

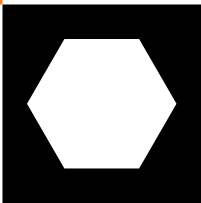
City Centre Marketing and Improvements Levy

# Annual Report Snapshot for 2020–21 Financial Year



**ACT**  
Government

**CITY  
RENEWAL  
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).

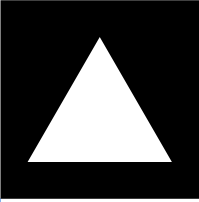
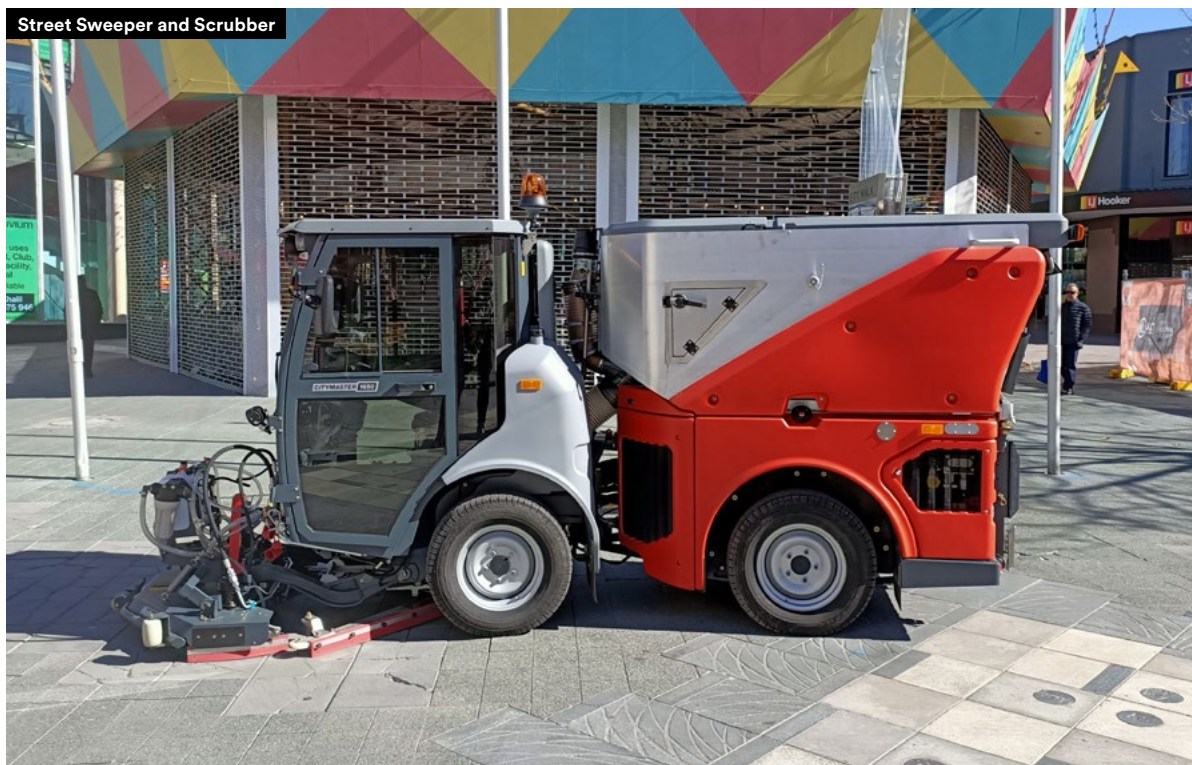
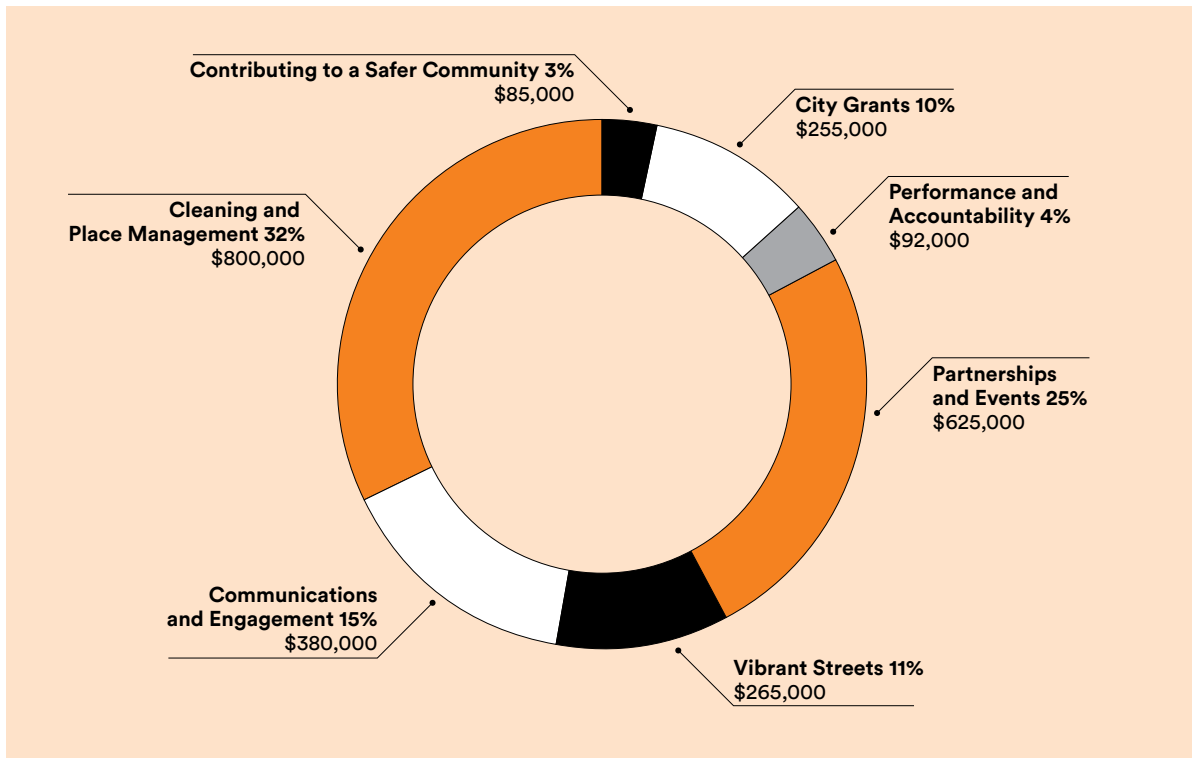
In FY2020–21, the Authority strived to meet its commitment to revitalising the city centre. This snapshot includes highlights, challenges experienced, and the Authority's ongoing program to make the city livelier and more appealing for residents, businesses, the local community and visitors.



