

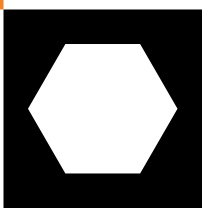
City Centre Marketing and Improvements Levy

Annual Report Snapshot for 2019–20 Financial Year



ACT
Government

**CITY
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AUTHORITY**



Overview

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

The CCMIL applies to all rateable commercial properties in a defined collection area of the city centre, including Civic, Braddon and Acton (city). The ACT Government waived 50 per cent of the annual CCMIL for the 2020–21 financial year (FY2020–21) to support COVID-19 stimulus measures for businesses, and the remaining 50 per cent was deferred by six months until February 2021.

In FY2019–20, the Authority strived to meet its commitment to revitalising the city centre. The COVID-19 pandemic required the Authority to reprogram and reprioritise its activities to support local businesses and encourage Canberrans and visitors to safely rediscover the city as restrictions eased.

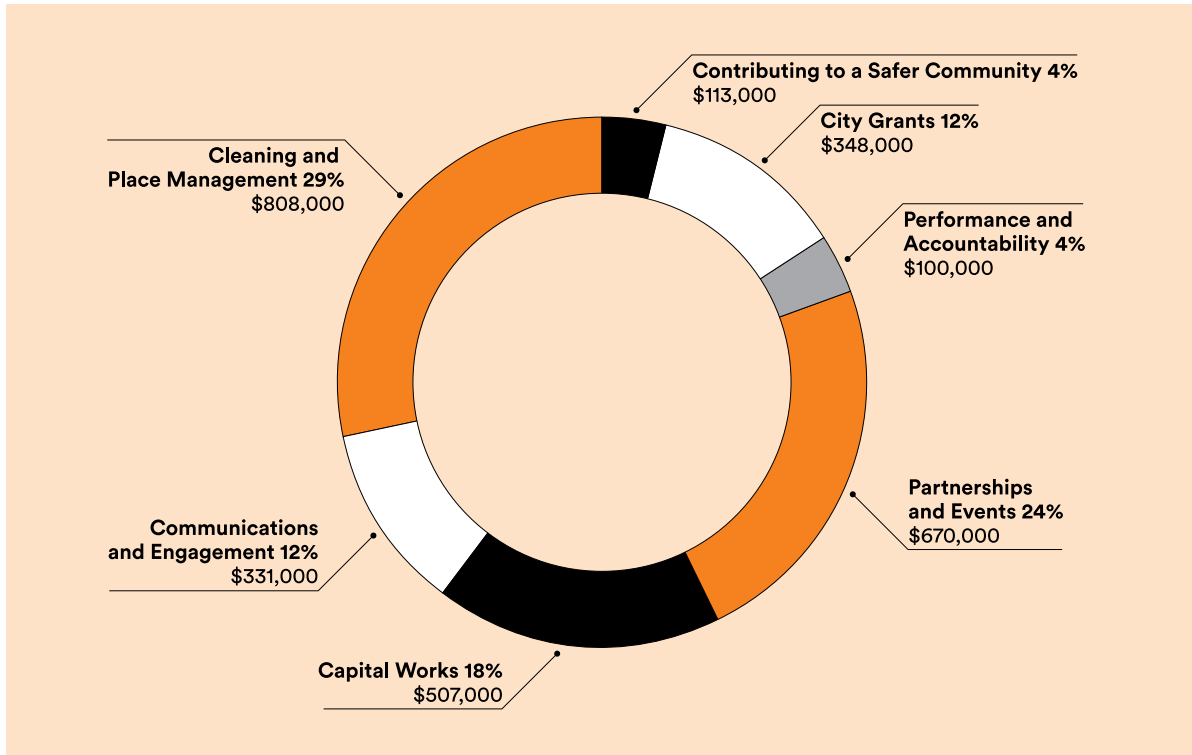
This snapshot includes highlights, challenges experienced, and the Authority's ongoing program to make the city livelier and more appealing for residents, businesses, the local community and visitors.



How the funds were allocated

The total FY2019–20 budget of \$3.2 million* was broken down as shown below and includes any funds not acquitted in previous years.

*0.300m redirected to FY2020–21 because it was received after the start of FY2019–20. Note that the rounded percentages amounts add to slightly over 100%.



Program of events

In FY2019–20, the CCMIL supported many city centre initiatives. The following are some highlights.

July 2019 – June 2020

(some activities paused due to COVID-19 restrictions)

- Provided additional cleaning, maintenance and plantings with a focus on revitalisation, safety and repair.
- Curated and delivered a program of daytime events and installations in public spaces to increase city visitation.
- Funded City Grants to support local artists and innovators to improve outdoor spaces in Civic and Braddon.

