

# Adelaide Economic Development Agency – Quarterly Update

Greg Ratsch, Acting Managing Director AEDA

September 2023



# Financial Reporting – June 2023

\$'000s	2022-23	2022-23	Variance
	Preliminary Results	Q3 Review	
<b>Income</b>			
Rundle Mall Separate Rate	3,889	3,900	(11)
User Charges	560	18	542
Reimbursements	7	-	7
Other Revenue	11	-	11
Grants, Subsidies and Contributions	17	-	17
Appropriation of funds from CoA	9,953	10,893	(940)
<b>Total Income</b>	<b>14,437</b>	<b>14,812</b>	<b>(375)</b>
<b>Expenditure</b>			
Employee Costs	4,165	4,379	214
Materials, Contracts & Other Expenses	5,636	5,026	(610)
Sponsorships, Contributions and Donations	4,434	5,382	948
Depreciation, Amortisation & Impairment	33	25	(8)
Finance Costs	0	1	0
<b>Total Expenditure</b>	<b>14,268</b>	<b>14,812</b>	<b>544</b>
<b>Operating Surplus / (Deficit)</b>	<b>169</b>	<b>-</b>	<b>169</b>

As shown in the financials table, a favourable variance was recognised in Rundle Mall of \$169k. A lesser contribution of \$9,953k was required from the City of Adelaide due to the underspend in Strategic and Reignite Projects as outlined below:

## Income

Overall, the unfavourable variance of \$375k was due to the contribution from City of Adelaide. Other movements include:

- Rundle Mall rates results in a variation of (\$11k) due to objections above budget
- The main contributing factor to the user charges variance was Rundle Mall's concession income (favourable user charges, which is over and above the income from the levy) for the financial year which totalled \$390k. No concession income was budgeted in the 22/23 financial year, hence the variance. This has been budgeted for in the 2023/24 budget
- Other income variances included income made up of \$69k from the Visitor Information Conference, \$52k from AEDA Summit ticket sales, \$40k income from ADL Fashion Week, \$20k from WellFest ticket sales, \$17k sponsorship and \$15k from other minor reimbursements and sale.

## Expenditure

Overall, AEDA had a favourable variance of \$544k which was predominantly from variances in Strategic and Reignite Projects:

- Reignite projects had an underspend of \$373k due to factors such as successful applicants of the Shopfront Improvement Grants no longer proceeding with their projects. \$97k of this variance comes from the Vacant Tenancy Revitalisation program which is administered by City of Adelaide's City Culture program
- Strategic Projects had a combined underspend of \$478k, the majority of this underspend came from the sponsorship to expand city events and new major city events, which is the result of fewer applications received than anticipated and the funding recommendations of the Board.



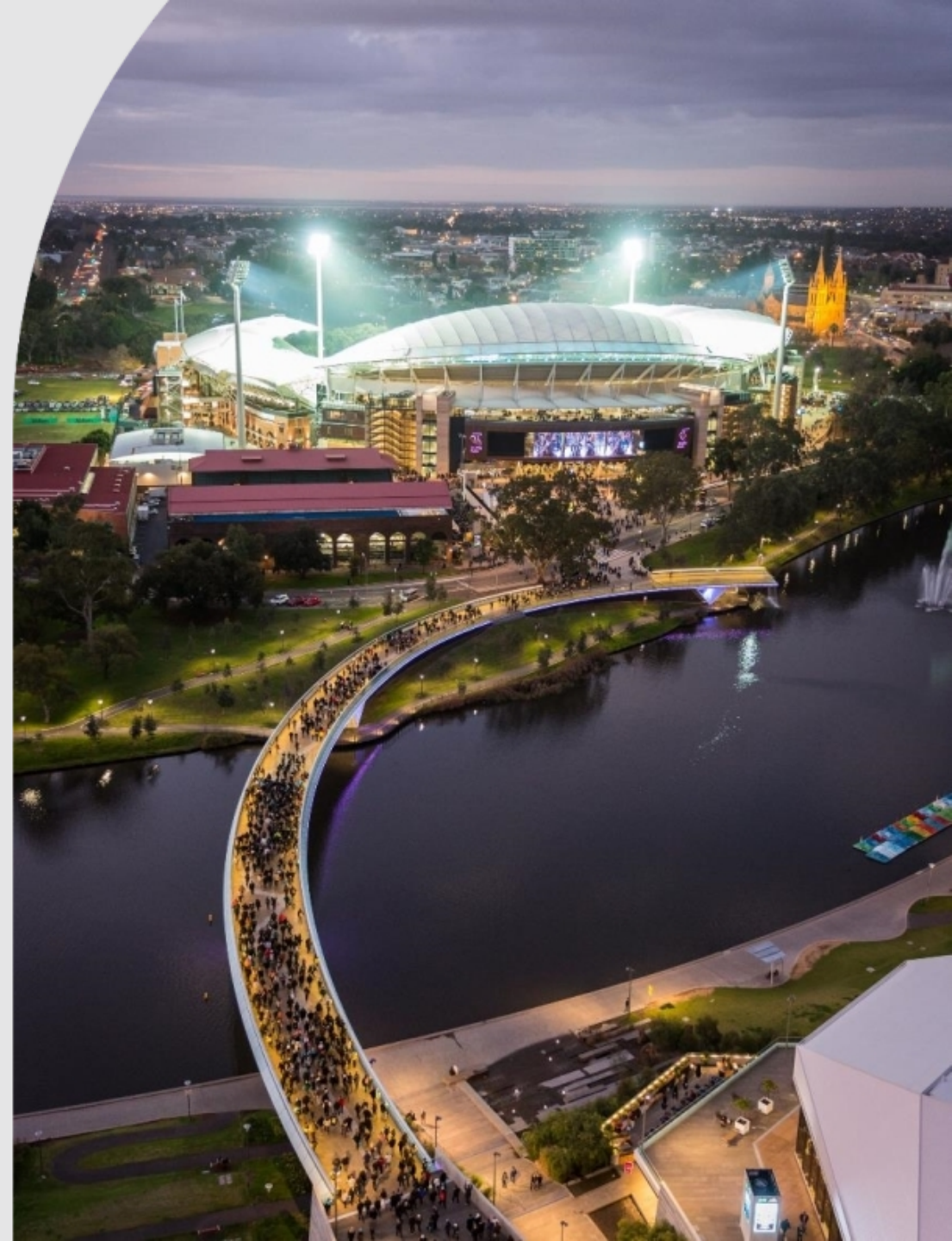
# Risks & Opportunities

## Risks

- Continued rising interest rates and cost of living pressures decreasing disposable income that can be spent in city businesses
- Tight labour market and workforce skills mismatch with emerging city opportunities
- Lack of residential accommodation for key workers, new arrivals and students
- The impact of the Commonwealth Government's announcement of flexible working arrangements on workers in the city and the flow on effect of that
- Increasing construction costs and potential associated impact on capital projects
- Staff attraction and retention
- Board continuity.

