



Place Experience & Marketing Action Plan 2022–23



ACT
Government

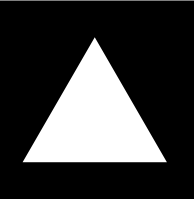
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Our strategic goals and objectives for the precinct

The Place Experience & Marketing Action Plan 2022–23 supports goals 2 and 4 of the City Renewal Authority's [Strategic Plan](#).

2025 strategic goals

Goal 2

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

Objective 2.3

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

Goal 4

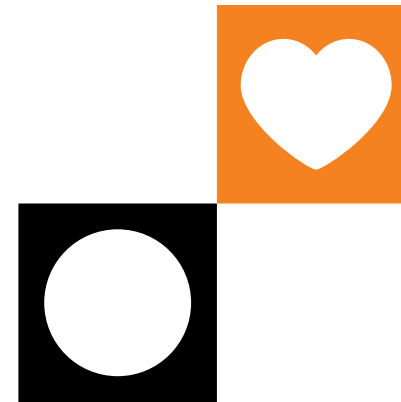
Facilitate new and diverse economic investment into the precinct.

Objective 4.2

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.

Objective 4.3

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



Objectives for our places

The place experience and marketing objectives have been informed by the 2025 strategic plan objectives and the Place Experience and Marketing Strategy (with a focus on goals 2 and 4), and align with the precinct place plans.

Place	Growth objective	Approach	Rationale
Civic	Market penetration	<ul style="list-style-type: none"> ▶ 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 	<ul style="list-style-type: none"> ● Retail offer meets the needs of Canberrans ● Perception that Civic is run down, empty and unsafe
Braddon	Market development	<ul style="list-style-type: none"> ▶ Increase awareness of experience offerings for the three-hour drive market ▶ Expand awareness of Braddon offerings (extending beyond Lonsdale Street) 	<ul style="list-style-type: none"> ● Premium offer appeals to visitors ● Limited change in place experience (Lonsdale Street) ● Place identity is strong
Dickson	Market penetration	<ul style="list-style-type: none"> ▶ Encourage locals to visit more and stay longer through improved place identity and experience ▶ Improve business understanding of consumers and their needs 	<ul style="list-style-type: none"> ● Offer appeals to locals ● Construction projects impacting businesses and community
City Hill	Product development	<ul style="list-style-type: none"> ▶ Develop and deploy an identity for the Canberra Civic and Culture District ▶ Increase awareness of the Sydney and Melbourne buildings product offerings to the local market 	<ul style="list-style-type: none"> ● Offer appeals to ACT ● Sydney and Melbourne buildings revitalisation and the Canberra Civic and Culture District concept
City West	Product development	<ul style="list-style-type: none"> ▶ Encourage office professionals and students to stay longer ▶ Evolve place identity to be the creative and knowledge 'quarter' 	<ul style="list-style-type: none"> ● Offer appeals to city workers, students and creatives ● The place is not well understood and foot traffic has decreased
City East	Market development	<ul style="list-style-type: none"> ▶ Increase awareness of residential offerings ▶ Strengthen community connections 	<ul style="list-style-type: none"> ● Offer appeals to city residents ● Place identity not well understood
Haig Park	Market penetration	<ul style="list-style-type: none"> ▶ Encourage locals to visit more often and stay longer 	<ul style="list-style-type: none"> ● Offer appeals to locals ● Existing and well established place identity
Acton Waterfront	Diversification	<ul style="list-style-type: none"> ▶ Deliver experiences for Canberrans and tourists in line with the emerging place identity 	<ul style="list-style-type: none"> ● Place not yet created

Target audiences

The City Renewal Authority has developed a consumer segmentation to understand the demographics, psychographics (attitudes), values and behaviours of consumers using the different places of the City Renewal Precinct.



How the plan is funded

The activities in this plan are funded by the Authority and the City Centre Marketing and Improvements Levy (CCMIL).*

The CCMIL is a partnership between the CCMIL payers, the City Renewal Authority and the ACT Government that supports actions which contribute to the long-term sustainable growth, economic prosperity, culture, creativity and vitality of the CCMIL Collection Zone.

