



Annual Report
June 2010



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OVERVIEW

The last twelve months have been a time of growth for Canberra CBD Limited (CCBD), as the company has built its profile and its reputation for making things happen. The following pages provide details against the seven Objectives and the specific KPIs for each objectives. Here is a summary of some of the highlights.

The refurbishment of West Row Park was completed in April with the opening officiated by the Chief Minister, Jon Stanhope on 13 May. This project was a major capital investment of over \$600,000 by CCBD with the ACT Government also contributing \$100,000 for the refurbishment work.

Another major City improvement was the landscaping of Riverside Lane by painting large scale murals on nine properties backing on to the laneway. CCBD has also developed plans for the erection of a bin enclosure which has been approved and construction will be completed in July 2010. At the same time a bin enclosure will also be built in Hillside Lane and in 2010 - 2011 CCBD will investigate further sites.

Partnerships have again been a strong focus and CCBD has participated in a range of initiatives with the ACT Government and a broad range of ACT government departments and agencies, as well as the Australian Federal Police, the business sector and the tourism industry, both formal and at a day-to-day working level. These partnerships are bringing benefits for levy payers, business owners and other stakeholders of the City Centre as well as the general public. CCBD is building a solid reputation for brokering effective results: for listening to levy payers and other stakeholders about issues of concern and then liaising with those who may be able to make improvements.

CCBD has also raised its profile through sponsorships and partnerships, such as with the International Film Festival and with Floriade in the City. This was the first year that CCBD had been a major partner sponsor of the 12-day Canberra International Film Festival. The event attracted very strong participation rates, up significantly from previous years, and is developing into a major event for attracting people into the City Centre. CCBD also sponsored a major street theatre event during the Canberra Festival ensuring a focus on the City in the lead up to the Centenary of Canberra celebrations.

Expansion of the City lights program has been welcomed by business owners, so much so that the 'Christmas lights' were turned on in October at their request. The summer flowering baskets initiatives was eagerly awaited and welcomed when the pots went up in 350 locations around the city, for the second year.

The website has also undergone a revamp with the aim of raising its appeal to a wider audience base. This includes both a fresher look, with summer and winter themes, and a content restructure that allows access to the site by a broader market. Videos have been added to different areas on the site to make it more interactive and interesting.

1. BRAND OBJECTIVES

- a) Achieve a clear brand which differentiates the city centre from its competitors, builds brand value and regains customer loyalty
- b) Build civic pride and sense of community

Key Performance Indicators

| | |
|--|---|
| Develop the website to include whole of CCBD area | ✓ |
| Events, promotions & advertising support and reinforce the Brand | ✓ |
| Brand used consistently in Marketing communication | ✓ |
| Focus Group research confirms that Civic Pride is increasing | ✓ |

CCBD has worked consistently and effectively during the twelve months to reinforce the brand with stakeholders. A mix of approaches has been used, including 'one-on-one' sessions with property owners, group forums and the redevelopment of the website as a way to communicate with a much larger audience.

All four KPIs have been achieved and comments from property owners to CCBD have been very positive about initiatives such as the hanging flower baskets, fairy lights, cleaning and CCBD's ability to get results quickly as a result of its liaison and relationship building initiatives (see page 15 for more detail).

Specific detail against each of the KPIs follows:

Develop the website to include whole of CCBD area

A number of changes have occurred on the website during the financial year. The redevelopment of the site has resulted in increased visitation suggesting increased interest, awareness and effectiveness.

To make the site more interactive and interesting videos have been added to the site through 'YouTube' with information on CCBD. Activities that are featured include the refurbishment of West Row Park, general cleaning, graffiti removal and murals, 'Groovin in the City', 'Floriade in the City' and a story on CCBD that was aired on Channel Vision.

Events, promotions & advertising support and reinforce the Brand

CCBD has worked with a number of partners on events designed to reinforce the brand and to build a sense of community identity, with people seeing the City as their place of choice for events in the ACT.

- **International Film Festival** – CCBD was a major sponsor of this event. The benefits of this partnership included promoting our brand to a wider audience as well as providing sponsor tickets to our stakeholders. The Festival attracted significantly increased audience numbers this year, and CCBD's role was acknowledged by the Festival Director at the closing film, to wide applause. Ticket giveaways, one of the partnership benefits provided an excellent tool to increase hits on our website by promoting free tickets to all our stakeholders.

