



CITY
RENEWAL
AUTHORITY

Place Experience and Marketing Actions

January – March 2023



Outcomes

In Quarter 3 (Q3), the City Renewal Authority (the Authority) continued to work alongside businesses and the community to curate high quality places and experiences to bring life, energy and economic benefit to our public spaces.

The initiatives from the [Place Experience & Marketing Action Plan 2022-23](#) contributed to a range of outcomes in Q3.

Delivery

- All Q3 initiatives in the Place Experience & Marketing Plan 2022-23 were implemented.
- The City Centre Marketing and Improvements Levy (CCMIL) for 2022-23 financial year is 63 per cent expended and on track to be fully expended by 30 June 2023.

The Place Experience and Marketing Plan is co-funded by the Authority and the CCMIL.



Multicultural Festival

Impact

Visitation

- From January to March 2023:
 - The City Centre and Braddon visitation increased by 14.7% compared to the same period in 2022.
 - The busiest day of the week in the City Centre and Braddon was Friday.
 - The average dwell time of a visitor to the City Centre and Braddon was 2.2 hours.
- There were more visitors to the City Centre during Enlighten festival's opening night than previously recorded over the past four years, including New Year's Eve.
- Daily evening visitation to the City Illuminations @ Enlighten Festival increased by nearly 60 per cent when compared to Enlighten 2022, and 75 per cent when compared to a daily average in March over the past four years.
- On average, visitors spent nearly a half an hour longer in the City Centre during Enlighten than they did in 2020.

Economic impact

- The 2023 National Multicultural Festival in the City Centre contributed more than \$20 million to the ACT economy.



City Illuminations @ Enlighten Festival

Consumer sentiment

- The Authority measures consumer sentiment annually and updated information will be available at the end of the financial year.

Highlights

Before Us: A Night Walk Through Time

Thousands of Canberrans and visitors experienced a prehistoric world in Civic Square and City Walk over two weeks with City Illuminations @ Enlighten Festival. *Before Us: A Night Walk Through Time* took place as part of the festival and featured giant illuminations, roving dinosaur puppets and enthralling soundscapes. The event saw more people in the City Centre on the opening night of Enlighten Festival than on New Year's Eve, which had important flow-on impacts for local businesses.

National Multicultural Festival

More than 380,000 people visited the city for the National Multicultural Festival over three days. Thirty local businesses offered attendees single-use deals and discounts throughout the festival as part of an initiative by the Authority. This made cafes, bars and restaurants part of the celebrations and encouraged spending across the three days, with more than 250 deals redeemed.

Place Team

The beauty and quality of public spaces were improved by the Place Team with a specific focus this quarter on additional lawn maintenance, graffiti removal, and cleaning and maintenance of outdoor furniture.

Summernats Braddon Fringe Festival

The return of Summernats Braddon Fringe Festival saw Lonsdale Street packed with local and interstate car lovers to admire a show-n-shine of stunning vehicles.

The event more than doubled the number of people who would usually attend Braddon at that time of year. With more than \$1 million in estimated spending at local businesses, this Authority-sponsored festival has already become an important extension of the Summernats event.

Lunar New Year

Local and national performers helped Dickson come alive for the Lunar New Year celebration, which provided more than 7,000 locals and visitors with a feast for the senses. The outdoor festival took place over two weekends and culminated in a main celebration on 21 January to mark the transition to the Year of the Rabbit.

Haig Park events

Haig Park played host to two Play Outside Days that saw roaring results, including Jurassic Haig Park and the Great Haig Park Water Fight. These events, which are highly attended by families, are just one of the many Authority initiatives making Haig Park an attractive, safe and fun-filled place for people to gather.

Placemaking Grants

Big ideas are coming soon to our City Centre and Braddon as three Placemaking Grants have been awarded to drive visitation and strengthen the community's connection to public spaces. Congratulations to Public Art Treasure Hunts, Poetic City and Jazida Productions Pop-up Parties who will deliver their projects across the City Centre and Braddon between now and July 2023.



Lunar New Year in Dickson



Lonsdale Street, Braddon – Summernats Braddon Fringe Festival

Summary of activity

Activity

Implementation

Place management

Cleaning and maintenance above and beyond existing ACT Government services

- Approximately 2,500 cleaning hours across the Precinct
- 3 Place Managers (City, Braddon, Dickson)
- 8 Place Team members delivered cleaning and maintenance
- Audit of Precinct maintenance requirements

Partnerships and activations

Targeted activations to attract visitors and create a fun and culturally vibrant City Centre

- City Illuminations @Enlighten Festival aligned and delivered in collaboration with Events ACT, the Cultural Facilities Corporation and the Canberra Centre
- Businesses in the City Centre and Braddon were invited to celebrate the 25th National Multicultural Festival through initiatives
- Summernats Braddon Fringe Festival
- Celebration of Lunar New Year in Dickson
- Play Outside Days and PAWS Parties in Haig Park, Braddon
- Plant giveaway in Civic and Braddon

Marketing and promotion

Campaigns to promote the City Centre and funded activations

- City Illuminations @Enlighten Festival
- Celebration of Lunar New Year in Dickson
- 25th National Multicultural Festival
- Always-on advertising to promote local activations

Vibrant streets

Street beautification and reducing commercial vacancy rates

- Flags installed on Northbourne Avenue, Bunda Street and City Walk
- Flower planter program in the City Centre and Braddon

Safer communities

Initiatives to contribute to increased feelings of safety

- Installed No Alcohol Consumption signage in City Walk and Garema Place
- Security services for Civic
- Contributed to the Night Crew

Performance and accountability

Independent review of CCMIL expenditure, communication with CCMIL payers and program priority setting

- CCMIL Advisory Group quarterly meeting
- Published Place Experience & Marketing Action Plan Q2 Update
- Conducted survey of property and business owners in the CCMIL area to understand feedback — Results will be shared when the survey is finalised

Grants

- Three \$50,000 grants recipients have been awarded:
 - Public Art Treasure Hunts
 - Poetic City
 - Jazida Productions Pop-up Parties
- Preparations for the next Placemaking Grants are underway



Celebrating Lunar New Year in Dickson



25th National Multicultural Festival



What's happening next?

PAWS Party in Haig Park

Winter in the City

Canberrans will be encouraged to celebrate Winter in the City during the two-week school holiday period in July with the return of the outdoor ice-skating rink and a new addition of snow play. Planning this event with ice skating, entertainment and opportunities for city businesses to participate is well underway.

Placemaking Grants

The Expressions of Interest for the next Placemaking Grants (2023-2024) will launch between April and June. The Authority's Placemaking Grants is a funding program for eligible organisations, groups, and individuals to support placemaking projects in Canberra's city centre.

Floriade planting

Planting for Floriade will commence in the cooler months. While there will be no visible results until spring, it will bring beauty and joy to the city.



Play Outside Days and PAWS Parties in Haig Park

Playing outside and parting with your pooch continues in our green spaces with many more Play Outside Days and PAWS Parties in Haig Park and the return of Playful Endeavour in Glebe Park.

Bring the Vibe

Garema Place is heating up over the cooler months with Bring the Vibe, where Canberrans can celebrate positive, vibrant and diverse youth culture every Friday in Garema Place until 19 May. There'll be music for everyone to groove to with Hip Hop, House, KPOP, and Afro beats.



Playful Endeavour in Glebe Park

Get in touch

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Access our Place Experience and Marketing Activity Plan 2022-23 by scanning the QR code or visit our website: act.gov.au/cityrenewal