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CCMIL

Project Capital CCMIL report

June 2022

Pollinate

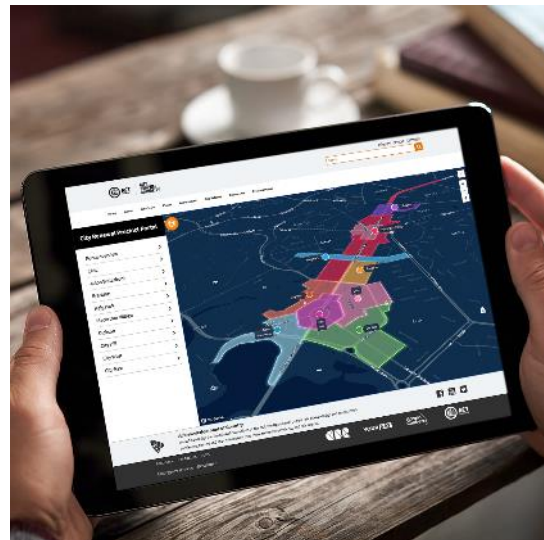
**CITY
RENEWAL
AUTHORITY**

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1 Background and objectives



Project Objectives

To provide the ACT Government and CRA with an updated understanding of the evolving needs, and perceptions of Canberran consumers and city businesses of the City Centre.

Research will be used to:

- Explore community perceptions of the CRA and activities
- Update the CRA's consumer segmentation,
- Understand CCMIL, business satisfaction and engagement with the CRA and CCMIL management
- Increase engagement with consumer segmentation by city business owners

This report focuses on understanding attitudes & perceptions of CCMIL payers to better understand how CRA can align priorities & expectations regarding the levy

Quantitative survey

Survey channels

- Sent to CRA database to ~n=1000 addresses
- Shared and boosted on Facebook
- Shared on LinkedIn
- ACT Govt OurCanberra biz eDM
- City Place Manager sharing directly to contacts via email from her email address
- City Place Manager face to face surveying
- Sent to Advisory Group to share with contacts

Sample n= 16 – 29

Due to a low response rate, we have included the 'incomplete data' where possible to provide a more indicative sample size

Respondent type (n=)

Business owner or trader leasing premises	12
Property/ building owner and levy payer	10
Property owner operating a business	4
Other	2
Building Manager	1

Business type (n=)

Professional Services	4
Hospitality	4
Retail	2
Other	0

Location (n=)

