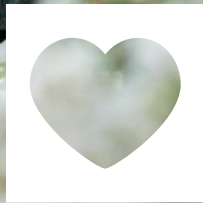


# Place Experience & Marketing Action Plan 2021–22



**ACT**  
Government

**CITY  
RENEWAL  
AUTHORITY**

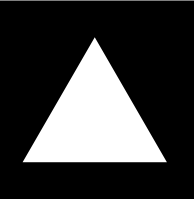


**CITY  
RENEWAL  
AUTHORITY**

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# Goal

The Place Experience & Marketing Action Plan supports the following goals of the City Renewal Authority's (Authority's) 2025 Strategic Plan:

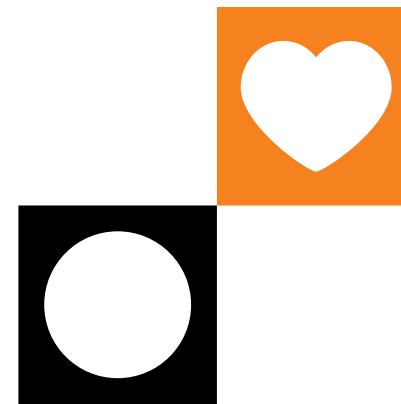
## Goal 2

To curate high-quality places and precinct development, taking a people-focused and design-led approach.

## Goal 4

To facilitate new and diverse economic investment into the precinct.

PLACE	OBJECTIVE
Civic	→ Increase awareness of the premium retail offering for Canberrans
Braddon	→ Increase awareness of the experience offering for the three-hour-drive market
Haig Park	→ Encourage Canberrans to visit more often and spend more time
City Hill <i>Sydney and Melbourne buildings</i>	→ Encourage Canberrans to visit more often and spend more time
Dickson	→ Encourage Canberrans to visit more often and spend more time
City East	→ Improve place experiences for residents in the city
City West	→ Encourage professionals who work in City West to stay longer
Acton/Acton Waterfront	→ Deliver place experiences to build place identity





# Target audiences

The City Renewal Authority has developed a consumer segmentation to understand the demographics, psychographics (attitudes), values and behaviours of consumers using the different places of the City Renewal Precinct.



## How the plan is funded

The activities in this plan are funded by the Authority and the City Centre Marketing and Improvements Levy (CCMIL).\*

The CCMIL is a partnership between the CCMIL payers, the City Renewal Authority and the ACT Government that supports actions which contribute to the long-term sustainable growth, economic prosperity, culture, creativity and vibrancy of the CCMIL Collection Zone.

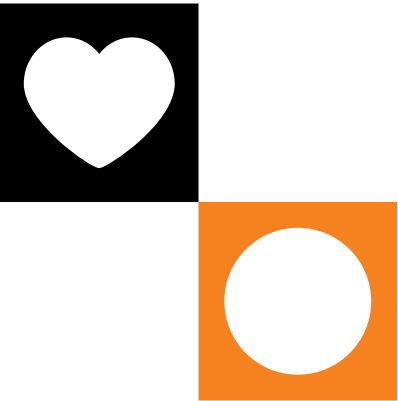
CCMIL-funded activities aim to:

- contribute to increased visitation and economic activity within the city centre;
- contribute to additional cleaning, graffiti removal, public lighting, security or crowd control, minor public work, street furniture, beautification and high-quality events in Civic, Braddon and Acton;
- encourage the public and private sectors to maintain a high standard of public/private interface with Civic, Braddon and Acton;
- administer funding for a discrete program of works which is coordinated, integrated and complementary with the broader work of the Authority and the ACT Government; and
- encourage engagement by CCMIL payers (and the community) in the priority setting and reporting activities of the CCMIL.

CCMIL-funded activities include:

- cleaning, maintenance and place management above and beyond existing ACT Government services;
- creating vibrant streets through street beautification and reducing commercial vacancy rates;
- partnerships and events to help create a fun and culturally vibrant city centre;
- communications and engagement to promote CCMIL-funded activities and to keep CCMIL payers informed; and
- funding for capital works projects that align with the City Renewal Authority's strategic vision for the city.

\*The CCMIL is only used to provide additional funding to the activities in the CCMIL Collection Zone.