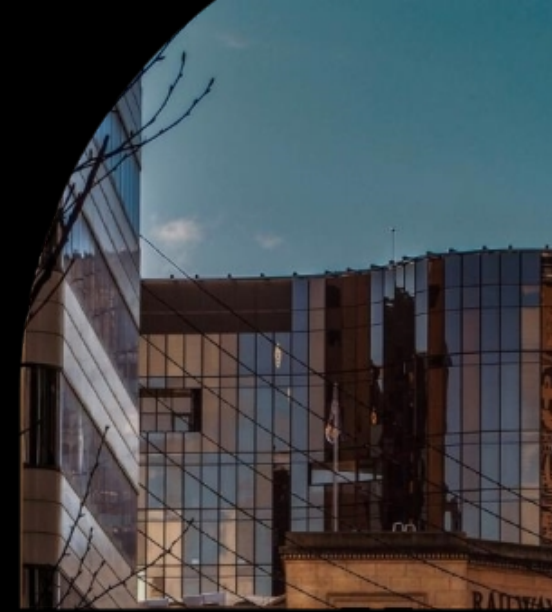
## Opportunities

- Leveraging off and continuing to grow the increase of market share Rundle Mall has experienced over the last two quarters
- The development of AEDA's Strategic Plan to inform the strategic direction and the key initiatives required to support the growth of the city economy over the next 4 years
- Opportunities to review and implement the findings of the KPMG & Deloitte reviews to increase AEDA's impact and efficiency
- Opportunities to increase events and activations across the city.



# AEDA Business Plan & Budget Measurements

Q4 2022/23





# Summary

The 2022/23 AEDA Business Plan & Budget included **34 measures across four Key Result Areas:**

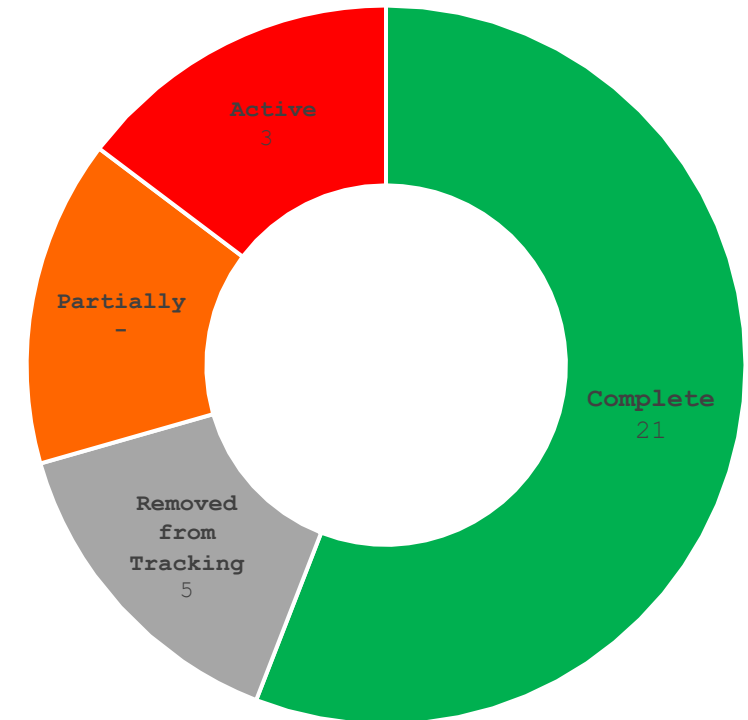
**Business, Investment & Residential Growth; Visitor Economy; Rundle Mall, and; Brand & Marketing.**

Between Q1 (1 July 2022) to Q4 (30 June 2023), the below have been achieved:

- 21 measures have been 'Complete';
- 5 measures are 'Partially complete', as some progress has been made towards the target but we are not tracking ahead of the pro-rata benchmark;
- 3 measures are 'Active' which means work is being done towards the target but no numerical figure towards the target has been recorded, and;
- 5 measures have been removed from tracking

## Key Terminology:

- ✓ **Complete:** the measure has been achieved or surpassed
- 📊 **On track:** pro-rata the measure is tracking ahead or in-line with the target
- 📌 **Partially complete:** some progress has been made towards the target
- 🚧 **Active:** actions are being undertaken to work towards the goal



# Visitor Economy

Key Performance Indicator	Status	Measure	Actual	Difference	Comment
<del>Launch of the Adelaide Tourism Alliance with 20 partners</del>					Due to the current SATC State Regional Tourism Review this KPI is no longer relevant for this FY. However, AEDA has provided support for 10 operators to develop 14 new tourism products.
Collaborate with trade partners to deliver 4 intrastate / interstate campaigns	Complete	4	5	+1	Trip Advisor partnership, in conjunction with SATC. Campaign results will be available end of July for reporting.
Delivery of new Experience Adelaide Visitor Centre on time and within budget	Active	\$4m	-	-	Due diligence undertaken on capex and operating models. Discussions with State Library continuing.
<del>SATC 2025 Adelaide metro region tourism expenditure target \$5.9b</del>					As of year ending March 2023, visitor spending was \$4.9 for Adelaide metro region.
<del>SATC 2025 State tourism expenditure target \$10b</del>					As of year ending March 2023, visitor spending was \$9.4 for Adelaide region.