Civic	7
Braddon	6
City West	6
Waterfront	5
City Hill	3
Haig Park	1
Other	0

2

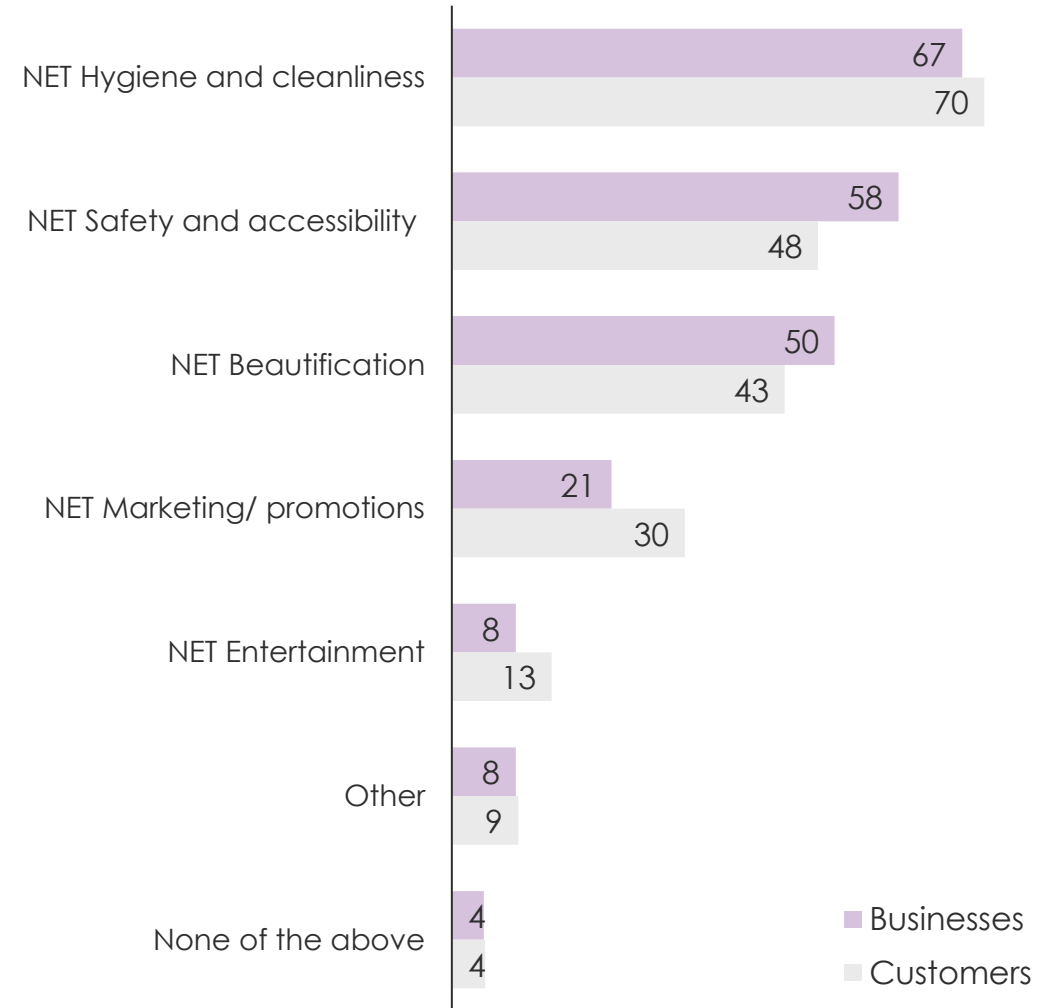
Areas of focus for CCMIL
payers

CCMIL payers want more done in the city



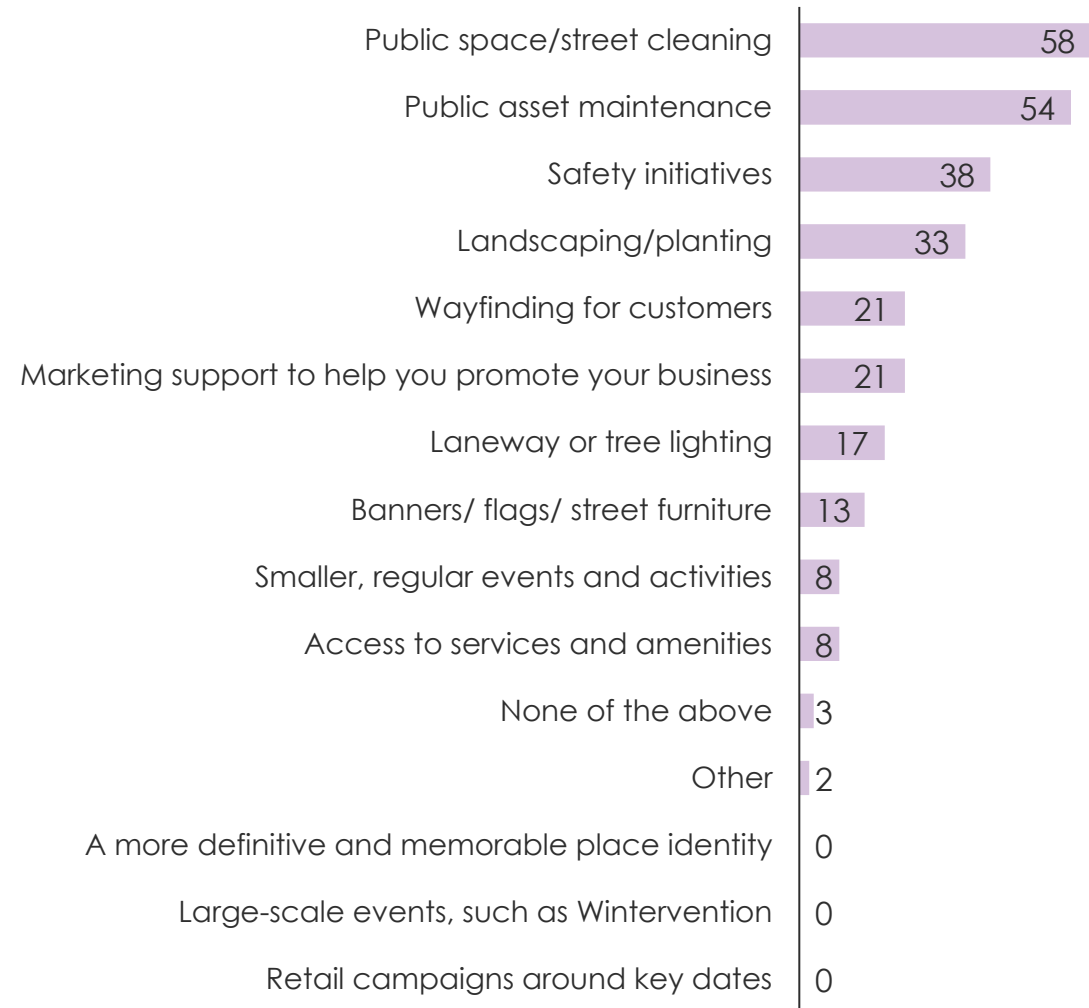
CCMIL payers believe improving hygiene and cleanliness and safety and accessibility would make the biggest difference for their business and customers