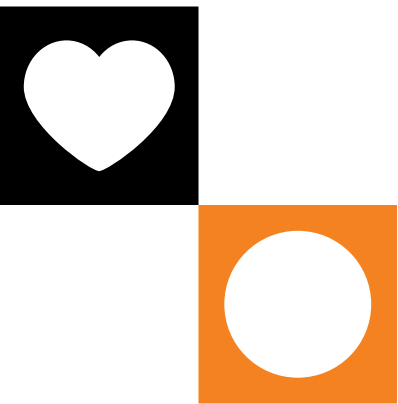
CCMIL-funded activities aim to:

- contribute to increased visitation and economic activity within the city centre;
- contribute to additional cleaning, graffiti removal, public lighting, security or crowd control, minor public work, street furniture, beautification and high-quality events in Civic, Braddon and Acton;
- encourage the public and private sectors to maintain a high standard of public/private interface with Civic, Braddon and Acton;
- administer funding for a discrete program of works which is coordinated, integrated and complementary with the broader work of the Authority and the ACT Government; and
- encourage engagement by CCMIL payers (and the community) in the priority setting and reporting activities of the CCMIL.

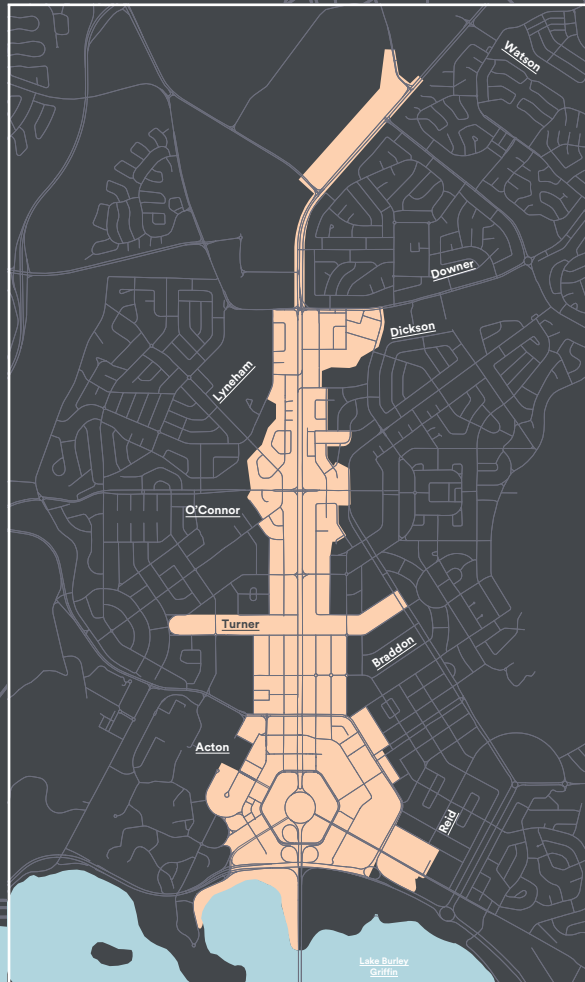
CCMIL-funded activities include:

- 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; and
- funding for capital works projects that align with the City Renewal Authority's strategic vision for the city.

*The CCMIL is only used to provide additional funding to the activities in the CCMIL Collection Zone.



CCMIL Precinct



City Renewal Authority Precinct

O'Connor

Turner

Northbourne Avenue

Braddon

Barry Drive

Acton

London Circuit

Cooyong Street

Reid

Parkes Way

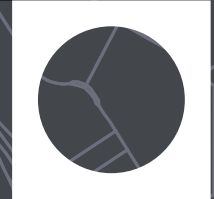
Constitution Avenue

Commonwealth Avenue

Lake Burley Griffin

KEY

- CRA precinct
- CCMIL area



Place Experience & Marketing Mix 2022–23



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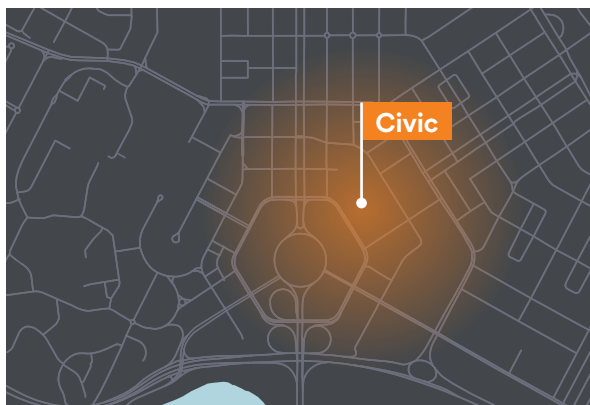
Civic