# Business, Investment & Residential Growth

Key Performance Indicator	Status	Measure	Actual	Difference	Comment
500+ businesses participate in business support & growth initiatives	Complete	500	918	418	Measured through <i>Business SA Partnership</i> as well as the <i>Business Investment Advisor</i> and <i>Business &amp; Industry Engagement Advisor</i> support and mentorship and attendance at AEDA hosted events
20+ vacant shopfronts/premises activated	Complete	20	20		<i>Cherry Specialist Coffee, Perfect Cup, Orchard Bookshop</i> and <i>Little Tokyo</i> (assisted with grants) as well as <i>Renew Adelaide</i> placing 15 ventures into vacant shopfronts between Q1-Q4.
At least 15 inward investment proposals supported (collectively employing 1,000+ staff)	Complete	15	78	58	Strong opportunities for Purpose Built Student Accommodation. Attendance at <i>Retail Property Marketplace</i> in Melbourne created multiple leads. In FY ending 2022, the city experienced the highest workforce growth it has seen in the past two decades (20 years), with approximately an extra 12,000 employees bring the total workforce to over 150,000. Throughout 2022/23 the Welcome to Adelaide program, AEDA assisted 25 firms and approximately 1,200 (1185) staff in their transition to working in the City of Adelaide.
One AAA Visual Effects (VFX) company committed to Adelaide	Complete	1	2	1	<i>KeyWords Studio</i> officially launched their new presence at 99 Gawler Place on 30 March 2023 <i>Big Ant</i> officially launched their new presence at 25 Franklin Street on 6 April 2023. Their upcoming AFL 23 and Cricket 24 games will create 60 new jobs
Deliver a strengthened / reshaped precinct model	Active	-	-	-	Delayed pending outcomes of AEDA Reviews.
CoA residential population target forecast at 2030 of 40,994	Active	40,994	36,941	-	<i>Forecast.id's</i> population forecast for CoA in 2030 was revised from 37,846 to 36,941 people (as of March 2023). The forecasts were updated using the 2021 Census data from the ABS.

# Rundle Mall

Key Performance Indicator	Status	Measure	Actual	Difference	Comment
Passer-by traffic at least 90% of 2019	Complete	90%	90%	-	
Market share Moving Annual Total (MAT) maintained above 5.5% for main trade area	Complete	5.5%	5.5%	-	Annualised Market Share reached 5.5% by 30 June 2023
Deliver 1 x brand reputation (consumer) research and share with stakeholders	Complete	1	1	-	Completed with Rundle Mall place Vision and Precinct Roadmap project
Deliver 1 x brand context (competitor) research and share with stakeholders	Complete	1	1	-	
Increase average monthly website users to 35K (2.4% increase on 2021)	Complete	35,000	44,409	+9409	Monthly website users average increased by 30% from previous FY.
Increase average monthly pageviews to 71K (4% increase on 2021)	Complete	71,000	96,115	+25,115	
Increase Instagram followers +12% to 32.5K	Partially-complete	32,500	32,206	-294	Instagram follower acquisition slowed in Q4 due to a vacancy in the Marketing and Content Coordinator role for Rundle Mall.
Increase Facebook followers +10% to 65K	Partially-complete	65,000	63,694	-1,306	Instagram engagement rate remained high over the whole FY.
Instagram engagement rate of 4%	Complete	4.0%	4.85%	+0.85%	Facebook engagement rate is above industry averages for pages with this amount of followers.
Facebook engagement of 1%	Partially-complete	1.0%	0.8%	-0.2%	
Welcome Packs provided to 750+ new city workers which include Rundle Mall vouchers	Complete	750	1185	+425	
3 significant retail brands committed to Adelaide	Complete	3	7	+4	<i>Sheike, JD Sports, Uniqlo, Windsor Smith, Tag Heuer, Kookai and Nude Lucy.</i>



# Brand & Marketing

Key Performance Indicator	Status	Measure	Actual	Difference	Comment
Define and implement success measures for all marketing campaigns	Complete	1	-	-	Post campaign reports including measures have been compiled for all marketing campaigns
Media coverage of at least four thought leadership pieces	Complete	4	10	+6	Across multiple channels such as the Advertiser, InDaily, television and news radio
Facebook 25% growth	Complete	35,101	37,909	+2,808	Facebook followers grew by 44% over the FY.
Instagram 30% growth	Complete	12,026	14,500	+2,474	Instagram followers grew by 72% over the FY.
<del>Twitter 40% growth</del>					Following a review of the content strategy, Twitter was removed as a primary social media platform.
LinkedIn 40% growth	Complete	2,986	4,317	+1,331	LinkedIn followers grew by 241% over the FY.
What's On EDM 10% growth	Partially-complete	171,623	162,018	-9,605	What's On subscribers grew by 4.9%. Last FY there were significant subscriber gains from the City Eats 25,000 \$30 vouchers campaign.
City Business EDM 20% growth	Complete	8,738	8,752	+14	City Business subscribers grew by 25%.
Increase Experience Adelaide website page views by 10%	Complete	1,923,131	1,992,288	+69,157	Combined Experience Adelaide site and AEDA site traffic objective was achieved. The two sites were split half way through this FY. Traffic will be benchmarked separately from 23/24 FY onwards
<del>Increase Experience Adelaide time on site by 10% (from 42.3 average seconds)</del>					No longer utilising time on site as an indication of success, instead reviewing other metrics
Digital Marketplace / byADL onboard 300 businesses to the platform	Partially-complete	300	88	-212	Negotiations in regards an early transition of byADL from AEDA to Arcadier underway.

# Key Highlights – April – June 2023

- Investment Prospectus & Campaign
- Destination Adelaide Campaign (Stage 2)
- Frida & Diego Citywide Trail
- South Australian Visitor Information Conference
- Tourism Partnership Campaigns
- Events and Festival Funding
- Economic Development Award Finalist
- AEDA Summit
- Data & Insights
- Strategic Partnership Achievements
- Welcome to Adelaide
- Shopfront Improvement Grants
- Games Plus Support Program
- Investment Leads Managed
- Rundle Mall Place Vision, Foot Traffic and Retail Expenditure
- Rundle Mall Activations
- Urban Kitchen





