

AEDA Annual Report

FY 2022/23



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Adelaide Economic Development Agency acknowledges the traditional Country of the Kurna people of the Adelaide Plains and pays respect to Elders past, present and emerging. We recognise and respect their cultural heritage, beliefs and relationship with the land. We acknowledge that they are of continuing importance to the Kurna people living today. We extend that respect to other Aboriginal Language Groups and other First Nations.

Section 1: About AEDA

The City of Adelaide recognised the importance of the need to accelerate economic growth in the city and North Adelaide, and as part of its 2020-2024 Strategic Plan, implemented a new citywide business model. This led to the creation of the Adelaide Economic Development Agency (AEDA).

AEDA was established as a subsidiary of the City of Adelaide under Section 42 of the *Local Government Act 1999 (SA)* and formally commenced operating on 18 January 2021.

Vision

To make Adelaide the most liveable city in the world.

Mission

To accelerate economic growth in the city by attracting investment and supporting businesses, growing the visitor economy, supporting residential growth, growing an annual events calendar and marketing the city as a whole including Rundle Mall.

Purpose

AEDA is managed by a Charter, which states that AEDA's purpose is:

- To accelerate economic growth in the city by attracting investment and supporting businesses, festivals and events, as well as visitor, student and residential growth;
- To promote the city of Adelaide as a destination and 'magnet city' and increase its visitation and use by residents, workers, visitors and the community in general;
- To position Rundle Mall as the State's premier retail and commercial shopping precinct in order to sustain retail, business and economic viability; and
- To ensure that the Agency operates within the terms of its Charter and the Council's Strategic Plan.



Section 1: About AEDA

AEDA Board & Membership

The AEDA Board oversees the business of AEDA. The skills-based Board includes expertise across hospitality, property development, place making, business development, investment, events and tourism.

AEDA Board members who served during the 2022/23 financial year are:

- Nikki Govan (Chair)
- Steve Maras (Deputy Chair)
- Sandy Verschoor (Lord Mayor*) (until Nov 2022)
- Tammy Barton
- Oliver Brown
- Jaimee-Lee Charlton (Advisory Committee)
- Craig Holden
- Manuel Ortigosa
- Tim Last
- Dr Jane Lomax-Smith AM (Lord Mayor*) (from Dec 2022)

*§4.4.1.1 of the AEDA Charter states one Board member must be the Lord Mayor of the Council or an elected member nominated by the Lord Mayor.

AEDA Advisory Committee

The AEDA Charter requires the AEDA Board to establish an Advisory Committee in order to provide a two-way mechanism for city businesses, main street associations, precincts and other stakeholders and the AEDA Board to exchange information and raise matters that are within the Agency's functions and powers.

AEDA Advisory Committee members who served during the 2022/23 financial year are:

- Jaimee-Lee Charlton, Chief Operating Officer Operations, Spendless Shoes
- Leah Grantham, Head of Stakeholder Engagement, Babcock Australia & New Zealand
- Eloise Hall, Managing Director/Co-Founder, TABOO Period Products
- Brian Parkes, Chief Executive Officer, JamFactory (until 14 Feb 2023)
- Dino Vrynios, Managing Director, Das Studio
- David West, Principal Retail Consultant, Premier Retail Marketing
- Andrew Wallace, Program Director Interior Architecture and Creative Industries at the University of South Australia (Precinct Group representative)
- Tim Pozza, Associate Director, McGees Property (from 13 Apr 2023)

AEDA Reviews

In line with clause 4.15.1 of the AEDA Charter that states '*the Board of the Agency will undertake an annual performance evaluation of the Agency*', in November 2022 the AEDA Board requested engagement of an independent, external consultant to undertake such evaluation of AEDA. KPMG was engaged to undertake the evaluation of AEDA.

At its meeting on 13 December 2022, Council resolved to also conduct an independent review of AEDA. That review was conducted by Deloitte.

As at 30 June 2023 the two reviews were near completion and scheduled to be presented to the Audit and Risk Committee and the City Finance and Governance Committee, ahead of consideration by Council.

Annual Report Summary

This Annual Report is for the 2022/23 financial year.

Working closely with businesses, industry groups, state government agencies and other relevant organisations, AEDA delivers programs designed to stimulate the city's economic growth with a focus on investment attraction, growing the visitor economy, residential growth, marketing the city, and promoting Rundle Mall as Adelaide's premier shopping destination.

