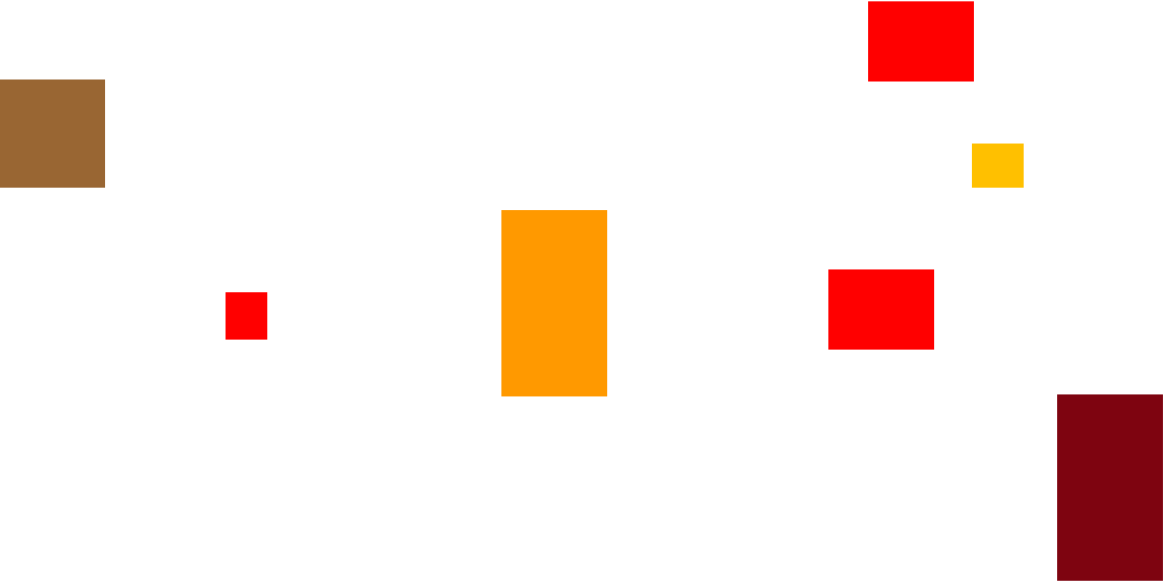


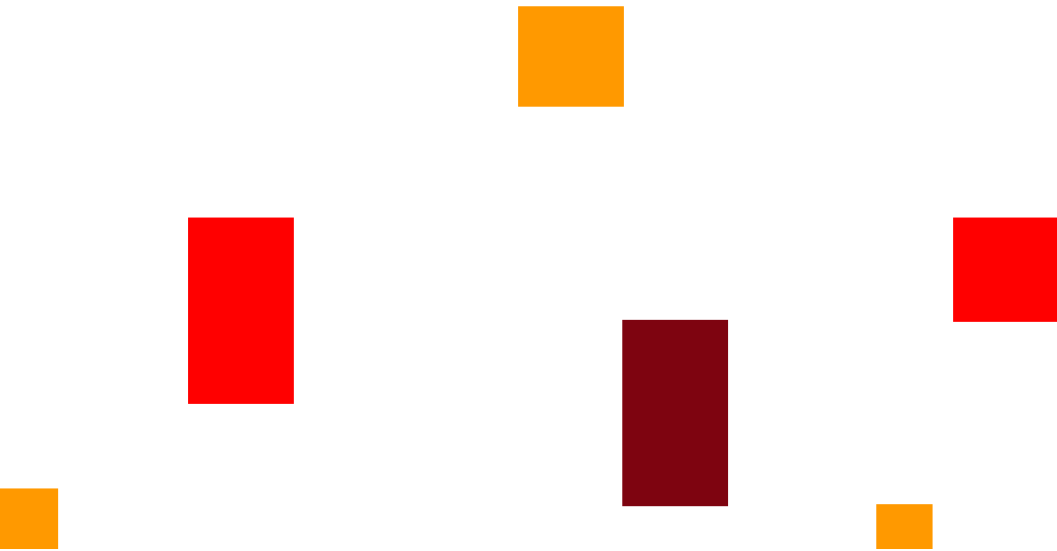


Canberra CBD Ltd
Annual Report
30 June 2011



Mission - Canberra CBD Limited exists to harness private and public sector skills in order to achieve an attractive, vital, liveable Canberra City Centre where businesses and community prosper in the nation's premier retail, commercial and residential precinct.

Vision - An ideal, world class City Centre, recognised for its vitality, liveability, commercial success, and outstanding sense of community.



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1. Chairman's Message



I'm delighted to report to shareholders that this past year has produced the best results for Canberra CBD Limited so far.

In addition to our involvement with Floriade, Groovin' in the City, You Are Here and the Canberra International Film Festival, which have been most successful, planning commenced for what may well become our signature event - Skate in the City. We will draw upon learnings from our 2011 event to deliver an even bigger and better Skate in The City in 2012. Planning for a summer equivalent is also under way.

Our collaborative engagement with Government through forums such as the City Area Steering Committee, the City Area Operations Working Group and other precinct specific forums are delivering positive outcomes for stakeholders. One example is The Melbourne Building refurbishment which is gaining momentum. As a result of our co-operation with Government on the Odgers Lane upgrade, property owners and retailers will enjoy improved business conditions.

The Board fully expects that improvements in Braddon, City Walk and City Hill will follow.