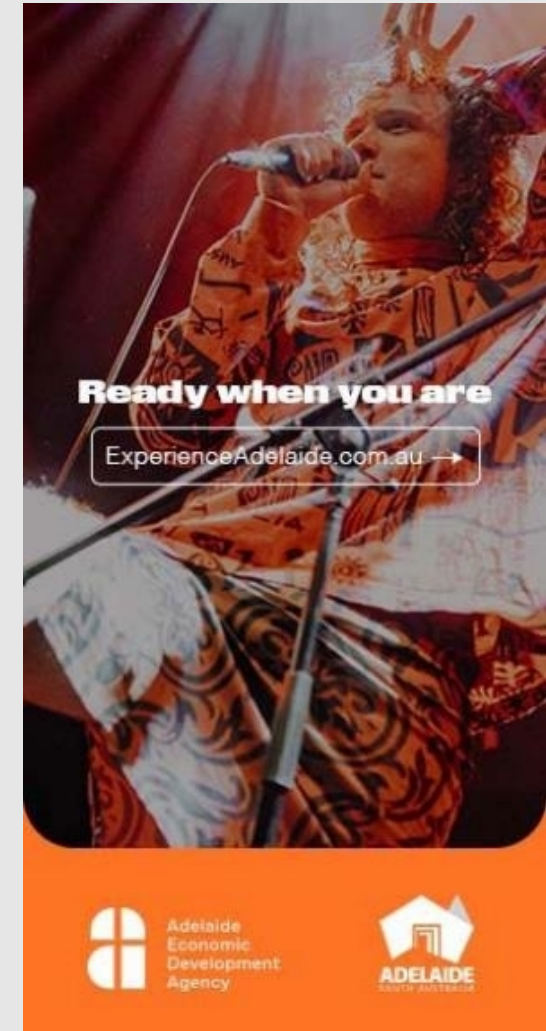
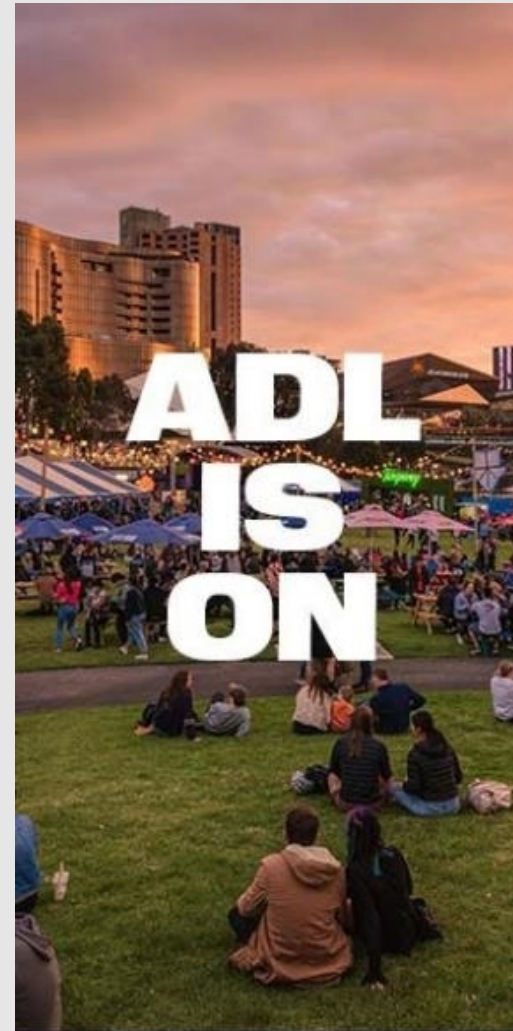
# Investment Prospectus & Campaign

- Released at the AEDA Summit in May, the Investment Prospectus includes a printed 'Invest Adelaide' document, [website landing page](#) and presentation deck. The prospectus is a tool for AEDA and the wider business community to use to showcase the benefits of doing business in the city from financial to lifestyle. It was produced in consultation with government and private industry.
- A digitally-led campaign launched in the same week, targeting business leaders looking to start or expand their business, with a focus on the city's growth industry sectors. A [hero campaign video](#) complements the other assets. The campaign is in market now, with a series of measures including tracking investment leads via clicks to the website and prospectus downloads.



# Destination Adelaide Campaign – Phase 2

- The ADL IS ON campaign's second stage ran until the end of June. It focuses on festivals and events beyond the summer period and complements the South Australian Tourism Commission's (SATC) digital 'loves a party' marketing campaign
- The lead creative includes a [video](#) with conversions directing audiences to the [landing page](#) to generate leads for city businesses
- Full campaign results to be reported next quarter.



# Frida & Diego Citywide Trail

- Working with the Art Gallery of South Australia (AGSA) to leverage their 'Frida & Diego: Love and Revolution' exhibition which is exclusive to Adelaide, AEDA engaged with city businesses to create a citywide trail. The trail consisted of 27 activities or events inspired by the exhibition to harness the Frida excitement and encourage visitors to explore the city further. A trail highlight is 'Frida's Blue House' in Rundle Mall, modelled after the attraction in Mexico City
- Promotion is via an inter and intrastate Trip Advisor campaign, paid social media campaign, trail maps handed out at the exhibition, city dressing, and signage, with a dedicated landing page on [Experience Adelaide](#). The campaign is in market from June to September. Results will be shared at campaign conclusion.

**FRIDA & DIEGO**

Experience the trail here

**FRIDA**



**CITY TRAIL**

24 June -  
17 September

QR code

Rundle Mall Adelaide City Council AGSA



# Visitor Information Centre

## SAVINC Conference

- AEDA, the City of Adelaide and the South Australian Tourism Commission welcomed more than 50 delegates from 43 visitor information centres across the state for the 2023 South Australian Visitor Information Centre Conference



## Volunteer Training

- Engaged an external provider to run a training session for volunteers on storytelling and customer service. The training was offered in collaboration with other Visitor Information Centres including Port Adelaide and Gawler. It better equips volunteers to provide visitors with the best possible advice and experience.

### Visitor Information Centre Visitation Numbers

April – 2,439

May – 2,796

June – 1,890

Full year is 31,086  
(compared to 17,479 in  
2021/22)

South Australian  
Visitor Information Centre Conference

## Delegate Guide

29 – 31 May 2023  
Adelaide



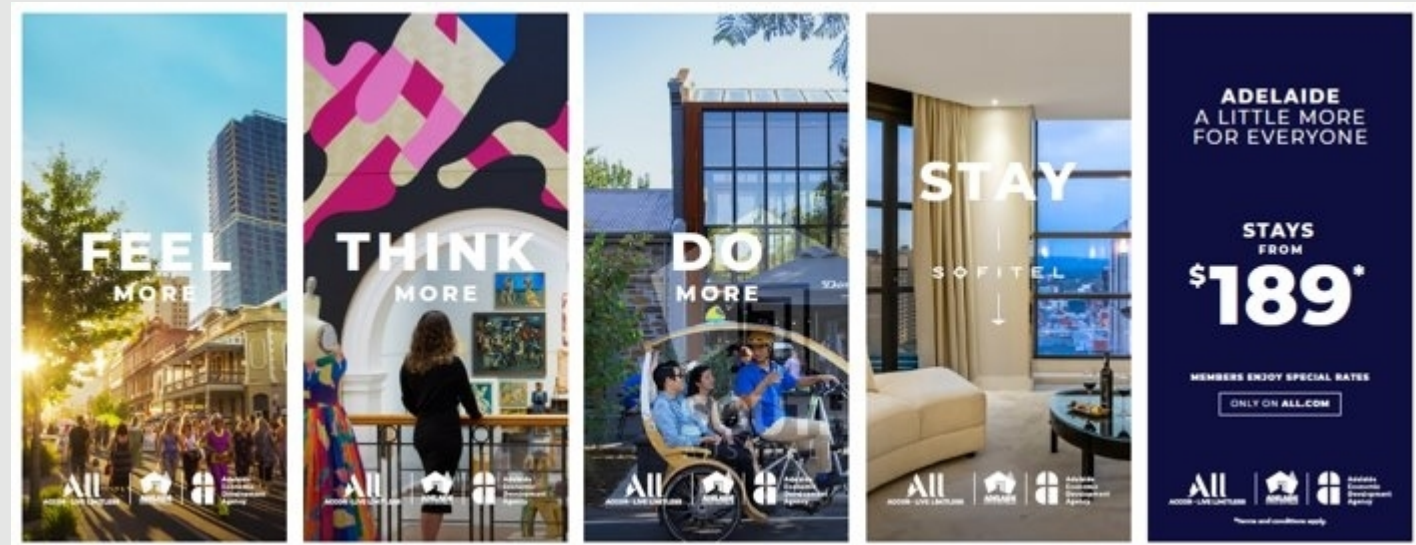
Poppye River Cruises, River Torrens, Kurrawirra Park

