

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 recent program to date (June – October 2018).

THE CONVERSATION

We held a conversation online via a survey and through our social channels from October 2018 – March 2019 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 welcome and encouraging them to stay longer.



Key insights from the community (179responses)

People are mostly coming to Civic daily/weekly

1. 35.63% of respondents visit Civic daily
2. 31.03% of respondents visit Civic Weekly
3. People are generally spending 1 -3 hours in Civic when they're here (51.72% of respondents).

People have noticed or used many of our initiatives in Civic

4. Flower boxes throughout the city were noticed by 87.58% of respondents. These encouraged 43.57% of respondents to stay longer.
5. Pic & Mix picnic tables throughout the city were noticed by 73.01% of respondents. These encouraged 56.14% of respondents to stay longer.
6. Green lawn and deck chairs in Petrie Plaza were noticed by 63.35% of respondents. These encouraged 39.06% of respondents to stay longer.

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

7. 75.82% of respondents noticed or participated in Wintervention, our winter festival in City Walk.
8. 40.54% of respondents noticed or participated in Zumba in Garema Place.
9. 27.33% of respondents noticed or participated in the Playful Endeavour, our loose parts playground at Civic Square.
10. These activities were generally not the reason people were visiting Civic.

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

11. Free events (52.47%)
12. Urban arts and performances (39.51%)



13. Family activities (33.33%)

WHAT'S NEXT?

We're using this data to inform our future place activation program. As our program is ongoing, we are continuing to seek feedback on our efforts. If you'd like to give feedback on our program from December 2018 – March 2019, you can do so via the City Activation Your Say page.

To find out more about city renewal, what's happening in the City Precinct and other initiatives, policies and projects in Canberra visit www.yoursay.act.gov.au or follow us on social media @CityRenewalCBR

Key Timings

Step 1: – June – October 2018
City activation program with events and initiatives occurring in Civic

Step 2: – October 2018 – March 2019
Received feedback on the program

Step 3 – March – end 2019
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

483 We reached 483 people via YourSay	179 We received 179 survey responses	5K We reached over 5k people on social media	2 We are up to our second survey, seeking feedback on our city activation program.
---	--	--	--

City Activation

REPORT ON WHAT WE HEARD

