



**CITY
RENEWAL
AUTHORITY**

Place Experience and Marketing Action Plan

2023-24



Our goals and objectives for the Precinct

3

Target audiences

4

How the plan is funded

5

Precinct map

6

Our 2023-24 program

7

Civic

8

Braddon + Haig Park

9

City Hill + Sydney & Melbourne Buildings

10

Dickson

11

City East

12

City West

13

Acton + Acton Waterfront

14

The Precinct

15

Contact

16

This plan outlines the place experience and marketing program of place management, promotions and activations for the 2023-24 financial year to support the City Renewal Authority's (the Authority) goals to curate high-quality places and facilitate new and diverse economic investment.

Our goals and objectives for the precinct

The Place Experience and Marketing Action Plan supports goals 2 and 4 of the City Renewal Authority's Strategic Plan.

Goal

Curate high-quality places and precinct development, taking a people-focused and design-led approach.

Objective

Foster commercial, creative and entrepreneurial enterprises and activities which generate active and social business exchange.

Goal

Facilitate new and diverse economic investment into the precinct.

Objectives

Contribute to the attraction of workers, residents and visitors to the precinct based on new place propositions and greater opportunities for social and commercial connectivity and exchange.

Foster cross-sectoral collaboration to achieve our social and economic outcomes within the precinct.

Target audiences

The Authority uses consumer segmentation to understand the demographics, psychographics (attitudes), values and behaviours of consumers using the different places of the precinct.



Young aspirers	Young and settled	Family connectors	Family stimulators	Rediscovering and maturing	Mature and maintaining
<p>Young, highly ambitious and always out and about. They seek improvement and achievement. There are very few activities/events they wouldn't be interested in.</p>	<p>Young, content and focused on living a happy and enjoyable life. They are more likely to enjoy simple pleasures in life and activities/events that give reward, satisfaction and indulgence.</p>	<p>The home is where the heart is for Family Connectors. They focus on connecting with their family through comfort. When it comes to events and activities, it's more about "we" and less about "me".</p>	<p>Parents who are trying their best to balance social, work and family life. Family Stimulators connect through experiences outside of the home.</p>	<p>Rediscovering retirees are reclaiming their own lives. They are focused on living an active life through activities and events that build their skills and enrich their knowledge.</p>	<p>Focused on maintaining their wealth, health and happiness. They are looking for activities that add meaning to their life.</p>
<p>Market size: 21% City visitation: High</p>	<p>Market size: 14% City visitation: Moderate-high</p>	<p>Market size: 19% City visitation: Low</p>	<p>Market size: 11% City visitation: High</p>	<p>Market size: 15% City visitation: Moderate</p>	<p>Market size: 19% City visitation: Low</p>

How the plan is funded

The place management, promotion and activation activities in this plan are funded by the Authority and the City Centre Marketing and Improvements Levy (CCMIL).

City Centre Marketing and Improvements Levy

The CCMIL is a partnership between the CCMIL payers, the Authority and the ACT Government. It supports actions that contribute to long-term sustainable growth, economic prosperity, culture, creativity and vitality. The CCMIL is used to provide additional funding to the activities in the CCMIL Collection Zone (which is part of the precinct).

