

Place Experience & Marketing Actions

January to March 2022



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In Quarter 3, we worked alongside businesses and the community to activate the city in line with the Place Experience and Marketing Action Plan 2021–22.

Cleaning, greening and maintaining with the Place Team

We understand that city businesses and City Centre Marketing and Improvement Levy (CCMIL) payers want their city to be beautiful. That's why the Authority, in partnership with Transport Canberra and City Services (TCCS), provides additional resourcing for the city to ensure it's looking its best. The City Renewal Authority Place Team of eight dedicated members, starts at 6am each morning to clean tables and bins, remove litter and rearrange street furniture from Dickson to Braddon and the City Centre. If you come across the team in Authority high vis – please say hi!

From 9am each day the Place Team switches focus to deliver a program of cleaning, planting, and maintenance across the precinct that is over and above the city's regular place presentation program. Enjoy this series of before and after images of the Place Team's amazing work.



Place Managers in your area

Have you met your Authority Place Manager? There are dedicated Place Managers for the City Centre, Braddon and Dickson. They lead the delivery of our place experience initiatives and are available to talk to you about the city and discuss ideas and challenges. Please email CityPlaceManager@act.gov.au if you'd like to make a time to meet your Place Manager.

Research

An independent research agency is assisting us to understand the attitudes and perceptions of City Centre Marketing and Improvement Levy (CCMIL) payers and city consumers to gauge how we can align priorities and expectations regarding how we use CCMIL findings. Please let us know if you haven't received a QR code to participate and you'd like to be involved. We look forward to sharing the results and your feedback soon.



City Illuminations @ Enlighten Festival

A widespread installation of enormous dichroic bubbles by Atelier Sisu, Ephemeral coloured Civic Square in sound, bubbles and smoke, and ambled through the trees of Ainslie Place to land on the lawns of City Walk during the Enlighten Festival. This illumination experience activated the city with footfall increasing in Civic by more than 40 per cent on both Friday evenings of the festival, and by engaging and inspiring all who attended.



CCMIL Advisory Group — new members

Welcome to the 10 new members and three returning members of the CCMIL Advisory Group. Consisting of selected CCMIL payers and city businesses, this group functions as an advisory body to the Authority in supporting the management of the CCMIL and the associated program of CCMIL funded initiatives. The members of the Group represent a broad and representative range of interests from across the CCMIL collection area. Members include:

- Chris Antos
- Eleni Notaras
- Garrett Purtill
- Gary Stewart
- Gianni Guglielmin
- Damien Maher
- Lisa McPherson
- Michael Sparks
- Mitch Tilbrook
- Philip Kier
- Stavro Dascarolis
- Steve Kartsonas, and
- Allison Gallagher



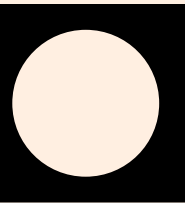
Lunar New Year

The Year of the Tiger was celebrated in Dickson over three weekends in partnership with local businesses and residents and supported by SBS. It helped to cement Dickson's identity as an Asian eats area and was an innovative example of how to pivot an event in the face of the challenging public health emergency.

Summernats Braddon Fringe Festival



The Authority sponsored of the first ever 'Summernats Braddon Fringe Festival' — an organised car-cruising and static display event along Lonsdale Street, designed to bring colour, life and business to the area. The event increased footfall in Braddon by 87 per cent when compared with the same weekend in previous years. Susan Davidson, a spokesperson for local residents' group, the Braddon Collective, said this year's managed event was infinitely better than the unmanaged issues of Summernats past.



Summary of activity (January to March 2022)

ACTIVITY	DELIVERED
Place Management	<ul style="list-style-type: none"> → More than 3,000 hours of cleaning across the Precinct → 3 Place Managers (City, Braddon, Dickson) → 8 Place Team members to deliver cleaning and maintenance
Partnerships and Events	<ul style="list-style-type: none"> → 54 Lunchbox Acoustic performances in City Walk with 200 attendees per session → 11 ReNewYou fitness classes in Glebe Park attended by 100 people → Play Outside Day in Haig Park → 2 Paws Parties in Haig Park → Two week Lunar New Year festival in Dickson → City Illuminations @Enlighten in Civic → Sponsored Braddon Summernats Fringe Festival
Marketing	<ul style="list-style-type: none"> → Digital advertising to promote ongoing events and activations within the CCMIL precinct <ul style="list-style-type: none"> – Google display ads — 582,052 impressions – Social ads — reached 92, 991 Canberrans → Braddon 'More Than' campaign burst in January reached more than 340,572 potential and actual tourists
Vibrant Streets	<ul style="list-style-type: none"> → Enlighten flags and banners → Festoon lighting installed in City Walk → Maintenance of decorative lighting
Placemaking Grants	<ul style="list-style-type: none"> → Big Swoop sculpture in Civic (removed temporarily due to damage but will fly again)
Safer Communities	<ul style="list-style-type: none"> → Supported the Night Crew and security at the city bus interchange
Performance and Accountability	<ul style="list-style-type: none"> → CCMIL quarterly meeting in March 2022 → Qualitative and quantitative research with CCMIL payers and community



What's happening next quarter (April to June)?

Graffiti blitz

We've heard that you're concerned about the graffiti in the precinct. The Place Managers and Place Team are conducting a graffiti blitz in Q4, including removal, applying graffiti resistant paint where possible and installing artworks to deter future tagging.

Second Space

A trial program to activate vacant spaces in City West.

STORYBox

A trial to share cultural content in City West.

Floriade

Planting begins! We won't see the results until spring but it will bring beauty and joy to the city.

Winter in the City

This program encourages more people to embrace all that Canberra's frosty winter has to offer. Planning an event with ice skating, entertainment and opportunities for city businesses to participate is well underway (with activity being delivered in July).

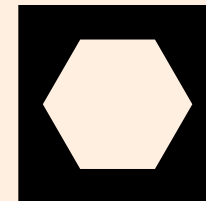
Business workshops

The Authority will invite city property and business owners to a series of workshops to share CCMIL payer feedback and research findings about what Canberrans want from their city centre.

Place management

Regular place management, activations and promotion will continue in Q4 including:

- Cleaning, greening and maintenance
- Musical performances in Civic through Lunchbox Acoustic program
- Free fitness classes across the city with ReNewYou including family yoga and Praxis
- Roving evening performances in Braddon and at the Sydney and Melbourne Buildings
- Playful Endeavour, a free, outdoor school holiday program in Glebe Park
- Always on paid digital advertising
- Play Outside Day in Haig Park and more!



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Get in touch

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Access our *Place*
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