Playful Endeavour

## How the funds were allocated

The total FY2020–21 budget of \$2.5 million was broken down as shown below and includes any funds not acquitted in previous years.



## Program of activity

In FY2020–21, the CCMIL supported many city centre initiatives. The following are some highlights.

### July 2020 – June 2021

*(some activities paused due to COVID-19 restrictions)*

- Continued to provide 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.
- Awarded approximately \$240,000 in funding for a range of projects that help activate public spaces.

### July 2020

- Installed hand sanitising stations in high-traffic public spaces such as food and retail precincts, transport stops and parks throughout the City and Braddon.

### August 2020

- Launched and delivered Heart + Soul: Rediscover your City to promote the city after the first COVID-19 lockdown to drive people to the city to support local retailers.
- Acquired a Street Sweeper and Scrubber (see page 3) to assist the Place Team to scrub, sweep and wash the city's streets.

### September 2020

- Re-launched ReNewYou, free fitness classes in Civic to increase visitation and support residents.
- Launched the Lunchbox Acoustic program of live performances in the city centre featuring local artists who perform weekdays at lunchtime in Civic.

### October 2020

- Delivered a two week, free school holiday activity program, Playful Endeavour in Haig Park during the spring school holidays.

### November 2020

- Sponsored and supported the delivery of the Design Canberra Festival in City Walk.

### December 2020

- Installed the iconic kaleidoscopic Christmas tree in City Walk to align with the Celebrate a City Christmas campaign and created a place for Canberrans to meet, eat and shop.

### January 2021

- Created a dedicated Place Experience and Marketing team to deliver on the CCMIL funded activities.

### February 2021

- Illuminated the landmark Sydney and Melbourne Buildings, organised a branded shuttle bus and programmed entertainment events as part of the Enlighten Festival. Introduced Enlighten Late Night treats for the first year to increase visitation to the city and support local businesses.

### March 2021

- Contracted Green Hat Workshop for three years to run Playful Endeavour activities for kids during the school holidays.