- **Canberra Youth Theatre** – The Youth Theatre’s production of ‘Tank’ was presented in Garema Place during November. This partnership shows our commitment to groups within the city community, in this instance providing financial support to a youth organisation so it could showcase its work to the general public.
- A partnership was developed with the **University of Canberra** and the **CIT** during *Floriade in the City* (see details in the Events and Promotions section). This has the potential to become a major initiative for CCBD involving many of the faculties of these educational institutions.
- ‘Butt Out’ campaign – in conjunction with TAMS this May promotion aims to rid the City of cigarette butts by distributing information on the harmful damage they cause and by providing pocket size ashtrays for smokers.

Brand used consistently in marketing communication

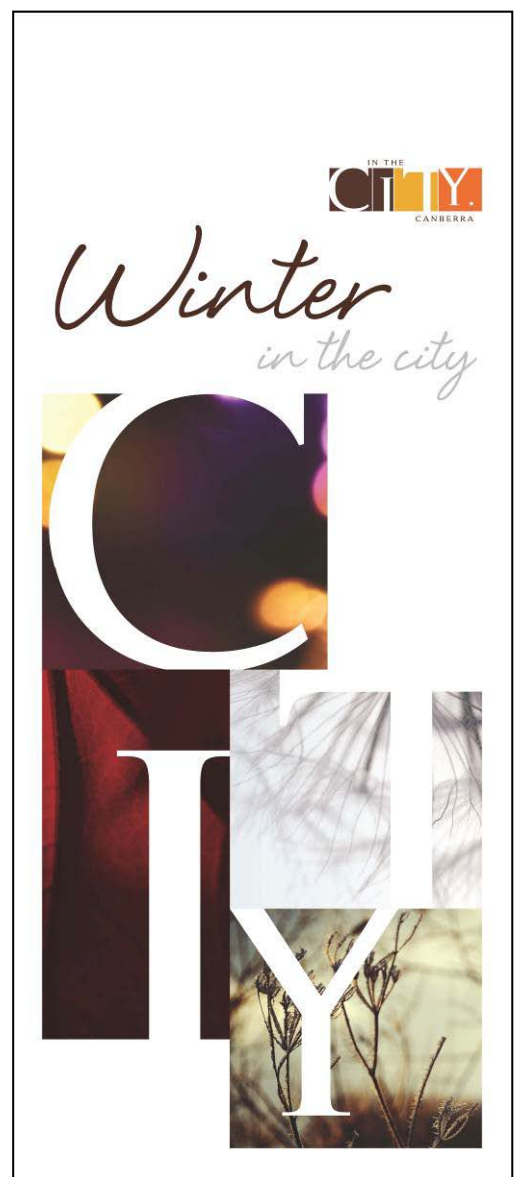
The new look on the website has been adapted for all other promotional and advertising mediums. Winter and summer themes have been developed and now used in flags and banners around the City as well consistently across all branding opportunities.

Focus Group research confirms that Civic Pride is increasing

University of Canberra Students conducted a research project in the City and the survey yielded the following findings:

‘59% of participants had noticed a change in the CBD over the past three years, and 50% had notice a reduction in graffiti’

It is anticipated that a major research project will be undertaken in 2011 to measure changes in the City and perception of CCBD following the original survey in 2008.



Winter in the City Banners

2. ADVERTISING AND MEDIA PARTNERSHIP OBJECTIVES

- a) Establish and leverage media partnerships
- b) Communicate the unique qualities, experiences and opportunities of the city centre through regular advertising campaigns

Key Performance Indicators

| | |
|---|---|
| Develop effective working relationships with media | ✓ |
| Christmas in the City Brochure | ✓ |
| All major events supported by consistent, quality advertising | ✓ |
| Continue regular press and radio advertising | ✓ |

CCBD's advertising has changed over the last twelve months with the introduction of The Canberra Times 'In the City' magazine. This publication has the ability to be City specific, reach a large audience and have an extended life, but more importantly present positive images of the City and CCBD activities.

All four of the KPIs have been achieved with specific details as follows.

Develop effective working relationships with media

Media coverage was excellent during the twelve months featuring the following:

- launch of the *Tilt Busking Festival* and specific events for this promotion held during *Floriade* in the City. Media coverage was received on both WIN News and ABC plus Stateline, radio FM106.3, 104.7, 666 and 2CC, The Canberra Times, Sunday Times and Chronicle. The value of this coverage is estimated at nearly \$31,000, and
- launch of *Groovin in the City* held in conjunction with Chief Minister's Department involved Mary Porter MLA. Both television and press coverage was achieved.
- presentation of the murals in Riverside Lane gained excellent exposure with both WIN News and ABC News coverage, plus all radio stations, The Canberra Times, City News and Canberra Weekly – approx value \$10,510
- 'Bonjour Canberra' was developed as a feature week of *Groovin in the City* and a launch held in Ainslie PI with