image: joeyponies



# Tourism Partnership Campaigns

- Expedia's Wotif brand was used to promote overnight stays in the city and support visitation to attractions, experiences and hospitality. 3.7k room nights which generated US\$716k in gross booking revenue. All sales directly attributed to the campaign ads
- Accor Australia was used to leverage SATC's relationship to achieve 100% city-based messaging through the campaign that ran from 5 December to 1 February. It promoted overnight stays and supported visitation to attractions, experience and hospitality. 24,739 room nights and \$7m+ revenue generated with 87% of room nights for Adelaide CBD property. Paid media ROI \$53 with a cost per acquisition of \$13.



# Event & Festival Funding

## Strategic Events Fund

The Strategic Events Fund closed for submissions on 31 March 2023. Since 1 July 2022:

- 9 applications were received in the **New Events** category of which:
  - 7 applications were awarded funding totalling \$315,000 (2 requests were approved during this quarter)
  - 2 applications deemed ineligible
- 16 applications were received in the **Expansion of Existing Events** category of which:
  - 10 applicants were awarded funding totalling \$228,000
  - 3 applications unsuccessful
  - 1 application deemed ineligible
  - 2 applications withdrawn

## 2023/24 Events and Festivals Sponsorship Program

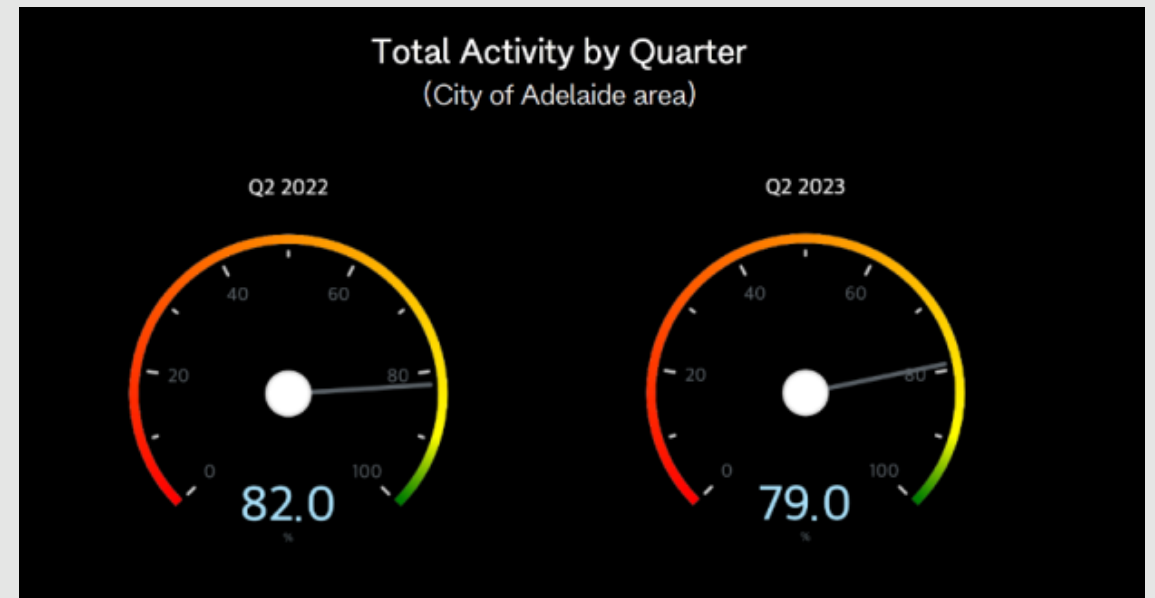
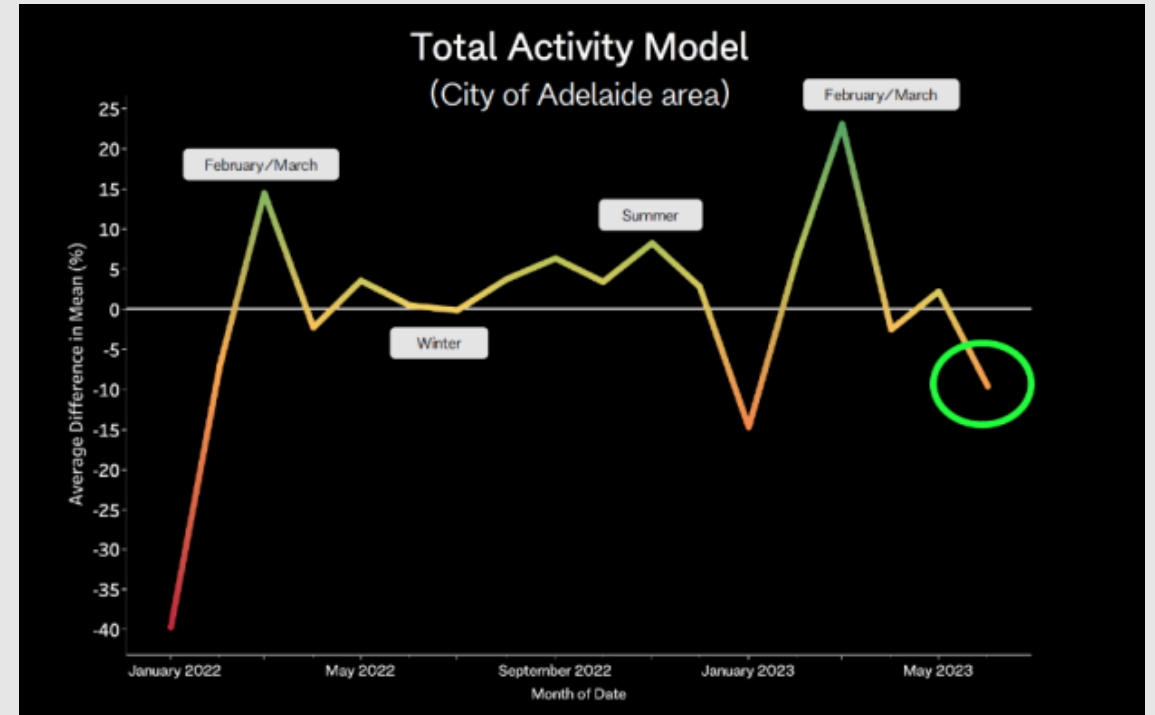
- Applications for funding closed on 21 April 2023
- A total of 9 applications were received of which one was deemed ineligible and did not progress to assessment
- Funding recommendations for eligible applications were presented and discussed by the AEDA Board at its meeting on 30 May 2023
- The Board recommended \$175,000 be allocated to 5 different events
- The Board's funding decisions were presented to Council's Finance and Governance Committee on 20 June 2023 and Council on 27 June 2023. No changes were made to the recommendations presented which resulted in 5 events being approved for partial funding.