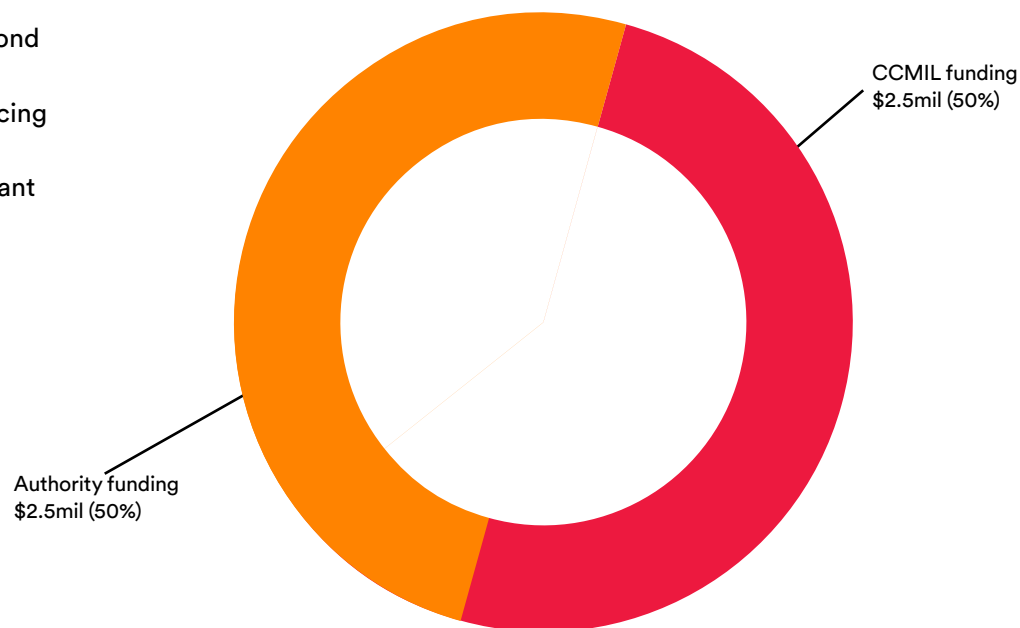
Activities include:

- Cleaning, maintenance and place management above and beyond existing ACT Government services
- Creating vibrant streets through street beautification and reducing commercial vacancy rates
- Partnerships and events to help create a fun and culturally vibrant city centre
- Communications and engagement to promote CCMIL-funded activities and to keep CCMIL payers informed

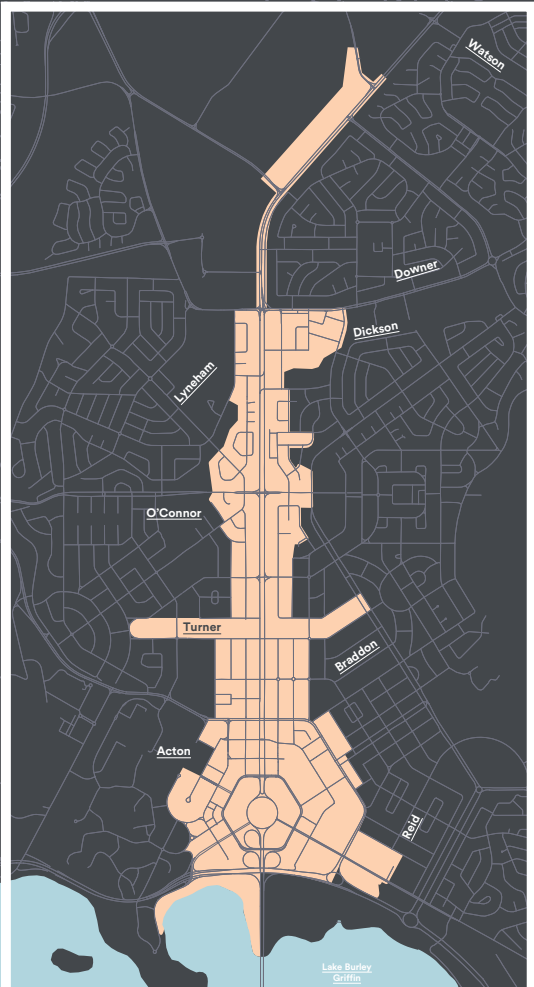
Authority budget

The ACT Government contributes funding to support the Authority to deliver projects that improve social connections, increase amenity and foster our city as an attractive destination for locals and visitors.