Through the planned actions in the 2022/23 Business Plan and Budget, AEDA has reached significant achievements in a number of areas that are reported on through this report. Among other achievements, AEDA has:

- Supported more than 95 firms, 78 with potential employment of more than 1,100 staff on inward investment opportunities;
- Sponsored events that collectively attracted around 6.7 million people to the city with an economic impact of approximately \$510 million;
- Assisted 45,741 enquiries through the Visitor Information Service;
- Delivered four tourism partnerships generating 35,000 room nights with more than \$10.2 million booking revenue;
- Developed the Rundle Mall Place Vision and Strategy;
- Seen Rundle Mall's annualised market share increase to 5.5 per cent, with more than 39 notable new store openings, and 352 events/activations hosted;
- Reached 1.8 million views of the Experience Adelaide website.

Section 1: About AEDA

Financial Summary*

Council approved funding for city economic development and associated marketing activities in the 2022/23 Business Plan and Budget. The Rundle Mall separate levy also contributed to a portion of AEDA's budget. Income and expenditure breakdown is outlined in the below tables:

AEDA Income Summary	Original 2022/23 Budget \$'000	2022/23 BR3 \$'000	2022/23 Actual \$'000
AEDA Contribution from City of Adelaide	\$7,189	\$7,212	\$6,921
Strategic and Reignite Project Funding from City of Adelaide		\$3,765	\$2,912
Other Grants, Subsidies and Contributions			\$17
Rundle Mall Levy	\$3,817	\$3,901	\$3,889
User Charges		\$0	\$560
Reimbursements			\$7
Other Income		\$18	\$11
Total Income	\$11,006	\$14,896	\$14,317

AEDA Expenditure Summary	2022/23 Budget \$'000	2022/23 BR3 \$'000	2022/23 Actual \$'000
Business, Investment & Residential Growth	\$2,427	\$3,637	\$3,174
Visitor Growth	\$3,113	\$4,602	\$4,120
Brand & Marketing	\$1,665	\$2,755	\$2,728
Rundle Mall Marketing & Events	\$1,978	\$1,903	\$2,459
Rundle Mall Operations	\$1,823	\$1,999	\$1,607
Total Expenditure	\$11,006	\$14,896	\$14,088

*The figures in this financial summary are preliminary as the annual audit has yet to be conducted, which may result in final figures being different.

Section 2: AEDA Achievements

Throughout the 2022/23 financial year, AEDA led initiatives in line with its core business of driving economic activity in the city and North Adelaide.

Strategies & Actions

AEDA built its business plan around four focus areas, namely Business, Investment and Residential Growth, Visitor Growth, Rundle Mall and Brand & Marketing. AEDA also manages the Rundle Mall precinct and engages with retailers to deliver a diverse range of events, activations and promotions aimed at attracting visitors, adding vibrancy and increasing dwell time to drive retail growth and economic outcomes. AEDA is also responsible for advocating on behalf of levy payers for initiatives and outcomes that enhance Rundle Mall's position as South Australia's premier shopping destination.

AEDA's 2022/23 Business Plan & Budget outlined a set of initiatives and actions for each of the areas of Strategic Focus and for Rundle Mall. Delivery against these initiatives and actions are tabulated in Appendix 1.

AEDA General Initiatives

AEDA Business Summit

The 2023 AEDA Business Summit was held on 24 May at Adelaide Oval. Over 430 people attended and heard from industry leaders in economics, commercial property, technology, events, entrepreneurship and education, about how Adelaide can prosper. The Summit covered the opportunities and implications of a potential university merger, the plans and demands for commercial property in the CBD and the new era of growth and innovation in Adelaide.

Post-event feedback showed:

- 97 per cent were extremely satisfied or somewhat satisfied with the overall event.
- 100 per cent were extremely satisfied or somewhat satisfied with the quality of speakers.
- 97 per cent were extremely satisfied or somewhat satisfied with the panel sessions.

WellFest Adelaide

WellFest Adelaide was held from 7 to 30 October 2022 and included three core events and 58 city operator-led events. Core events included the WellFest Adelaide Arts & Wellbeing Forum, the WellFest Adelaide Leaders' Luncheon and Rundle Mall's Biggest Yoga Session (which sold out and raised \$8,000 for Beyond Blue's Support Service). The WellFest Adelaide marketing campaign achieved over 12 million impressions across paid, owned and earned channels.