# EDA Award Finalist

- AEDA was been shortlisted as a finalist in the Economic Development Strategic Thinking category of the 2023 National Economic Development Awards for Excellence. The successful submission focuses on the development of an Economic Activity Barometer.
- The Activity Barometer models several activity variables into one overall visual. The tool uses data from daily foot-traffic, public transport validations, on-and-off streetcar parking, e-scooter trips, and expenditure categories to create an overall activity score and visualisation. As every individual interacts with their city in a unique way, the Activity Barometer encompasses this and accounts for all users.
- This initiative sets the Council apart as a leader in evidence-based decision-making. By adopting the development of this innovative tool, the City of Adelaide is better able to track and evaluate economic development initiatives to inform policymaking and economic initiatives.



# AEDA Summit

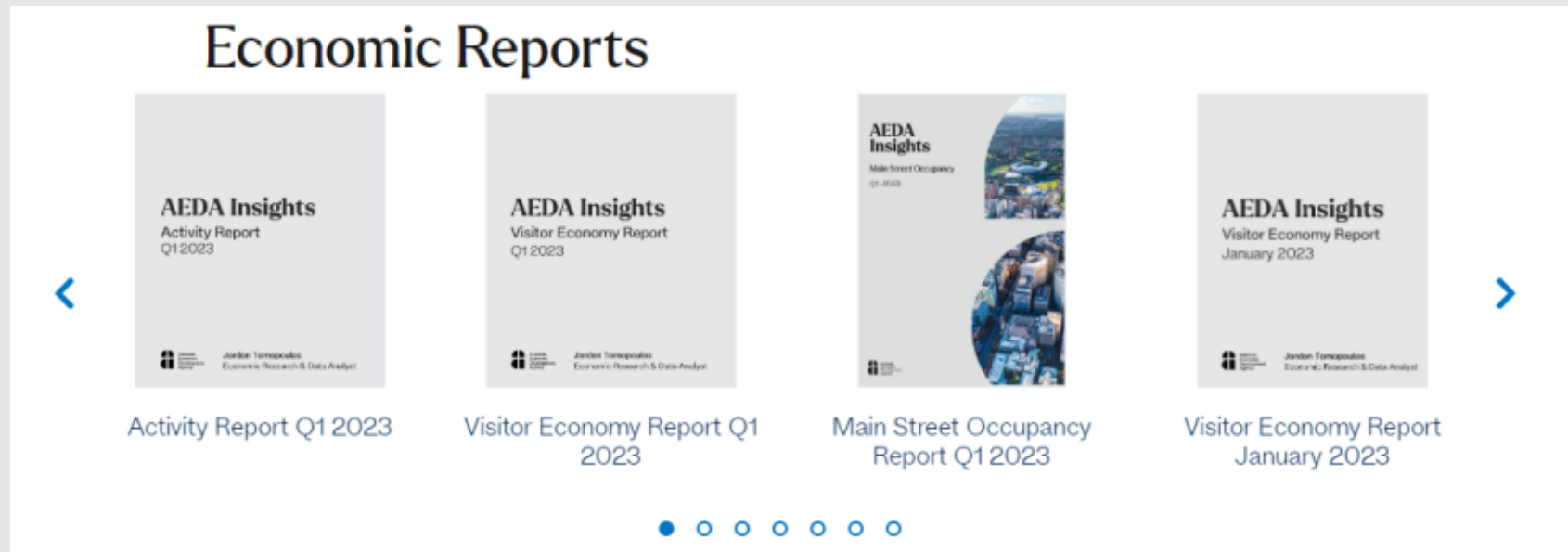
- The 2023 AEDA Business Summit was held on 24 May at Adelaide Oval. Over 430 attended and heard from industry leaders in economics, commercial property, technology, events, entrepreneurship and education about how Adelaide can prosper. The post-event survey results indicated that 97% of attendees were extremely satisfied with the quality of speakers and the overall event.





# Data & Insights

- As part of AEDA's role in sharing data and insights with city stakeholders, through the quarter AEDA developed and shared the:
  - Q1 Visitor Economy Report
  - Q1 Main Street Vacancy Report
  - April Visitor Economy Report
- These reports are also published on the [AEDA Website](#)



# Strategic Partnership Achievements

Through AEDA's Strategic Partners, a number of outcomes have occurred during the quarter 4 period:

## South Start

- SouthStart hosted their second activity Bowl-A-Palooza on 1 June with 75 attendees the event successfully brought together diverse and fostered collaboration, network expansion, and opportunity exploration in a relaxed environment.
- Through their media partnership SOUTHSTART//ODYSSEY that took the form of an interstate media hosted program, SouthStart:
- Hosted a total of 11 media outlets, 9 representing national media outlets and two locals at SOUTHSTART
- Generated 34 items of media editorial coverage (linked to the specific time period of the Hosted Media Program conversations)
- Across the coverage generated to date (linked to the Hosted Media Program) an audience reach\* of more than 6.9M.



## Renew Adelaide

- Renew Adelaide opened two activations KSJ Consulting and Platinum Civil Construction at Level 1 Goldsbrough House, 172-174 North Terrace and Helen's Mini Worlds at Shop 2 Charles Street Plaza. Properties in the Myer Centre and in Gawler Place have been open for EOI. This brings their FY total of ventures launched via AEDA funding to 15.