- + shop
- + socialise
- + be entertained

- ▶ 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 community



MIX	DESCRIPTION	Q1	Q2	Q3	Q4	CCMIL FUNDING	AUTHORITY FUNDING
Partnership and events	• Winter Festival expansion (expanding from Civic Square and including business call to action)				●	●	
	• Civic retail experiential activation (e.g. food and wine, VIP events, fashion), including leveraging Taste Local Festival		●			●	
	• Business stakeholder engagement	●	●	●	●	●	
Place management	• Cleaning and maintenance	●	●	●	●	●	●
	• Horticultural planting, with a focus on Floriade	●	●	●	●	●	●
	• City dressing (including planters, flags, banners, Christmas decorations, decorative lighting)	●	●	●	●	●	●
Promotion	• Retail campaigns aligned to activities or seasons (e.g. Christmas and winter)		●		●	●	●
	• Call to action retail offers, such as advent calendar		●		●	●	
Grants	• Two Placemaking grants		●	●	●	●	
Contributing to safety	• Night crew	●	●	●	●	●	
	• By-stander campaign			●	●	●	



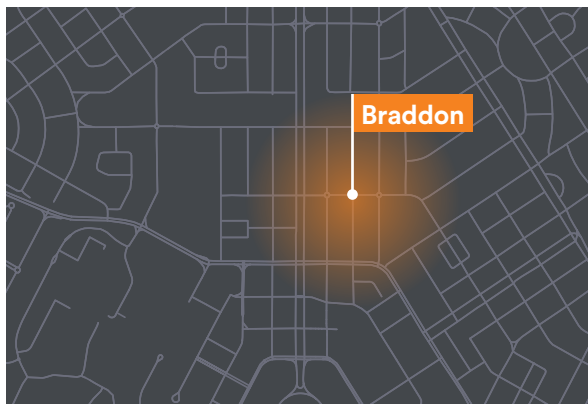
Braddon (including Haig Park)

+ creative
+ culture
+ commerce

- ▶ Increase awareness of experience offerings for the three-hour drive market
- ▶ Expand awareness of Braddon offerings (extending beyond Lonsdale Street)



MIX	DESCRIPTION	Q1	Q2	Q3	Q4	CCMIL FUNDING	AUTHORITY FUNDING
Partnership and events	• Summernats Braddon Fringe Festival			●		●	●
	• Floriade and Enlighten, complementary activities			●		●	●
	• Activity programming (e.g. dog-friendly activations, dancing in the streets)		●	●	●	●	●
Place management	• Cleaning and maintenance	●	●	●	●	●	●
	• Horticultural planting, with a focus on Floriade	●	●	●	●	●	●
	• City dressing (including planters, decorative tree lighting)	●	●	●	●	●	●
Promotion	• Leverage the VisitCanberra campaign to promote the place to visitors			●		●	
Grants	• One Placemaking grant		●	●	●	●	
Contributing to safety	• Night crew	●	●	●	●	●	
	• By-stander campaign			●	●	●	



City Hill

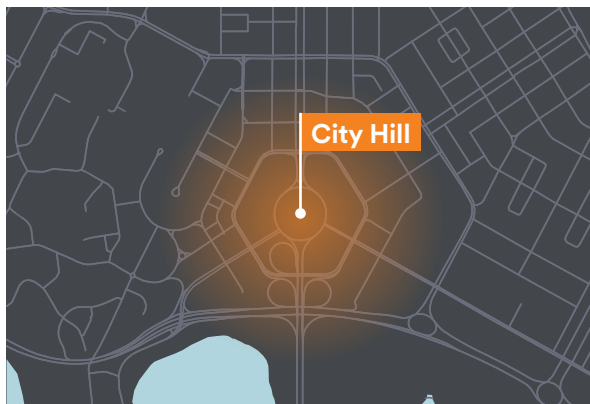
(including Civic Square and Sydney and Melbourne buildings)

- + history
- + culture
- + refined

- ▶ Develop and deploy an identity for the Canberra Civic and Culture District
- ▶ Increase awareness of the Sydney and Melbourne buildings product offerings to the local market



