



Place Experience and Marketing

Action Plan 2026-27



ACT
Government

**CITY
RENEWAL
AUTHORITY**

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Extending major events into the City Centre to drive visitation and exploration such as with the Floriade Walking Trail.



Supporting a lively, connected and economically resilient City Centre.

Who we are

The City Renewal Authority (City Renewal) is responsible for revitalising the central parts of Canberra to create a compelling destination that Canberrans are proud of and visitors are attracted to.

City Renewal works within the City Renewal Precinct, which spans Dickson, Braddon, Haig Park, the City Centre, and Acton Waterfront.

Vision	The City Centre is the heart of Canberra: a captivating gathering place where creativity, work, life and leisure come together.
Mission	• Creating culturally rich, sustainable and thoughtfully-designed places. • Encouraging and facilitating opportunities for new investment. • Celebrating our places and their points of difference. • Attracting people to support local businesses. • Engaging genuinely with our community. • Maintaining and activating our spaces so they are welcoming and lively.
Strategic goals	City Renewal’s goals and objectives are set out in our <u>2030 Strategic Plan</u>. Our 2030 strategic goals are to: 1 Create an attractive destination where people want to live and visit. 2 Establish clear strategies to shape our precinct places. 3 Attract and generate new investment in the precinct. 4 Deliver the City Precinct Renewal Program. 5 Ensure financial sustainability to support urban renewal.

Place Experience and Marketing Program 2026-27

In 2026-27, the Place Experience and Marketing program will focus on making the City Renewal Precinct **more attractive, welcoming and lively** for locals and visitors.

What we need to respond to

- Comfort, cleanliness and safety are central to public confidence.
- Construction, access changes and ease of accessing parking continue to affect city perceptions.
- Hybrid work patterns, cost-of-living pressures and commercial tenancy changes are changing how people use the city.

Opportunities in 2026-27

- Re-establish the City Centre as construction fencing comes down and renewed spaces reopen.
- Build on the unique strengths of each place to attract visitors, workers and residents to visit and stay longer.
- Use major seasonal activities to create a clear year-round rhythm of visitation.
- Deepen relationships and strengthen partnerships with businesses to convert visitation into local spending and economic activity.
- Leverage new investment to attract new audiences.

Program objectives for 2026-27

- 1 Increase **visitation, dwell time and consumer spend** through events, activation and promotion.
- 2 **Strengthen perceptions** of comfort, cleanliness and accessibility.
- 3 **Enhance collaboration with businesses**, leveraging existing offerings to attract visitors.
- 4 **Strengthen place identity** through activity that reflects each place's character.
- 5 **Use data and feedback** to prioritise activity and measure impact.

How this plan is funded

The ACT Government funds City Renewal to deliver projects that improve social connection, increase amenity, and foster our city as an attractive destination for locals and visitors.

The City Centre Marketing and Improvements Levy (CCMIL) contributes \$2.7 million to this plan, with the ACT Government providing an additional \$2.7 million.

The CCMIL is a partnership between CCMIL payers, City Renewal and the ACT Government. It supports actions that contribute to long-term sustainable growth, economic prosperity, culture, creativity and vitality.

CCMIL funding contributes to City Centre, Braddon and Haig Park activities alongside other funding sources. CCMIL funding does not contribute to Dickson Group Centre or Acton Waterfront activities.

The CCMIL provides additional funding to activities in the CCMIL collection zone, which includes:

Cleaning, maintenance and place management activities above and beyond existing ACT Government services.

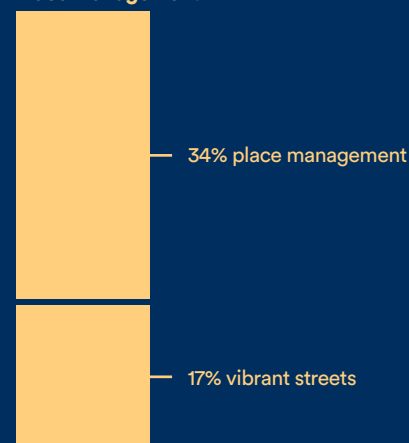
Creating vibrant city streets through street beautification and boosting attractiveness of commercial tenancies.