Biggest difference – themes (%)



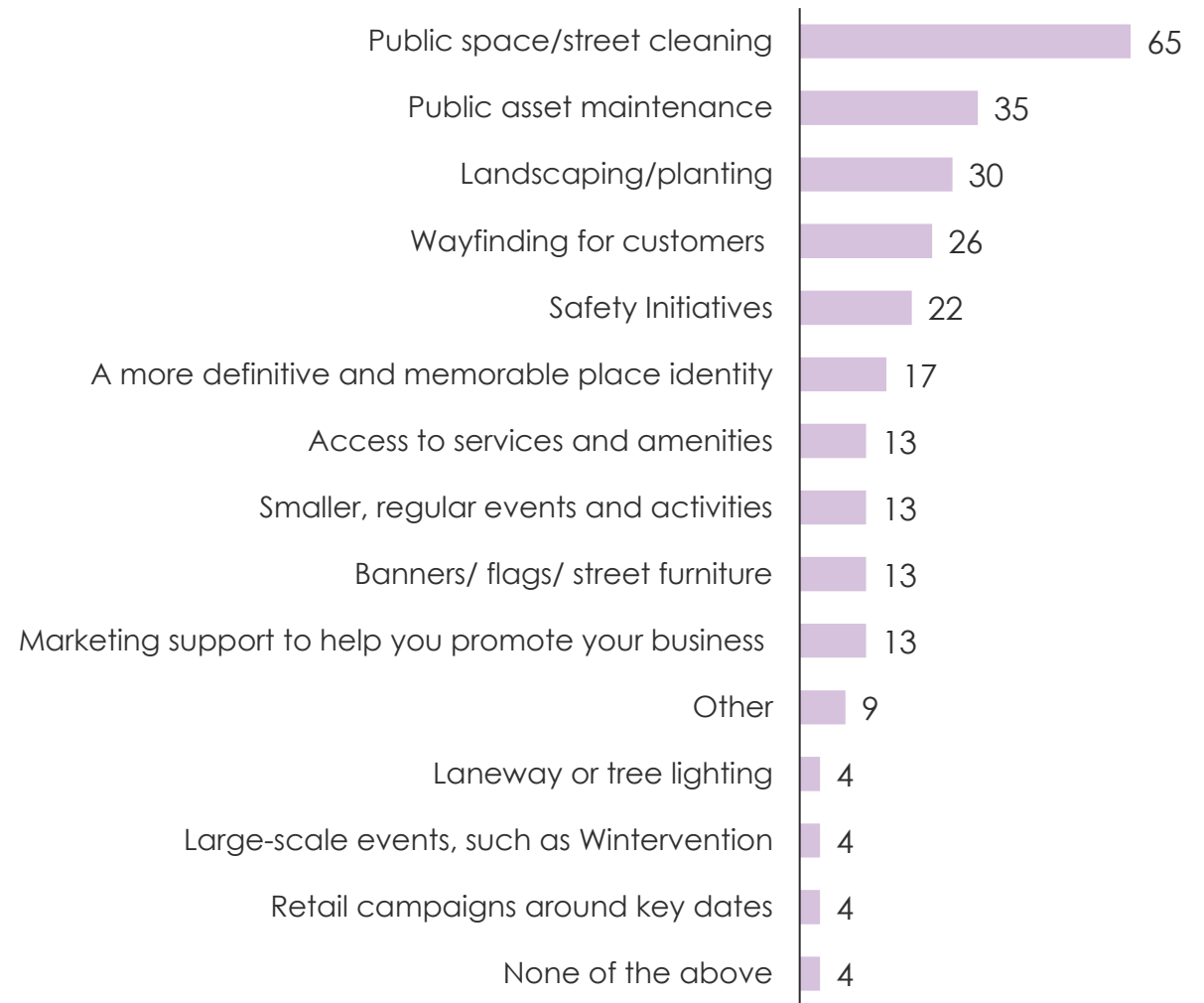
In detail: Areas of focus for CCMIL payers are related to cleanliness and hygiene

Biggest difference to your business (%)



