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## Report on activities supported by commercial property owners

July - December 2023

Dear City Centre property owners and businesses,

In the first half of the 2023-24 financial year, the City Renewal Authority worked alongside businesses and the community to curate high quality places and experiences in the City Centre, encouraging more people to visit and spend time in the precinct.

Implementing Q1 and Q2 initiatives from the [Place Experience and Marketing Action Plan 2023-24](#) contributed to a range of activities and outcomes.

Through executing these actions and activities, the City Centre Marketing and Improvements Levy (CCMIL) for 2023-24 financial year is more than 40 per cent expended.

**To attract visitors and improve perceptions of the City Centre and Braddon we've:**

- Welcomed over 24,000 people to the Winter in the City activations. Accounting for 30% more visitors to the City Centre during the winter school holidays.
- Planted more than 26,000 bulbs and annuals across the precinct in preparation for Floriade and the collaboration with Events ACT to deliver an enhanced Floriade walking-trail to Commonwealth Park.
- Completed 6,000 hours of additional cleaning, maintenance, and planting in the City Renewal precinct.
- Entertained 4,000 attendees with more than 70 performers at the La Fiesta event in City West.
- Promoted over 60 participating businesses to more than two million visitors during the Festive Finds in the City campaign, events and activations throughout November and December.

Many thanks,

Teresa Comacchio

A/g Executive Branch Manager, Place Experience and Communications.



## Visitation and economic benefit

- The Winter in the City event saw more than 24,000 attendees, with a \$1.8m economic benefit to the City Centre and overall, 30% more visitors to the City Centre during Winter school holidays compared to the previous year.

- During the afternoons of Floriade 2023, the City Centre experienced a 19% increase in visitors compared to Floriade 2022. The evenings of Floriade 2023 saw a significant 48% rise in the visitors to the City Centre compared to Floriade 2022.
- In October 2023, there was a 11% increase in visitors to the City Centre compared to October 2019 and an 8% increase compared to October 2022.
- The Festive Finds in the City campaign contributed to a 36% increase in evening visitation to the City Centre compared with the previous year, with \$2.6 million more spent on local businesses. More than 1,800 offers for city businesses were claimed.



## Summary of activity

### July

- [Canberra's first electric sweeper joins the Place team](#)
- [Winter in the City](#)

### August

- Plant giveaway in Latin American Plaza
- PAWs Party Book Week

### September

- [Plant giveaway – Gardening in small spaces](#)
- [Floriade Walking Trail](#)
- Paint Outside Day
- School Holidays activity – Playful Endeavor
- Spring themed PAWs Party in Haig Park

- [Placemaking Grant recipients announced](#)

## October

- [La Fiesta event in Latin American Plaza](#)
- Plant giveaway in Garema Place
- Halloween themed PAWs Party in Haig Park

## November

- [Festive Finds in the City Campaign](#)
- PAWs Christmas Party in Haig Park
- New indigenous artwork in Garema Place
- Recycled Runway event by Blank Space
- Three Latin Fuse events

## December

- [Festive Finds in the City - Free merry-go-round rides](#)
- Latin Fuse event by Blank Space
- Free Santa and Mrs Claus photos in Dickson
- Free Festive Plant giveaway
- Dickson Christmas concert
- [New artwork by EggPicnic installed in Haig Park](#)
- Festive Finds in the City - City Christmas Party

## Join the CCMIL Advisory Group

We are inviting levy payers and business owners within the City Centre Marketing and Improvements Levy collection zone to join the advisory group.

It meets on a quarterly basis and provides the City Renewal Authority with advice on a range of matters that impact City Centre business and building owners.

If you are interested in being a member of the group, please complete the [online form](#).

Applications close on 11:59PM, 16 February 2024 and it is anticipated the selected members will attending meetings from March 2024. Group members

will be selected based on their relevant skills, knowledge of the City Centre and professional experience.

If you have any further questions, please do not hesitate to contact the City Renewal Authority at [cityrenewal@act.gov.au](mailto:cityrenewal@act.gov.au)

[Make an application](#)



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