## Adelaide Business Events

- Hosted Member Networking Exchange 26 June at new refurbished Playford Adelaide (100+ attendees and attended by AEDA)
- Adelaide hosted AusMedtech 24-25 May (430 delegates)
- ABE attend Business Event Australia in Guangzhou, China to foster business events and corporate incentive buyers
- May was the busiest month Adelaide had experienced for delegate numbers



# Welcome to Adelaide

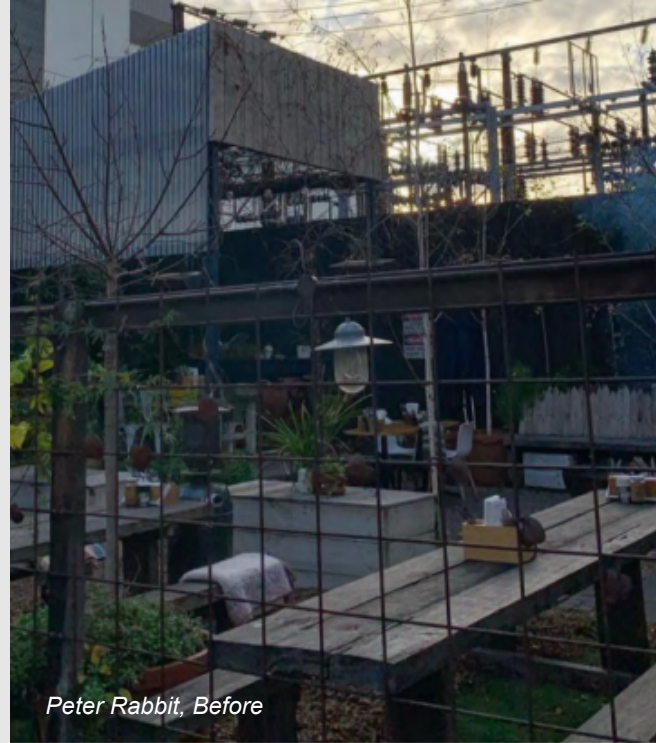
- In quarter 4, the financial year target of supporting 1,000 new worked to the city was exceeded by 185. Supported firms included Canva and Mercer. Across April and May, these employees visited a UPark 278 times through the 'Welcome' UPark promotional offer. An Adelaide Central Market 'Welcome Brunch' cart was also provided for Mercer employees on their first day in the city office
- At the end of quarter 4, a total of 1185 Welcome to Adelaide bags were distributed via the program since July 2022 to the employees of 21 new firms to the city
- Marketing collateral and pack inclusions are currently being re-designed for the 2023/24 financial year to improve the look and experience for the employees receiving the Welcome Packs.





# City-Wide Shopfront Improvement Grants

- The City-Wide Shopfront Improvement Grant program concluded on 30 June 2023. A total of 112 businesses completed projects since the program's commencement in 2022, with a combined project value of more than \$1 million with a \$670,000 investment of Council funds.
- In quarter 4, 36 projects were completed, with a combined total project cost of \$371,440 and an investment of \$238,000 of Council funds. The businesses contributed over \$133,000 towards the project costs.



*Peter Rabbit, Before*



*Peter Rabbit, After*



*Handle Bar, After*



*Handle Bar, Before*



# Support & Investment Attraction for Gaming Sector

## Games Plus Support Program

The Game Plus Support (GPS) Program is an initiative that aims to increase diversity and inclusivity in the games industry by providing supported desk space and community membership at Game Plus Adelaide. This pilot initiative has been running for the past 12 months

This initiative was designed to remove the barrier to entry for diverse groups, early career starters, and those changing careers into the video games industry

By offering free desk space, the GPS program has allowed individuals who might otherwise be excluded from the industry to gain access to valuable resources and build their professional networks.

Feedback from the 16 participants in the program was:

- 83.3% successfully achieved the milestones they set for the program
- 93.3% report increased confidence in their career success as result of your placement in the Game Plus Support Program
- 96.6% report feeling better connected to the South Australian Games Community as result of your placement in the Game Plus Support Program

## Attraction of AAA Gaming Development Studio

- Big Ant officially launched their new presence at 25 Franklin Street on 6 April 2023
- Big Ant Studios are behind the upcoming AFL 23 and Cricket 24 games they will create 60 new jobs in the local industry with artist, programming and engineering jobs with plans for graduate training program later in the year.

## Unwind Sponsorship

- Unwind is South Australia's meetup for both the local game development industry, and the community around it. It held is bi-monthly meet up and the May meeting was held at the Light Bar at Light Adelaide, attracting over 100 attendees.

# Investment Leads Managed

- The development of AEDA's investment attraction plan outlines actions to reconnect with the market and to raise Adelaide's profile as an investment location through renewing pre COVID investor contacts, links and targeting new opportunities
- Throughout the quarter over 13 investment leads have been managed:
  - A number of leads are being managed from potential investors seeking to source sites for purpose-built student housing developments and managed accommodation
  - Engagement with Student Accommodation Association (SAA) regarding aligning the SAA objectives on national quality assurance with targeted investment attraction in this sector
  - Collaboration with the Italian Chamber of Commerce and Industry following their visit to Adelaide in a bid to attract Italian luxury retail brands to Adelaide
  - Assistance in accommodation searches and reporting on commercial property for 3 organisations seeking to establish alternative locations in the City
  - AEDA attended the Retail Property Marketplace event held in Melbourne on 21 June. The event provided opportunities to seek investment and business opportunities with a focus on national and international retail brands
  - Engagement with the Property Council Australia on adaptive re-use of commercial property for residential uses
  - Engagement with State Government 's Trade Envoy to South East Asia, Martin Haese to: make representations on investment opportunities in the City to peak industry groups and investors with established links to Adelaide in Singapore, Malaysia and broader Southeast Asia; identify and promote opportunities to engage new investors in those markets; and explore possible collaborations on inbound and outbound delegations.

## Rundle Mall Place Vision and Precinct Road Map

- The Rundle Mall Place Vision and Precinct Roadmap project has been completed. This has been the most comprehensive strategic planning project undertaken on Rundle Mall since the 2011 Rundle Mall Masterplan. Through extensive engagement and consumer research, new place principles, imperatives and recommendations have been established for Rundle Mall. The new vision proposes a more holistic and culturally connected, retail and lifestyle experience for Rundle Mall visitors.

## Rundle Mall Foot Traffic & Expenditure

- Following a heightened period of activity from multiple events, festivals, and activations, Rundle Mall has experienced some of the strongest total foot traffic numbers since 2019. May total foot traffic was the strongest result since December 2019. Rundle Mall businesses have benefited from this heightened activity with outstanding retail expenditure figures including record months for retail spend in March
- Annualised market share in Q4 increased to 5.5% This is now the second consecutive growth quarter which is also the first growth in market share since reporting began in 2017.

