

A yellow outline of a spotlight hangs from the top center of the page. A soft, purple glow emanates from the bottom of the spotlight, creating a cone of light that illuminates the text below.

CITY SPOTLIGHTS
CANBERRA

Get to know some of Australia's top regional cities



**14 OF 19
MAJOR CITIES
IN AUSTRALIA
ARE IN
BOOMTOWN.**

WELCOME TO **CANBERRA**

Australia's *sustainability* ~~bush~~ capital

"While we are known as the seat of government, we are far from a formal city. We have an easy lifestyle and strong community vibe." - Canberra.com.au



Australia's 8th largest city - and largest inland city - Canberra is home to so much more than the government. Of particular interest to marketers is the population of highly educated, happy and most highly paid consumers in Australia.

No matter what government is leading, Canberra is also a progressive city: It was the first Australian city to achieve 100% renewable energy; the first to legislate same-sex marriage; and the first to make Reconciliation Day a public holiday.

With some of the highest rates of recycling, bicycling and 100% renewable energy, Canberra has fast become Australia's city of sustainability.



AERIAL VIEW OF CANBERRA

ECONOMIC FOCUS

GROSS REGIONAL PRODUCT

\$19.87 billion.

KEY ECONOMIC CONTRIBUTORS

Key economic contributors: Canberra has an incredibly diversified economy - blending education, government, defence, construction and healthcare - and consistently has one of the lowest unemployment rates, at just 3.9%.

As such it has:

- The highest Gross State Product (GSP) per capita
- The highest Gross Household Disposable Income per capita



A hotbed of innovation:

Since 2014, the Canberra Innovation Network (CBRIN), supported by the ACT government and six of Canberra's leading universities and research centres, hosts year-round events to foster and fund innovative new companies and products.



HOPSCOTCH BAR



CANBERRANS LOVE THEIR BIKES

CONSUMER OPPORTUNITY



CURRENT POPULATION

531,935 (466,566 Canberra plus 65,369 from adjacent Queanbeyan NSW).

Canberrans have some of the highest quality of life measures in Australia:

- The highest average income
 - ACT median weekly income: \$2,419
 - National average: \$1,746
- The highest education level in the country
- One of the safest cities in the world



The latest 2021 Census data shows Canberra led the nation in population growth, increasing 2.4% over the past 5 years.

#1 Most happy: A recent study showed Canberrans are the happiest people in Australia... could it have something to do with the shortest commute time of any major city?

Boortown.



CITY SPOTLIGHTS
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Brands that target an affluent, educated and happy consumers will find plenty of traction in the country's capital.

CULTURAL OPPORTUNITIES TO PLUG INTO



FLORIADE

The largest flower festival in the southern hemisphere attracts over half a million people and brings over \$44 million to the ACT economy.

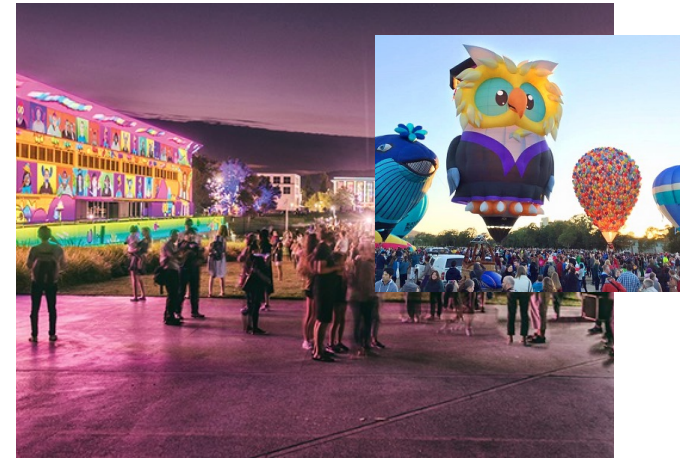
WHEN: September to October



NATIONAL MULTICULTURAL FESTIVAL

See the world without leaving Australia as this 3-day festival blocks off the entire centre of the city and fills with dance, arts and over 400 food stalls from every cuisine. 280,000 people make their way every year.

WHEN: February



ENLIGHTEN FESTIVAL

Canberra's answer to Vivid, the two-week festival attracts 290,000 residents and tourists alike for arts, noodle markets, and of course brilliant light installations. **Bonus!** includes the annual Balloon Spectacular, one of the four largest balloon festivals in the world.

WHEN: March

UNLOCK 466,566 CANBERRA RESIDENTS IN MINUTES

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NEW SOUTH WALES | AUSTRALIAN CAPITAL TERRITORY | VICTORIA

arn: 2CC (RADIO), 2CA (RADIO)

7/7+: 7bravo (TV), Seven (TV), 7TWO (TV), 7mate (TV), 7flix (TV)

WIN: GO! (TV), GEM (TV), 9 (TV)

SCA: hit 104.7 (RADIO), MIX106.3 (RADIO), 10 (TV), Peach (TV), BOLD (TV), SHAKE (TV), Sky News Regional (TV)

Coverage Levels: Heavy (dark pink), Medium (light pink), Light (very light pink)

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SOURCES:

<https://economy.id.com.au/crja/gross-regional-product>
https://www.treasury.act.gov.au/__data/assets/word_doc/0016/410218/LF.doc/_recache#:text=The%20ACT's%20unemployment%20rate%20remained.the%20month%20to%20March%202024.
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