

City Centre Marketing and Improvements Levy

Annual Snapshot

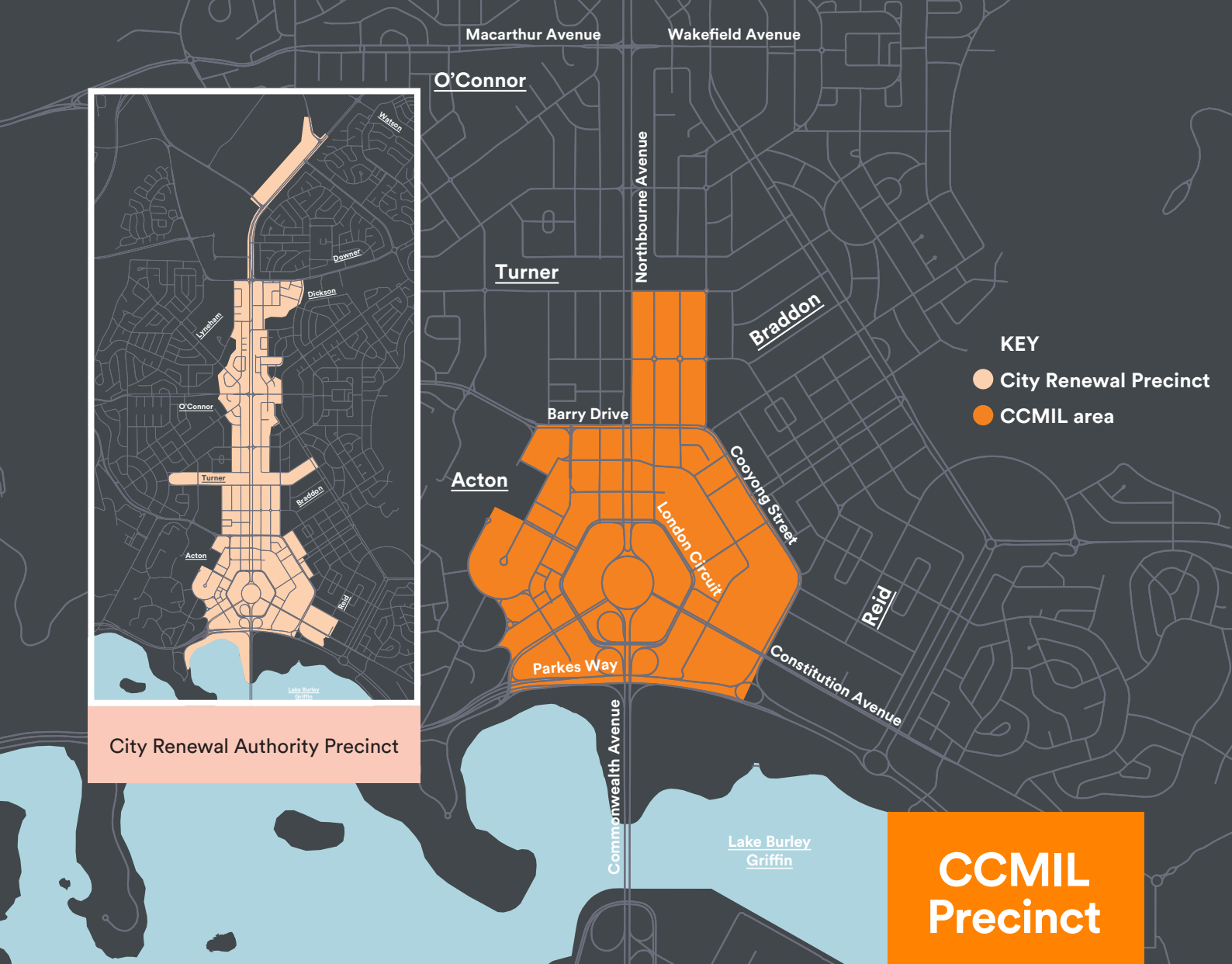
2021–22 financial year



ACT
Government

**CITY
RENEWAL
AUTHORITY**





Overview

The City Centre Marketing and Improvements Levy (CCMIL) is a partnership between CCMIL payers, the City Renewal Authority (the Authority) and broader ACT Government. It supports actions that contribute to the long-term sustainable growth, economic prosperity, culture and beauty of the City Centre and Braddon. The CCMIL applies to all rateable commercial properties in the CCMIL collection zone.

In the 2021–22 financial year, the Authority administered the CCMIL for a discrete program that was coordinated, integrated and complementary with the broader work of the Authority and the ACT Government.

