



La Fiesta, Canberra's Latin American Festival attracted 7,000 attendees to City West in October 2025.

Your support is creating experiences that draw thousands of people into the City Centre and Braddon

October 2025 to March 2026

Dear City Centre and Braddon property owners and businesses,

I'm pleased to share the second Place Experience and Marketing (PEM) report for the 2025–26 financial year.

You're receiving this update because your property or business sits within the [City Centre Marketing and Improvements Levy](#) (CCMIL) zone.

The levy—funded by commercial property owners—supports initiatives that encourage people to spend time in the city and enhance their overall experience.

With support of the Levy, in October 2025 to March 2026 we:

- Welcomed 7,000 attendees to Latin American Plaza for La Fiesta, delivering eight hours of entertainment from more than 75 performers.
- Launched [InTheCity.com.au](https://www.inthecity.com.au), a new central hub to help locals and visitors plan their trip to the City Centre. The website highlights places to eat, drink, see, do, and stay across Canberra's City Centre and Braddon.
- Transformed City Walk for the festive season, hosted three evenings of carols in Garema Place, and provided the community with free merry-go-round rides throughout December.
- Ran a city business marketing campaign alongside Christmas activations. Content from popular Canberra creators and media outlets generated over 1.1 million views.
- Backed local creatives through the Placemaking Grants program, including: Lawrence Tan's Flourish mural; Australia's best and world-renowned freestyle BMX riders in Braddon; Canberra Skateboarding Association's Belco Bowl Jam Welcome Party in Verity Lane and two Lakespeare performances in Glebe Park and Haig Park.
- Supported Summernats to deliver the Braddon Fringe Festival from 8–10 January 2026, welcoming approximately 30,000 attendees over three nights and contributing more than \$1 million in economic expenditure to local businesses.
- Held Wonderful World in early April 2026, attracting around 25,000 people to the City Centre and delivered an estimated \$3.4 million in expenditure impact. The six-day festival featured more than 50 performances at the Glebe Park Stage and more than 10 businesses took part through City Renewal supported activations, with many others contributing family friendly offers and experiences.

Following [2025-26 Place Experience and Marketing Action Plan](#), we have used approximately 63% of the funds allocated by the City Centre Marketing and Improvements Levy (CCMIL) for the year.

These efforts aim to make the City Centre and Braddon a more attractive and inviting place for visitors to enjoy.



Free rides on Civic's historic merry go round continue to be beloved activation in the lead up to Christmas.

What's next?

Winter in the City, 8-18 July 2026

Free circus and fire performances will return to the City Centre during the school holidays, 8-18 July, to keep the city welcoming and active.

We're inviting businesses to share your event, promotion, offer or in-store activation to be considered for inclusion and promotion. If you're interested in getting involved, please complete an expression of interest on InTheCity.com.au.

See you in the city!

Kind regards,

Doug Millen

Head of Place Experience and Communications



The new flourish mural by artist Lawrence Tan was supported by the Placemaking Grants program.

Summary of activities

October

- Continuation of the Floriade Walking Trail and [16,000 flowers planted](#) across garden beds in the city and Braddon.
- 7,000 attendees enjoying eight hours of free entertainment at [La Fiesta](#).
- [Howl-o-ween Paws Party](#) in Haig Park.

November

- An estimated 3,000 attendees in Braddon for the [ACT Jam freestyle BMX event](#), supported by the Placemaking Grants program.
- Christmas tree and decorations installed on City Walk and Petrie Plaza and start of the [Christmas in the city campaign](#).
- Launched the [InTheCity.com.au](#) website, featuring more than 170 businesses in the city and Braddon.
- [We woof you a merry Christmas](#), Christmas-themed paws party.

December

- Free merry-go-round rides throughout December.

- Three evenings of [carols performances](#) in Garema Place.
- [Flourish mural by Lawrence Tan](#) painted on the southern façade of the Branx Building in Braddon, supported by the Placemaking Grants program.



The Summernats Braddon Fringe Festival welcomed an estimated 30,000 attendees over three nights, 8-10 January 2026. Photo: Shoot2Thrill Photography.

January

- Sponsored Summernats to deliver three nights of the Braddon Fringe Festival.
- Lakespeare performed in Glebe Park, supported by the Placemaking Grants program.
- A [summer-themed Paws Party](#) in Haig Park
- Flower and plant giveaway on City Walk.
- [Opened pitch applications for the 2026-27 Placemaking Grants program.](#)

February

- Canberra Skateboarding Association hosted the [Belco Bowl Jam Welcome Party in Verity Lane](#), with support from the Placemaking Grants program.
- Lakespeare performances in Glebe and Haig Park, supported by the Placemaking Grants program.
- A [Valentine's Day-themed Paws Party](#) in Haig Park.

March

- An [Arty Farty Paws Party](#) in Haig Park.
- Flower and plant giveaway in Latin American Plaza.
- Wonderful World business grants opened for applications.



CCMIL Advisory Group update

We recently convened the City Centre Marketing and Improvement Levy (CCMIL) Advisory Group, welcoming new members and continuing a productive dialogue with levy contributors and city stakeholders.

The meeting included updates on recent Place Experience and Marketing activities, reflections on the latest CCMIL survey insights, and discussion on priorities for the 2026–27 program. Key themes included strengthening perceptions of the city centre, sharing information about events and visitation with businesses, and showing the benefits of levy-funded initiatives across all sectors.

We appreciate the Advisory Group's ongoing input in shaping a lively, accessible and economically strong city centre.

[View the new members](#)



Be part of Winter in the City

If you're a City Centre/Braddon business (within the [CCMIL Collection Zone](#)) with something special planned this winter, submit an expression of interest to be part of the Winter in the City program, 8-18 July 2026.

Share your event, promotion, offer or in-store activation to be considered for inclusion and promotion.

[Submit an expression of interest](#)



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