

Place Experience and Marketing Actions

July - September 2022



Outcome

In Quarter 1, the City Renewal Authority (the Authority) worked alongside businesses and the community to curate high quality places and experiences in the City Centre, and encourage more people to visit and spend time in the precinct.

Actions

The initiatives from the [Place Experience & Marketing Action Plan 2022-23](#), in Q1 contributed to a range of initiatives and outcomes.

All Q1 initiatives in the Place Experience & Marketing Plan 2022-23 were implemented.

The City Centre Marketing and Improvements Levy (CCMIL) for 2022-23 financial year is 15 per cent expended and on track to be fully expended by 30 June 2023.



An ice sculpture at Winter in the City

Impact

Visitation

From July to September 2022:

- City Centre non-resident footfall increased by 30 per cent compared to the same period in 2021.
- The busiest day of the week in the City Centre was Friday.
- The average dwell time of a visitor to the City Centre was 2.6 hours
- The two Friday evenings during Winter in the City experienced nearly a 40 per cent increase in visitation.
- The afternoon that experienced the largest increase in visitation to the City Centre was during Floriade (Friday, 25 September 2022).

Economic benefit

From 2 to 17 July 2022, hotel occupancy was 87 per cent, which is higher than the same school holiday period in 2019.

20,000 people visited Winter in the City during the school holidays which contributed nearly \$3 million in expenditure to the City Centre.

Consumer sentiment

The Authority measures consumer sentiment annually and updated information will be available at the end of the financial year.



A member of the Place Team cleaning up leaves

Highlights

Online workshops

Shared knowledge on what consumers want from the City Centre and feedback from CCMIL payers. If you would like more information, please email cityrenewal@act.gov.au to receive a copy of the research report.

Winter in the City

Civic Square was transformed by Winter in the City with an open-air ice rink, exhibitions, pop-up bars, ice sculpting, food vendors, marshmallow roasting over open fires and a Winter Concert. It is estimated to have attracted approximately 20,000 people to the City Centre and contributed nearly \$3 million in expenditure.

Place team cleaning

The beauty and quality of public spaces were improved by the Place Team with a specific focus on graffiti removal, planting and maintaining tulip beds for Floriade and street cleaning this quarter.

Storybox

STORYBOX Canberra brought creative knowledge of national institutions to the streets of Garema Place and City West.

Centred around a giant two-square-metre digital cube in Garema Place and a series of digital wayfinding plinths throughout the City West precinct, STORYBOX invited Canberrans to reflect on different kinds of creative intelligence. Survey highlights have revealed that:

- 81 per cent think the place is better with STORYBOX.
- 84 per cent love or like the content.
- 82 per cent want more creative and community content on public screens.

Mooncake Festival

Community decorated lanterns were displayed in Dickson to celebrate the Mooncake Festival.

Local restaurants shared lantern packs with customers as part of an Authority competition for Dickson, with winners receiving boxes of mooncakes.

Floriade

Visitors spent time in the City Centre before and after visiting Floriade with the afternoon of Friday, 25 September experiencing the highest increase in visitors to the City Centre. This was encouraged by a Floriade Walking Trail, free shuttle buses between the City Centre and the festival, local performances, and more than 50,000 tulips and annuals planted in garden beds and wheelbarrows in front of participating businesses.

Night Crew

To help people have a safer night out in the City Centre we supported the Night Crew, a collaborative initiative between ACT Government and St John Ambulance. The initiative uses a harm minimisation approach to help vulnerable people in Canberra City. It is staffed by volunteers and paid personnel who patrol the city on Saturday nights.

Second Space

Artists transformed vacant spaces in the City Centre with the launch of Second Space. The trial program aims to activate and repurpose vacant tenancies and buildings to breathe new life into an otherwise unused space, increase foot traffic and dwell time, generate safety after hours, dissuade anti-social behaviour, and provide increased value to property owners.

Working collaboratively

Businesses spoke to Place Managers Kristi, Dave and Yana to let us know about challenges and what's working well. If you'd like to speak to your Place Manager, please get in touch: cityrenewal@act.gov.au



Winter in the City Ice Sculpture



Lanterns at Dickson Moon Festival

Summary of activity

Activity

Place management

Cleaning and maintenance above and beyond existing ACT Government services

Implementation

- Approximately 2,500 cleaning hours across the precinct
- 3 Place Managers (City, Braddon, Dickson)
- 8 Place Team members delivered cleaning and maintenance

Partnerships and activations

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

- Winter in the City
- Floriade experiences
- Play Outside Day
- Paws Party
- STORYBOX

Marketing and promotion

Campaigns to promote the City Centre and funded activations

- Promotion of Winter in the City
- Always-on advertising to promote local activations

Vibrant streets

Street beautification and reducing commercial vacancy rates

- Second Space
- Flags installed on Northbourne Avenue and Bunda street

Safer communities

Initiatives to contribute to increased feelings of safety

- Contributed to Night Crew
- Agreed to sponsor a Women's Health Matters active by-stander campaign

Performance and accountability

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

- CCMIL Advisory Group quarterly meeting
- Published Place Experience & Marketing Action Plan 2022-23
- Shared CCMIL payer feedback through online workshops
- Businesses spoke to Place Managers about challenges and what's working well



Placeteam sanding and varnishing tables



Flowers for Floriade on Northbourne

What's happening next quarter?

Christmas in the City

Programming will encourage Canberrans to shop, eat, be entertained and meet friends in the City Centre. It will include a reimagined Christmas tree, decorations in City Walk and a paid media campaign.

Design Canberra

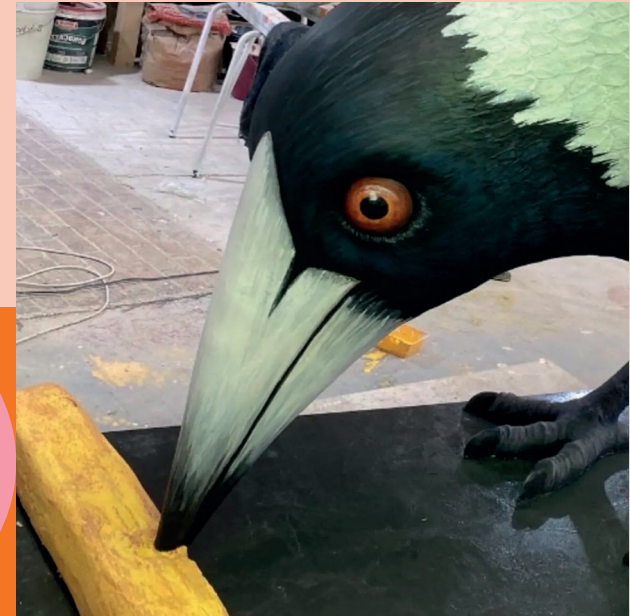
The Design Canberra Festival hub in Civic Square will have an exciting program, including Craft + Design Trail of installations in City West and workshops for families. You can find out more about the Design Festival [here](#).

Placemaking Grants

Expressions of interest for Placemaking Grants are now open for people with innovative, creative or inclusive placemaking ideas to bring more people into the City Centre. You can find out more information about Placemaking Grants [here](#).

In addition Big Swoop from last rounds placemaking grants will be returning to Garema Place and the Kinetic Sculpture Race will be parading through City Centre streets.

Big Swoop by Yanni Pounartzus



Our New Christmas Tree in Civic

Get in touch

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Access our Place Experience and
Marketing Activity Plan 2021-22
by scanning or visit our website:
act.gov.au/cityrenewal