A number of Capital Works Improvements are in the planning and a significant artwork is proposed as a Centenary Gift to the City in 2013.

It is interesting to note that the success of the Canberra CBD Limited Business Improvement District Model has resulted in business owners in other areas of the ACT working together to try and achieve similar outcomes.

I wish to take this opportunity to record the Boards appreciation of the contribution made to the Company by Linda Staite who was its first CEO. Linda retired from the work force towards the end of this financial year and the Board joins me in wishing her well.

Our new CEO Steve Gregory has impressed with the speed at which he has understood the Company's structure, culture and objectives. He has foreshadowed some exciting plans to allow CBD Limited to fully utilise the Internet and Social Media to the advantage of shareholders.

Amidst the change of CEOs, the Canberra CBD Limited staff have continued to work diligently during the year and have assisted with a seamless transition. They themselves were both new to the company at the beginning of the year. Lauren Conron, our Administrator Manager and Alicia Doherty, our Business Liaison Manager have become valued team members.

Finally, I'd like to thank my fellow Board members for their contribution throughout the year and I also congratulate the various sub committees (Capital Works; Braddon & Turner; Marketing & Communications; and Sydney & Melbourne Buildings) for their valuable advice.

Emmanuel Notaras
Chairman

2. Canberra CBD Limited - Board Directors at 30 June 2011



Chairman - Emmanuel (Manny) Notaras was born and raised in Canberra and commenced his work career in the Commonwealth Attorney General's Department before leaving to co-establish Canberra's first integrated entertainment, promotion and recording company. A participant in the wider family business interests, Manny has also served as president of Canberra City Heart Business Association for over 10 years. He is a member of the Board of Immigration Bridge Australia, The ANU School of Music Foundation Board, The Canberra Museum and Gallery Advisory Committee and The National Riesling Challenge Committee.



Company Secretary – James Service is the Managing Director of J G Service Pty Ltd. James is also Chairman of the ACT Building and Construction Industry Training Fund Authority, a member of the ACT Division of the Property Council of Australia, a Director of Canberra CBD Limited, a Founding Board Member of AFFIRM, President of the Canberra Cancerians Committee, President of Koomarri and past Chairman of Canberra Tourism & Events Corporation (now Australian Capital Tourism).



Peter Barclay OAM holds a B.Ec. from the ANU, is an Associate of the Australian Property Institute, was a founding member of the City Heart Business Association and in 2007 was awarded an OAM for service to the community and to business. Peter has established and operated several businesses in Canberra over the past 23 years, including managing King O'Malley's Irish Pub and has been actively involved in Civic's revitalisation over the past 15 years. Peter has been on the Board of Lifeline Canberra, is a member of Rotary Club of Canberra East and chaired the club's Rotary Centenary Project. Currently he sits on the Board of Exhibition Park and the Salvation Army Canberra's Red Shield Advisory Committee.



Tony Hedley has been a resident of Canberra since the early 1960's and heads up a private family company which owns a number of office buildings throughout Canberra. Originally trained as a lawyer, Tony is currently a Vice President of the Property Council of Australia ACT Division Council, having previously served three terms as President. As part of his role with the Property Council, Tony works closely with the Commonwealth and ACT Governments to serve the peak property and business group in the ACT. **(appointed 17.05.11)**



Karen Noad is the Senior Centre Manager of the Canberra Centre and has Diplomas in both Practice Management and Property (Real Estate). Previously Karen worked as Centre Manager at Westfield Woden, Chatswood Chase, Roselands and Argyle Mall. Karen has also worked for Tuggeranong Hyperdome, Westfield Belconnen and Westfield Miranda. Karen was a Board Member of Goulburn Chamber of Commerce, and has experience serving on Police & Community Task Forces, Community Harmony Round Tables and Community Security Programmes.



Eleni Notaras is a Licensed Agent, holds a Diploma of Business (Real Estate), and has worked in the residential and commercial property industry in Canberra for 20 years. Whilst working for the Land Development Agency, Eleni coordinated the residential land release program and worked closely with government and industry to modernize the ACT Government's ballot and auction processes. More recently, Eleni has moved back into the private sector as a Commercial Property Manager with LJ Hooker Commercial. **(appointed 21.09.10)**



Peter Sarris is a Director of NDH Property Services Pty Ltd and of many of the associated companies of NDH. With over 20 years experience he is responsible for the overall management of the group with particular focus on new development, financial and strategic planning. Born in Canberra, Peter joined the NDH Group in 1988 after an accounting career. He has a Bachelor of Arts in Accounting and an Associate Diploma of Applied Science in Building (ACT B Class Building Licence). He has served on boards including the Hellenic Club of Canberra, Burley Griffin LAPAC and the Board of the Divisional Council for the Property Council of Australia.



Norman Schroeder has been a resident of Canberra for nearly 20 years and has been associated for 40 years with commercial, industrial and retail property investment, development and management. A qualified valuer, Norman is a Fellow and Past President of the Australian Property Institute (ACT Division), a Fellow of the Royal Institution of Chartered Surveyors and a Fellow of the Financial Services Institute. Norman is also a Board Member of Uniting Care Ageing's South Eastern Regional Board and Chairs that Board's Property Sub-Committee.