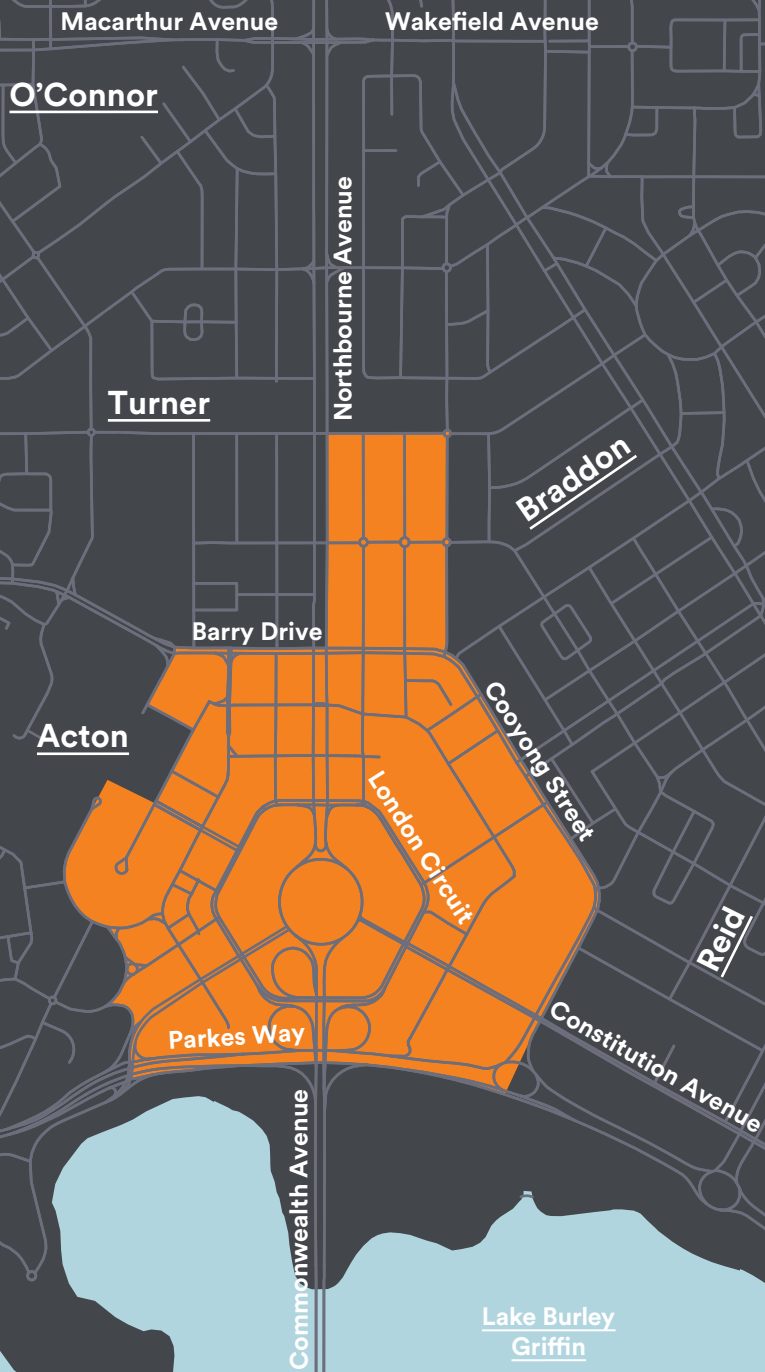
Allocation



Precinct map



City Renewal Authority Precinct



- KEY**
- Authority Precinct
 - CCMIL area

CCMIL
area

Our 2023-24 program

To achieve our goals and objectives, our place experience and marketing program for 2023-24 is a mix of targeted promotion, engagement, activations, and place management services and activities.

This includes:

- Place management
- Partnerships
- Events and activations
- Promotions
- Placemaking Grants
- Maintenance and dressing
- Contributing to safety



Spring

September | October | November

- Floriade walking trail and activations
- Retail campaign and business offers/deals
- Floriade garden bed maintenance
- Seasonal maintenance of high quality street furniture

June | July | August

- Winter in the City including night time activation
- Winter in the City retail campaign and business offers
- Pruning, mulching garden beds, leaf removal

Winter

Summer

December | January | February

- Christmas in the City
- Christmas retail campaign and business offers
- National Multicultural Festival
- Additional seasonal watering

All year program

- EOI for Community Champions program
- Graffiti removal, pressure washing, street sweeping
- Horticultural planting
- Placemaking Grant
- “Always on” promotion
- Safety initiatives and event security including night time

March | April | May

- Enlighten Festival business offers
- Enlighten Festival activations
- Floriade garden bed preparation

