

# City Activation

## REPORT ON WHAT WE HEARD



### CITY ACTIVATION

The City Renewal Authority has been enlivening key public spaces in the City Renewal Precinct via a range of activities and initiatives.

As we continue to plan for the future of these public spaces we were keen to know what the community thought of our summer program (December 2018 – February 2019).

### THE CONVERSATION

We held a conversation online via a survey from December 2019 – February 2020 where we sought feedback on our place activation program.



We asked the community how often they visited Civic, which initiatives and activities they noticed or participated in and what the most important improvements were to people in making Civic feel more welcoming and encouraging them to stay longer.

#### Key insights from the community (80 responses)

##### People are mostly coming to Civic daily/weekly

1. 23.75% of respondents visit Civic daily.
2. 17.50% of respondents visit Civic Weekly.
3. People are generally spending 1 -3 hours in Civic when they're here (52.5% of respondents).

##### People have noticed or used many of our initiatives in Civic

4. Flower boxes throughout the city were noticed by 73.97% of respondents. These encouraged 39.22% of respondents to stay longer.
5. Pic & Mix picnic tables throughout the city were noticed by 82.86% of respondents. These encouraged 50% of respondents to stay longer.
6. The illumination of the Sydney and Melbourne Buildings were noticed by 52.86% of respondents. These encouraged 48.65% of respondents to stay longer.

##### People have noticed or participated in some of our activities in Civic

7. 47.83% of respondents noticed or attended Christmas in Civic. For 64.71% of people it was the reason they visited Civic and it encouraged 70.59% of people to stay longer in Civic.
8. 71.64% of respondents noticed or attended the ANCA Art Bus. For 89.58% of respondents it was not the reason they visited Civic however it encouraged 25.53% of respondents to stay longer.
9. Less than 30% of respondents noted or attended the Haig Park Pickture Festival, Shakespeare by the Lakes II, the Heat Latin Fiesta in Glebe Park and Yoga with JogaYoga.

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**The three most important improvements that would make Civic feel more welcoming and encourage people to stay longer included:**

- 10. Free events (48.48%)
- 11. Urban arts and performances (36.36%)
- 12. Family activities (31.82%)

## WHAT'S NEXT?

We're using this data to inform our future place activation program. To find out more about the City Renewal Precinct, what's happening in the City Precinct and other initiatives, policies and projects in Canberra visit [www.yoursay.act.gov.au](http://www.yoursay.act.gov.au) or follow us on social media @CityRenewalCBR

## Key Timings

### Step 1: – December – February 2019

City activation and City Grants program with events and initiatives occurring in Civic.

### Step 2: – March – June 2019

Received feedback on the program.

### Step 3 – June - ongoing

Use what we've heard in planning for future place activities and initiatives in Civic. Continue to engage with the community on our ongoing program.

## THANK YOU FOR YOUR FEEDBACK

**686**

We reached 686 people via YourSay.

**80**

We received 80 survey responses.

**6K**

We reached over 6k people on social media.

**2**

This is our second survey, seeking feedback on our city activation program.