In detail: CCMIL
payers believe
this is also what
customers want

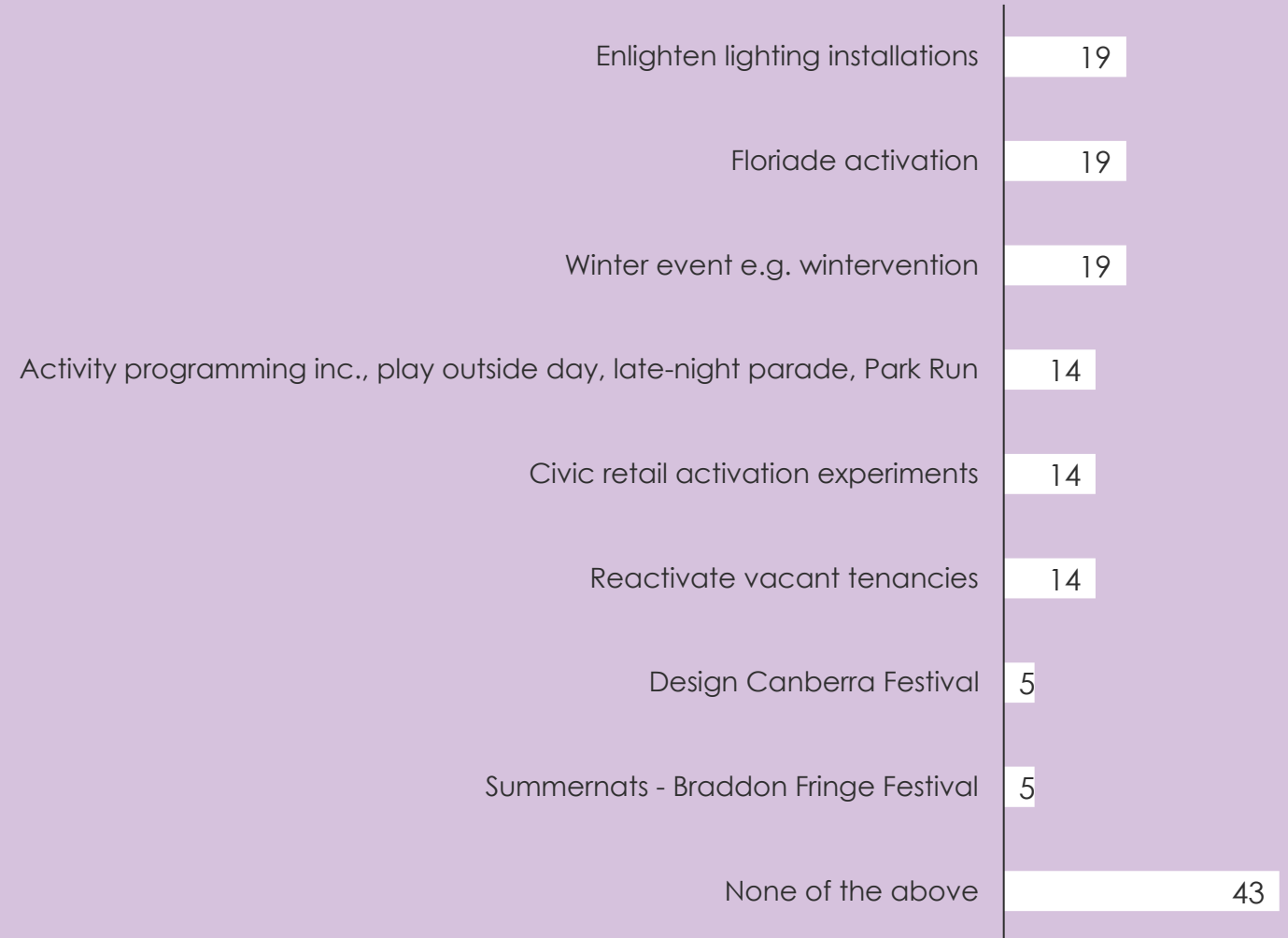
*Biggest difference to
your customers (%)*



There is little positivity toward CRA activations among CCMIL payers

Best performing
activations are Enlighten,
Floriade and
Wintervention

*Please indicate which you think would make a positive
different for your business in FY 2021 – 2022 (%)*



How could the event contribute to the success of your business?



Enlighten

It would be nice to see the Sydney and Melbourne buildings showcased and displayed as part of enlighten - Also considering they are nearing 100 years old.

Bringing people back to the CBD

Bring more public to the area

Floriade activation

Floriade brings a lot on new faces to the city, encouraging them to discover parts of the city other than the parks has proven to be very valuable

Brings foot traffic into the area

Winter event

Attract people into the city during a traditionally quiet period

Increase in activity and foot traffic

Bring more public to the area

Activity programming

Provides entertainment and a lively feel to the city

Much better promotion needed. Signage of upcoming events. Extend activities into business precinct, not just Haig Park. Again, link events to businesses.

How could the event contribute to the success of your business?



Civic retail activation experiments

Street activation - music and performance sometimes make a difference.

adding some activity to encourage people to slow down and hang around helps more people to slow down and hang around also. increasing linger time for potential shoppers is worth a great amount.

