

City Renewal Authority
Plaza, Canberra Nara Centre
1 Constitution Avenue
Canberra ACT

City Centre Marketing and Improvements Levy

Business Plan

1 January 2018 – 30 June 2018

Prepared: 26 November 2017
Updated: 23 January 2018

The City Centre

Vision statement for the collection area (Canberra's City Centre):

The City Centre Marketing and Improvement Levy will provide a broad offering for city residents, users, businesses and property owners. It will drive economic benefit through the delivery of a dynamic program of activity from cultural events to capital works. The levy area will be the focal point for a thriving and vibrant City Renewal precinct.

Goals/objectives:

This Business plan will contribute to the following objectives:

- to achieve an attractive dynamic, vital, liveable City Centre where businesses and community prosper;
- to achieve a clean, safe and attractive City Centre by complementing existing Territory services;
- to encourage the private sector to maintain a high standard of public/private interface;
- to administer Funds for a discrete program of works within the broader work of the Authority;
- minimise disruption in transition from Canberra CBD Limited to the Authority; and
- encourage engagement by Levy Payers and the community.

Projects

Project 1: Introducing better performance and accountability

Project 2: City Grants

Project 3: Contributing to a safer community

Project 4: Cleaning and maintenance

Project 5: Partnership and events

Project 6: Communications and engagement

Project 7: Vibrant streets

Project 8: Capital works

Project evaluation and Reporting

Each project will be evaluated according to performance measures.

A formal evaluation of the program will be undertaken to understand the economic benefits delivered to the CCMIL area.