O'Connor

Turner

Northbourne Avenue

Braddon

KEY

● CRA Precinct

● CCMIL area

Barry Drive

Acton

London Circuit

Cooyong Street

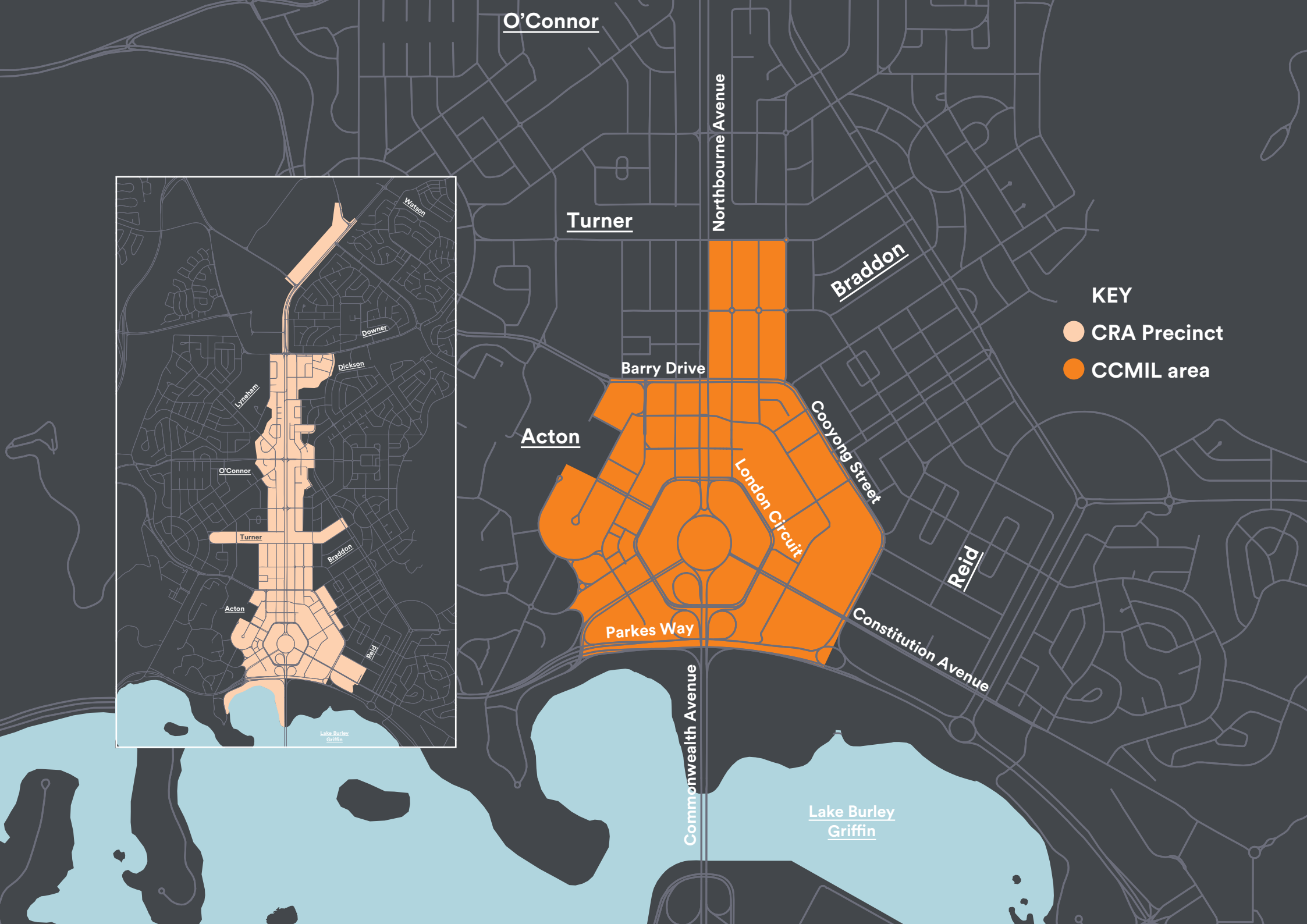
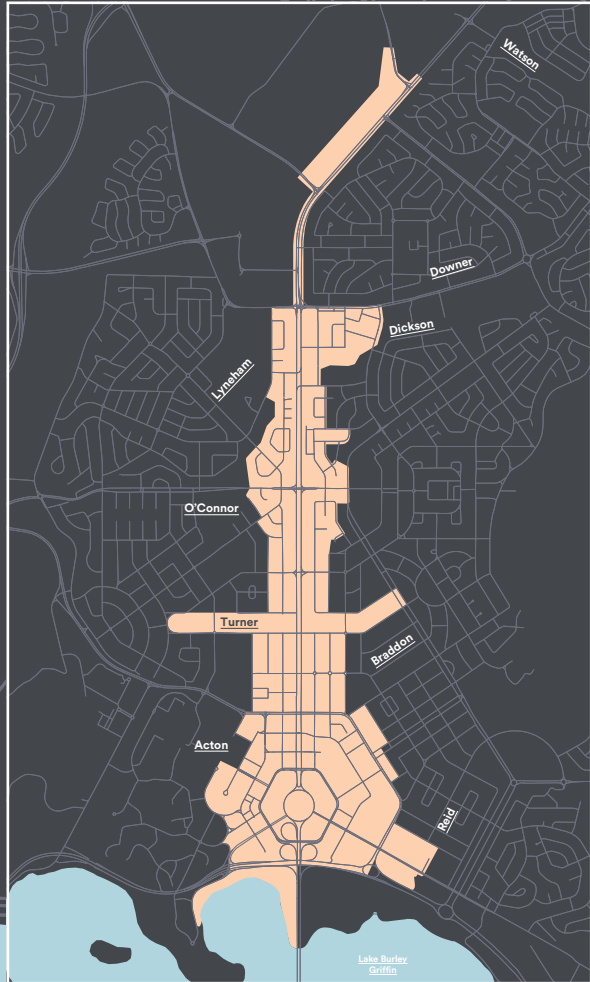
Reid