More energy and opportunities

Reactivate vacant tenancies

Every tenant draws customers who in turn might discover another tenant. The more empty tenancies, the less value existing tenants get from being in the precinct. Also, the place feel abandoned and less family friendly.

More exposure

Places in the Sydney building attract undesirables. Need business to fill empty stores and move-on homeless.

Design Canberra Festival

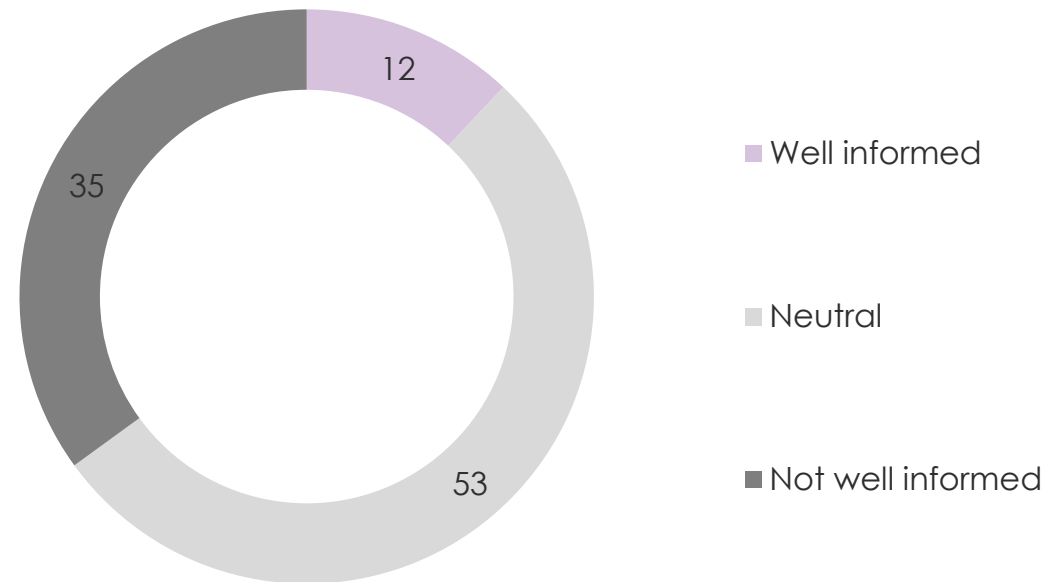
More colour

Summernats

Voucher system of some kind (not necessarily govt \$, but govt as organising partner) to use within local businesses. Do not close the street - have static displays but keep the 'informal cruise' operating. Have non-Street Machine cars and clubs displaying during the day to attract different demographic.

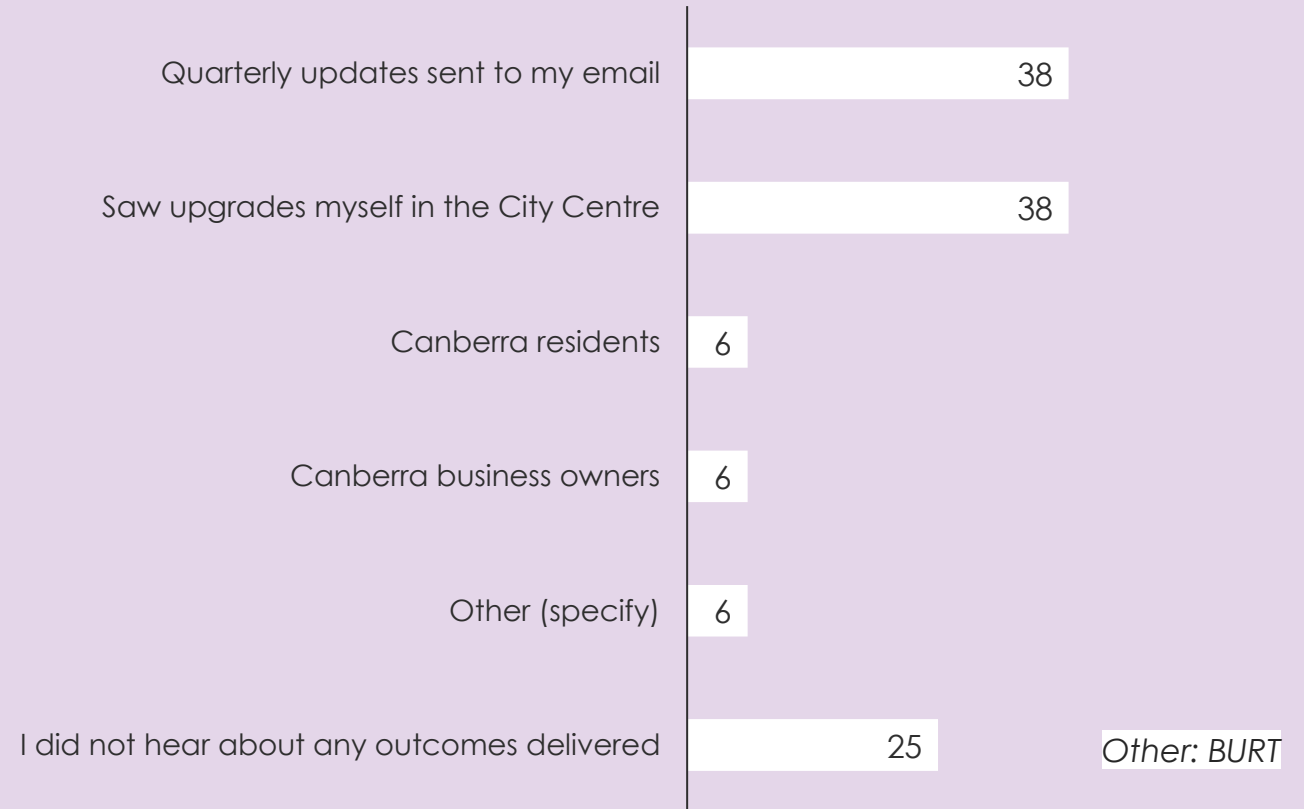
CCMIL payers do not feel well informed about CRA activities