ADL Fashion Week 2022

ADL Fashion Week (AFW), held between 6-9 October 2022, involved the delivery and coordination of 25 events across four days. AFW attracted more than 800 guests at events including 'A Night of Fashion' at the Art Gallery of South Australia and '90 Years of R.M. Williams: A Life's Journey' at Søl Rooftop. 'Adelaide's Biggest Shopping Weekend' in Rundle Mall and Rundle Street, included offers and activations. In comparison to the 2021 Festival numbers, total foot traffic in Rundle Mall and Rundle Street was up 3.5 per cent and 101 per cent respectively.

Welcome to Adelaide Program

The Welcome to Adelaide Program has been further developed and rolled out to help staff of businesses new to the city become more rapidly integrated into the community. In 2022/23, 1,185 workers from 21 firms were supported through the program.



Section 2: AEDA Achievements

Key Results Area 1 – Business, Investment & Residential Growth

Attract investment, support new businesses to start, existing business to grow and increase the city's population.

A range of initiatives make up this area of strategic focus, including:

- Strategic Partnerships Program
- Citywide Shopfront Improvement Grants
- Business Support
- Welcome to Adelaide Program
- City Business Growth Consulting
- City Business Support Package
- Games Plus Scholarship Program.

Strategic Partnership Program

AEDA's Strategic Partnership Program is a competitive funding program to enable the Agency to partner with other organisations to deliver initiatives that increase economic activity within the city, enhance Adelaide's brand and contribute to a dynamic city experience. In 2022/23 the following organisations were supported:



Organisation	Outcome
Renew Adelaide	Launched 15 new ventures, 6 ventures graduating to operating independently, 1,681sqm activated, 71 jobs created and \$274,000 in rent donated.
Business Events Adelaide	In FY 2023, more than 125 events were held in Adelaide, generating \$247 million for the state economy. Of these events, 14 were from international business event organisers. Year-end performance results: 164 bid proposals submitted, 123 business events won at a forecast value of \$218 million, 232,000 bed nights secured, 51,000 delegates and 2,058 jobs created.
Study Adelaide	Delivered a global destination campaign Global Agent Familiarisation Program. Eighty education agents participated, 88 per cent of which were first time visitors to Adelaide. Propensity to recommend Adelaide using Net Promotor Score increased by 25 points following the familiarisation.
Festivals Adelaide	Increased the economic benefits from Festivals by delivering initiatives that leveraged these economic benefits, including evolving the Adelaide Arts Multi-Pass, Festival City Adelaide campaign and the annual Festival HQ event.
_SOUTHSTART	Delivered Startup Week and other events to connect and convert entrepreneurs and founders into investors and business owners in the city. Successfully delivered 27 events, with 68 speakers, at 18 CBD-based venues, with 697 registrations. Highlights included investment into two startups and attracting new angel investors.

Section 2: AEDA Achievements

Citywide Shopfront Improvement Grants

The Citywide Shopfront Improvement Grant program supported businesses, organisations and property owners to enhance the presentation of a building, attract visitors, contribute to amenity, or make a creative contribution to the area in which the business is located. Funding was available for up to 80 per cent of the total project costs, to a maximum of \$10,000 per applicant, with successful applicants required to fund at least 20 per cent of the total project cost.

By the end of the 2022/23 financial year, this grant program had supported 112 businesses. The program supported projects valued at more than \$1 million, \$670,000 of which was an investment of Council funds.

Business Support

The Business and Investment team supported businesses through a range of other initiatives including:

- Supporting more than 95 firms, 78 with potential employment of more than 1,100 staff on inward investment opportunities.
- 129 businesses accessed services such as business strategy consulting, legal support, WHS consulting, workplace relations and access to general business advice through the partnership with Business SA.
- Regular communications with over 8,000 city business workers through the City Business Newsletter.
- Supporting feasibility assessment of new co-working spaces being considered for the bio-medical sector.
- Supporting the emerging gaming sector by delivering the Games Plus Support (GPS) Program, sponsorship of the Unwind Program and the attraction of AAA Gaming Studio Big Ant to Adelaide, creating 60 new jobs in the city.
- Delivery of the Mainstreet Development program to support the local economic development work of precinct groups in the East End, Hutt Street, North Adelaide, City South, West End, Gouger Street and Grote Street precincts. Funding was used to deliver and/or support eight events, market their areas including through social media and websites, and to host networking events. In 2021/22 the precinct groups collectively had 245 members, 102 of which were financial members.