Partnerships and events to help create a fun and culturally vibrant City Centre.

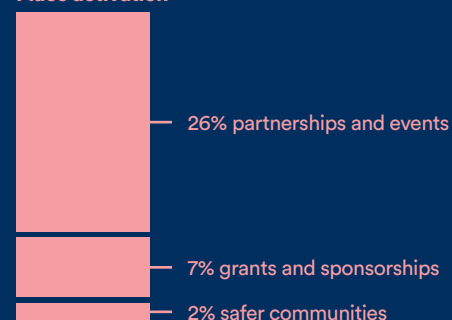
Marketing and promotion of CCMIL-funded activities and to keep CCMIL payers informed.

CCMIL budget 2026/27

Place management



Place activation



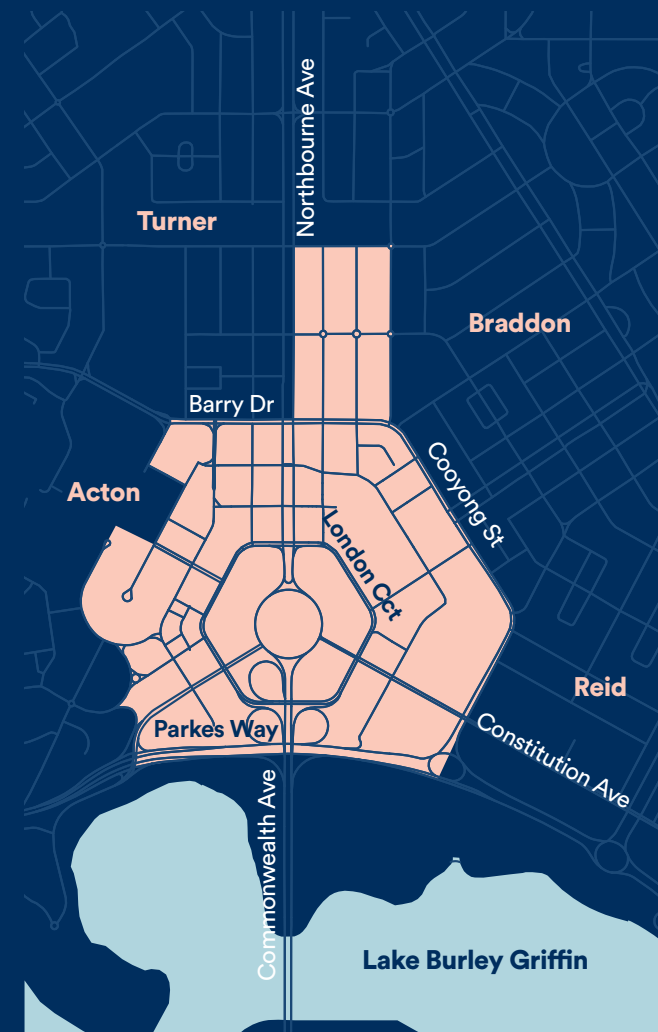
Place promotion



Evaluation and engagement



CCMIL collection zone



Who the program is for

The program focuses on the consumer segments most likely to respond to city events, activations and promotion, while also recognising the broader groups that benefit from a cleaner, safer-feeling, more active and better-promoted city. **Indicates primary audience.*

Market size
22%

Visitation
High



Young aspirers*

Young, highly ambitious and always out and about. They seek improvement and achievement. There are very few activities/ events they wouldn't be interested in.

Market size
14%

Visitation
Moderate to High



Young and settled*

Young, content and focused on living a happy and enjoyable life. They are more likely to enjoy simple pleasures in life and activities/ events that give reward, satisfaction and indulgence.