How informed do you feel about the outcomes in 2021 - 2022? (%)



Quarterly emails
and seeing
upgrades
themselves are
the main sources
of awareness

How did you hear about the outcomes delivered (%)





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Role of the CRA

Question asked of CCMIL respondents:

We want to understand your thoughts on the CCMIL focus areas and outcomes. Please give any specific feedback about the priority areas.

1. Contribute to increased visitation and economic activity within the City Centre
2. Contribute to additional cleaning, graffiti removal, public lighting, security or crowd control, minor public works, public furniture, beautification, and high-quality events in the City Centre
3. Encourage the public and private sector to maintain a high standard of public/ private interface in the City Centre
4. Administer funding for a discrete program of works which is coordinated, integrated and complementary with the broader work of CRA and the Govt
5. Encourage engagement by Levy Payers (and the community) in the priority setting and reporting activities of the Levy

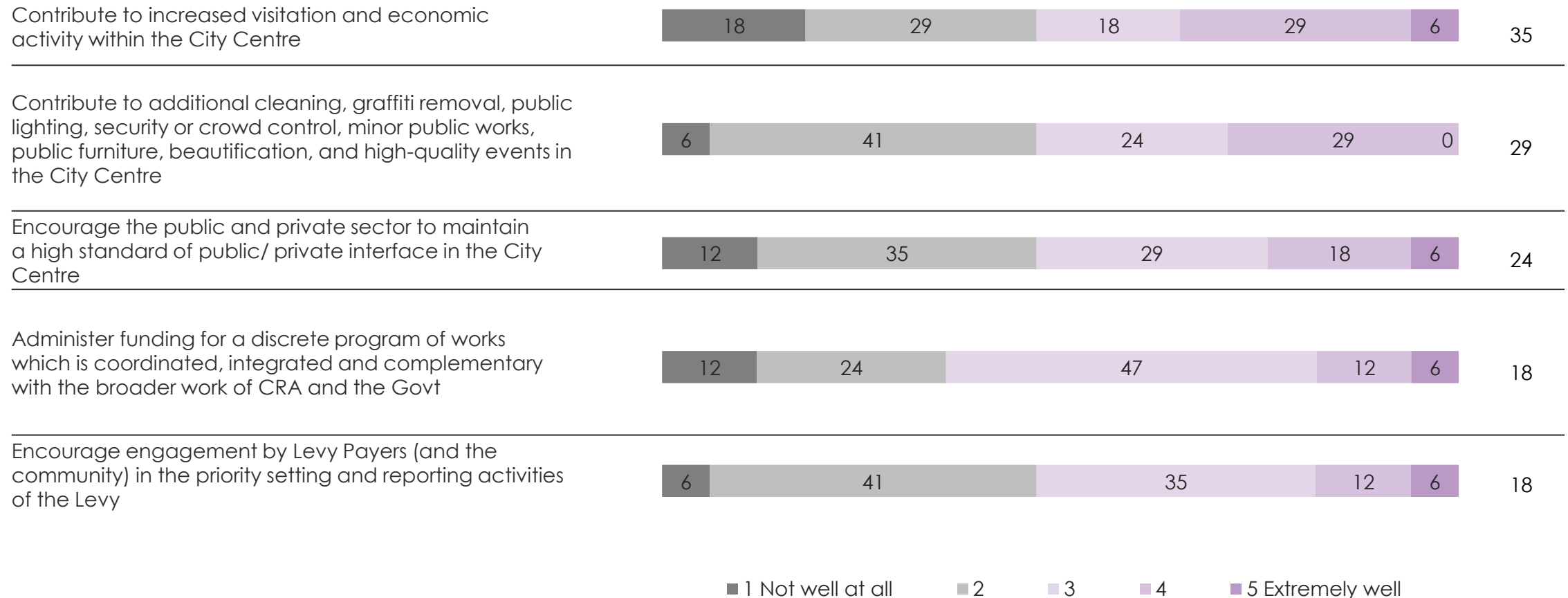
Click here for the CCMIL Performance and accountability framework

https://www.act.gov.au/_data/assets/pdf_file/0005/1420079/CCMIL-Performance-and-accountability-framework-sep-19.pdf