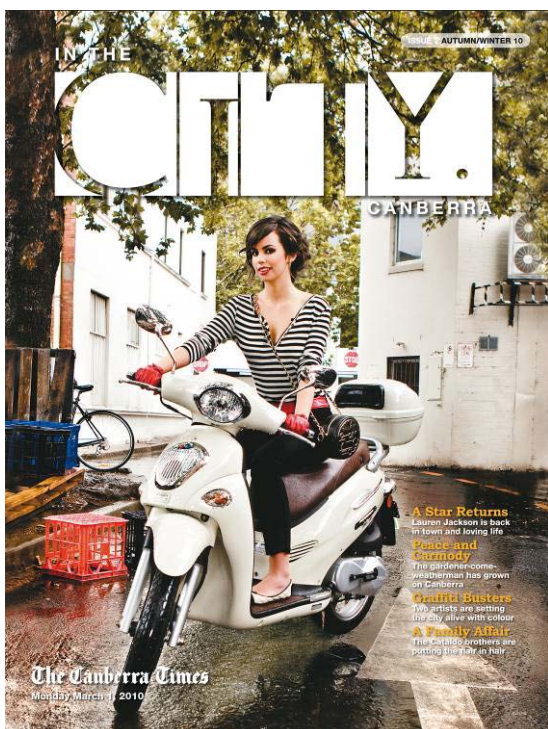


The Canberra Times coverage of the opening of West Row Park – 14 May

the Chief Minister's Department and the National Gallery of Australia. Coverage was achieved from WIN News, all major radio stations and The Canberra Times – approx value \$5,310

- West Row Park – because of the significance of this project a PR campaign was developed to gain maximum exposure. The beginning of construction was stage one and CCBD received coverage on ABC News, The Canberra Times, City News and 666am. (approx value - \$6,480)
Stage two featured a request to the public for old CD's which were crushed and used as a feature in the pavement, again CCBD featured on all radio stations along with WIN News and Canberra Weekly.)approx value - \$5,580)
The final stage was the opening of the park with the Chief Minister, Jon Stanhope and Chairman Emmanuel Notaras. Coverage was achieved on WIN News, ABC News, The Canberra Times, City News, Canberra Weekly and all major radio stations. (approx value - \$ \$7,920)
- Channel Vision also produced a segment on CCBD featuring its strategies for City Marketing and Improvements which is now on the CCBD web site through YouTube.

In the City Brochure



Autumn/Winter in the City magazine

The 'In the City' magazines in The Canberra Times are an example of **effective working relationship with the media** and enabled CCBD to 'increase stakeholder participation' (a KPI in the Events and Promotion section).

The magazines were initially developed as a 16 page feature however due to the excellent response by businesses in the City the magazine grew to 64 pages for the first issue and 56 for the second. CCBD, Canberra Centre and the Events area of the Chief Minister's Department are the three organisations who partner in the supplements and *The Canberra Times* sell all the remaining advertising.

Distribution of the magazine was increased from the usual Canberra Times circulation to include Goulburn, Cooma, Bateman's Bay, Yass and Queanbeyan, with 68,000 copies distributed. A further 5,000 are then

distributed regularly to all the coffee shops and hotels in the City extending the life of the magazine.

All major events supported by consistent, quality advertising

Floriade in the City and *Christmas in the City* are the two major events for CCBD (see Events and Promotions section for all the details of the event) and the advertising was as follows:

- Full page in the *Floriade* program promoting the landscaping tubs and the *Tilt Busking Festival*.
- Full page in 'See Canberra' a *Canberra Times* publication that is distributed around Canberra and the region.
- 2 x half pages in the *City News*.
- Double page spread in '*This Week in Canberra*'.
- Major radio campaign with FM106.3 and 104.7 promoting *Tilt* and the Comedy Festival. The promotion on 104.7 was called 'Bust the Busker' – clues were broadcast on air and listeners had to find the mystery busker in the City to receive a \$250 gift voucher to the Canberra Centre. This promotion earned extra promotional air time and created interest for the *Tilt Busking Festival*.
- The product range expanded to include posters and postcards, in addition to the City banners and the large tulips located on Northbourne Ave and City Walk.

Christmas in the City was promoted as follows

- 'Summer in the City' magazine in *The Canberra Times* – 30 November 2009. Editorial covered all the events in the City and promoted the retail offering for Christmas.
- 'Christmas in the City' banners were installed around the City and our giant star on Northbourne Ave complemented the additional fairy lights in the retail heart of the City.