Market size
19%

Visitation
Low

Family connectors

The home is where the heart is for family connectors. They focus on connecting with their family through comfort. When it comes to events and activities, it's more about "we" and less about "me".

Market size
11%

Visitation
High



Family stimulators*

Parents who are trying their best to balance social, work and family life. Family stimulators connect through experiences outside of the home.

Market size
15%

Visitation
Moderate



Rediscovering and maturing*

Rediscovering retirees are reclaiming their own lives. They are focused on living an active life through activities and events that build their skills and enrich their knowledge.

Market size
19%

Visitation
Low

Mature and maintaining

Focused on maintaining their wealth, health and happiness. They are looking for activities that add meaning to their life.

Who benefits from the program

Visitors and event audiences



More reasons to visit, stay longer and spend locally through events, seasonal campaigns, business promotion and clearer information about what is on.

Workers, students and residents



A cleaner, safer-feeling and more active city, with better amenity and more reasons to spend time locally before, during and after work or study.

Families and Canberra region audiences



Accessible events, cultural celebrations and weekend activities that make the city easier and more appealing to choose for family outings.

Businesses and hotel operators



More footfall, stronger customer awareness and promotional content they can share, supported by events, campaign toolkits, grants and data insights.

Property owners and commercial tenants



A better-presented precinct that supports staff amenity, client visits, tenant attraction, investment confidence and the visible value of CCMIL-funded activity.

All Canberrans



A cleaner, more active and more welcoming city centre that supports civic pride and provides accessible experiences throughout the year.

Place profiles

The City Centre and Braddon precincts already have strong assets and recognisable character. In 2026-27, the program will build on these strengths to position the precinct as **a destination for premium experiences, unexpected moments, optimism and shared city life** — a place where different communities, interests and occasions can come together.

City West

Strong links to ANU, innovation, knowledge, culture and city living.

New Acton and Acton Waterfront

Emerging city waterfront where Country, culture and water meet; connecting Canberra's civic, cultural and everyday life to Lake Burley Griffin.

Dickson

A loved local centre with multicultural food, community identity, family appeal and proven festival success.

Braddon + Haig Park

A strong organic identity, hospitality and creative economy, high awareness, and established Haig Park programming.

City Hill + Sydney and Melbourne Buildings

Iconic buildings, cultural character, laneway potential and proximity to major civic and arts assets.

North East

Canberra's retail, civic and entertainment heart, with strong event visibility and improving public realm assets.

City East

A quieter, convenient city place with education, employment and accommodation anchors and major development planned.

Always-on, year-round program

	Activity	City Centre*	Braddon and Haig Park*	Dickson Group Centre	Acton Waterfront
Management (beyond CED base scope)	Daily cleaning and maintenance of City Renewal-owned street furniture	•	•	•	•
	Pruning, mulching garden beds, leaf removal (expanded in winter)	•	•	•	•
	Horticultural planting	•	•	•	•
	Targeted pressure washing, street sweeping and strategic graffiti removal	•	•	•	•
	Safety and security initiatives, incl. at events and at night	•	•		
	Maintenance of decorative lighting	•	•		
Activation	Placemaking Grant-funded activities	•	•		
	Strategic activation of construction-affected areas	•			
	Garema Place regular programming	•			
	Monthly programming in Haig Park, Braddon		•		
	New artwork in Braddon		•		
	Dickson Soul weekly programming			•	
Promotion	InTheCity.com.au 'what's on' promotion of retail and hospitality businesses and events	•	•		
	Promote transport and parking options as part of place promotion	•	•	•	
	Promote the City Centre's strengths through local stories and business-led content to help attract and retain workers	•	•		
Engagement and evaluation	Equip businesses and industry with data-based insights to inform their work	•	•	•	
	Collaborate with industry leaders to improve and promote the PEM program	•	•	•	
	Evaluate the PEM program using data and insights from businesses, residents and property owners	•	•	•	•

*Indicates this place receives additional funding from commercial property owners via the City Centre Marketing and Improvements Levy.