Mark Sukroo has a Bachelor of Arts (Administration & Economics) from UC, an Associate Diploma of Business (Real Estate Valuation), is a Certified Property Manager, a member of the Property Council of Australia and an Associate (Land Economy) of the Australian Property Institute. Mark has been a Canberra resident for 30 years and has worked with Jones Lang LaSalle for 20 years in all facets of commercial property. Prior to Jones Lang LaSalle, Mark was employed by the National Capital Development Commission (NCDC).

Directors Retired During the Year



Catherine Carter
(resigned 11.05.11)



Frank Milner
(resigned 21.09.11)

3. Canberra CBD Limited - Staff



Steve Gregory

CEO - Steve Gregory (commenced 30 May) has a B.Comm., Majoring in Accountancy from Wollongong University and a Grad.Dip.in Marketing Management from Macquarie University GSM. He is a Fellow of the Australian Marketing Institute, a Certified Practising Marketer, an Associate Member of The Australian Institute of Management and The Certified Fraud Examiners Association. Steve specialised in Insolvency and Business Reconstruction during the 1980's and 1990's. Steve held the role of Marketing Manager for leading Chartered Accountancy firm BDO Nelson Parkhill and subsequently Marketing Manager of BMW Sydney (2000–2005).Relocating to Canberra, Steve was General Manager Commercial Operations for Brumbies Rugby for the 2006–2009 Super 14 Rugby seasons. Following the end of the 2009 CA Brumbies season, Steve was appointed CEO of Snowy Hydro SouthCare, a role he successfully held for two years.



Alicia Doherty

Business Liaison Manager – Alicia Doherty joined Canberra CBD Limited after some years in Sydney with Events NSW. Alicia has held a variety of business relationship management positions since beginning her career in the US Army. These roles have included an assessment centre logistics coordinator for one of the largest recruitment campaigns conducted for the ATO; a facilities manager for Nortel Networks; a business development manager for a risk management firm; a transport infrastructure project coordinator for RailCorp; a visits and events manager for Austrade and; a State based Occupational Health and Safety Coordinator in the construction and property sector of Hays Specialist Recruitment.



Lauren Conron

Administration Manager – Lauren Conron brings to the office over 10 years of administrative experience in the commercial property industry. Born and raised in Canberra, and having lived and worked around the city all her life, Lauren is able to contribute to our organisation with her broad knowledge of properties and businesses around town. In addition to her bookkeeping role and being involved with Canberra CBD Limited events and marketing activities, Lauren is primarily responsible for updating and managing our website and social media communications.



Linda Staite

Retired CEO – Linda Staite retired during the year and finished her employment with the company on 29 April 2011.

4. Canberra CBD Limited Operations

History

Canberra CBD Limited was formed in 2007-08 to deliver the objectives of the City Centre Marketing & Improvements Grant. The company has only one agenda, which is to bring together private and public sector skills to achieve an ideal, world-class City Centre recognised for its vitality, liveability, commercial success and outstanding sense of community.

It came about as a direct result of the efforts of the Property Council and Canberra City Heart Association, which wanted to see a new not-for-profit organisation representing the interests of the Levy Payers and achieving the Grant objectives.

Canberra City Centre is one of thousands of cities around the world that has taken up the challenge to self-tax and self-manage its destiny, in a form of what is commonly known as a Business Improvement District (BID).

BIDS have been described as 'a conspicuous illustration of creative thinking at the local level'. BIDs are not new. The world's first BID was the idea of a retailer in Toronto, Canada. Frightened that a new underground transit line shopping centre would extinguish business in the Bloor West commercial precinct, the retailer asked his council if 400 local properties could tax themselves to raise funds to market the area - an activity outside the scope of normal government services. That was back in the 1960s.

By establishing the Canberra City Centre Marketing and Improvements Grant program, the ACT Government has created the right environment for a successful BID in the Canberra City Centre.

The structure of Canberra CBD Limited offers Levy Payers direct participation in decision making about activities designed to improve the value of their City Centre investments. In delivering the Grant Program, Canberra CBD Limited only provides services over and above usual government services - services to improve and position the City Centre as an attractive, safe, clean, dynamic, vital, liveable City Centre where businesses and community prosper in the Canberra's dominant centre for business activity, retailing, commerce, culture, entertainment and recreation.

Business objectives

Canberra CBD Limited is a not-for-profit company limited by guarantee. Its constitutional objectives are:

- a) To market and maintain the City Centre as the premier retail, lifestyle and commercial district in the ACT, and
- b) To do everything in support of that objective, including:
 - i. having a strategic business plan that sets out priorities for marketing and maintaining the City Centre to a high standard that is appropriate to the commercial and social needs of the community

- ii. marketing activities to position the City Centre as the premier retail, lifestyle and commercial district in the ACT, including activities to market the City Centre as a place to do business
- iii. events and promotions that support the positioning of the City Centre by
 - supporting the retail sector
 - activating public and private spaces to create a safe street life culture
 - contributing to the safe use of the City Centre by day and by night, and
 - enhancing its reputation as the dynamic heart of Canberra
- iv. a public enhancement program that provides for investment in key public areas beyond the maintenance and related services expected of the ACT Government before the levy was introduced (for example, the refurbishment of the West Row Park; floral baskets throughout the City Centre in Summer, and caged bin enclosures for rubbish collection)
- v. providing services that encourage commercial property owners to maintain their properties in the City to a high standard of presentation (for example, a cleaning and graffiti removal program; murals on key City walls)
- vi. liaising with government and its agencies and authorities to achieve coordinated outcomes, and
- vii. raising funds, including procuring grant funding, to support Canberra CBD Limited's objectives.