AEDA Data and Insights

AEDA provides data and insights through regular events, quarterly visitor economy reports and Mainstreet vacancy reports which are accessible via the AEDA website.

In 2022/23 AEDA introduced industry data briefings, bringing together specific sectors to equip them with current data, and analysis relevant to their business. Three briefings were held over the financial year:

- The initial Data4Lunch event held 13 September 2022 was attended by 80 people and presentations provided information and data on Adelaide's economic performance, residential growth, spending, foot traffic and sentiments regarding working from home and the city.
- The second Data4Lunch event, hosted by KPMG, was held on 16 November 2022 and attended by 100 people, with presentations from KPMG South Australian Chairman Justin Jamieson and StudyAdelaide Chief Executive Jane Johnston.
- The third Data4Lunch/Brunch event was held on 14 February 2023 with 100 people in attendance. The theme of the event was tourism, events and the visitor economy. Presenters included Adelaide Airport Managing Director Brenton Cox and SATC Strategy and Insights Manager, Adam Stanford.

An Economic Activity Barometer has been developed that models several activity variables into one overall visual. The tool uses data from daily foot-traffic, public transport validations, on-and-off street car parking, e-scooter trips, and expenditure categories to create an overall activity score and visualisation. Of note the project was shortlisted as a finalist in the Economic Development Strategic Thinking category of the 2023 National Economic Development Awards for Excellence.

Section 2: AEDA Achievements

Key Results Area 2 – Visitor Growth

Create an enjoyable, vibrant and dynamic city experience.

A range of initiatives make up this area of strategic focus, including:

- Administration of the annual Events and Festivals Sponsorship program.
- Visitor Information Centre.
- Tourism.

Events & Festivals Sponsorship Program: FY 2022/23

The Events and Festivals Sponsorship Program provides financial support to eligible groups and organisations to assist in the staging of medium and major events and festivals that create a vibrant and dynamic city experience. A total of \$1.703 million in funding was awarded through the program in 2022/23 Financial Year, supporting the following events:

- Illuminate Adelaide
- Adelaide Guitar Festival
- SALA Festival
- Nature Festival
- Adelaide Film Festival
- OzAsia Festival
- Feast Festival
- National Pharmacies Christmas Pageant
- Adelaide International (Tennis)
- Adelaide Fringe
- Adelaide Festival
- WOMADelaide
- Adelaide Equestrian Festival
- Tasting Australia
- DreamBIG Children's Festival
- Cabaret Fringe Festival
- Adelaide Cabaret Festival.

These events attracted over 6 million* people to the city contributing more than 845,000* visitor bed nights and generating an estimated gross economic impact in excess of \$495* million.

*These figures are based on data supplied by the events through the program's acquittal process

Strategic Events Fund

AEDA administered a \$1 million dollar Strategic Events Fund introduced as part of Council's City Business Stimulus Program to support the events sector during COVID.

A new events category supported new events in the city and North Adelaide. Through the program \$315,000 was awarded to the following events and festivals:

- Adelaide Polo Classic
- Asia Street Food Festival
- Electric Skies
- Fool's Paradise
- G&S Fest! (Gilbert & Sullivan Festival)
- Dark Arts Society – Arcane Arts Block Party
- Festival Centre 50th Anniversary Concert and Turn Up Your Radio Exhibition.

These events attracted over 490,000* people to the city contributing more than 10,000 visitor bed nights and generating an estimated gross economic impact in excess of \$7.27 million*.

*These figures are based on data supplied by the events through the program's acquittal process

A second category supported the expansion of existing city-based events/festivals. Funding of \$228,000 was provided for the following events:

- National Rugby 7s Series - Adelaide Parkland Festival
- CheeseFest
- Ebenezer Night Markets
- Carols by Candlelight
- Blitz Golf North Adelaide
- Santos Tour Down Under
- Wonderland Festival Park
- Gathered Design Market & Fashion Weekend
- Adelaide Motorsport Festival
- Adelaide Writers' Week.

Applicants applying under this category were required to provide estimated additional economic impact and attendance numbers generated by the expanded component of their event.