MIX	DESCRIPTION	Q1	Q2	Q3	Q4	CCMIL FUNDING	AUTHORITY FUNDING
Partnership and events	• Winter Festival				●	●	●
	• Expand Enlighten city footprint		●			●	●
	• Activity programming (e.g. late-night parade)		●	●	●	●	●
	• Design Canberra Festival (city hub in Civic Square)			●			●
Place management	• Cleaning and maintenance	●	●	●	●	●	●
	• Horticultural planting, with a focus on Floriade	●	●	●	●	●	●
	• City dressing (including planters, banners, flags)	●	●	●	●	●	●
Promotion	• Retail campaigns aligned to activities or seasons (e.g. Enlighten and winter)		●		●	●	●
Grants	• One Placemaking grant		●	●	●	●	
Contributing to safety	• Night crew	●	●	●	●	●	
	• By-stander campaign			●	●	●	



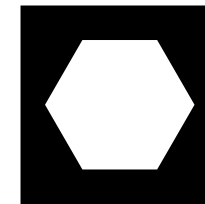
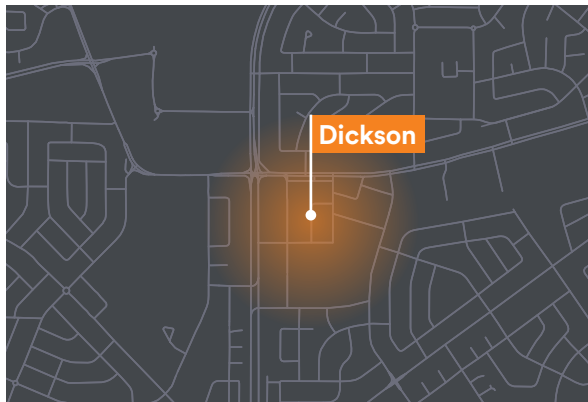
Dickson

- + authentic
- + family
- + culture
- + green

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



MIX	DESCRIPTION	Q1	Q2	Q3	Q4	CCMIL FUNDING	AUTHORITY FUNDING
Partnership and events	• Lunar New Year Woolley Street Festival			●			●
	• Quarterly food festivals		●	●	●		●
	• Activity programming on Woolley Street			●	●		●
	• Business stakeholder engagement	●	●	●	●		●
Place management	• Cleaning and maintenance	●	●	●	●		●
	• Horticultural planting village	●	●	●	●		●
	• City dressing (including planters)	●	●	●	●		●
Promotion	• Voucher booklet			●			●



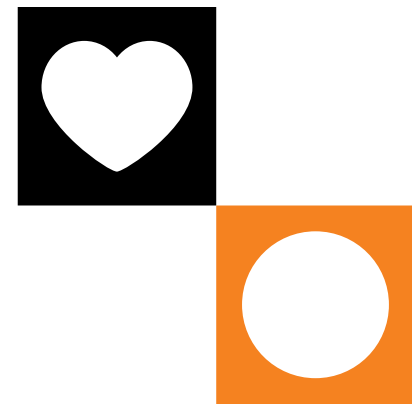
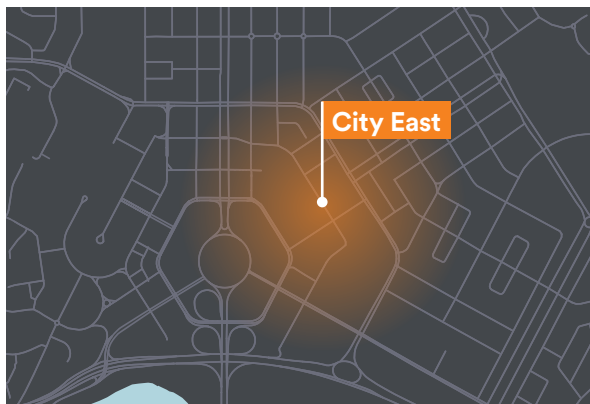
City East

- + charming
- + livable
- + nature

- ▶ Increase awareness of residential offerings
- ▶ Strengthen community connections



MIX	DESCRIPTION	Q1	Q2	Q3	Q4	CCMIL FUNDING	AUTHORITY FUNDING
Partnership and events	• Activity programming (e.g. school holiday activities in Glebe Park)		●	●	●	●	
	• Business stakeholder engagement	●	●	●	●	●	●
Place management	• Cleaning and maintenance	●	●	●	●	●	●
	• Horticultural planting	●	●	●	●	●	●
	• City dressing (e.g. planters)	●	●	●	●	●	●
Promotion	• Local events		●		●	●	
Contributing to safety	• Night crew	●	●	●	●	●	
	• By-stander campaign			●	●	●	