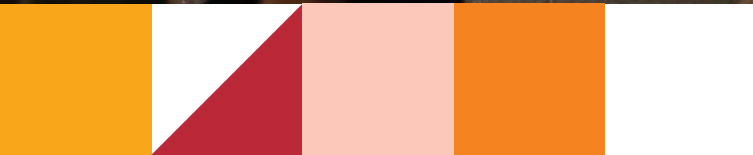
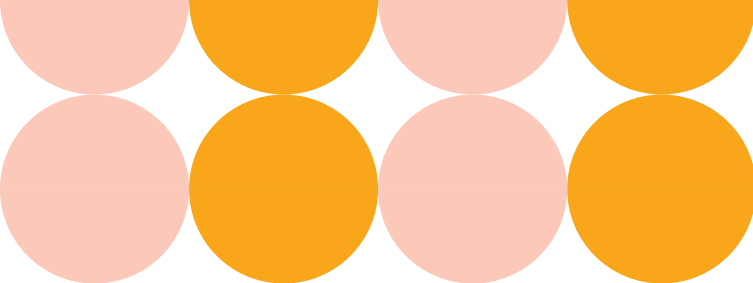
Autumn



Growth objective ► Market penetration

Approach:

- Increase awareness of the premium retail and entertainment offerings available to Canberrans
- Influence the retail mix offering and place experience to appeal to families and young aspirers in the Canberra community



Spring

September | October | November

- Refresh rainbow roundabout artwork
- Floriade business offers
- Seasonal maintenance of high quality street furniture
- Paws Party
- Play Outside Day

June | July | August

- Winter in the City
- Winter in the City retail campaign and business offers
- Paws Party
- Play Outside Day
- Pruning, mulching garden beds, leaf removal

Winter

Summer

December | January | February

- Support Summernats
- Braddon Fringe festival
- Christmas business offers
- National Multicultural festival business offers
- Additional watering
- Paws Party
- Play Outside Day

March | April | May

- Enlighten business offers
- Paws Party
- Play Outside Day
- Floriade garden bed preparation

Autumn

All year events

- Decorative lighting programming
- EOI for Community Champions program
- Graffiti removal, pressure washing, street sweeping
- Horticultural planting
- Placemaking Grant
- "Always on" promotion
- Illuminate giant mural
- Busking program
- Elevated cleaning and maintenance
- Haig Park Community Centre contract management

Growth objective ► Market penetration

Approach:

- Increase awareness of experience offerings for the three-hour drive market
- Expand awareness of Braddon offerings (extending beyond Lonsdale Street)
- Encourage locals to visit Haig Park more often and stay longer

BRADDON + Haig Park

creative + culture + commerce

Spring

September | October | November

- Floriade business offers
- Floriade garden bed maintenance
- Seasonal maintenance of high quality street furniture

Summer

December | January | February

- Christmas in the city business offers
- National Multicultural Festival business offers
- Additional seasonal watering

All year events

- Graffiti removal, pressure washing, street sweeping
- Placemaking Grant
- “Always on” promotion
- Program laneways gobo lighting
- EOI for Community Champions program

June | July | August

- Winter in the city
- Winter in the city business offers
- Pruning, mulching garden beds, leaf removal

Winter

March | April | May

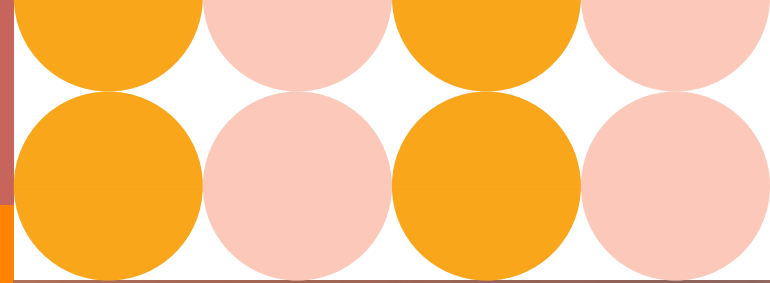
- Enlighten City Illuminations
- Enlighten business offers
- Floriade garden bed preparation

