

City Centre Marketing and Improvements Levy

Annual Report Snapshot



ACT
Government

**CITY
RENEWAL
AUTHORITY**



Levy Vision

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

Overview

Over the last financial year the Authority has strived to meet our commitment to the city centre, and we look forward to sharing what we've achieved together and give you an overview of where we're going.

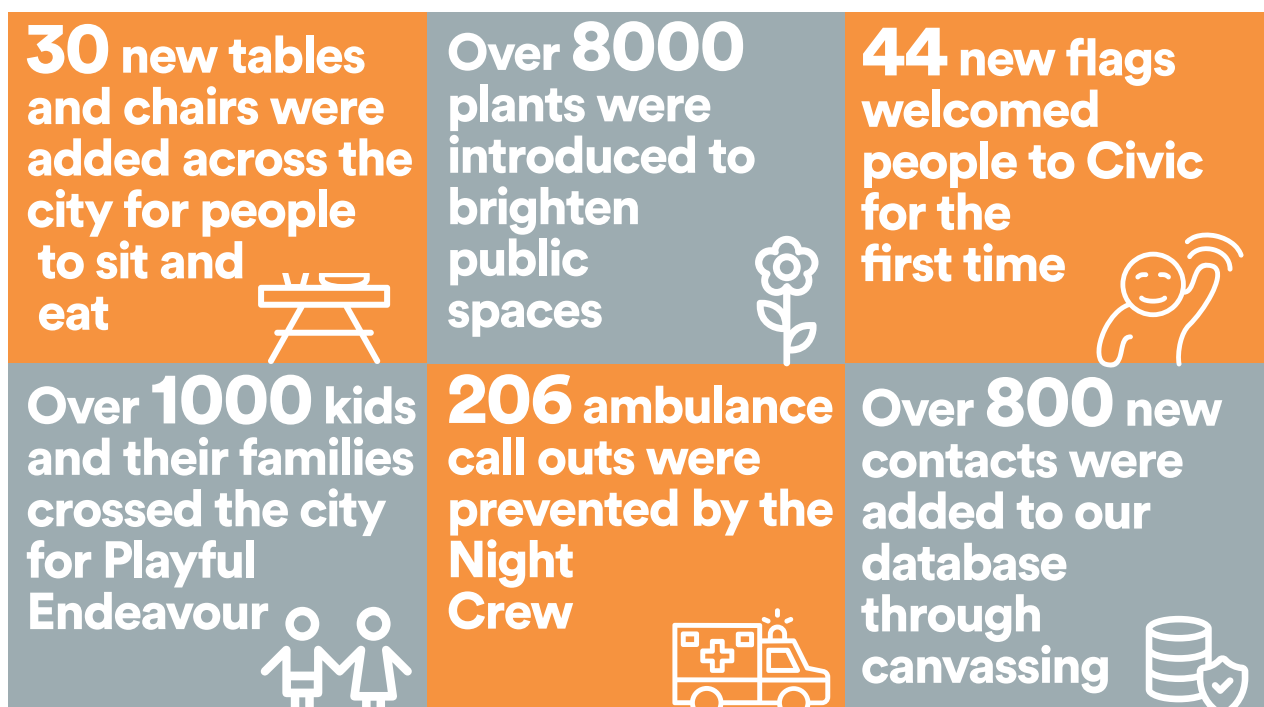


Program of Activities: 2018/19

In 2018/19, levy activities have focused on:

