

Place Experience & Marketing Actions

October to December 2021



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Quarter 2 Place Experience and Marketing Activities

Celebrate Christmas in the City!

The Authority worked closely with city businesses to provide a coordinated Christmas place experience in Civic—the city centre’s retail heart—to encourage Canberrans to shop, eat and meet friends at Christmas. A digital advent calendar was widely promoted on digital, radio and outdoor channels to reveal fantastic festive offers, like complimentary drinks at Monster Bar, a gift-with-purchase at Naked Foods and free merry-go-round rides.

The campaign featured 24 city businesses, 30,289 people visited the website and 1,285 offers were downloaded.

Visitors to Civic enjoyed Australian bush themed Christmas decorations, a 16 metre illuminated tree and more than 80 individual performances including the Canberra Symphony Orchestra.

There was a decrease in the number of people who spent time in Civic from 1–24 December 2021 when compared to 2020 (16%) and this is likely to be because of the pandemic. While there were fewer people in Civic, people stayed longer than in previous years which suggests there was an improved experience.



City Centre Neighbourhood Guide

A City Neighbourhood Guide, co-developed by the Authority and VisitCanberra was distributed to hotels and tourist attractions throughout the ACT to encourage visitors to uncover the city’s hidden gems and local secrets.



Cleaning, greening and maintenance

Responding to requests from city businesses, the Place Team of seven dedicated staff provided additional cleaning, greening and maintenance. City streets and spaces were kept sparkling during the unseasonably wet and wild December weather.

The entrance to Civic and utility boxes in Dickson benefited from a makeover to make the public spaces more appealing and discourage graffiti.

New artwork in Braddon

There's a new eight-storey mural on Lonsdale Street the result of which is a collaboration between urban artists PHIBS (Tim de Haan) and Beastman (Brad Eastman). It's the teaser for Canberra's first ever urban art festival Surface Festival, which will take place 4–6 March 2022.



City West craft and design trail

With the Authority's support Craft ACT invited proposals for a temporary craft and design trail designed to activate City West as part of DESIGN Canberra 2022.

“Always on” advertising to promote the city, events and activations

Dedicated advertising is now ‘always on’ social media channels to promote ongoing events and activations within the CCMIL precinct including free performances, fitness classes and school holiday activities.

“More Than” campaign features Braddon

To encourage tourists to discover Braddon when they visit Canberra, the Authority worked with VisitCanberra to develop a Braddon extension to the More Than tourist campaign. The campaign reached more than 371,425 people through social media channels.



Summary of activity (October to December 2021)

ACTIVITY	DELIVERED
Place Management	<ul style="list-style-type: none"> → 2,500 hours cleaning across the Precinct — including 360 hours of street cleaning → 3 Place Managers (City, Dickson) → 7 Place Team members to deliver cleaning and maintenance → Installed a permanent bike repair station in Dickson
Partnerships and Events	<ul style="list-style-type: none"> → Christmas tree and decorations in Civic — people spent longer in Civic on average in December 2021 than December 2020 → 31 Lunchbox Acoustic performances in City Walk → 8 ReNewYou fitness classes in Glebe Park attended by 100 people → 40 Christmas themed performances in the Precinct → 3 Christmas themed picnics — 2 in Haig Park and 1 in Dickson → 2 sustainable gift workshops in Dickson → Outdoor co-working spaces provided to more than 200 people in Haig Park
Marketing	<ul style="list-style-type: none"> → Celebrate Christmas in the City campaign — more than 30,000 Canberrans accessed the digital advent calendar and over 1,200 city offers were downloaded. → Digital advertising to promote ongoing events and activations within the CCMIL precinct <ul style="list-style-type: none"> – Discovery ads — 1,475,588 impressions – Social ads — reached 65,729 Canberrans – Google display ads — reached 215,065 Canberrans → Braddon ‘More Than’ campaign burst in December reached more than 150,000 potential and actual tourists → City Neighbourhood Guide delivered to hotels (occupancy was 70% in December) and tourist destinations throughout the ACT
Vibrant Streets	<ul style="list-style-type: none"> → Christmas banners installed on Northbourne Avenue and Bunda Street → Festoon lighting installed in City Walk for Christmas → Interactive installation for families in City Walk
Placemaking Grants	<ul style="list-style-type: none"> → Awarded Placemaking Grants so Canberrans can enjoy a Canberra Street Dance Festival, a larger-than-life magpie sculpture, and a series of large-scale projected artworks
Safer Communities	<ul style="list-style-type: none"> → Supported the Civic Night Crew and security at the city bus interchange → Provided overnight security in City Walk in December
Performance and Accountability	<ul style="list-style-type: none"> → City Centre Marketing & Improvements Levy Advisory Group (CCMIL) quarterly meeting in November 2021 → Advertised for new members for the CCMIL Advisory Group

What's happening next quarter (January to March)?

Programmed activations

Regular activations will continue in Q3 with:

- Musical performances in Civic through Lunchbox Acoustic program
- Free fitness classes across the city with ReNewYou including family yoga and Praksis
- Roving evening performances in Braddon and at the Sydney and Melbourne Buildings
- Playful Endeavour, a free, outdoor school holiday program in Glebe Park
- “More Than” and “Always on”
- Play Outside Day in Haig Park and more!

Summernats Braddon Fringe Festival

The Authority sponsored organised car-cruising and a static display event on Lonsdale Street to bring colour, life and business to Braddon on 7 and 8 January 2022.

Lunar New year

The Lunar New Year Festival enveloped Dickson's Woolley Street in a kaleidoscope of colour, sound, tastes and aromas over three consecutive long weekends, from 27 January 2022.

Enlighten

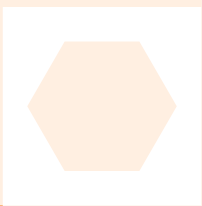
Illuminations will be installed in Civic Square and Garema Place during Enlighten 2022 to extend the footprint of the festival into the city centre.

Research

An independent research agency will be commissioned by the Authority to assist in understanding the attitudes and perceptions of CCMIL payers and city consumers to gauge how the Authority can better align priorities and expectations regarding the CCMIL. Please reach out if you would like to be involved.

CCMIL Advisory Group — new members

The City Renewal Authority (Authority) has invited expressions of interest to join the City Centre Marketing and Improvements Levy (CCMIL) Advisory Group.



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