CCMIL payers do not feel the CCMIL is meeting the goals of the Performance and Accountability Framework

How well do you feel the CCMIL met the framework outcomes in 2021 – 2022? (%)

Top 2 Box (%)



Feedback on beautification activities



*I think bringing nature and colour around the interchange is important as it can have positive social affects for users - including those less advantaged
More garden beds and tree lighting.*

This helps improve the appearance and overall ambience of the CBD

This helps improve the feel of the CBD

This definitely makes a difference to the feel created in Braddon. Could do more on Mort Street too.

Lights are disappointing, but better. Civic Pub Beer garden/front seating outside is more impressive. Garden beds are a Pass. Xmas decorations contribute nothing.

Better than in the past

Great Job

Good standard

Perfect

these help with placemaking, as long as the place is accessible

Beautification is a waste of time if it's taking away from functionality of the laneways in Sydney & Melbourne Buildings. I need parking and loading zones, clean spaces, rubbish removal, cameras, safety. I don't need a garden bed. What a waste of everyone's time.

Permanent lighting ,decorations , Not only for special times of the year

good

Not maintained by business owners - looks shabby

*Pictures from the 11960s and 1970s show a cleaner civic with gardens of flowers.
Much nicer.*

Below are specific examples of activities delivered in 2021 – 2022. Please provide any feedback or thoughts you have about these activities.



Feedback on cleaning



Would be nice to have more graffiti removal of the Sydney building as having night clubs around and being near the bus interchange makes the building a regular target. Without graffiti removal, it encourages others to also devalue the building

The City was the dirtiest and most poorly maintained capital city in Aust....it is now much better but still needs more work

Poor. And that's flattering. Seriously, do a lap of Lonsdale and Mort and look at the tags. The building opposite BentSpoke is a disgrace that looks like it belongs in a 1974 police movie about the Bronx.

Still too much graffiti in the city.

Overall the cleaning has been okay

Needs quick removal to discourage tags , Paths need to be scrubbed ,remove chewing gum and more

city looks clean, so appears to have done well

pretty good!

Place is filthy. Need to move-on homeless. Not good for customers. They all go to the Canberra centre, which is clean and safe.



Feedback on promotion

- Yes please
- Not useful in my opinion
- Not important in my opinion
- The what?
- Who unChristianed the Christmas tree?
- Not relevant to my business but it sounded like a good initiative
- Don't know what this is
- unfortunately I didnt see this
- found this had mixed results. Was difficult to interface with existing promos
- Social Media marketing agree
- didnt hear anything about this
- Poorly written
- Not sure.



Feedback on Activations



Very much welcomed and would welcome more lighting and illumination

Hate summernats

Not useful in my opinion.....events usually only attract small numbers and usually people who do not spend much money, mostly a cup of coffee at best

Not important in my opinion

Too early to tell - let's talk in 12 months once these unprecedented times are behind us.

Enlighten was better but not sure if it is sustainable in Civic

Yeah I like these events

Very good and should be continued

great job

didn't get a lot from these

Need more work on inviting more Canberrans to visit city , More parking available ,no charge for evening and weekend parking Understand many cannot access public transport and support these people also Again ,understand we are car city

OK, but not well publicised

Wasn't widely enough advertised

Improved from the past.





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Suggested areas of focus



Two themes from CCMIL payers regarding focus

Cleaning and maintenance

I think item 2 (cleaning, graffiti removal, public lighting, security or crowd control, minor public works, public furniture, beautification, and high-quality events in the City Centre) is extremely important for the Sydney building as it is a target of regular graffiti and vandalism due to late-night patrons of nearby clubs and the bus interchange

Spending money on furniture in public places, garden beds, lighting, etc at the cost of functionality - it's a waste of resources. Spaces need to be clean and safe, then create the opportunity for businesses to fill them. Don't fill them with tables, chairs and garden beds.

