Flags installed on Northbourne Avenue, Bunda Street and City Walk
- Flower planter program in the City Centre and Braddon

Safer communities

Initiatives to contribute to increased feelings of safety

- Decorative lighting in City Walk
- No Alcohol Consumption signage installed in City Walk and Garema Place
- Security services for Civic
- Contributed to the Night Crew

Performance and accountability

Independent review of CCMIL expenditure, communication with CCMIL payers and program priority setting

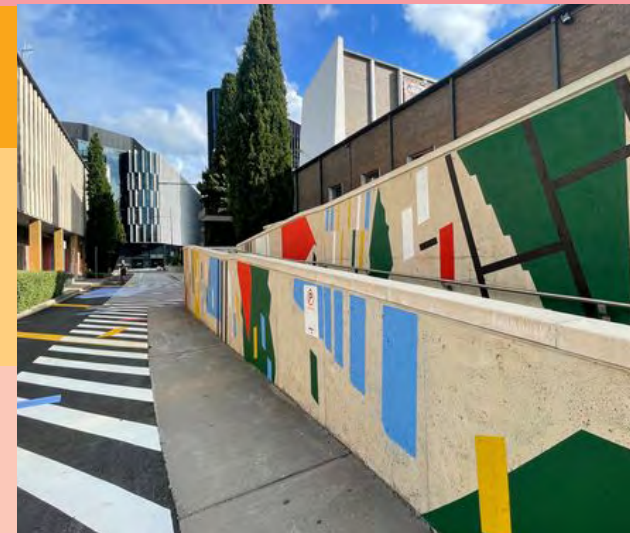
- CCMIL Advisory Group quarterly meeting
- Published Place Experience & Marketing Action Plan Q1 Update
- Businesses spoke to Place Managers about challenges and what's working well

Grants

- Big Swoop returned to Garema Place
- Kinetic Sculpture Race
- Placemaking Grants shortlisted for delivery in Q3 and Q4



ACT Policing Cop Pop-up



Along Civic Lines supergraphic by Lymesmith installed in Knowles Place



January to March 2023

New Placemaking grants

Four new Placemaking Grants recipients will be announced and will deliver 'big ideas' in the City Centre and Braddon to attract more visitors.

Summernats Fringe Festival

The Summernats Braddon Fringe Festival was supported to bring two important benefits to Braddon. The festival was a managed event with cleaning, waste removal and security services, replacing unofficial gatherings from previous years. Secondly, it attracted visitors and generated economic outcomes. Initial evaluation reveals positive outcomes. Detailed outcomes will be shared in the next update.

Lunar New Year

Canberrans were encouraged to celebrate Lunar New Year in Dickson with activations over two weekends, including a free street party. Initial evaluation reveals positive outcomes. Detailed outcomes will be shared in the next update.

Feedback wanted

CCMIL payers and city businesses will be invited to provide feedback on the levy and help us to set priorities for next year.

The Origami Rabbit by Atelier Sisu, welcoming in the Lunar New Year in Dickson



Summernats Fringe Festival in Braddon

Multicultural Festival

Businesses in the City Centre and Braddon are invited to celebrate the 25th National Multicultural Festival by offering attendees a single-use deal or discount. Offers will be promoted online to encourage festival goers to explore local businesses during the festival.

Enlighten

The Enlighten Festival will include a free shuttle bus to the City Centre and an illuminated experience in Civic Square and Ainslie Place to encourage people to spend time in the City Centre and Braddon.

Get in touch

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Access our Place Experience and Marketing Activity Plan 2022-23 by scanning the QR code or visit our website: act.gov.au/cityrenewal