Parkes Way

Constitution Avenue

Commonwealth Avenue

Lake Burley Griffin



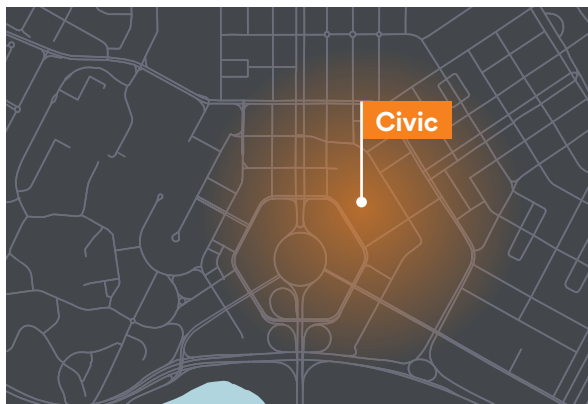
# Civic activities



- shop
- socialise
- be entertained

## objective

- Increase awareness of the premium retail offering for Canberrans



MIX	DESCRIPTION	Q1	Q2	Q3	Q4	CCMIL FUNDING	AUTHORITY FUNDING
<b>Partnership and Events</b>	→ Christmas activations in City Walk and Garema Place		●			●	●
	→ Sponsor Multicultural Festival			●			●
	→ Regular event programming		●	●	●	●	●
	→ Reactivate vacant shops with visual displays, installations and/or interactive concepts		●	●	●	●	
<b>Place Management</b>	→ Cleaning and maintenance	●	●	●	●	●	●
	→ Horticultural planting	●	●	●	●	●	●
	→ City dressing, including planters, flags, banners, Christmas decorations, decorative lighting programming		●	●	●	●	●
	→ Stage for performances and buskers			●			●
<b>Promotion</b>	→ Retail campaign to encourage locals to shop, eat and meet friends in Civic		●			●	●
	→ Marketing workshops for Civic retailers			●	●	●	
	→ Precinct guide co-developed with VisitCanberra		●			●	
<b>Grants</b>	→ 2 x Placemaking Grants		●	●	●	●	
<b>Contributing to Safety</b>	→ Night Crew	●	●	●	●		
	→ Alinga Street taxi security	●	●	●	●		