Capital works

More of available funds needs to be spent on long lasting capital works, such as new landscaping for areas such as the highly degraded area between 40 Marcus Clarke Street and 8-10 Hobart Place and less on marketing and promotion and events. If you have a close look at events you will see that most attendees can only buy a coffee and not much more

Amenity for those using the city centre outside the Canberra Centre is vital. The conversion of the Koko Black to an easily identified and regularly cleaned public toilets has been the best value add to the city centre, and it was done by The Canberra Centre. The CCMIL should be doing these things, not waiting for a Canberra Centre tenancy to vacate.

Spending money on furniture in public places, garden beds, lighting, etc at the cost of functionality - it's a waste of resources. Spaces need to be clean and safe, then create the opportunity for businesses to fill them. Don't fill them with tables, chairs and garden beds.

Feedback from CCMIL payers regarding focus

Other areas



Domestic tourism is huge for our city and city-centre, more funding in promotion of the city to other cities would be huge for business in Canberra.

Like the idea of coordinated programs that way more people get the benefits

Contribute to increased visitation and economic activity within the City Centre

interstate travel restrictions, we saw a dip in income of more than 20%. It's huge for business in Canberra and increased visitation would be a great goal for the CCMIL.

Glebe Park is a huge asset with excellent potential but isnt really used or promoted. City walk from Binara St down to Corranderk St desparately needs some attention, action, focus. It is dead and such a waste of space

I query why Commercial Rates are so high in the ACT, should these be used to more support these activities

Contribute to increased visitation.... There is no mention or provision to improve the parking situation. I would like to provide input to a "smart" parking strategy which needs to be developed. This is particularly important for upcoming works being conducted for light rail and Melbourne/ Sydney Building upgrades.



5

Conclusions and recommendations

Conclusions and recommendations

CCMIL payers (among those who completed the survey) do not rate current CRA's effort highly

- Among those who completed the survey, there is a sense they are not well informed, with email and seeing upgrades in the City Centre being the main format of awareness of CRA activities

CCMIL payers believe improving hygiene and cleanliness and safety and accessibility would make the biggest difference for their business and customers

- Specifically, public space/ street cleaning and public asset maintenance were the highest rated areas of difference

While many opportunities were made to engage this group via the survey, engagement was very low

- Next step: workshops with business owners will work to engage with CCMIL payers and beyond

Thank you

Pollinate

Sydney: Level 5, 60 Reservoir Street, Surry Hills NSW

Melbourne: The Commons, 3 Albert Coates Lane, Melbourne VIC

Canberra: Building 3.3, 1 Dairy Road, Fyshwick ACT

www.pollinate.com.au

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Now we have debriefed your project, there are a couple of things we'd like to let you know...

Third parties involved

If applicable, Pollinate engaged with third parties to deliver sample for this project e.g for either the Quantitative or Qualitative component...

Quantitative

Supplier: Take2Research
Sample size: 16-29
M/Y of fieldwork: April - May 2022

Qualitative

Supplier: City Renewal
Authority internal list
Sample size: n=6
M/Y of fieldwork: April 2022

If you have any questions regarding how the third parties are managed, please let us know

What you should have

As part of the project, you will have on file the final version of the following documents...

1. Our proposal, outlining our approach, sample size and costings
2. The Discussion Guide outlining the discussion flow of the research (if applicable)
3. The Questionnaire (Quantitative) or Recruitment Schedule & Screener (Qualitative), with the questions used to qualify participants and if relevant, a schedule with incentive amounts, research dates and times of the fieldwork
4. Our debrief, the final presentation with our findings from this project

If there's anything you don't have, or would like to make sure you've got the most recent version of, please let us know and we'll get this to you ASAP

Other info upon request

This varies project to project, and not all is applicable to this one, however if required we can provide other info on how fieldwork was managed...

Quantitative

- The fieldwork method (e.g. in-person, door-to-door, CAPI, CATI etc)
- Sampling details
- Number of fieldworkers
- Fieldwork validation methods
- Questionnaires and other visual exhibits or data collection documents
- Weighing procedures
- Estimating and imputation methods
- Number of cases used in subgroup analysis
- Reliability of the findings

Qualitative

- The fieldwork method (e.g. in-person, telephone or online, individual or group interviews etc)
- Recruitment method or methods
- Number of fieldworkers or moderators
- Fieldworker or moderator validation methods
- Documents, materials or products used in the research
- Interview or discussion guide
- A statement that the results of qualitative research cannot be projected onto the overall population

Closing your project

As the project is now complete, we'll start our process of closing it, which involves the following...

1. De-identifying all respondent information and if applicable deleting any lists/sample sent to us by you or one of your partners
2. Collating all project materials, keeping only those we deem relevant and archiving for a period of 12 months
3. If applicable, we will retain video output related to this project for a period of 2 years from the date of this debrief. After this time, we will delete any project related video that's not included as part of the final debrief document
4. Please let us know within 4 weeks of the debrief date if you would like any project materials or video retained longer than outlined above