### April 2021

- Delivered Playful Endeavour in Glebe Park during the autumn school holidays.

### May 2021

- Commissioned Pollinate, an independent research agency, to assist in understanding the attitudes and perceptions of CCMIL payers to gauge how the Authority can align priorities and expectations regarding the CCMIL.

### June 2021

- Bumped in an outdoor ice rink in Civic that brought in 20,000 additional visitors to the city in June and July 2021.



# How the funds were spent

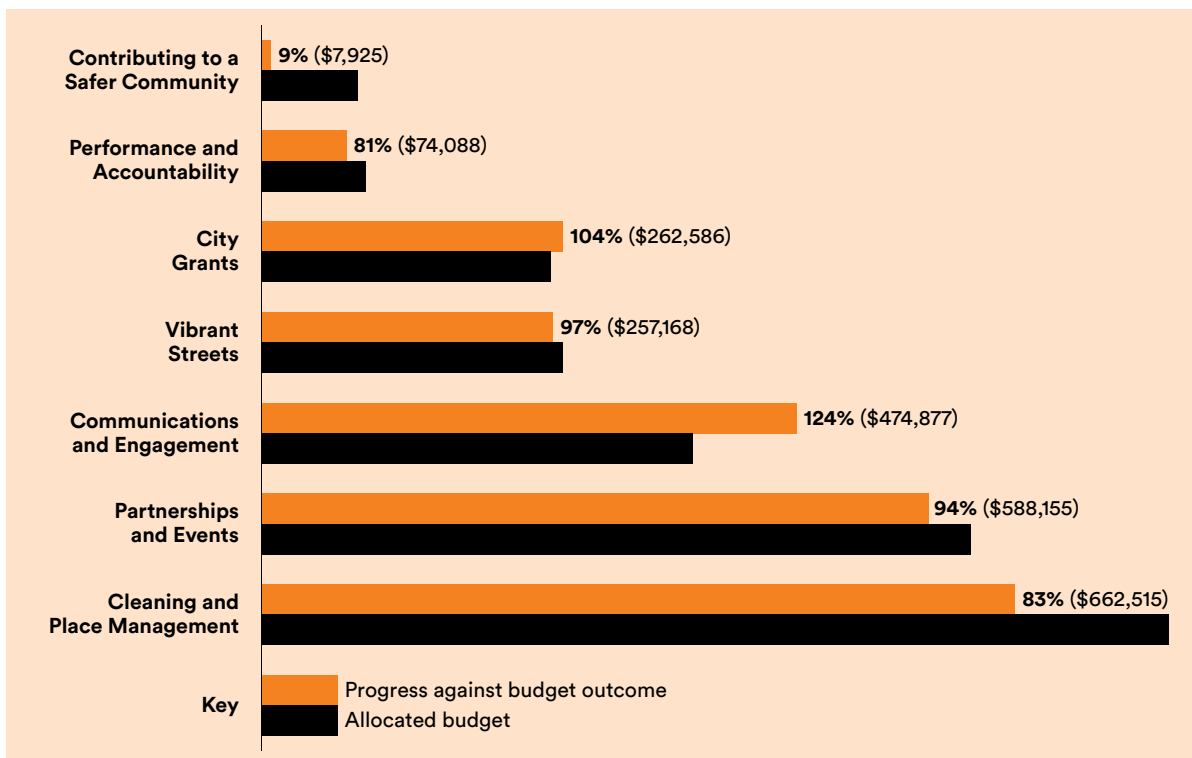
## The breakdown

The chart below illustrates how the CCMIL was 93% expended in FY2020–21 and provides a breakdown of expenditure.

The ACT Government Jobs for Canberrans program funded 12 additional team members for the Place Team to deliver cleaning and place management services. This enabled the Authority to re-direct funds to events and promotion to support businesses that were impacted by COVID-19 restrictions.

The Authority continued to work with the Community Services Directorate to support the Night Crew to contribute to safety in the city. Budget efficiencies resulted in the program being delivered for reduced expenditure to the CCMIL.

Total budget was \$2,502,000. Expenditure was \$2,327,316, 93% of total budget.