### March\*

#### Foot Traffic for March

Total Traffic\* | +5% March YoY

Passer-by Traffic\*\* | +16% March YoY

#### Retail Spend

\$135.5M

+18% on March 2022

#### Overall Spend

\$423M

+20% on March 2022

\*March data is being reported on in this quarterly report as it was only available as of April 2023

### April

#### Foot Traffic for April

Total Traffic\* | +29% April YoY

Passer-by Traffic\*\* | +14% April YoY

#### Retail Spend

\$124M

+3% on April 2022

#### Overall Spend

\$384M

+10.5% on April 2022

### May

#### Foot Traffic for May

Total Traffic\* | +36 May YoY

Passer-by Traffic\*\* | +15% May YoY

#### Retail Spend

\$122M

+1% on May 2022

#### Overall Spend

\$379M

+6% on May 2022

### June

#### Foot Traffic for June

Total Traffic\* | +24 June YoY

Passer-by Traffic\*\* | +11% June YoY

#### Retail Spend

\$121M

+3% on June 2022

#### Overall Spend

\$362.7M

+6% on June 2022

\* Total traffic describes the number of visitors to the main pedestrianised strip of Rundle Mall, each day. Total traffic is a relativistic score, to enable relative comparison. It is not an absolute measure of pedestrian traffic.

\*\* Passer-by describes the total number of sensors triggered by the visitors passing through the Mall. It is influenced by the amount of time visitors spend in the Mall and how much they move around. Passer-by traffic is a score, to enable relative comparison, and is not an absolute measure of traffic.

# Rundle Mall Activations

## Urban Kitchen

Urban Kitchen returned for third year with an expanded program. Urban Kitchen is a 10-day SA food and wine experience in Rundle Mall and is an associated event run by AEDA as part of Tasting Australia.

The expanded program consisted of:

- 3 x 45 minute sessions per day with Callum Hann from Sprout Cooking School, with an additional 5.30pm session on both Friday nights to support late night trade.
- 2 x Koko Black masterclasses with renowned Head Chocolatier Remco Brigou
- 1 x d’Arenberg’s wine tasting class with Chief Winemaker Chester Osborn

Results:

- Sold out events - 1,080 tickets sold
- Partnered with Rundle Mall businesses – David Jones and Myer to provide all kitchenware for masterclasses, Charlesworth Nuts popped up at Urban Kitchen for 2-days and was a hero ingredient in masterclasses and H&M provided dedicated homewares offers for attendees
- 84% of event attendees visited Rundle Mall specifically for Urban Kitchen but 80% of attendees went on to shop and or dine after the session
- 99% of attendees would attend Urban Kitchen again, and 100% rated it 7 out of 10 or higher
- 91% of attendees would like to see more food and wine experiences in the Mall.

## Gathered SA Markets

- Gathered Markets in the Mall launched in Rundle Mall on Mother’s Day Sunday 14 May, from 9 am to 5 pm, market-lovers were able to shop a range of fashion, homewares and other makers, as well as enjoy a selection of delicious food and drinks
- Total Foot traffic on Sunday 14<sup>th</sup> May was up 58% on equivalent date in 2022.
- Total Foot traffic week 8-14 May was up 43% on equivalent date in 2022.
- Gathered Markets on the Mall also was held on 11 June.





# Rundle Mall Activations cont.

## Sarah and Sebastian

- Sarah & Sebastian had taken their popular 'Soldered Experience' on the road around Australia. The 'Soldered Experience' is where attendees can have one of their signature chains soldered onto their wrist to create a permanent piece that stays with them for life.
- The activation saw Sarah & Sebastian come to the Mall with their customised shipping container, providing pre-booked appointments to attendees who would otherwise not have access to the unique service. General public also had access to the event and the opportunity to purchase jewellery onsite.
- A strong PR campaign for the container driving traffic, awareness and buzz around each of the unique locations.
- Adelaide sold out within a week going live online, Sarah & Sebastian extended for an extra week in Rundle Mall.

## Gather Round

To support AFL Gather Round from Thursday 13 April through to Sunday 16 April, large-scale, multi-site activations across the length of the Mall took place from Tuesday 11 April in collaboration with AFL. This included:

- Gather Round goals posts at the entrance of the Mall
- Chemist Warehouse personalised 'AFL Record' photobooth activation
- Game day merch available at the AFL and rebel pop-up stores
- \$10 Puma vouchers handed out at the rebel inflatable handball stand
- 9.5-metre inflatable Sherrin football placed in the middle of the Gawler Place intersection, with one lucky competition winner given the opportunity to inflate the giant football
- During AFL Gather Round total traffic was up +30% vs. same time in 2022



# Rundle Mall Activations cont.

## LIV Golf

LIV Golf bought its supercharged, fast paced energy to Rundle Mall on Wednesday 19 April to Sunday 23 April with a series of golf themed activations including:

- A bar, with DJs spinning tunes daily
- Golf simulator
- Famous player appearances
- Live screen with all the action

## Ampol State of Origin

To coincide with the Ampol State of Origin fans could stop and snap a picture with the Giant State of Origin Heads located outside H&M, had the opportunity to get up close with the State of Origin Shield and meet their favourite Rugby League legends.

The captains and coaches of the NSW Blues and QLD Maroons took centre stage under the Gawler Place Canopy for a live press conference.





# Coming Up

What is happening from 1 July 2023 – 30 September 2023?

- Renew agreement with Games Plus to continuing to delivery of Games Plus Support Program including its cross promotion at AVCon
- SouthStart as part of Strategic Partnership will host “Angel Assembly” on 6 July at Lumen with Southern Angels. This event is to connect Investors who are looking to play a more active role in fuelling the success of Adelaide’s Start Ups
- Calls for new partnerships via our contestable Strategic Partnership Program processes to support the small business sector, specifically in the areas of start-ups, scale ups and business growth
- A Commercial Events and Festivals Sponsorship Program (\$500K) fund will be presented to Council in August developed for commercial event operators and private businesses and (\$100K). Funds to be allocated for internal use for the purpose of leveraging events to encourage visitors to spend extra days and nights in the city through marketing and promotion of associated activities
- Board consideration of the Rundle Mall Place Vision and Strategy on 25 July
- Initiation of capital projects; the Rundle Mall Sound System and James Place upgrades
- Gathered SA Markets return to Rundle Mall over winter
- Trumpet Flowers Installation in Gawler Place Canopy as part of Illuminate Adelaide City Lights Trail
- Launch of the WellFest Adelaide Program
- Delivery of the Meetings, Incentives, Conferences, Events (MICE) Operator Support Program
- Launch of ADL Fashion Week