

**LEGISLATIVE ASSEMBLY FOR THE
AUSTRALIAN CAPITAL TERRITORY**

NOTICE OF MOTION

Dr Marisa Paterson MLA: I give notice that I shall move - That this Assembly:

(1) Notes that:

- a. Canberra was recently named the world's most sustainable city;
- b. Accolades such as this are the result of policy decisions made by the ACT Government, together with important contributions from the business and not-for-profit sectors, and from individuals and other groups within our community;
- c. Over the past decade, there has been a significant change to Canberra's brand, image and identity with an improved sense of pride;
- d. The exponential growth in tourism, with visitor expenditure growing from \$1.3b in December 2009 to \$2.8b in December 2019, combined with being ranked third by Lonely Planet's Best in Travel in 2018, are testament to this;
- e. Despite this, national and international media and other outlets sometimes portray Canberra as being nothing more than the seat of federal politics;
- f. The ACT Government's 'Brand CBR' and 'More Than' campaigns position the city prominently and positively within the local and national psyche;
- g. Canberra is currently facing a skills shortage and needs to compete with many other cities across Australia to attract people;
- h. There is opportunity to leverage additional strategies to continue to develop Canberra's reputation as a progressive, sustainable and contemporary city, offering a great quality of life, such as the global National Park City status;
- i. The 'National Park City Foundation' has been established to recognise those cities in which government, business and community work together for improved relationships between people and nature;
- j. National Park Cities:
 - i. have a vision and framework, developed through collaboration between city partners – government, organisations, businesses, groups and communities;
 - ii. do not require a fee for application;
 - iii. sit outside of legislation and do not impose any levels of planning restriction, approval processes or bureaucracy;
 - iv. encourage reporting by the city to the National Park City Foundation to track progress;
 - v. provide international recognition and celebration of initiatives and projects underway, and of the city's future aspiration;
- k. To date, London is the only city to be declared a National Park City;
- l. Adelaide has commenced the process to become recognised as a National Park City; and
- m. Canberra possesses the requisite qualities to become a National Park City.

- (2) Calls on the ACT Government to:
- a. Explore whether there is benefit for Canberra to apply to become a National Park City through:
 - a. Dialogue with the National Park City Foundation;
 - b. Community consultation to identify the level of support from organisations, business and the community;
 - b. Continue to undertake important branding to position Canberra as 'more than' meets the eye to attract people to visit, study, work, do business and live; and
 - c. Continue to engage with, and provide content to, local and national media outlets; enabling them to portray Canberra's unique identity and characteristics as a great place to visit, study, work, do business and live.

M. Paterson

Dr Marisa Paterson MLA
2 June 2021