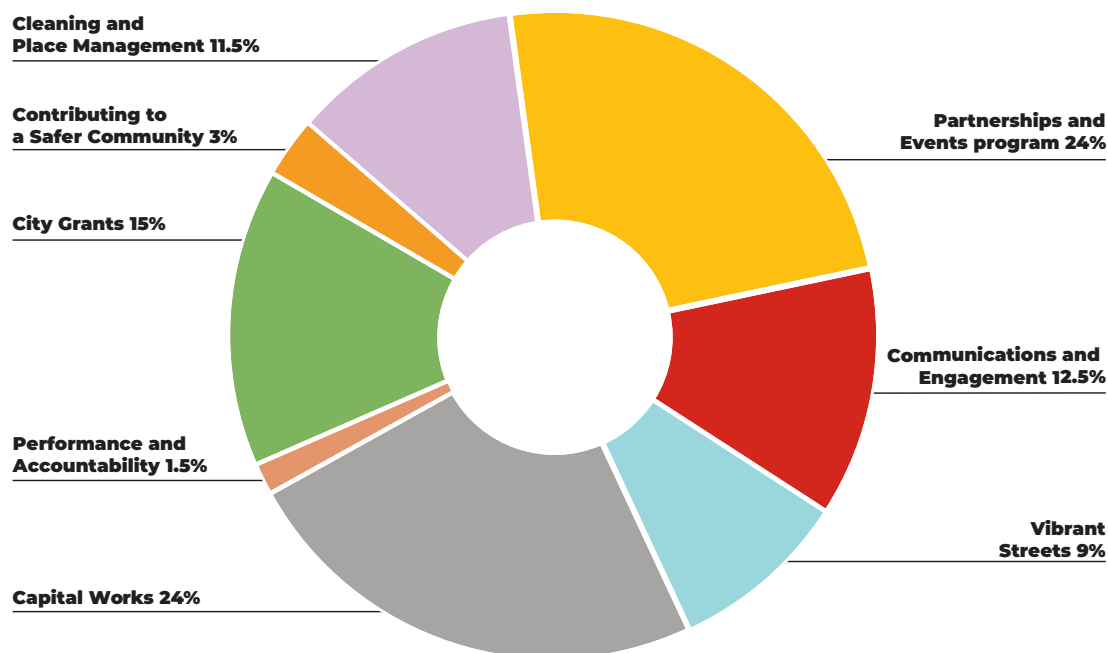
- creation of a place management team including a dedicated place manager for the levy area
- forging partnerships to deliver seasonal events in the city precinct
- a City Grants program aimed at contributing to a fun and lively city
- provision of community safety initiatives
- promotion of city events and engaging with levy payers
- improvement to streetscapes through the Vibrant Streets project
- investment in capital works to address city infrastructure needs; and
- conducting performance and accountability audits to improve effective use of levy funds.

Our Favourites



How the funds were used

The total 2018/19 budget of \$3.35m was broken down as pictured below which includes any funds not acquitted from previous years.



Our 18/19 funded initiatives

The City Renewal Authority has delivered a range of initiatives in partnership with levy payers such as:

- a dedicated place management team, responsible for providing additional coverage in the levy area above and beyond the standard municipal services provided by government
- the provision of streetscape improvements such as the installation of seasonally curated planter beds and improved street furniture
- delivering a range of events and activities in collaboration with the broader ACT Government and private partners such as Enlighten in the City, Wintervention and Christmas
- supporting our night time economy through community safety initiatives such as the CBR Night Crew and marshals for the Alinga St taxi rank; and
- awarding 19 City Grants to fund creative initiatives in the levy area that increased visitation and economic activity.