Continue regular press and radio advertising

Regular press advertising in *The Canberra Times* promotes *Groovin in the City*. This promotion is paid for by the Chief Minister's Department as part of the partnership arrangement for this entertainment program.

CCBD was also featured in both the Christmas and Easter promotion of 'Shop locally' organised by the Chief Minister's Department. This joint campaign was developed from industry 'round table' discussions regarding ideas to keep the ACT economy ticking over during the global financial crisis.

The 'In the City' magazines contain promotional stories regarding CCBD activities. In particular the 'Autumn/Winter in the City' magazine featured information on Canberra Festival and promoted CCBD involvement in the Flipart street theatre event in the City.

Radio advertising was used during '*Floriade in the City*' to promote individual performance for '*Tilt*'.

3. EVENTS & PROMOTIONS OBJECTIVES

- a) Increase city centre visitation and retail spend
- b) Work with stakeholders to better leverage retail benefits from city centre events staged by others
- c) Engage city centre stakeholders to create and participate in uniquely city centre marketing opportunities

Key Performance Indicators

| | |
|--|---|
| Determining how best to support each sector of the community (retail, business, residential) | |
| Undertaking a single high profile event that clearly positions the City Centre as the premier precinct | ✓ |
| Media coverage of events positions the City Centre positively | ✓ |
| Perceptions of the City Centre improve | ✓ |
| Number of participating City Centre stakeholders increase | ✓ |

One of CCBD’s roles is to add some colour and life into the City by supporting an events and entertainment program. There is no doubt that adding entertainment programs, such as those below, assists retail and other businesses in the City.

Although without quantifiable measures in place it is hard to provide hard evidence against these KPIs: **Determining how best to support each sector of the community (retail, business, residential)**, and **Perceptions of the City Centre improve**, however these quotes show that our efforts are appreciated.

*‘The music brings style and atmosphere to the City Heart’
Joseph, Proprietor of The Bean*

*‘ The Improvements that were noticed related to the invitingness and vibrancy which could be linked to increased entertainment’
University of Canberra, students research*

Undertaking a single high profile event that clearly positions the City Centre as the premier precinct

Floriade in the City is CCBD’s key spring event and this year featured both the very successful *Tilt Busking Festival* (for the 4th year), plus a Comedy Festival to address these KPIs.

The Comedy Festival extended the participation of buskers into the night clubs of the City. King O’Malley’s, Casino Canberra, Transit Bar, PJ O’Reilly’s, Civic Pub, the UNI Pub and the Labor Club all hosted evening performances.



Floriade entertainment in City Walk

Tilt was held from 29 September to 11 October and for the first time included collaboration with Floriade, with performers shared across the two events. 'Busker Central' was set up in Petrie Plaza to formalise a performance area and to encourage audiences to stop and watch the various shows. Hobart Place, Garema Place, Ainslie Place, other areas in City Walk and Lonsdale Street also featured busking performances adding life and colour to the City.

Evaluation of this event shows that for it to grow into a major festival the entertainment needs to be consolidated into one location ie: 'Busker Central' was very successful whereas the performances in other areas, whilst enjoyed by small audiences, did not gain the mass appeal needed to be sustainable at this stage. Additionally, with the weather mixed this year it is easier to cater for this in one key location.

CCBD also entered into a partnership with the University of Canberra and CIT to plant out the landscaping tubs in the City. The University of Canberra landscape students set up a studio in an empty shop in the Boulevard (courtesy of Lend Lease and Jones Lang LaSalle) and their project was to design landscaping concepts for the planters. The CIT students worked with TAMS horticultural staff to choose the plants and planted out the tubs also using the large tulips and banners to complement *Floriade in the City*.

The entertainment program in the City again featured '*Groovin in the City*' from mid October to end of November and January – February is organised in conjunction with the Chief Minister's Department. This program has evolved over the years and in 2009 included new locations such as Glebe Park, Lonsdale Street and Veterans Park. The program also featured special weeks to showcase school bands, 'Rock a Billy' and in February 2010 **Bonjour**



Bonjour Canberra entertainment

Canberra showcased the very successful exhibition at the National Gallery of Australia. Activities included an Edith Piaf look alike, French organ grinders and street painters in the City Centre.

Christmas in the City is the other major event for CCBD and this year another section of fairy lights was added to the City, along with Christmas Carols during the day to entertain the lunch time crowds. The Carols program ran from 7 to 20 December.

Christmas is a key period in the annual retailing calendar and as reported in the Advertising section the 'In the City' magazines in The Canberra Times achieved an

excellent participation level by retail outlets and businesses addressing the KPI - **Number of participating City Centre stakeholders increase.**

Media coverage of events positions the City Centre positively

As already reported (Advertising and Media Partnerships) a number of CCBD's activities have received media coverage all of which has been very positive.