The program was created with input from the CCMIL payers and community with the primary aim of increasing visitation and economic activity and contributing to additional cleaning, graffiti removal, public lighting, safety, beautification and high quality activations.

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

How the funds were allocated and expended

In 2021–22, we committed funds to beautification initiatives such as attractions, enhancements, extra touches and smartening up the city. ‘Beautification’ was a key focus for CCMIL payers along with landscaping, planting, lighting and furniture.

Our intentions were to enrich the City Centre, create excitement and encourage potential customers for businesses. Our focus was on reinvigoration and bringing people back after the impacts of COVID-19. We sought to reflect the place identity to create a greater sense of belonging.

The program of CCMIL initiatives was published as part of the Authority’s [Place Experience and Marketing Action Plan 2021-22](#).

The total 2021–22 financial year CCMIL budget of approximately \$2.5 million was 92 per cent expended.



Place management

- Cleaning and maintenance above and beyond existing ACT Government services

Budget \$ 845,000

Actual \$ 615,950 (73%)

Partnerships and activations

- Targeted activations to attract visitors and create a fun and culturally vibrant City Centre

Budget \$ 644,000

Actual \$ 787,584 (122%)

Vibrant streets

- Street beautification and reducing commercial vacancy rates

Budget \$ 317,000

Actual \$ 386,107 (122%)

Marketing and promotion

- Campaigns to promote the City Centre and funded activations

Budget \$ 328,000

Actual \$ 276,156 (84%)

Placemaking Grants

- Grants for innovative, creative or inclusive placemaking ideas to bring more people to the City Centre

Budget \$ 220,000

Actual \$ 113,263 (51%)

Safer communities

- Initiatives to contribute to increased feelings of safety

Budget \$ 65,000

Actual \$ 25,000 (38%)

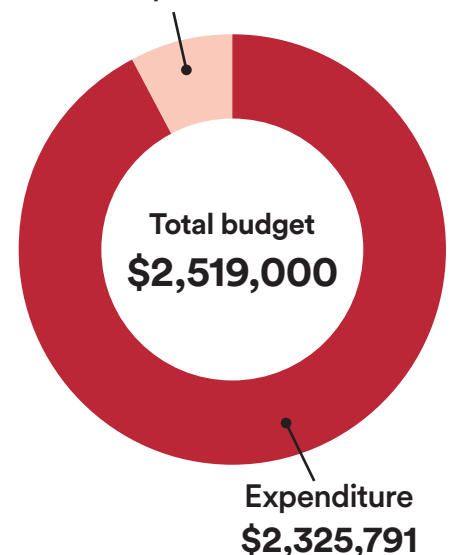
Performance and accountability

- Independent review of CCMIL expenditure, communication with CCMIL payers and program priority setting

Budget \$ 100,000

Actual \$ 121,731 (122%)

Unspent funds
\$193,209
rolled over to the next
financial year 2022-23



Outcomes

The performance of the CCMIL is assessed against the following:

Operational

All CCMIL initiatives in the Authority's Place Experience and Marketing Action Plan 2021-22 were implemented.

Due to lockdowns some initiatives were paused and re-programmed.

The budget was 92 per cent expended. Unspent funds will be rolled over to 2022-23.



Satisfaction

A satisfaction survey was posted to all CCMIL payers and the CCMIL Advisory Group met with the Authority quarterly to provide advice and feedback.

A summary of feedback from the survey and the CCMIL Advisory Group is provided on page 7.

We want to hear from all CCMIL payers. If you didn't see the survey or you have feedback at any time please email cityrenewal@act.gov.au so we can work with you.



Impact

Visitation

- In August 2021, visitors to the City Centre reduced significantly due to the lockdown. The Authority reprogrammed activations to encourage visitors to return when restrictions eased.
- From September 2021 there was a steady increase in the number of non-residents visiting the City Centre and Braddon.
- The average increase in footfall in Braddon at the end of 2021-22 when compared to July 2019 more than doubled (120 per cent increase).
- Average dwell time varies from 2 to 4 hours.

Economic benefit

- The average spend for a visitor to the City Centre is \$144.*
- A meal is one of the top spends.
- Winter in the City generated an economic impact of almost \$3 million.**

Consumer sentiment

- Consumers are returning to Braddon and Acton as they are "desirable" locations. Braddon is a well-known specific location with other areas generally known as the City Centre or Civic.
- Most Canberrans perceive it as easy to get to the City Centre or Braddon.
- Top reasons to be in the City Centre on a weekday are personal appointments and work.
- Top reasons to be in the City Centre on a weekend are eating out, shopping and meeting friends.
- The City Centre is mostly known for shopping and eating out.
- Braddon is known for eating out and socialising.