Expanded activity attracted over 195,000* additional people to the city contributing over 345,000* visitor bed nights and generating an estimated gross economic impact in excess of \$7.33 million*.

*These figures are based on data supplied by the events through the program's acquittal process

Section 2: AEDA Achievements

Visitor Services Program

Visitor Information Services provides the following programs:

- Adelaide Visitor Information Centre
- City Guides
- Adelaide Greeters
- Cruise Ship Meet & Greet
- Mobile Visitor Information Service
- Adelaide Town Hall Tours.

The Visitor Information Services (VIS) program assisted 45,742 visitor enquiries at various locations throughout the city. 22 per cent of visitors were international compared to 7 per cent in 2021/22. Visitor numbers increased 78 per cent from 17,479 in 2021/22 to 31,086 in 2022/23 with borders reopening and all COVID restrictions lifted.

These enquiries could not be serviced without the continued contribution of the 74 dedicated volunteers who collectively volunteered 8,206 hours to assist visitors.

Annual VIS Program Statistics 2022/2023

Service	Visitors	Notes
Adelaide Visitor Information Centre	31,086	AVIC open Monday – Friday
City Guides	6,885	
Adelaide Greeters	310	142 tours with visitors from 23 countries, 8 states and territories of Australia
Cruise Ship Meet & Greet	2,365	62% interstate, 36% international, 2% intrastate
Mobile Visitor Service (Rundle Mall)	3,426	Saturday, Sunday and Public Holidays
Events	738	Tour Down Under, Gather Round
Adelaide Town Hall Tours	932	49 tours with 932 attendance (includes 12 tours for History Festival)
Brochure requests	752	
A4 city maps distributed	66,150	5,120 Adelaide Visitor Guides
TOTAL Visitors	45,742	

Some highlights of AEDA's VIS program include:

- The **Adelaide Visitor Information Centre** volunteers assisted more than 30,000 people with in person and phone enquiries to assist with pre-planning travel to Adelaide and regional South Australia. The centre is open between 9am and 5pm weekdays, excluding weekends and public holidays.
- **Mobile Visitor Information Services** provide assistance and information to visitors when the Visitor Information Centre is not open on weekends and public holidays. The mobile visitor casual staff also assisted with events including the Tour Down Under which returned to Victoria Square and Gather Round of AFL in Rundle Mall.
- **Adelaide Greeters** offer free, personalised orientation walking tours of the city. Tours are offered in English but may be available in other languages on request. The Greeters are part of the International Greeter Association (IGA) and are passionate and knowledgeable volunteers who provide a local's perspective to discover Adelaide.
- The **Cruise Ship Meet & Greet** service recommenced with cruises arriving in October 2023 for the first time since March 2020. Adelaide welcomed 45 ships with more than 157,600 passengers and 70,300 crew on board. Volunteers met 19 ships (those with more than 2,000 passengers) throughout the season.
- **Adelaide Town Hall** tours operate for locals and visitors to the city and by appointment for community groups. During History Festival in May, four public tours took place and a further six tours focused on civic spaces and the architecture of the building.
- **Visitor Services Team** distributed 66,150 A4 city maps and 5,120 Adelaide Visitor Guides to visitors and hotels as overall visitation increased.

Section 2: AEDA Achievements

SAVIC Conference

In May 2023, AEDA organised and delivered the 2023 South Australian Visitor Information Centre Conference. 57 delegates attended the conference from all 43 Visitor Information Centres around South Australia.

Tourism Partnerships

During the year, AEDA partnered with SATC, Wotif, Accor and Tripadvisor to deliver 4 tourism partnerships that promoted overnight stays and supported visitation to attractions, experience and hospitality:

Wotif/Expedia (1)

Leveraging the Adelaide Reignite Interstate Campaign AEDA partnered with Wotif to drive visitation to Adelaide from June 2022 to August 2022. The campaign generated 6,548 room nights for hotels in Adelaide and total booking revenue of USD\$1.1m.

Wotif/Expedia (2)

Following the success of the previous campaign with Expedia's Wotif brand, a partnership was established to promote overnight stays in the city and support visitation to attractions, experiences and hospitality from November 2022 to January 2023. This campaign resulted in the booking of 3,700 room nights which generated US\$716,000 in gross booking revenue. All sales were directly attributed to the campaign advertising.