In March 2010 CCBD also worked with the Chief Minister's Department and the Centenary of Canberra team to introduce Flipart a City street theatre event in the City for **Canberra Festival**. This event was held in the City after CCBD lobbied the Chief Minister's Events area to include the City in Canberra Festival activities which are traditionally held in areas around the lake.



4. COMMUNICATIONS OBJECTIVES

- a) Keep all city centre stakeholders, especially levy payers, fully informed of grant programme objectives and activities
- b) Engage city centre stakeholders in the process of developing appropriate and effective grant programme activities
- c) Act as an advocate for the city centre as a whole
- d) Assist government prioritise its own activities in the city centre and achieve coordinated service provision

Key Performance Indicators

| | |
|--|---|
| Distribute regular media releases about Goals Activities and Achievements of the Grant | ✓ |
| Host annual Levy Payers Open Forum | ✓ |
| Produce and distribute regular newsletter to City Centre retailers and members | ✓ |
| Attend significant industry and community events | ✓ |
| Membership of Canberra CBD Limited increases | ✓ |

CCBD recognises the importance of communication with stakeholders and this objective continues to be a key area. During the year all five KPIs have been achieved.

CCBD engaged the services of a PR consultant to maximise exposure during the construction and opening of West Row Park and to assist to **Distribute regular media releases about Goals Activities and Achievements of the Grant.** The value of media achieved for the park was nearly \$20,000, however as demonstrated in the Advertising and Media section (page 6 & 7) this was a part of much greater exposure for the twelve months.

The company held a **Levy Payers Forum** in May to present the Tonkin Zulaikha Greer report to 20 Sydney and Melbourne building property owners and property managers. Those present represented the majority of the properties in the buildings. (more details on page 19).

In July a breakfast meeting was held for property owners who back on to Riverside Lane in order to outline plans for the Bin Enclosures and Murals being developed for the area, and to gain their support for them.

Produce and distribute regular newsletter to City Centre retailers and members

CCBD produces a newsletter every quarter to coincide with the seasons. Electronic copies and printed copies are distributed to our data base. A further 600 newsletter are printed and distributed around town to City businesses. The newsletter is an effective tool for highlighting achievements and forthcoming initiatives, and generally raising awareness



Autumn Newsletter

The digital newsletter is also available on the website, along with back issues. The last 5 newsletters have shown a steady increase in the open rate (48.8%) and the click rate (the number of sites readers open from the newsletter – 14.8%)

Attend significant industry and community events

CCBD has worked closely with its partners the Property Council of Australia (ACT branch) and Canberra City Heart Business Association. The organisation has also attended a number of working groups on issues that affect the City such as:

- Chief Ministers Economic Roundtables
- Canberra Business Council Tourism, Arts and Sport Taskforce
- National Capital Attractions Association
- Centenary of Canberra Festival Event
- TAMS working groups on issues such as motorcycles parking on footpaths.

Membership of Canberra CBD Limited increases

Membership to the Company has increased by another six members, bringing the total to 111. Whilst this is not a major increase the contact database of property owners in the City has grown and we are now able to communicate to the vast majority of property owners in the Levy area. CCBD continues to encourage membership of the company however it is evident that our ability to grow numbers substantially is limited. The numbers are as follows:

- Total blocks in the Levy area – 319
- Because of duplicate ownership our estimate is that there is approx 205 different property owners
- Number of members – 111 (eligibility for membership is based on the entity that owns the property ie: an individual may own property in different companies)
- Number of properties managed by agents – 66 (many of these owners have chosen not to become members ie: institutional owners)
- Number of properties who have given us consent to clean and therefore we have their contact details – 37
- Number of properties who have not given us consent to clean – 24 (there are only 2 of these properties where we have no contact details)

The AGM of the company was held on 10 September with board elections resulting in two new members on the board, Frank Milner and Karen Noad. Steven Flannery and Johnathan Efkapidis resigned their positions on the board however both remain on subcommittees.

CCBD continued its board room lunch program. The lunches are well received by levy payers and/or their representatives. A lunch in July was attended by property owners from the Sydney and Melbourne Buildings, Braddon and Garema Place. In August, Board member Mark Sukroo invited property managers from Jones Lang LaSalle and a number of their property owners to lunch, providing very positive feedback to CCBD. March lunch included a cross section of property owners from around the City.

