

The City Centre Marketing and Improvements Levy (CCMIL) is a partnership between CCMIL payers, the City Renewal Authority (Authority) and the ACT Government that supports actions which contribute to and enhance the long-term sustainable growth, economic prosperity, culture and beauty of the heart of Canberra.

WHAT YOU TOLD US



You want to know which initiatives the CCMIL is funding and to see and understand the outcomes for the city.



The CCMIL is about creating improvements, not fixing problems. (That's what rates are for.)



'Beautification' is the focus — landscaping, planting, lighting, furniture and more. The CCMIL should enrich the city, create excitement and drum up customers for businesses.



You prefer regular scheduled events so that Canberrans know what to expect. This will make it easier to draw a crowd.



You want better communication, not just more communication.

OUR RESPONSE

We will let you know, via reports and newsletters, how the CCMIL is being planned and spent. We also have a channel for feedback — please get in touch!

The CCMIL will continue to focus on improvements and marketing, with other funds used to fix problems.

In the financial year 2021–22, we have committed funds to beautification initiatives such as attractions, enhancements, extra touches, and smartening up the city.

We hear you! Our focus is on reinvigorating the city and bringing people back in. We seek to reflect the place identity to create a greater sense of belonging. Take a look at our activation plan via the QR code.

Moving forward, we're aiming to be collaborative, not just communicative. Reach out to us at any time.



ACT
Government

**CITY
RENEWAL
AUTHORITY**

BACKGROUND

The City Renewal Authority commissioned Pollinate, an independent research agency, to assist in understanding the attitudes and perceptions of CCMIL payers to gauge how the Authority can align priorities and expectations regarding the CCMIL.

We interviewed and surveyed 40 payers throughout the CCMIL area across seven different channels. If you didn't see the survey, please get in touch so we can work with you and keep you informed!

GET IN TOUCH

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Access our *Place
Experience & Marketing
Activity Plan 2021–22*

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