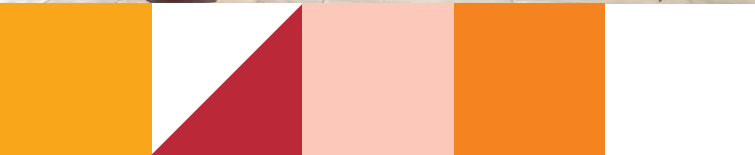
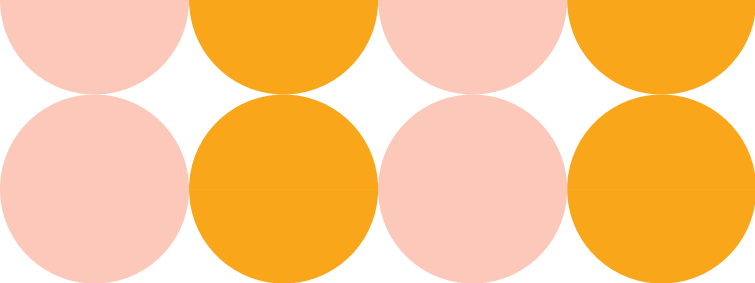
Autumn

Growth objective ▶ Product development

Approach:

- Align activities to identity of the future Canberra Civic and Cultural District
- Increase awareness of the Sydney and Melbourne buildings product offerings to the local market





Spring

September | October | November
Floriade planting

Summer

December | January | February
Dickson Christmas activities
Lunar New Year Festival
Lunar New Year dragon installation

September | October | November
December | January | February

DICKSON

authentic + family + culture + green

All year events

- Elevated cleaning and maintenance
- Horticultural planting
- Trial program of activation for laneway shopfront
- Promotion

Growth objective ► Market penetration

Approach:

- Increase awareness of residential offerings
- Strengthen community connections

Spring

September | October | November

- Playful Endeavour (school holidays)
- Floriade planting
- Floriade garden bed maintenance
- Seasonal maintenance of high quality street furniture

Summer

December | January | February

- National Multicultural Festival (activating Glebe Park)
- Additional seasonal watering



All year program

- Elevated cleaning and maintenance
- Graffiti removal, pressure washing, street sweeping
- Horticultural planting
- Promotion
- Pruning, mulching garden beds, leaf removal

March | April | May

- Playful Endeavour (school holidays)
- Floriade garden bed preparation

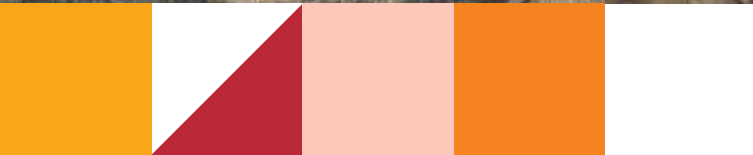
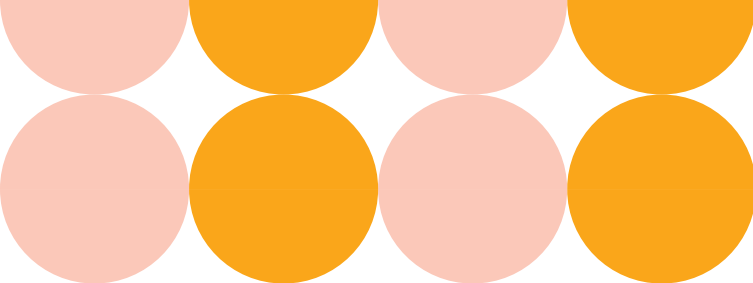
Autumn



Growth objective ► Market penetration

Approach:

- Encourage locals to visit more and stay longer through improved place identity and experience
- Improve business understanding of consumers and their needs



Spring

September | October | November

- Floriade planting
- Floriade garden bed maintenance
- Seasonal maintenance of high quality street furniture

Summer

December | January | February

- Latin American Plaza event
- Additional seasonal watering

All year program

- Elevated cleaning and maintenance
- Graffiti removal, pressure washing, street sweeping
- Horticultural planting
- Flag ceremonies at Latin America Plaza
- “Always on” promotion
- Pruning, mulching garden beds, leaf removal