5. RESEARCH OBJECTIVES

- a) Equip city centre stakeholders with better decision making information by developing a finely honed understanding of the customer base and trading environment through ongoing research and development
- b) Monitor the effectiveness of grant activities with strategic research.

Key Performance Indicators

| | |
|---|---|
| Gathering baseline information | ✓ |
| Develop and conduct research project | |
| Retailer & Members Satisfaction Surveys | ✓ |
| Media Monitoring | ✓ |
| City Centre User Focus Groups | ✓ |

CCBD has achieved four of the above KPIs in the financial year, building on the baseline information that was collected in 2008-2009 when a major research project was conducted.

Specific details of KPI achievements are as follows:

Retailer & Members Satisfaction Surveys

During the first six months, a members' satisfaction survey was distributed by post, however it received little response. Students from the University of Canberra provided further **baseline information** in May 2010 conducting a research project in the City. Workers and shoppers in the City were invited to comment on their perceptions of changes to the CBD.

The research showed there has been improvement in the perception of the City however CCBD intends to **Develop and conduct a research project** in 2011 to provide an update on the **baseline information** collected in 2008/2009.

Media Monitoring

This is done on a regular basis (see Advertising and Media Partnerships) however CCBD also uses a company to film all CCBD events and record media coverage. This archival footage is being used to provide short video pieces for the web site.

City Centre User Focus Groups

CCBD has worked in partnership with ACTION to conduct a survey of offices in the Parliamentary Triangle to ascertain information regarding a City Bus Loop that would potentially pick up workers during the day and bring them to the City. See page 18 for further detail.

6. CITY CENTRE IMPROVEMENTS OBJECTIVES

- a) Achieve a world class city centre by supplementing and complementing government services and programs
- b) Engage the community in a continuing program of civic pride
- c) Enhance the unique qualities of the city centre through precinct identity, beautification, capital improvements and urban design
- d) Encourage private property owners, retailers and other businesses to sustain high quality presentation

Key Performance Indicators

| | |
|--|---|
| Strong and effective partnerships with Government and other agencies result in better presentation | ✓ |
| Practical cooperative schemes result in better presentation by the private sector | ✓ |
| Prioritising City Centre Improvements based on stakeholder data and City User Focus Groups | ✓ |
| Developing at least one Civic Pride project that involves the community, possible community volunteers | ✓ |
| Developing networks and relationships with service providers to the City Centre | ✓ |
| Supporting at least one major event by visible enhancement eg Christmas lighting, banners | ✓ |
| Community engagement and participation grows | ✓ |

City Improvements represents the largest proportion of the budget and during this reporting period CCBD has achieved against all seven KPIs. The projects that we are undertaking have been divided into temporary improvements, such as flags and banners, flowers, cleaning and fairy lights, and capital works, including the refurbishment of West Row Park and rubbish bin enclosures.



Fairy Lights along City Walk

Strong and effective partnerships with Government and other agencies result in better presentation

Our regular monthly meeting with TAMS City Precinct Manager has grown to include representatives from the City Rangers, Roads ACT, AFP, Justice and Community Services and the Planning area of TAMS.

Representatives from the Multicultural Festival and ArtsACT have also joined the group on specific issues.

These meetings provide each

organisation with details of the others' activities and have led to more proactive work on cleaning and improving the City for all stakeholders.

Examples include:

- Delivering a safer and cleaner environment for a new business – Sour Cherry, this restaurant needed paving maintenance and tree pruning in the outdoor eating area.

- Paving installed at the front of Australia Post boxes in Braddon, an area that had filled with water each time it rained. This issue was raised by one of CCBD members, and taken up by CCBD with the appropriate area of ACT Government with quick resolution of the issue.
- Removal of the seat around the tree in Alinga Street (outside Zambero Café). The AFP was keen to see this 'undesirable' gathering spot removed, local businesses agreed it was 'unsightly' and TAMS horticulturist's assessment showed that the removal of the seat would not damage the tree.
- Safer lighting installed in the laneway of the Sydney building.
- Installation of rubbish bins in Braddon.
- Increased attention to parking infringements in the Braddon area, a particular request of property owners.

An initiative that resulted from the Braddon forum in early 2009 was fridge magnets with contact details for Crime Stoppers, Canberra Connect and CCBD. The CBD Ranger and Business Liaison Officer from AFP have distributed these around town, as one element of an ongoing approach to meeting the 'clean and safe' objectives of CCBD.

CCBD's contract with Pickwicks to clean the private areas continues, and after reviewing the program a roster has been developed which shows the cleaning of all the sections in the City over a three month period with special attention for the areas with the greatest traffic flow, ie.