Canberra CBD Ltd Board

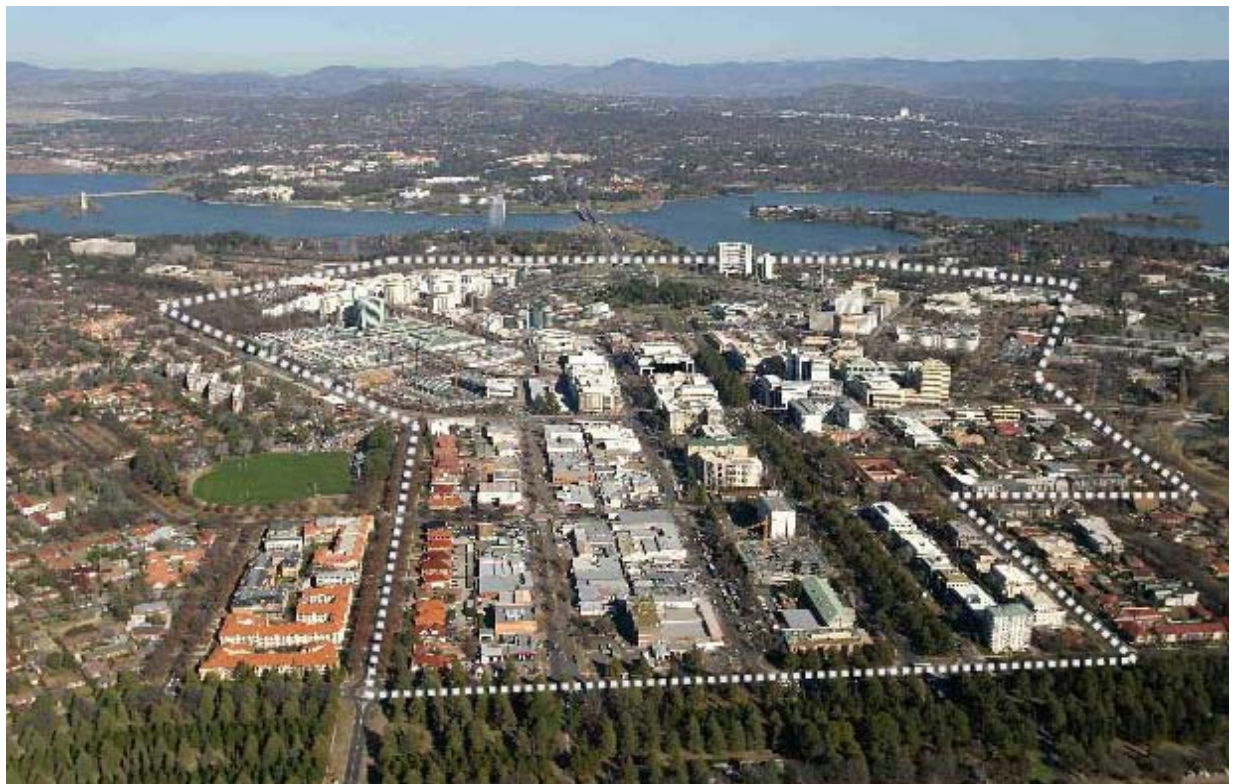
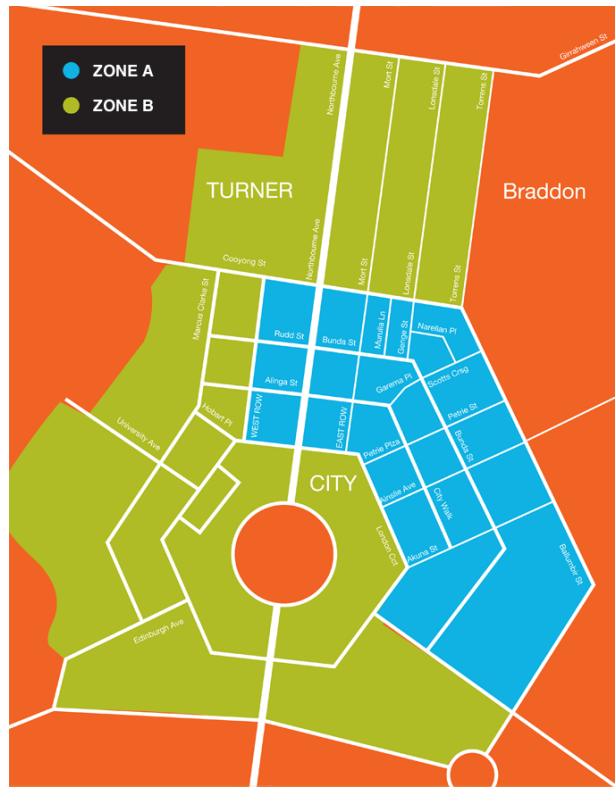
The Canberra CBD Limited Board Members represent the City Centre's Property Owners. The Board comprises a representative of the City Heart Business Association, three representatives from the Property Council of Australia (ACT) and five elected members (see pgs 5-6).

Joining Canberra CBD Limited

Every property owner who pays the City Centre Marketing & Improvements Levy is entitled to be a Member of Canberra CBD Limited. Membership is free.

Levy area

The Levy boundaries are illustrated on the following page. The Retail Core, Zone A, pays a larger percentage than Zone B.