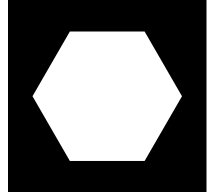
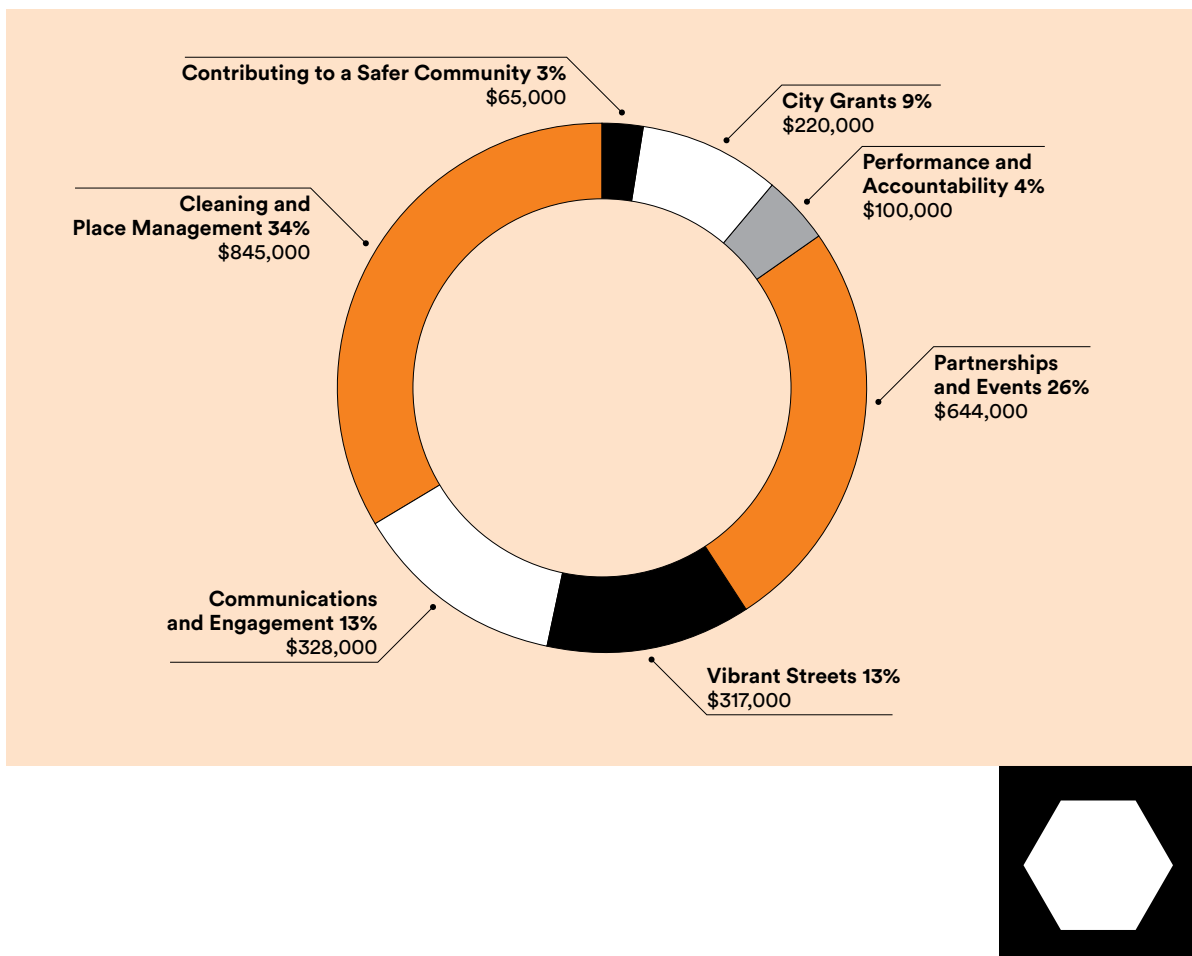
## Our Priorities for 2021–22

The City Renewal Authority commissioned an independent research agency to assist in understanding the attitudes and perceptions of the CCMIL payers to gauge how the Authority can align priorities and expectations regarding the CCMIL in FY 2021–22. Scan the QR code to read a summary of the findings.



In the financial year 2021–22, we have committed funds to beautification initiatives such as attractions, enhancements, extra touches, and smartening up the city. ‘Beautification’ is the focus with landscaping, planting, lighting, furniture and more. The CCMIL should enrich the city, create excitement and drum up customers for businesses. Our focus is on reinvigorating the city and bringing people back in. We seek to reflect the place identity to create a greater sense of belonging.

The FY2021–22 budget of \$2.5 million and has been allocated as illustrated below, based on CCMIL payer feedback and consumer research.



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