*n = 647 Canberrans, May 2022

**Total estimated figure is \$2,880,000, based on independent research conducted in 2022 which determined that the average expenditure per visitor is \$144. It was previously understood in 2021 that the average expenditure per visitor was \$38, totalling an estimated economic impact of up to \$800,000.

Program and highlights

In 2021–22, the CCMIL supported many initiatives.

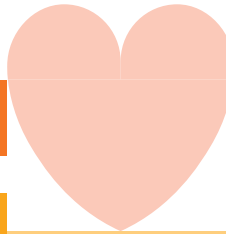
(some activities paused due to COVID-19 restrictions)

JULY 2021 – JUNE 2022

- A dedicated Place Team of eight people provided more than **12,000 hours of additional cleaning, maintenance and plantings with a focus on revitalisation, safety and repair.**

The team started at 6am each weekday morning to clean tables and bins, remove litter and rearrange street furniture. From 9am each day the Place Team switched focuses to deliver a program of cleaning, planting and maintenance across the precinct that is over and above the City Centre's regular program.

- Two Place Managers for the City Centre and Braddon engaged with businesses and responded to their needs.
- Supported the Civic Night Crew and security at the city bus interchange to address safety in the City Centre.
- Lunchtime musical performances in City Walk to enliven the retail precinct as a response to the impacts of COVID-19.



JULY 2021

- Delivered an outdoor ice rink in Civic Square which brought in **20,000 additional visitors to the City Centre in June and July 2021.** The economic benefit is estimated to be nearly \$3 million**.

AUGUST 2021

- On National Play Outside Day, more than 900 people enjoyed time in Haig Park.
- Decorative tree lighting installed in Braddon helped create a safer environment.

*Total estimated figure is \$2,880,000, based on independent research conducted in 2022 which determined that the average expenditure per visitor is \$144. It was previously understood in 2021 that the average expenditure per visitor was \$38, totalling an estimated economic impact of up to \$800,000.

SEPTEMBER 2021

- As Canberra was in lockdown, the focus shifted to cleaning, maintaining, repairing and revitalising the City Centre.
- Approximately 50,000 bulbs and annuals brought colour and cheer to the City Centre during lockdown in spring.

OCTOBER 2021

- Awarded Placemaking Grants so Canberrans could enjoy a Canberra Street Dance Festival, and a larger-than-life magpie sculpture, Big Swoop.
- Contributed to an eight-storey mural on Lonsdale Street to promote Canberra's first ever urban art festival, Surface Festival.

DECEMBER 2021

- Developed a digital retail campaign in the form of an Advent Calendar to promote the City Centre as the place for Canberrans to meet, eat and shop for Christmas.

More than 30,000 Canberrans accessed the digital advent calendar and more than 1,200 city offers were downloaded.

- Refreshed the kaleidoscopic Christmas tree and city dressings.
- Created an interactive Christmas display in City Walk.
- Worked with VisitCanberra to develop a Braddon extension to the More Than tourist campaign to encourage tourists to discover Braddon when they visit Canberra. The campaign reached more than 371,425 potential tourists through social media channels.

NOVEMBER 2021

- Commenced 'Always On' advertisements to promote City Centre activations and events on digital, social and radio channels. These activations returned to the precinct from 1 November 2021 in line with the ACT Government's Pathway Forward. Some of these activations included:
 - musical performances in Civic
 - free fitness classes in Glebe Park
 - roving evening performances in Braddon and at the Sydney and Melbourne buildings
 - Paws Party in Haig Park

JANUARY 2022

- Contributed to sponsoring the first ever Summernats Braddon Fringe Festival, designed to bring colour, life and business to the area.
The event increased footfall in Braddon by 87 per cent when compared with the same weekend in previous years.
- Delivered Playful Endeavour in Glebe Park during the summer school holidays.

FEBRUARY 2022

- **The Authority appointed 13 members (including three returning members) to the CCMIL Advisory Group.**

MARCH 2022

- Featured Ephemeral, Kin and Fluttering Home as key installations in City Illuminations @Enlighten to extend the festival into the City Centre.
This experience activated the city with footfall increasing in Civic by more than 40 per cent on both Friday evenings of the Enlighten Festival.

APRIL 2022

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

MAY 2022

- Opened expressions of interests for property owners interested in working on a unique new pilot program called Second Space to activate vacant spaces, launching later in 2022.