5. Overview

The achievements for this financial year have been based on continuing successful activities across the broad range of objectives of Canberra CBD Limited. Recognition for the activities has grown and overall the brand awareness has increased.

Canberra CBD Limited's objectives steer its activities and provide a measure of its achievements. The following highlights some of the key activities that have been achieved during the year:

- **Brand Objectives:** The web site refurbishment during the year has resulted in constantly changing pages and regular updates to items. Video presentations were added to the site to make it more interactive.
- **Advertising and Media Partnership Objectives:** The *'In the City'* magazine has gone from strength to strength with the publication reaching 64 pages for each edition. The Canberra Times now produce the magazine 4 times a year in line with the seasons. It has developed into a powerful showcase of the Canberra City Centre.
- **Events and Promotions Objectives:** Events and promotions activities in 2010 – 2011 have largely been a continuation of the broad program of activities with which Canberra CBD Limited has been involved in previous years. A highlight has been *'You are Here'*, a Centenary of Canberra Event providing a showcase for young emerging Canberra artists in City shop fronts, for which Canberra CBD Ltd was recently nominated for an ABAF award.
- **Communications Objectives:** Communication with property owners continues and in 2011 Canberra CBD Limited has facilitated a number of forums to present planned capital works such as Melbourne Building/Odgers Lane, London Circuit refurbishment work and Alinga Street.
- **City Centre Improvement Objectives:** Investment has continued in temporary improvements such as fairy lights, hanging baskets of flowers and cleaning/graffiti removal.

Issues around nighttime safety and security in the City have also been a focus for Canberra CBD Limited and financial support was provided to reinstate the security for the taxi rank at the bus interchange area.

The Canberra CBD Limited Business Liaison Manager continues to be a vital front line resource in identifying repair and maintenance items around the City Centre creating faster response times for ACT Government.

Capital Work projects are being developed in conjunction with Economic Development Directorate roll out of the City Action Plan. Odgers Lane has received funding for further development work and property owners have expressed interest in the project and are keen to make this project a reality in conjunction with Canberra CBD Limited's commitment to the painting and refurbishment of the exterior of the building.

Details of Canberra CBD Limited's achievements are provided under each objective. A great deal of development work has continued on capital works projects in the City and a number of these will be rolled out over the coming twelve months.

6. Brand Objectives

- a) Achieve a clear brand which differentiates the City Centre from others, builds brand value and regains customer loyalty
- b) Build civic pride and sense of community

Key Performance Indicators

Events, promotions & advertising support and reinforce the brand
Number of stakeholders using the Brand increase
Brand used consistently in marketing communication

Canberra CBD Limited has continued to promote the brand in banners, advertising and events, and has developed a strong community partnership with the 'In the City' magazine. Positive messages about the City and the personnel that work and live in the CBD are building a strong sense of community and civic pride.

'Where do I start? You may be thinking by now – here we go again an over exaggerated letter praising or complaining about something in 'In the City' magazine or Canberra more generally... but no. I write to praise the editor and media team that compile 'In the City' magazine. I was curious and sceptical when it was first printed. "Here we go, another glossy magazine with little quality content". But, you have proven me and many others completely wrong. Your magazine is just what Canberra needed – cosmopolitan, "city" magazine. From fashion, food and fun – you've got it covered'

Mr Aaron McDonnell

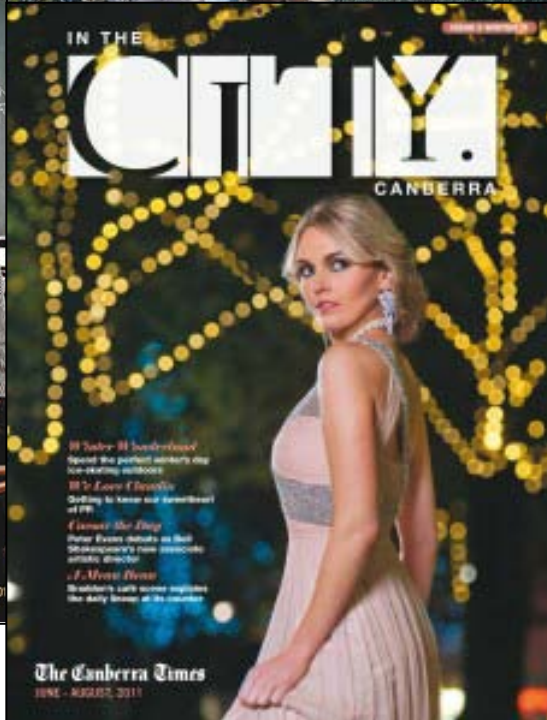
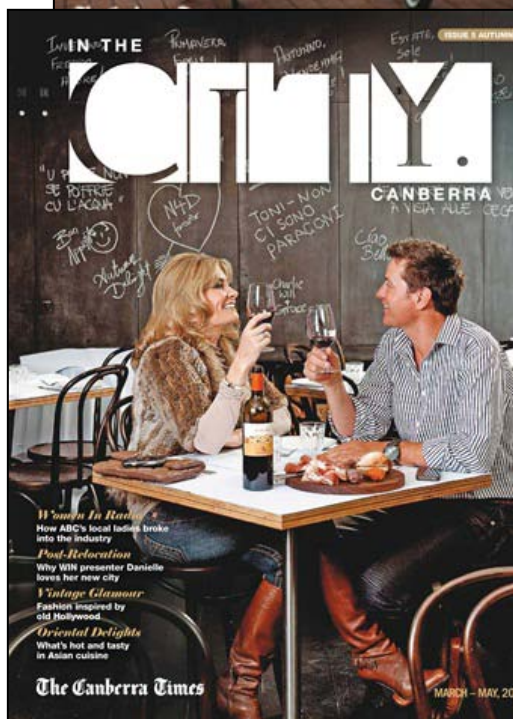
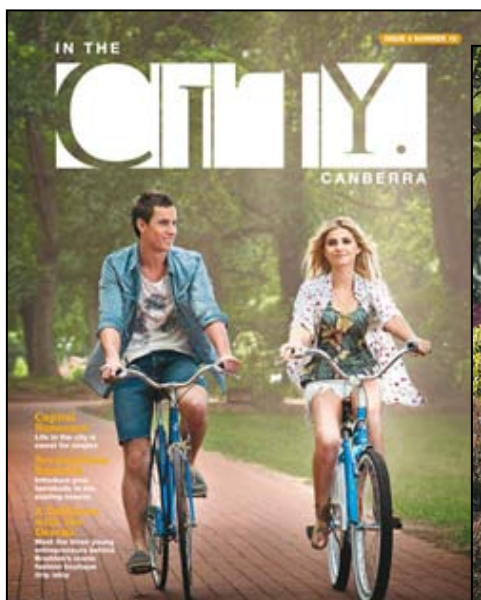
Stakeholder participation has increased and the magazine has continued to achieve 64 pages due to business's support. Brand recognition has also increased and letters to the magazine show a sense of Civic pride.