Growth objective ► Product development

Approach:

- Encourage office professionals and students to stay longer
- Evolve place identity to be the creative and knowledge ‘quarter’

CITY WEST

grown up + intelligent + professional

All year program

Boardwalk and beach maintenance

Henry Rolland Park maintenance

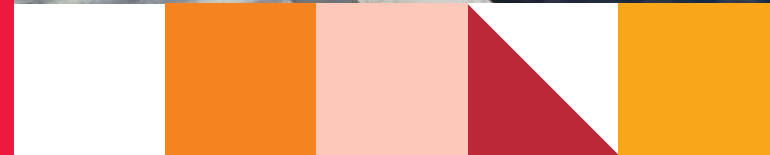
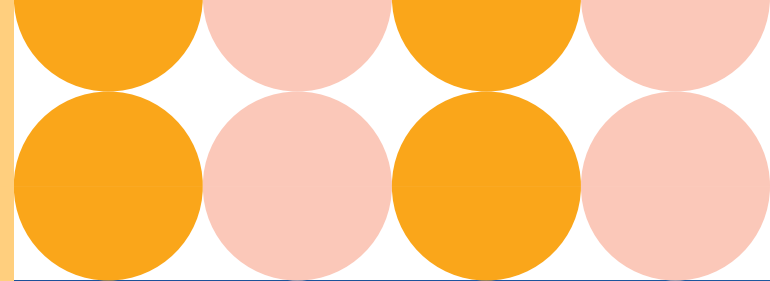
EOI for activation and commercial opportunities

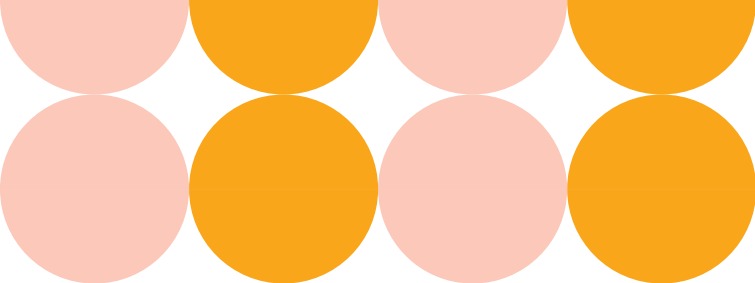
Promotion

Growth objective ► Diversification

Approach:

- Deliver experiences for Canberrans and tourists in line with the emerging place identity





Place management

Place Managers

Place Team

Manage operational base and assets

Promotion

Continue to build on our consumer and retail database

'Always on' promotion of our places and activities

Performance and accountability

Annual report, strategy and quarterly CCMIL updates

CCMIL Advisory Group quarterly meetings

Survey CCMIL payers, business owners and consumers to understand the success of the CCMIL spend to inform future financial year strategies

Objectives

Foster commercial, creative and entrepreneurial enterprises and activities which generate active and social business exchange.

Contribute to the attraction of workers, residents and visitors to the precinct based on new place propositions and greater opportunities for social and commercial connectivity and exchange.

Foster cross-sectoral collaboration to achieve our wellbeing outcomes within the precinct.

If you would like to keep up to date on the City Renewal Authority, subscribe to our newsletter at:

act.gov.au/cityrenewal/subscribe

Follow us @cityrenewalCBR

Keep up to date with activities
facebook.com/CityRenewalCBR



You can read more about the City Renewal Authority, including more publications, by visiting
www.act.gov.au/cityrenewal/documents

CCMIL Advisory Group membership:

- Allison Gallagher
- Chris Antos
- Damien Maher
- Eleni Notaras
- Garrett Purtill
- Gary Stewart
- Gianni Guglielmin
- Lisa McPherson
- Michael Sparks
- Philip Kier
- Stavro Dascarolis
- Steve Kartsonas

Get in touch:

cityrenewal@act.gov.au

02 6205 1878

Canberra Nara Centre
3 Constitution Avenue
Canberra City ACT 2601

GPO Box 158, Canberra City ACT 2601