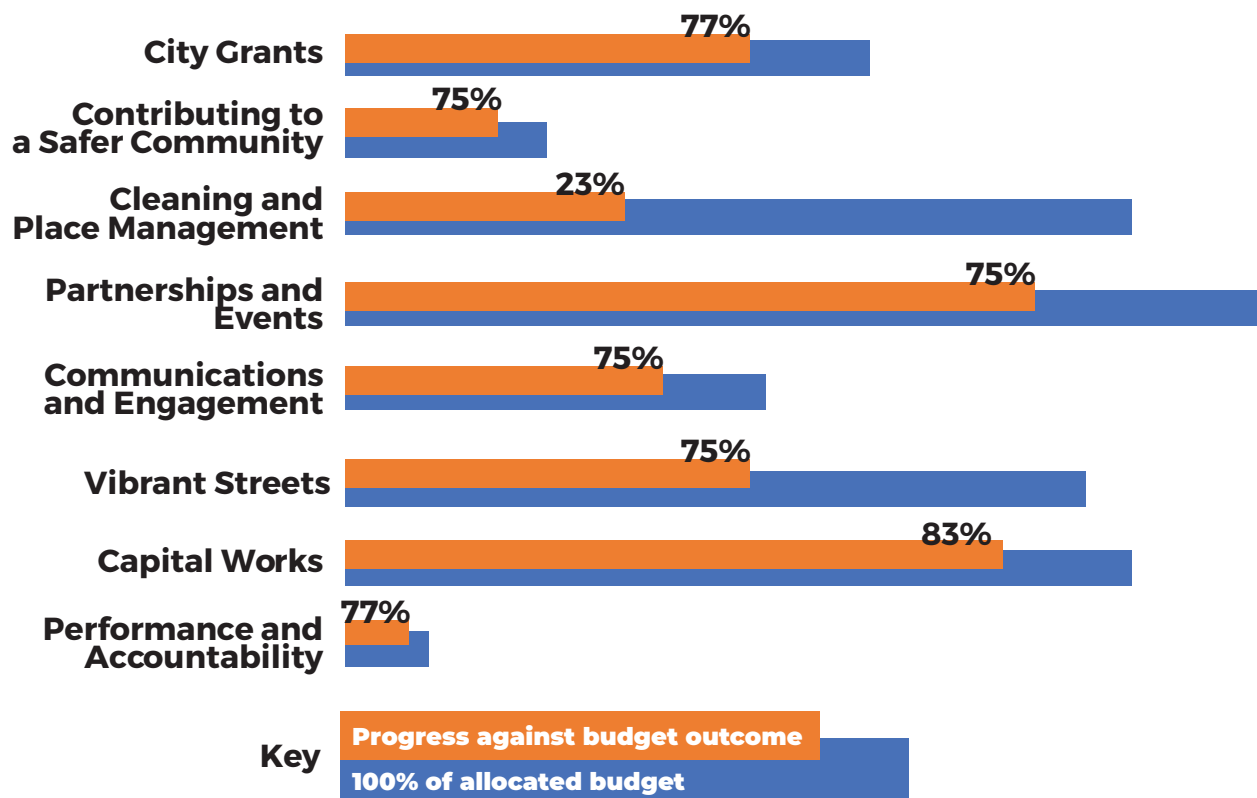
How we're progressing

It's been a big year for the Authority as we've grown our commitment to the development of a vibrant, socially and environmentally-friendly city centre that actively encourages residents and visitors to share in great place experiences.

Items such as City Grants, Capital Works and Contributing to Safer Community initiatives have all progressed to completion or near completion for the 18/19 financial year.

Under-expenditure has mainly been due to the time taken to ensure proper delivery mechanisms were in place to implement new activities such as the engagement of a place manager.

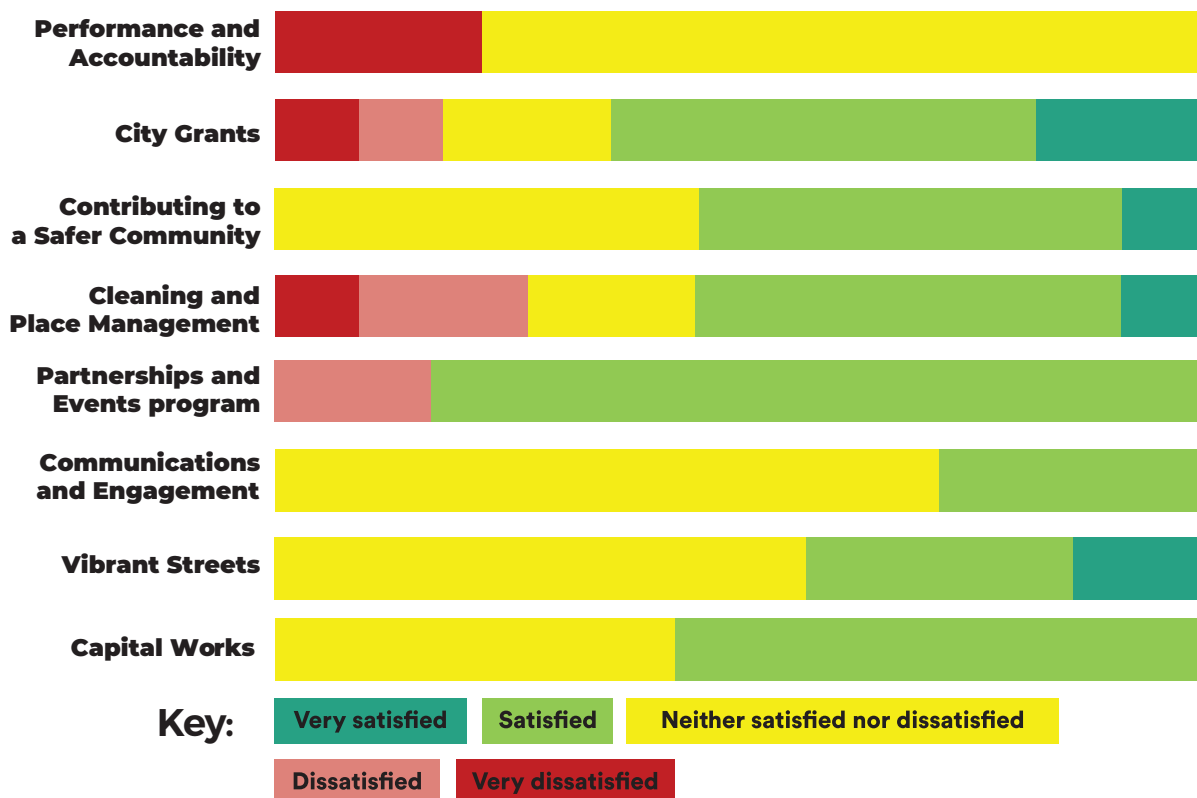
The breakdown



Our Performance

In the last financial year when we developed the Performance and Accountability Framework, we asked you some important questions.