The web site (www.inthecitycanberra.com.au) continued to evolve during the year with the site receiving a minor update. Videos were added to provide an interactive presence and in house updates have kept the site fresh. The web site is currently receiving an average of 1,500 visits per week with an average of 78% new visits. The data base of businesses and map were revamped early in the year. The photo competition run in conjunction with 'Groovin' in the City' resulted in a 70% increase in new visits to the site and a 90% increase in hits overall.

Canberra CBD Limited has renewed its partnership with the Canberra International Film Festival. This event continues to grow in the City and our involvement provides the company with an opportunity to meet with our stakeholders by providing them with tickets to the many films and an informal and relaxed setting for meaningful dialogue between us.

Skate in the City, although a July 2011 event, has created a definite buzz around the Canberra City Centre in its planning stage. It is another example of the innovation and value provided by Canberra CBD Limited.

Web Site	\$5,595
Partnerships	\$34,091
Total	\$39,686



7. 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

Maintain effective working relationships with media
Frequency and/or scope of advertising increases due to successful partnership and buy-in.
All major events supported by consistent, quality advertising
Continue regular press and radio advertising

Canberra CBD Limited has continued to maintain effective working relationships with media and received positive coverage for promotional events such as 'Groovin in the City'. In total, the value of this coverage across all media was \$34,875.

Advertising has been focused on the 'In the City' magazine with Canberra CBD Limited able to direct the story content and the positive images of the City. The magazine has continued to receive partnership buy-in and therefore the publication remains at 64 pages. The magazine is not only distributed around the ACT in The Canberra Times, it also has a reach to regional NSW including Yass, Cooma, Queanbeyan, Goulburn and Bateman's Bay (circulation 60,000). A further 5,000 copies are then distributed around the Canberra CBD for the next two months ensuring coffee shops, hotels and the tourism kiosks have magazines to give away.

Radio advertising was used during the year to support major events such as the photo competition run in conjunction with 'Groovin in the City' as well as Christmas.



Advertising - Press	\$61,723
Advertising - Radio	\$23,277
Signage	\$2,571
Industry publications	\$9,068
Creative design	\$4,934
PR	\$1,302
Total	\$102,875

8. 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

High profile events clearly position the City Centre as the premier precinct
Media coverage of events positions the City Centre positively
Usage by the City Centre by day and night increases
Improve perceptions of the City Centre
Number of participating City Centre stakeholders increase

The majority of the promotional budget was consolidated this year into an ongoing 'Groovin in the City' program in conjunction with the Chief Minister's Department with the Chief Minister officiating at the launch. Media coverage was received in The Canberra Times, City News and on MIX 106.3 and WIN TV.

The program of quality artists included high profile events such as Floriade in the City and Christmas in the City, with the range of entertainment eg: "Sandology" and pavement artists proving very popular. Other highlight weeks that drew big crowds were performances by Troy Cassar-Daly, James Morrison and the Michael Jackson Show. Christmas carols commenced in December along with the installation of the 'Christmas in the City' banners.

To promote the entertainment and encourage community participation a photographic competition was run in conjunction with 'Groovin in the City'. Photographers were required to use the weekly entertainment theme for their entries. Prizes for the competition were sourced from businesses in the CBD and stakeholder participation increased as the competition progressed. As already mentioned the competition increased hits on the web site.

The highlight event in the last six months was "You are Here", a program organised by the Centenary of Canberra team showcasing young and emerging artists. The major benefit to Canberra CBD Limited was using empty shop fronts for this activity, increasing usage of the City during the day and night.

'The You are Here festival was an enormous success and had an immediate impact on the mid-city precinct surrounding the premises at the Saraton building. The arts program was hugely entertaining and drew strong interest. The Last Prom event was immensely popular and saw a large crowd gather in East Row. This festival generated a very positive atmosphere in an area that has been lacklustre in recent times.'