July 2019

- Delivered Wintervention in Civic, a major city event to increase visitation and dwell time.

September–October 2019

- Converted Garema Place into a green oasis with The Garden of Enchantment as part of Canberra’s popular Floriade event.

December 2019

- Installed the iconic kaleidoscopic Christmas tree in Garema Place to align with the Merry & Bright campaign and create a place for Canberrans to meet, eat and shop.



February 2020

- Illuminated the landmark Sydney and Melbourne Buildings and programmed entertainment events as part of the Enlighten Festival.
- Sponsored and supported delivery of the Multicultural Festival in City Walk.
- Formed a CCMIL Advisory Committee comprising selected CCMIL payers to support the management of the CCMIL and the associated program of initiatives.

March 2020

- Quickly commenced safety initiatives in response to the COVID-19 pandemic to support the safety of residents, businesses and the community with daily cleaning of furniture.
- Launched and delivered ReNewYou — free fitness classes — in Garema Place to increase visitation and support residents.

June 2020

- Secured 12 additional place team roles as part of the ACT Government's Jobs for Canberrans initiative at no cost to CCMIL to deliver cleaning and maintenance.
- Installed bike repair stations in Braddon and Latin America Plaza to improve amenity and increase liveability and cycle-ability.



How the funds were spent

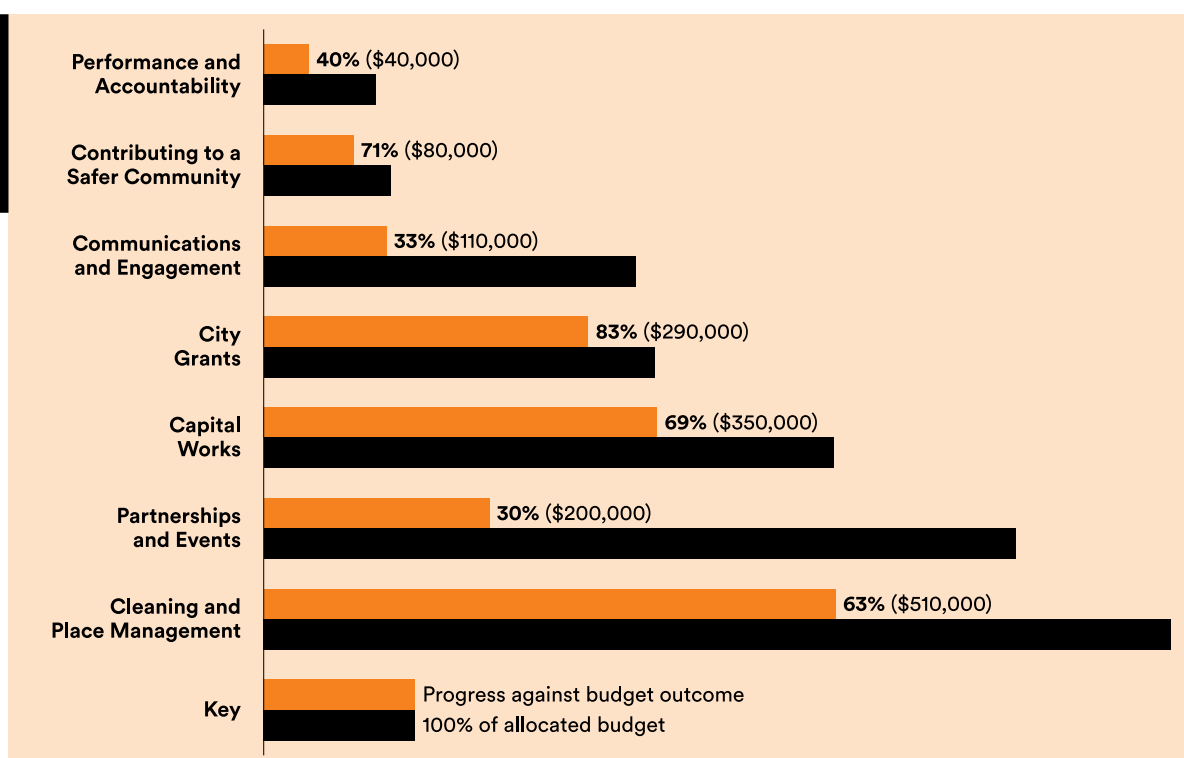
Impact of bushfires and COVID-19 pandemic

Many of the planned events and activities scheduled for 2020 were unable to proceed due to the summer bushfires, a damaging hailstorm, and the impacts of COVID-19 restrictions.