Seasonal activation and promotion

Activity	When	Where	Benefits
Business activation grants	Jun – Aug 2026	Light rail construction-affected areas	Supports businesses affected by light rail construction to deliver small-scale promotions, events and improvements that encourage visitation, maintain customer awareness and help offset disruption. Funded by iCBR.
Blank Cultural Platform*	Until Oct 2026	City Walk	Activates vacant City Walk space as an affordable creative hub, supporting local artists, public events and workshops while increasing visitation, cultural activity and reasons to visit.
Winter in the City 2026	8-18 Jul 2026	Petrie Plaza	Free winter school holiday performances and business promotion to rebuild City Centre visitation, dwell time and evening activity.
Circus in the City**	Aug 2026 – Jun 2027	City Centre and Braddon	A series of free circus performances and workshops that will draw visitation to the City Centre and encourage people to interact with spaces in fun and exciting ways.
Floriade Walking Trail	12 Sep – 11 Oct 2026	City Centre	Leverages Floriade visitation by drawing visitors from the light rail terminus through the city to Commonwealth Park, supported by planting, wayfinding and promotion. Integrates with Floriade About Town by Events ACT.
ACT JAM**	Nov 2026	Elouera St, Braddon	A free (for spectators) street party and competition celebrating BMX bike riding. Creates an exciting drawcard for Braddon and supports retail and hospitality trade.
La Fiesta	7 Nov 2026	Latin American Plaza	Activates City West, strengthens the identity of Latin American Plaza and supports community, Embassy and nearby business participation.



↑ ACT JAM engages diverse audiences through contemporary and youth-focused activations.



↑ Delivering local experiences that encourage community participation and town centre activation.

Activity	When	Where	Benefits
Christmas tree and decorations	13 Nov 2026 – 8 Jan 2027	Garema Place and City Walk	Creates a festive city destination, supports retail and hospitality trade and provides a highly visible seasonal anchor for city promotion.
Summernats Braddon Fringe*	7–9 Jan 2027	Braddon	Sponsorship of Summernats: Supporting Braddon hospitality and retail during a quieter trading period and extends the benefits of a major visitor event into the precinct.
Canberra Lunar New Year	13 Feb 2027	Woolley Street, Dickson	Celebrates Dickson's multicultural identity, supports local traders and builds community confidence through a family-friendly cultural program.
Belco Bowl Jam Street Party**	Feb 2027	Verity Lane	A welcoming party for the internationally renowned Belco Bowl Jam event featuring skateboarding, live music and street performers. Creates an exciting drawcard for the City Centre and supports hospitality trade.
School holiday activation	April 2027	City Centre and Braddon	Delivers a school holiday-aligned activation program with smaller-scale family programming while planning for Wonderful World to return in 2028.
Apocalyptic Post**	2027 TBC	City Centre and Braddon	A series of scavenger hunts driving people to venture into businesses in the City Centre and Braddon, promoting spending and dwell time.
Hip Hop Cypher**	2027 TBC	Garema Place	A community dance event bringing together multiple elements of hip hop culture through music, dance, art, and community. Attracts visitation, promotes dwell time and positive perceptions.

Future years: This financial year we will progress planning for a celebration of the Sydney and Melbourne Buildings' centenary in late 2027, and for Wonderful World to return in autumn 2028.

*Sponsored activity **Placemaking Grant-funded activity



↑ Leveraging major events like Summernats to generate economic activity and support local businesses.



↑ Canberra Lunar New Year celebrates cultural diversity and strengthening Dickson's identity as a destination.



If you would like to keep up to date on the City Renewal Authority, subscribe to our newsletter at: act.gov.au/cityrenewal/subscribe

Follow us @cityrenewalCBR

Keep up to date with events via InTheCity.com.au

You can read more about the City Renewal Authority, including more publications and content related to Place Experience and Marketing by visiting act.gov.au/cityrenewal/documents and scrolling down to the heading City Centre Marketing and Improvements Levy (CCMIL).

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