These helped us establish renewed objectives for the levy, which can be found in the Performance and Accountability Framework on the Authority's website. We also asked how you wanted to be involved in the decision-making process. The Framework outlines the Authority's commitment to engagement and collaboration. It gives us a mechanism to take detailed feedback on our performance through surveys and reporting while providing a structure to collaboratively set funding priorities for the next financial year. We asked you to tell us how satisfied you've been with our performance and this is how you rated us:



Satisfaction was highest for Partnerships and Events (71% satisfied) and the City Grants (64% satisfied or very satisfied), although opinions were divided, with dissatisfied responses totaling 18% and 27% respectively.

Our Priorities for 2019/20

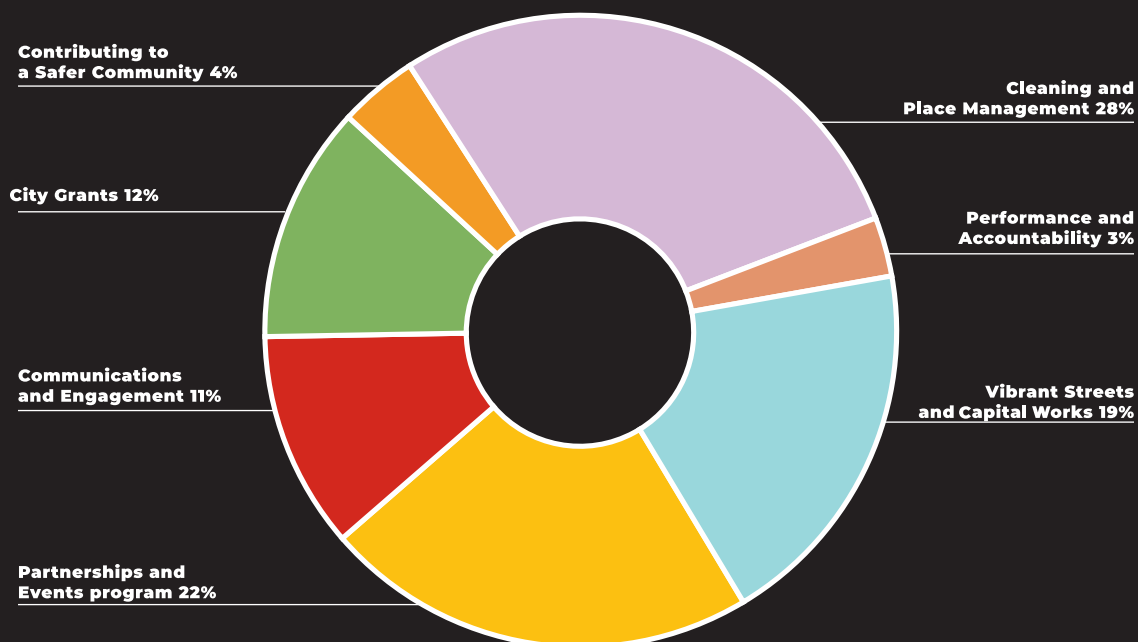
You've told us your priorities for the 2019/20 Financial year are:

Vibrant Streets (and Capital Works)

Place Management

City Grants

Our budget for 2019/2020 is \$2.87m* and has been allocated as illustrated below, based on levy payer feedback as well as the satisfaction survey and the broader work of the Authority:



The City Renewal Authority is committed to ensuring that the City Centre Marketing and Improvements Levy (CCMIL) achieves its intended benefits. To this end the Authority is establishing a CCMIL Advisory Panel. If you are interested in being a member of the panel an expression of interest application can be found at <http://bit.ly/CCMILadvisorypanel>. To find out more about the panel you can also view the draft terms of reference at the above link.

*\$300k from the 2019/20 levy will be reprofiled to 2020/21 in order to deliver a more stable program of work over the next two years.

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