The Authority ensured that, where possible, activities were reprogrammed, and cleaning, maintenance and plantings were delivered to support businesses and residents to manage the impact of the pandemic. Other activities were rescheduled or cancelled to ensure that funds were not spent needlessly. As a result, \$1.7 million was saved and carried over to FY2020–21.

The breakdown

The chart below illustrates how funds were spent in FY2019–20 against the budget, which was initially on track for completion prior to the impacts of the bushfires and COVID-19. The percentage breakdown of expenditure is also shown.



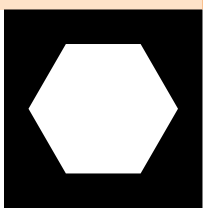
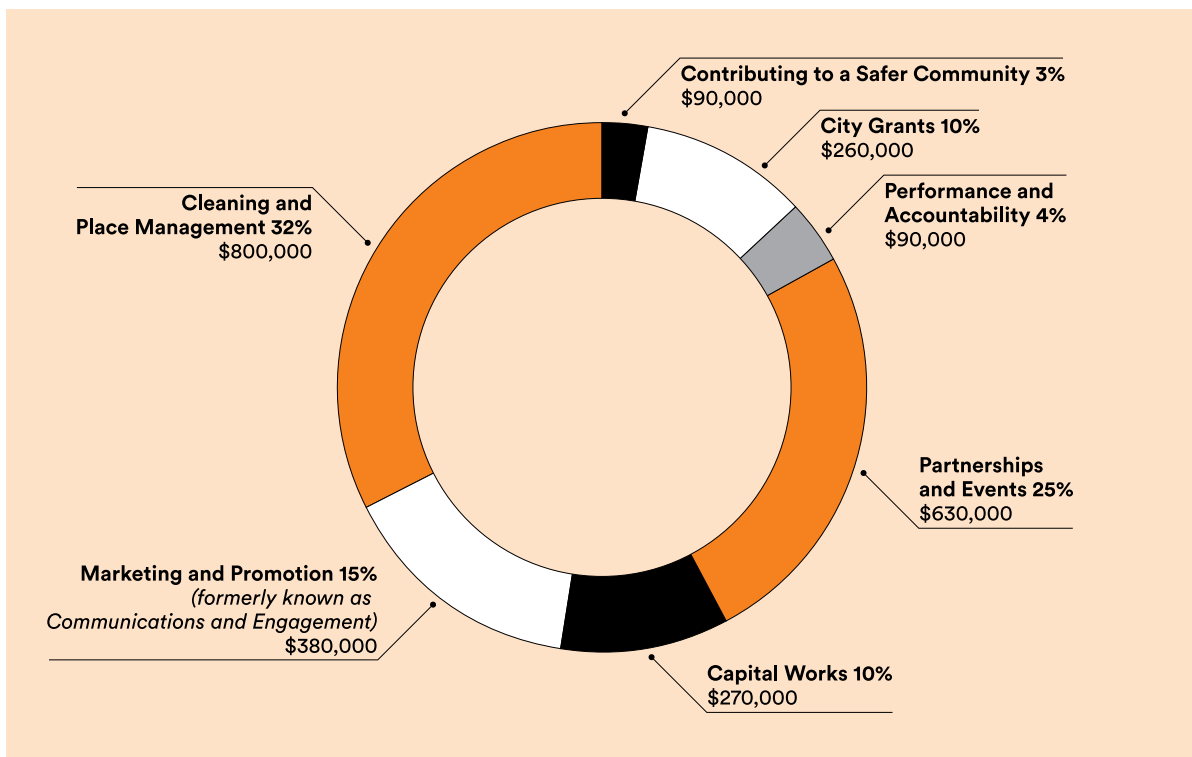
Our Priorities for 2020–21

The ACT Government waived 50 per cent of the annual CCMIL for FY2020–21 as part of COVID-19 stimulus measures to support businesses, and \$0.35 million has been directed to FY2021–22 to support future recovery. The total CCMIL collected for FY2020–21 is \$1.1 million, with a total budget of \$2.5 million.

We spoke to CCMIL payers, city businesses and the community to understand the priorities for the CCMIL. You have told us that your priorities are hygiene, cleanliness, safety and entertainment.

We undertook consumer research to understand what locals and visitors want from their experience in the city centre. We learned that it must embody the heart of Canberra and Canberrans with premium content, unexpected joys and optimism.

The FY2020–21 budget of \$2.5 million and has been allocated as illustrated below, based on CCMIL payer feedback and consumer research.



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