Garema Place and the Sydney and Melbourne Buildings.
Mort and Lonsdale streets in Braddon

Practical cooperative schemes result in better presentation by the private sector

CCBD has partnered with the Business/ Office Smart initiative to reduce the garbage hoppers in Riverside Lane. An initial Forum was held with the property owners whose buildings back on to the laneway to gain their support for the initiative.

The Business Smart team has now worked very successfully with the businesses in all of these buildings and the result is that 11 hoppers have been reduced to three, demonstrating how we have achieved the above KPI as well as the KPI for community engagement and participation.

Community engagement and participation grows.

Further to the above, CCBD's commitment is to install a bin enclosure for these hoppers. Plans have been approved for Riverside Lane and CCBD has also designed a similar bin enclosure for Hillside Lane. Both bin enclosures are due for completion early in July 2010.

CCBD also created an amazing park like landscape in Riverside Lane by painting nine of the buildings and the ActewAGL substation with large scale murals. The transformation has received excellent response from property owners and very favourable comments from residents that overlook the area.

Prioritising City Centre Improvements based on stakeholder data and City User Focus Groups

CCBD held a very successful forum for Braddon property owners last financial year and issues that were raised have been included in the Business Plan for 2009-2010. The biggest issue was the need for more parking. This has been addressed by the subcommittee and has resulted in a local Braddon architect being engaged to come up with some options for both Mort and Lonsdale Streets.

These options were forwarded to TAMS Transport Section for their comment and following their recommendations CCBD engaged a Traffic Engineer to provide advice regarding vehicle and pedestrian safety. The completed report was distributed to all Braddon property owners with the majority in favour of the proposal. The Braddon and Turner subcommittee will continue to work with TAMS on this proposal in 2010 – 2011.

Another initiative included in the Business Plan was a Lighting Audit. The Audit was conducted by Webb Australia to look at safety issues and areas where CCBD could enhance the ACT Governments street lights, included Braddon and Turner. CCBD is analyzing the report and developing priority areas to address in the 2010 – 2011 financial year.

Developing at least one Civic Pride project that involves the community; possible community volunteers

CCBD engaged GHD to design the refurbishment of West Row Park, and during the financial year the completed design work was approved by TAMS and ACTPLA. GHD also worked with ArtsACT about the relocation within the refurbished park of the artwork 'Red and Blue' and consultation occurred with the markets who use the park on Fridays. Initial consultation also took place with property owners in the area to gain their comments for the new design. Overall feedback was very positive but in response to concerns it was determined that physical work would not start until January (ie; post the November-December period, one of the busiest for retailers and restaurateurs in the area).



Opening of West Row Park

Urban Contractors were the successful construction company with GHD project managing the work. Construction was completed on budget and with limited disruption to bus travelers and excellent management of pedestrian traffic.

The refurbishment of West Row Park was completed in April and the Chief Minister, John Stanhope officiated at the opening, where CCBD handed the park back to the ACT Government for ongoing maintenance.

Developing networks and relationships with service providers to the City Centre

The research that was conducted in 2008 with all the City stakeholders showed that parking was the biggest issue for all City users. CCBD's research was forwarded to the Property Council of Australia (ACT Branch) to assist with their lobby work on this issue.

In addition, CCBD has been working with ACTION on a positive solution, namely a City Bus Loop which picks up workers in the Parliamentary Triangle and brings them to the City as a way of increasing business and also helping to reduce the need for parking. Research was conducted prior to Christmas with workers located on the proposed City Bus Loop to ascertain the viability of such a service. The results were very positive however further development of this proposal with ACTION has shown that there are many services providing frequent service to the City. ACTION have agreed to work with CCBD to promote these services in a specific marketing campaign.

Supporting at least one major event by visible enhancement eg Christmas lighting, banners

CCBD promotes both *Floriade and Christmas in the City* with flags and banners and large tulip and star displays on Northbourne Avenue. The Christmas fairy light program was continued in 2009 with lights added to trees in Petrie Plaza, Ainslie Place and extended along City Walk. The lights were turned on in mid-October at the request of business owners along City Walk, Petrie Plaza and Ainslie Place.

The hanging baskets of flowers were again installed in November and remained until March. City stakeholders have shown great support for the flowers and this year The Planter People produced a new strain of petunias that draped over the pots better and provided a more stunning show of flowers.

CCBD worked with Roads ACT to increase the number of banner arms in the City by 220 so that 'Winter and Summer in the City' banners are now installed on all available light poles in the levy area. In particular the 'Winter in the City banners now add life and colour to an otherwise drab time of the year.