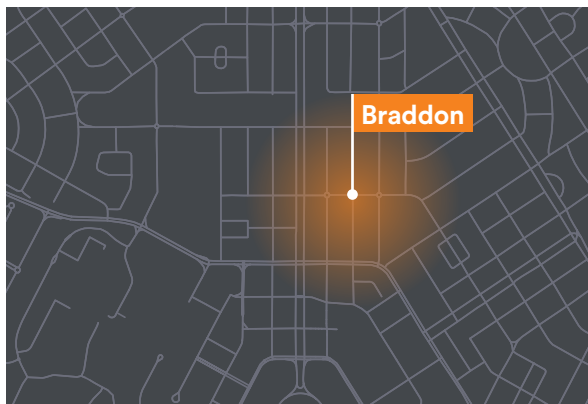
# Braddon activities



- creative
- culture
- commerce

## objective

- Increase awareness of the experience offering for the three-hour-drive market



MIX	DESCRIPTION	Q1	Q2	Q3	Q4	CCMIL FUNDING	AUTHORITY FUNDING
<b>Partnership and Events</b>	→ Local business offerings promoted on Enlighten website			●		●	●
	→ Activities during Summernats			●		●	●
	→ Activity programming		●	●	●	●	●
<b>Place Management</b>	→ Cleaning and maintenance	●	●	●	●	●	●
	→ Horticultural planting	●	●	●	●	●	●
	→ City dressing, including planters and decorative lighting programming		●	●	●	●	●
<b>Promotion</b>	→ Leverage VisitCanberra’s “more than” campaign to focus on Braddon				●	●	
	→ Precinct guide co-produced with VisitCanberra		●				
	→ Marketing workshops for Braddon retailers			●	●	●	●
<b>Grants</b>	→ 2 x Placemaking Grants		●	●	●	●	
<b>Contributing to Safety</b>	→ Night Crew	●	●	●	●		



# Haig Park activities

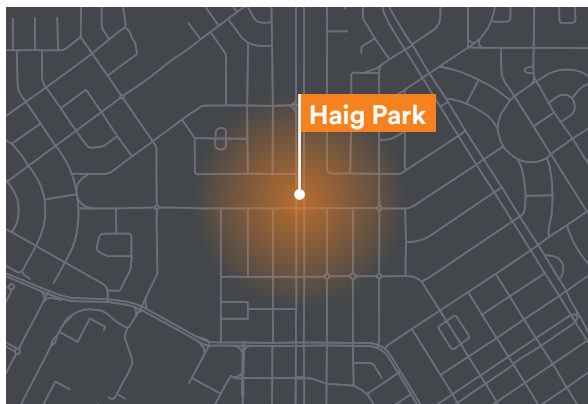


- recreation
- culture
- green space

## objective

- Encourage Canberrans to visit more often and spend more time

MIX	DESCRIPTION	Q1	Q2	Q3	Q4	AUTHORITY FUNDING
Partnership and Events	→ Activity programming in the park		●	●	●	●
Place Management	→ Cleaning and maintenance	●	●	●	●	●
	→ Horticultural planting	●	●	●	●	●



# City Hill activities (including Civic Square, Sydney and Melbourne buildings)

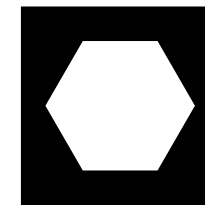
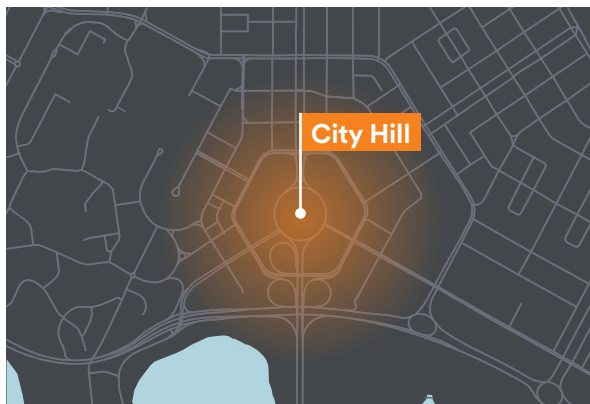