Mr Harry Notaras

Stakeholder participation was high, with the Car Park Festival in Odgers Lane providing a great example of what can be achieved with an ongoing program after the refurbishment program in this laneway.

‘ It was nice to see the normally unattractive site filled with people having an enjoyable time listening to the music while watching various artists create artworks on the spot. Despite there being live bands, we didn’t receive a single noise complaint from our guests so we’d be very happy to participate/support the event again next year.’

**Mr Brett Jurgens,
Quest Property Manager.**



Floriade	\$3,053
Entertainment Program	\$251,847
Canberra Festival	\$50,000
Other Entertainment Expenses	\$4,500
Total	\$309,400

9. Communications Objectives

- a) Keep all City Centre stakeholders, especially levy payers, fully informed of grant program objectives and activities
- b) Engage City Centre stakeholders in the process of developing appropriate and effective grant program 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
Media coverage positions the City Centre positively
Produce and distribute regular newsletter to City Centre retailers and members
Attend significant industry and community events
Membership of Canberra CBD Limited increases

Canberra CBD Limited has continued to increase membership although there are a limited number of opportunities now as the majority of property owners have provided us with 'consent to clean' details, joined the company or we communicate with them via property management companies.

The electronic newsletter goes out quarterly to everyone who has provided email details and the printed version also mailed out to our database as well as distributed to businesses around the City. Alicia Doherty, Canberra CBD Limited Business Liaison Manager, has taken the opportunity to visit all businesses in the City to collect feedback and discuss Canberra CBD Limited activities as she distributed the Summer newsletter. The newsletter and the 'In the City' magazine distribution ensure positive media coverage and, as indicated in Objective 2 (Advertising and Media Partnerships), we have also received coverage for events such as the launch of 'Groovin in the City'.



Canberra CBD Limited has continued to participate in industry events, with partners such as the Property Council of Australia (Awards Night and Ball), and contributed to industry groups including the Canberra Business Council and National Capital Attractions Association. The CEO has also attended Government workshops on City Walk and the Braddon Public Realm Master Plan.

Canberra CBD Limited has also been very active in working with the Department of Land and Property Services (LAPS) to further capital works on the Melbourne Building (Odgers Lane) and Braddon. Canberra CBD Limited has facilitated forums with property owners and businesses from the Melbourne building to seek support for the project. Other forums have been organised for tenants in Alinga St and London Circuit.

Newsletter	\$2,436
Media Events	\$7,920
Membership Program	\$3,875
Stakeholder Communications	\$141
Total	\$14,372



10. 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

Members Satisfaction Surveys

Media Monitoring

A major research project will be conducted in 2011– 2012 to follow up the study done in 2008 – 2009, which not only helped give direction to the ongoing work of Canberra CBD but also set benchmarking data.

As indicated in previous Objectives Canberra CBD Limited constantly monitors the media for coverage of Company activities and for stories on the City.

australia day 2011 20.1.11

Dinosaurs galore roaming in the city

AS IF the ACT Government's "Groovin' in the City" hadn't already outdone itself this week with the Amazing Drumming Monkeys, The Fool Factory, Kokoloco Dancers and Drumassault, it's about to overwhelm children and adults alike with a re-creation of ferocious prehistoric creatures and what it politely calls "other icons" just in time for Australia Day.

Erth's celebrated life-size puppets are returning to Canberra to create a "Dinosaur Petting Zoo" in Garema Place with shows from January 25-28 and lots of opportunities to cuddle, feed and otherwise mingle with a troupe of friendly monsters.

Erth is one of Australia's most exciting physical and visual theatre groups, in constant demand at home and overseas, and recently performed at the 2010 Hi Seoul Festival and the Seoul Performing Arts Market in Korea.

These performers, headed up by tour manager Andrew McCourt, are confident that they can successfully bridge the gap between art and science, combining life-like movement, grimaces and gestures in the giant puppets.

The company of top professional artists from the fine arts, circus, costume, design and theatre backgrounds also tread the fine line between education and the pure fun for which they have become known.

While dinosaurs may be regarded as international, things and bushrangers are less so, so if patriotism is your thing, you'll be able to follow your inclinations by decorating a pair of tongs and a matching t-shirt under the watchful eye of local indigenous artist Duncan Smith.

Others may prefer to commune with the ghost of Ned Kelly, on the loose around town with h-ll government approval and armed with jokes and the famous outlaw's trademark quotes. "Such is life," Canberrans will be able to reflect.

Erth's dinosaurs can be seen from Tuesday, January 25 to Friday January 28, including Australia Day, at Garema Place, Civic, with free performances at 11.30am and 1pm.

By arts editor Helen Musa



Erth's celebrated life-size dinosaur puppets.. from left, Dwarf Allosaur, Dryosaur, (top) and Meganuera.

11. 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 programme 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
Civic Pride project that involves the community, possible community volunteers
Continuing networks and relationships with service providers to the City Centre
Supporting at least one major event by visible enhancement eg Christmas lighting, banners
Increase community engagement and participation grows

Canberra CBD Limited has continued the range of recurrent City Improvements. The cleaning program has made a huge difference to the Sydney and Melbourne buildings and The Pickwick Group work a regular roster to clean all buildings (with consent to clean) taking approximately 3 months to complete a loop of the City. The removal of posters and graffiti has also resulted in less of this type of vandalism around the City and property owners have remarked on these improvements. Through the 'In the City' magazine 'letters to the editor' we have received favourable response from the public and an increase in community engagement.