JUNE 2022

- Developed a digital retail campaign for Winter in the City to encourage locals to embrace all that Canberra's winter has to offer. This included promoting local business offerings, ice-skating and live ice sculpturing.



Our priorities for 2022–23

The Authority commissioned an independent research agency to assist in understanding the attitudes and perceptions of CCMIL payers and people who use the City Centre. We used this research to align priorities and expectations for the CCMIL throughout 2022–23.

What we heard

We invited all CCMIL payers to provide feedback. We interviewed and surveyed 34 payers across seven different channels, and conducted online workshops with 13 city business owners and managers.

If you didn't see the survey, please get in touch so we can work with you and keep you informed.

GET IN TOUCH ABOUT THE SURVEY

City Renewal Authority
02 6205 1878

cityrenewal@act.gov.au

City Place Manager
CityPlaceManager@act.gov.au

What you told us

You are concerned about the safety of staff and customers, with suggestions to have more safety initiatives in the City Centre, and an increase in ambient lighting.

Our response

The Authority's contribution to safety is a key focus area in our Place Experience and Marketing Action Plan, with specific points being addressed for Civic, Braddon, City Hill, City East and City West.

The CCMIL Advisory Group recommended doubling the expenditure of the CCMIL to safety initiatives to \$150,000.

Read more in the Authority's [Place Experience and Marketing Action Plan 2022-23](#).

You like events, stating they are essential for driving visitation to the City Centre, and events and partnerships that combine music and lighting bring life to the area.

We will continue to allocate CCMIL funds to events and partnerships (25 per cent of funding in 2020-21), and creating vibrant streets (11 per cent of funding in 2020-21).

Read about what we've done in the [Annual Report Snapshot for the 2020–21 Financial Year](#).

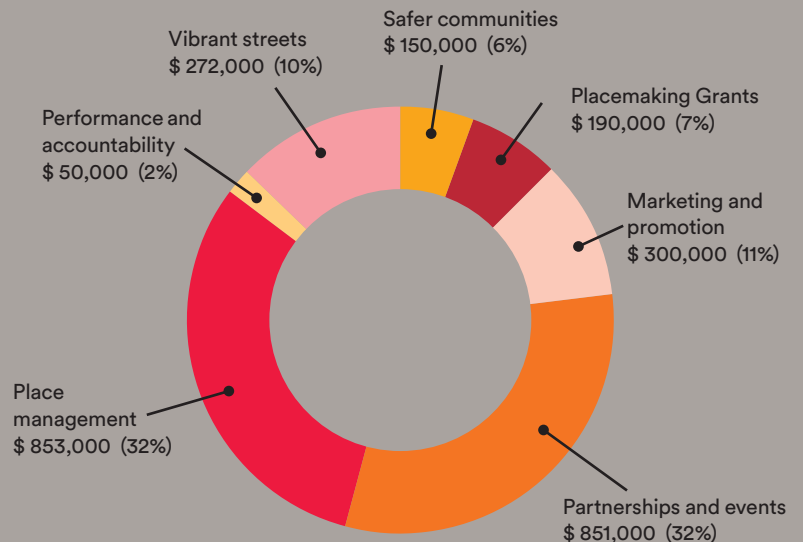
Read about what we are planning to do in the [Place Experience and Marketing Action Plan 2022–23](#).

You feel the city is looking tired, and somewhat run down. While CCMIL payers know the levy is used to clean the City Centre, it is felt more is needed.

The cleanliness of the City Centre continues to be a focus for the Authority and is a CCMIL-funded activity. We're working with Transport Canberra and City Services (responsible for city cleaning) on how we can keep our City Centre looking good.

How the levy will be spent in 2022-23

The 2022–23 financial year budget of nearly \$2.5million and the unspent funds from 2021-22 have been allocated based on CCMIL payer feedback and consumer research.



CCMIL Advisory Group

The Authority convenes the CCMIL Advisory Group meetings quarterly. Consisting of selected CCMIL payers and city businesses, the group functions as an advisory body to support the management of the CCMIL and associated program of funded initiatives.

The members represent a broad and representative range of interests from across the CCMIL collection area.

Membership:

JULY 2021 TO JANUARY 2022

- Brian Weir
- Kate Parkinson
- Lisa McPherson
- Michael Sparks
- Nicole Miladinovic
- Steve Kartsonas

FEBRUARY 2022 TO JUNE 2022

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



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If you would like to keep up to date with our activities in the CCMIL area and City Renewal Precinct subscribe to our newsletter at:

act.gov.au/cityrenewal/subscribe