

Place Experience & Marketing Actions

July to September 2021



ACT
Government

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In Quarter 1, the Authority delivered these initiatives from the Place Experience and Marketing Action Plan 2021–22.

Wintervention attracted 20,000 people to Civic

An outdoor ice rink activated Civic Square in the winter school holidays.

A gross economic impact of between \$584,000 to \$824,000 was generated for the city centre.

Local businesses promoted their winter offerings—from lunchtime deals to school holiday activities—on the Wintervention website.

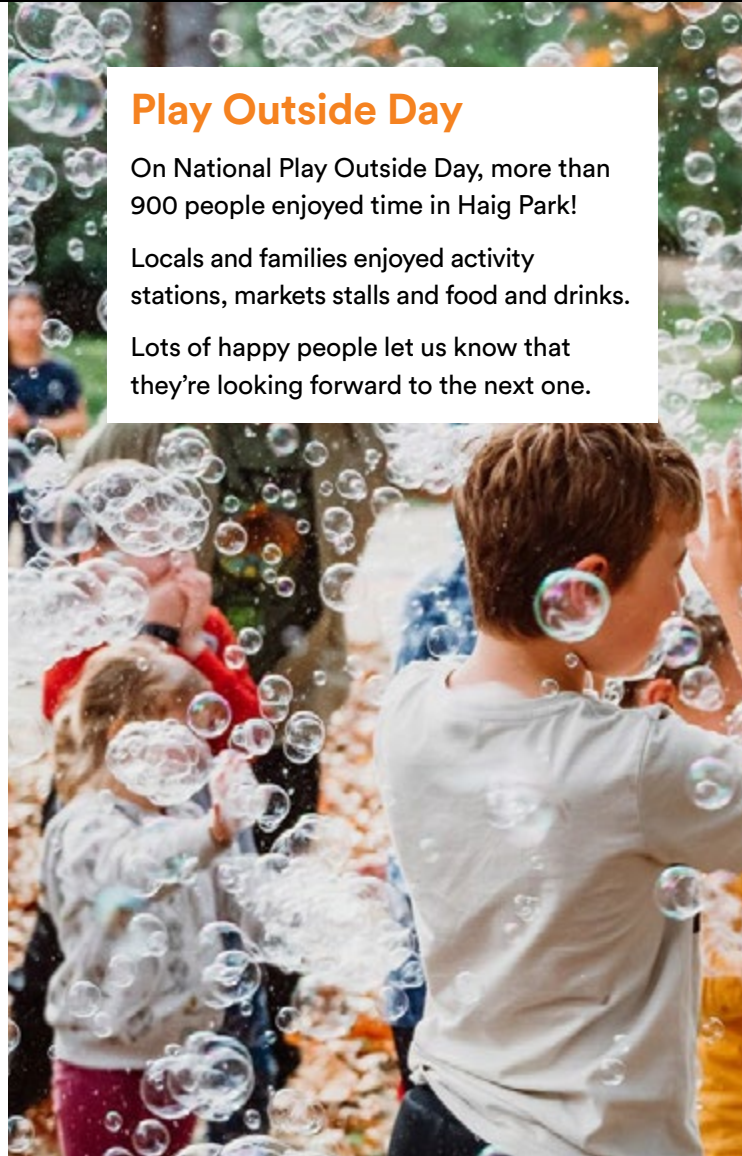


Play Outside Day

On National Play Outside Day, more than 900 people enjoyed time in Haig Park!

Locals and families enjoyed activity stations, markets stalls and food and drinks.

Lots of happy people let us know that they're looking forward to the next one.



Tulips bloomed for Floriade Re-imagined

More than 25,000 bulbs and 20,000 annuals brought colour and cheer to the city during Spring. Designed to complement Floriade Re-imagined, the beautiful plants were on display in Northbourne Avenue, West Row and in 140 planted wheelbarrows!

Placemaking Grants launched to find ideas that POP!

The Authority launched the Placemaking Grants program, with four \$50,000 grants up for grabs that will bring more people into our city and encourage them to love our city places the way we do.



Cleaning, greening and maintenance

The Place Team kept the precinct beautiful—a key requirement of CCMIL payers—with graffiti removal, street scrubbing, planting and repairs.

BEFORE



AFTER



Summary of activity

ACTIVITY	DELIVERED
Place Management	<ul style="list-style-type: none"> → 2,400 hours cleaning across the Precinct (4 weeks of reduced hours due to lockdown) → 3 Place Managers (Precinct, City, Dickson) → 10 Place Team members to deliver cleaning and maintenance
Partnerships and Events	<ul style="list-style-type: none"> → Wintervention – two-week event in Civic → 25 Lunchbox Acoustic musical performances in Civic → 5 ReNewYou fitness classes in Haig Park
Marketing	<ul style="list-style-type: none"> → Promotion of Wintervention on digital and outdoor channels resulting in 20,000 event participants
Vibrant Streets	<ul style="list-style-type: none"> → Winter banners installed on Northbourne Avenue
Placemaking Grants	<ul style="list-style-type: none"> → Launched Placemaking Grants program with updated guidelines
Safer Communities	<ul style="list-style-type: none"> → Decorative tree lighting installed in Braddon
Performance and Accountability	<ul style="list-style-type: none"> → City Centre Marketing & Improvements Levy Advisory Group (CCMIL) quarterly meeting → Published Place Experience & Marketing Action Plan 2021–22 → Published CCMIL feedback summary

N.B. All events and promotion were paused from 8 August 2021 and have been re-prioritised for Q2 to reactivate the city in line with the ACT Government's Pathway Forward

What's happening Quarter 2 (October to December)?

Programmed activations

Regular activations will return to the Precinct from 1 November 2021, in line with the ACT Government's Pathway Forward.

- musical performances in Civic
- free fitness classes in Glebe Park
- roving evening performances in Braddon and at the Sydney and Melbourne Buildings
- lion dancing in Dickson
- Play Outside Day, Great Haig Park Waterfight and a Paws Party in Haig Park, and more!



Celebrate Christmas in the City

To encourage Canberrans to shop and eat in Civic at Christmas, the Authority has programmed the following activities:

- Kaleidoscope Christmas tree and decorations in City Walk
- Interactive Christmas installation in Petrie Plaza
- Advertising campaign to promote local businesses across digital (search and social), outdoor and radio channels
- Roving, Christmas themed performances in Civic, Braddon, the Sydney and Melbourne Buildings and Dickson



Cleaning, greening and maintenance

The Authority's Place Team will continue to provide additional cleaning, street scrubbing, graffiti removal, planting and maintenance. Please say "hi" if you see them in the Precinct.

City marketing campaigns

Regular "always-on" advertising on social media and radio will start from 1 November to promote city places, activations and events.

Other planned campaigns include

- Celebrate Christmas in the City - a retail focused campaign in November and December 2021
- Braddon extension to VisitCanberra's 'More Than' campaign to encourage people to discover Braddon when they visit Canberra. Timing to be confirmed to align with VisitCanberra and ACT Government's Pathway Forward
- Neighbourhood Guide for Civic, Braddon and Acton co-produced with VisitCanberra

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