Other civic pride projects that have continued are the hanging baskets of flowers and 'Summer in the City' banners which were installed on the additional numbers of banner poles. The banners along with another roll out of Christmas lights provide visible enhancements to the City. Canberra CBD Limited has also demonstrated its concern for safety and security in the City by committing funds to the extension of the taxi rank security in the bus interchange.

Canberra CBD Limited has also participated in other civic pride projects, the 'You are Here' event showcased young emerging artist in empty shop fronts and through social media networks highlighted to this target market the positive aspects of City and more importantly showed how young people can provide positive activities for the City.

The introduction of bin enclosures in Riverside and Hillside Lanes are an example of a practical cooperative scheme resulting in better presentation by the private sector. Property owners and business have worked with Canberra CBD Limited to make this project work and similar efforts will be developed for the Sydney and Melbourne Building lane ways.

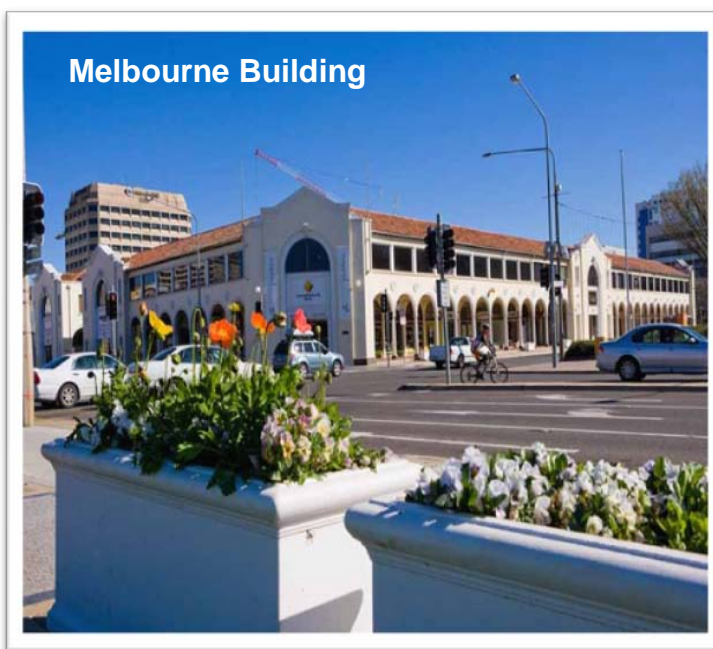
Canberra CBD Limited continues to develop strong and effective partnerships with Government and other agencies as well as service providers in the City. Regular operations meetings are held with TAMS, Roads ACT, AFP, JACS and LAPS, and strong commitment to the LAPS Action Plan has ensured that Canberra CBD Limited projects are being focused on. The Odgers Lane project has received development funding and property owners in the Melbourne Building have demonstrated a commitment to participate, particularly in reworking a business frontage onto the laneway. Canberra CBD Limited will focus its efforts to the painting of the Melbourne building and working with the property owners to refurbish the facades of the buildings and the pavements.

Canberra CBD Limited continues to work with the AFP and we facilitated the dissemination of information regarding Operation Unite to the property and business owners in the City.

Braddon is the other area of focus for Canberra CBD Limited and working with LAPS has resulted in the appointment of consultants to develop a master plan for the public realm. Canberra CBD Limited will continue to facilitate engagement with the property owners and a forum is expected during 2011. Canberra CBD Limited has also committed to providing capital funds to enhance the program of improvements developed by the ACT Government.



Braddon Streetscape



Melbourne Building

Banners/Decoration	\$88,160
Bin Enclosures	\$24,226
Bus Interchange Security Project	\$29,500
Cleaning	\$149,056
Flowers (Hanging Baskets)	\$196,000
Lights	\$139,425
Murals	\$20,791
Melbourne Building Refurbishment	\$20,000
West Row Park Upgrade	\$11,769
Total	\$678,927

12. 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

Facilitate the development of Studies/Plans on improvement projects for the City
Continue real estate industry relationships
Establish regular communications program and dissemination of research data

As indicated under the previous objective, the original study and seed project on the Melbourne Building has evolved now into being developed into a café precinct for Odgers Lane. Canberra CBD Limited has facilitated a forum with the property owners and tenants to engage and enthuse them for the enlivening of this space. Presentation to the property owners included a Conservation Management Plan for the buildings and a joint funding proposal for the refurbishment and painting of the facades.

Canberra CBD Limited has continued to engage with the real estate industry, after the 2009 – 2010 Report to Government was approved by the board the document was rebadged as an Annual Report and the CEO and Business Liaison Manager organized a number of morning teas with property managers to update them on Canberra CBD Limited activities and to gain feedback.



13. Financial Overview

Below is information extracted from the Financial Statements for the year ended 30 June 2011.

Income	\$
Balance brought forward (Unspent Grant Funds)	854,963
Levy	2,337,000
Interest	95,473
Other Income	64,604
Total Revenue	3,352,040
Expenditure	
Branding	39,686
Advertising	102,875
Events & Promotions	309,400
Communications	14,372
City Improvements	678,927
Business Development	11,985
Administration	399,398
Total Expenditure	1,556,643
Unspent Funds at 30 June 2011	1,795,397

Canberra CBD Limited would like to thank all Members for their participation and also acknowledge the ACT Government and its various agencies for their support and assistance.