- history
- culture
- refined

## objective

- Encourage Canberrans to visit more often and spend more time

MIX	DESCRIPTION	Q1	Q2	Q3	Q4	CCMIL FUNDING	AUTHORITY FUNDING
<b>Partnership and Events</b>	→ Local business offerings promoted on Enlighten website		●			●	●
	→ Sponsor DesignCanberra Festival			●			●
	→ Activity programming		●	●	●	●	●
<b>Place Management</b>	→ Cleaning and maintenance	●	●	●	●	●	●
	→ Horticultural planting	●	●	●	●	●	●
	→ City dressing, including planters, flags and banners		●	●	●	●	●
<b>Promotion</b>	→ Precinct guide co-produced with VisitCanberra		●			●	
<b>Grants</b>	→ 1 x Placemaking Grant		●	●	●	●	
<b>Contributing to Safety</b>	→ Night Crew	●	●	●	●		





# Dickson activities

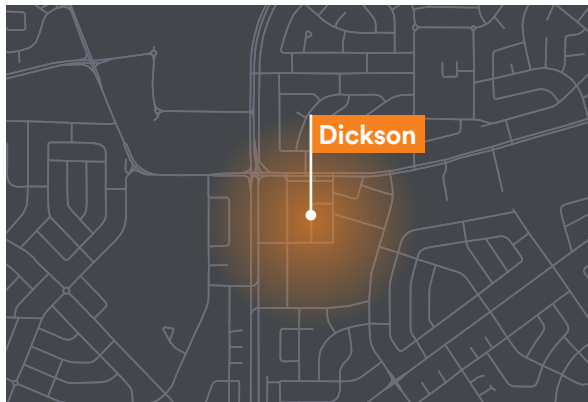


- authentic
- family
- culture

## objective

- Encourage Canberrans to visit more often and spend more time

MIX	DESCRIPTION	Q1	Q2	Q3	Q4	AUTHORITY FUNDING
<b>Partnership and Events</b>	→ Local business offerings promoted on Enlighten website		●			●
	→ Activity programming on Woolley Street, including Lunar New Year			●	●	
	→ Activate empty shop fronts and trial opportunities			●	●	●
<b>Place Management</b>	→ Cleaning and maintenance	●	●	●	●	●
	→ Horticultural planting in the village	●	●	●	●	●
	→ Town centre dressing, including planters, decorative lighting programming		●	●	●	●
<b>Promotion</b>	→ Consumer segmentation and business workshops			●	●	





# City East activities

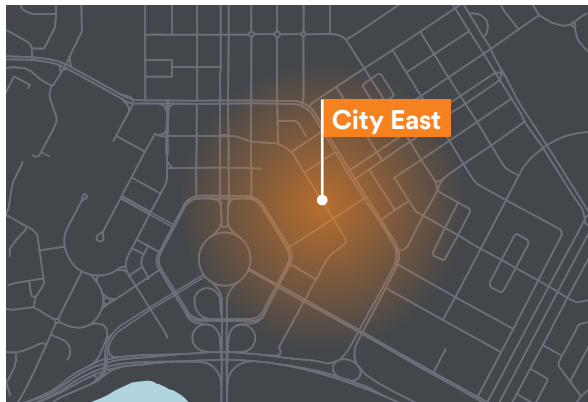


- charming
- livable
- nature

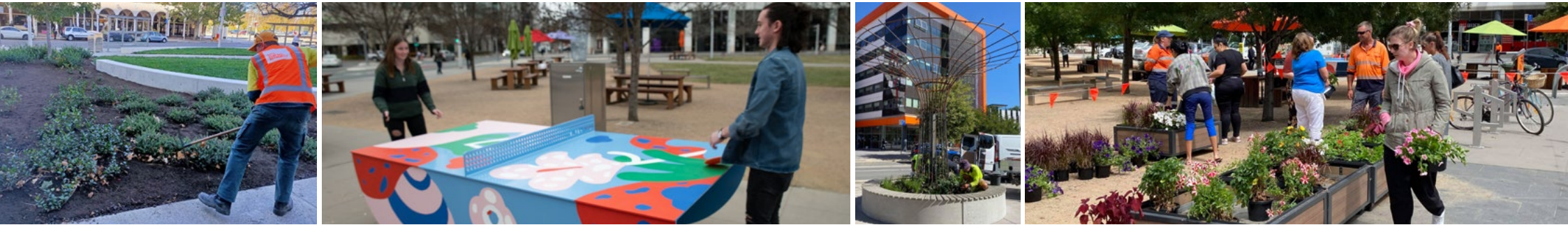
## objective

- Improve place experiences for residents in the city

MIX	DESCRIPTION	Q1	Q2	Q3	Q4	CCMIL FUNDING	AUTHORITY FUNDING
Partnership and Events	→ Playful Endeavour school holiday program		●		●	●	●
Place Management	→ Cleaning and maintenance	●	●	●	●	●	●
	→ Horticultural planting	●	●	●	●	●	●
	→ City dressing, including planters		●	●	●	●	●
Promotion	→ Precinct guide co-produced with VisitCanberra		●			●	
Contributing to Safety	→ Night Crew	●	●	●	●		