7. BUSINESS DEVELOPMENT OBJECTIVES

- a) Provide existing businesses with data to improve their understanding of the city centre's economy
- b) Provide new businesses with data on the vitality of the CBD

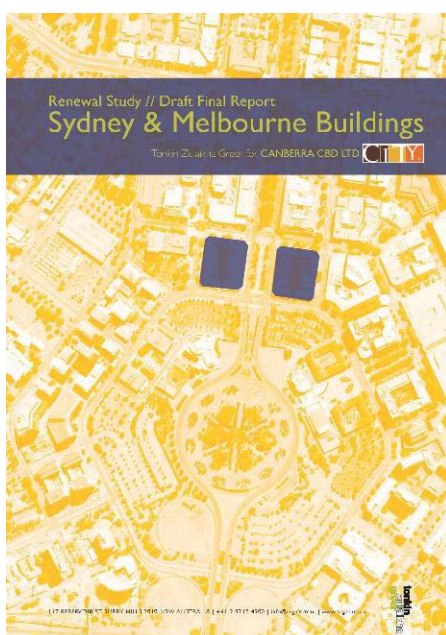
Key Performance Indicators

| | |
|---|---|
| Conduct major consultancy Study | ✓ |
| Establish real estate industry relationships | ✓ |
| Establish regular communications program and dissemination of research data | ✓ |

CCBD has achieved all three of the KPI's in this section of the Business Plan and in the case of 2 & 3 continues on a regular basis to work with and communicate to its stakeholders.

Conduct major consultancy Study

CCBD has worked with the Chief Ministers Department to conduct the study on the Sydney and Melbourne buildings. CCBD was able to conduct the tender process involving a panel from Chief Ministers Department, ACTPLA, TAMS and property owners from the buildings to assess the proposals and ultimately appoint Tonkin Zulaikha Greer Architects.



The study was completed and presented to property owners in the buildings on 4 May, along with a seed project for the Melbourne building. The Sydney and Melbourne building subcommittee decided the major findings of the Tonkin Zulaikha Greer report would take many years to become a reality, if at all and therefore looked at developing the service courtyard of the Melbourne building turning into a café/arts precinct. Property owners were enthusiastic about the concept and CCBD is continuing to work with the Department of Land and Property Services on this project.

Establish real estate industry relationships

Our Business Liaison Manager, Nicci Foulsham meets regularly with property managers from all the real estate companies, as their support is vital to achieve many of our initiatives such as landscaping of West Row Park, Bin Enclosures in Riverside Lane and our ongoing cleaning program.

The CCBD subcommittees are also another way for real estate agents to be involved in the planning process for CCBD. Steven Flannery (CBRE) remains on the Braddon subcommittee and Eleni Notaras (LJHooker) is on the Marketing and Communications subcommittee.

Establish regular communications program and dissemination of research data

As reported in the communications section, CCBD sends out a regular newsletter with each changing season. Information in the electronic and printed newsletter contains information of CCBD activities and details of any business initiatives available to stakeholders. In recent newsletters information on the Business and Office Smart programs has been distributed to stakeholders and the latest edition promoted the Crime Stopper and Canberra Connect information explaining the reason the support from businesses and property owners is vital to developing trends on vandalism.

BUDGET OVERVIEW

The following figures represent an overview of the budget from 2009 – 2010 and the actual figures.

The audited figures will be forwarded as soon as they are available.

| | Budget | Actual |
|--------------------------|--------------------|--------------------|
| Income | | |
| Balance bought forward | \$950,000 | \$983,904 |
| Levy | \$1,968,000 | \$1,968,000 |
| Interest from the bank | \$50,000 | \$46,828 |
| Other Income* | | \$244,347 |
| Total | \$2,968,000 | \$3,243,080 |
| | | |
| Objectives | | |
| 1. Brand | \$50,000 | \$47,370 |
| 2. Advertising and Media | \$180,000 | \$103,995 |
| 3. Events and Promotion | \$295,000 | \$274,062 |
| 4. Communication | \$37,000 | \$20,410 |
| 5. Research | \$15,000 | \$8,500 |
| 6. City Improvements | \$1,850,000 | #\$1,706,859 |
| 7. Business Development | \$10,000 | \$108,884 |
| 8. Administration | \$363,000 | \$363,000 |
| Total | \$2,800,000 | \$2,633,080 |
| Unallocated funds | \$168,000 | \$610,000 |

*Other Income – this represents income received for projects such as Sydney and Melbourne building study, partnerships with ‘Groovin in the City’ and ‘In the City’ Magazine and West Row Park.

This amount allows for the total amount of West Row Park & the accrual of construction costs of the Bin enclosures in Riverside & Hillside Lanes.