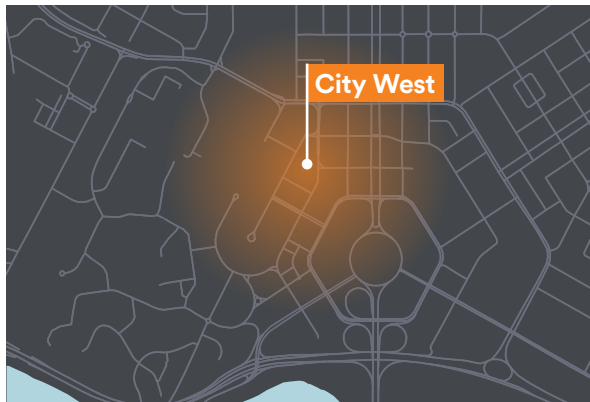
City West

+ grown up
+ intelligent
+ professional

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



MIX	DESCRIPTION	Q1	Q2	Q3	Q4	CCMIL FUNDING	AUTHORITY FUNDING
Partnership and events	• Activity programming	●	●	●	●	●	●
	• Business stakeholder engagement	●	●	●	●	●	●
Place management	• Cleaning and maintenance	●	●	●	●	●	●
	• Horticultural planting	●	●	●	●	●	●
	• City dressing (e.g. planters)	●	●	●	●	●	●
	• STORYBOX/wayfinding	●	●			●	
	• Second Space program to activate vacant spaces	●	●	●	●	●	
Contributing to safety	• Night crew	●	●	●	●	●	
	• By-stander campaign			●	●	●	



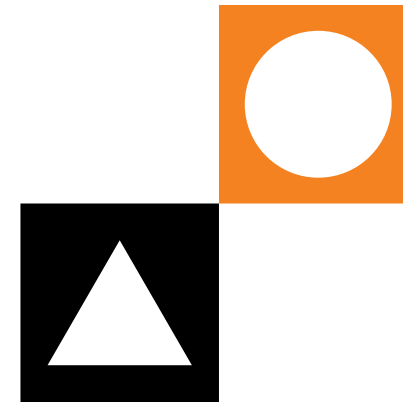
Acton and Acton Waterfront

- + contemporary
- + culture
- + play
- + visit
- + water



MIX	DESCRIPTION	Q1	Q2	Q3	Q4	CCMIL FUNDING	AUTHORITY FUNDING
Partnership and events	<ul style="list-style-type: none"> • Activity programming for the new boardwalk and beach 				●		●
Place management	<ul style="list-style-type: none"> • Cleaning and maintenance • Horticultural planting • City dressing (e.g. planters) 	●	●	●	●		●

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



The precinct

Uses and activities

- + vital
- + celebratory
- + premium
- + useful
- + expressive
- + versatile

Comfort and image

- + exploratory
- + safe and clean
- + vibrant and colourful
- + welcoming
- + self-assured
- + livable
- + future classic

Sociability

- + interactive
- + accepting and inclusive
- + intelligent
- + diversity of 'tribes'
- + collaborating
- + communal

Access and linkages

- + accessible
- + connecting places
- + active travel
- + convenient
- + readable
- + walkable

MIX	DESCRIPTION	Q1	Q2	Q3	Q4	CCMIL FUNDING	AUTHORITY FUNDING
Place management	• Place managers (three fulltime equivalent employees (FTE))	●	●	●	●	●	●
	• Place team (eight FTE)	●	●	●	●	●	●
	• Manage operational base and assets	●	●	●	●	●	●
Promotion	• Build a consumer/retail database	●	●	●	●	●	
	• 'Always on' promotion of places and activities	●	●	●	●	●	
	• City Centre campaign			●	●	●	
Performance and accountability	• Survey payers, business owners and consumers to understand the success of the CCMIL spend to inform the 2022-23 financial year strategy			●		●	
	• Publish the annual report, strategy and quarterly CCMIL updates	●	●	●	●	●	
	• Convene CCMIL Advisory Group quarterly meetings	●	●	●	●	●	

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