# City West activities

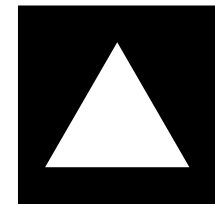
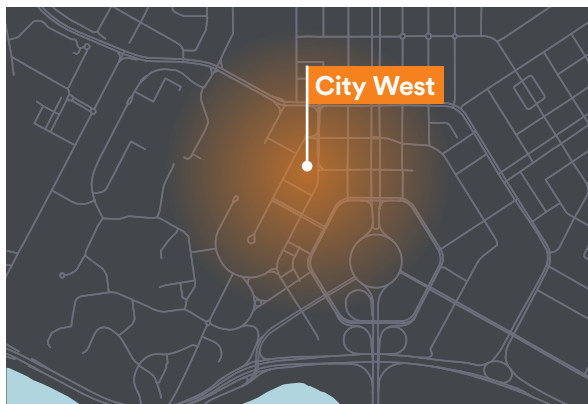


- grown-up
- intelligent
- professional

## objective

- Encourage professionals who work in City West to stay longer

MIX	DESCRIPTION	Q1	Q2	Q3	Q4	CCMIL FUNDING	AUTHORITY FUNDING
Partnership and Events	→ Wayfinding experiments		●	●	●	●	●
Place Management	→ Cleaning and maintenance	●	●	●	●	●	●
	→ Horticultural planting	●	●	●	●	●	●
	→ City dressing, including planters		●	●	●	●	●
Promotion	→ Precinct guide co-produced with VisitCanberra		●			●	
Contributing to Safety	→ Night Crew	●	●	●	●		





# Acton/Acton Waterfront activities

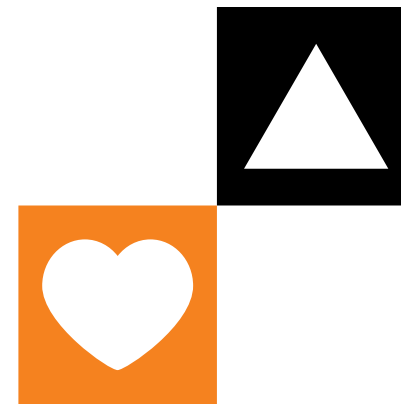


- contemporary
- culture
- play
- visit

## objective

- Deliver place experiences to build place identity

MIX	DESCRIPTION	Q1	Q2	Q3	Q4	CCMIL FUNDING	AUTHORITY FUNDING
Partnership and Events	→ Activity programming				●	●	●
Place Management	→ Cleaning and maintenance	●	●	●	●	●	●
	→ Horticultural planting	●	●	●	●	●	●
	→ City dressing, including planters		●	●	●	●	●
Promotion	→ Precinct guide co-produced with VisitCanberra		●			●	

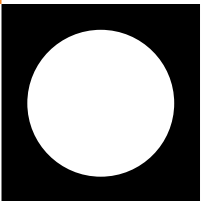




# Precinct activities



MIX	DESCRIPTION	Q1	Q2	Q3	Q4	CCMIL FUNDING	AUTHORITY FUNDING
<b>Place Management</b>	→ Place Managers x 3 people	●	●	●	●	●	●
	→ Place Team x 7 people	●	●	●	●	●	●
	→ Street cleaning scrubber	●	●	●	●	●	●
<b>Promotion</b>	→ “Always On” paid advertising to promote the Precinct		●	●	●	●	●
<b>Performance and Accountability</b>	→ Survey payers, business owners and consumers to understand outcomes of the Place Experience & Marketing Action Plan			●		●	
	→ Publish survey findings, annual report, activity plan and quarterly CCMIL updates	●	●	●	●	●	



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