Accor

Leveraging AEDA's relationship with the South Australian Tourism Commission, a partnership was established with Accor. AEDA's contribution resulted in 100 per cent Adelaide-based messaging with the highest share of voice for the city offerings. The campaign ran from December 2022 to January 2023. 24,739 room nights were booked and \$7 million+ revenue generated with 87 per cent of room nights for Adelaide CBD properties.

TripAdvisor

AEDA partnered with TripAdvisor and the South Australian Tourism Commission to promote travel to Adelaide to interstate and intrastate audiences in May and June 2023. The campaign generated bookings with 2,525 total people (2,565 hotel and 2,239 experience bookings) which resulted in 277 room nights booked and revenue of AUD\$385,000.

EcoCaddy

During the month of July, in partnership with EcoCaddy, complimentary rides were offered to patrons enjoying Illuminate in the city. During the ride, staff spoke to patrons about places to go in the city and pointed them to the Experience Adelaide website as a place to find out more. A video showcasing the best of the city was also on loop in the cabin. An estimated 909 passengers accessed the service which resulted in 848,601 on road impressions and 23,768 social media impressions.

Building Capacity for Adelaide Tourism Operators

AEDA identified gaps of tourism product offerings in the city and subsequently engaged a specialist third party to assist in product development with Adelaide tourism operators. As a result of the project 14 new tourism products have been developed, 2 collaborative tourism packages have been developed and 25 tourism products have been reviewed and revitalised.

Section 2: AEDA Achievements

Key Results Area 3 – Rundle Mall

Promoting Rundle Mall as Adelaide's premier shopping destination.

AEDA has responsibility to administer the Rundle Mall differential separate rate for the purposes of management, operations, and marketing of the Rundle Mall precinct. AEDA is custodian of the Rundle Mall brand and responsible for advocating on behalf of stakeholders to drive initiatives and outcomes that enhance Rundle Mall's position as South Australia's premier shopping destination.

Following a heightened period of activity through multiple events, festivals, and activations, Rundle Mall has experienced its strongest total foot traffic numbers since 2019, with record levels of retail expenditure. Total foot traffic in Rundle Mall increased 22 per cent and passerby numbers increased 17.3 per cent in 2022/23 when compared to the previous financial year. Retail spend in the city reached \$1.4 billion in 2022/23, up 9 per cent on 2021/22. Annualised market share in quarter 4 increased to 5.5 per cent. This was the second consecutive growth quarter and the first growth in market share since reporting began in 2017.

CBRE's Australian Retail Figures Quarter 2, 2023 reported that *"the strongest rental growth (nationally) occurred in Adelaide, where super prime rents rose 7.4 per cent [quarter on quarter] to \$3,275/m²".* This directly speaks to the growing reputation and value proposition Rundle Mall has. Throughout the financial year Rundle Mall had more than 39 new stores of note open, including Adelaide's first and only Uniqlo store, Tag Heuer and JD Sports.

Rundle Mall Program Performance Review

In October 2021 KPMG prepared the Rundle Mall Program Performance Review that outlined 28 recommendations for implementation to improve the management of Rundle Mall. Over the course of the year, all recommendations were completed or substantially addressed.

The KPMG Rundle Mall Performance Review recommended AEDA *"undertake extensive stakeholder engagement and research to review and determine the future Rundle Mall Precinct Strategy and Roadmap"*. AEDA partnered with place consultancy Village Well to complete this project.

The Strategy identifies six 'strategic imperatives' needed to achieve the proposed strategic shifts for the Precinct:

- Fill the retail mix gaps – key brands, wellness, food and beverage, entertainment/experiential – while retaining what is unique and leading;
- Stretch the 'body clock' of the Mall beyond standard 'shopping hours' with dining and entertainment offers;
- Leverage and grow the appeal of the outdoor experience through building on and evolving the public realm experience and character;
- Curate 'destinations within the destination' through precinct and laneway activation;
- Unlock the heritage and culture opportunity of facades and laneways; and
- Identify and target investment and planning barriers to progress.

Rundle Mall Retail Attraction

AEDA represented Rundle Mall and city retail at the Retail Property Marketplace Exhibitions held in September 2022 in Sydney and in June 2023 in Melbourne, to promote Rundle Mall as South Australia's premier shopping destination to prospective retail investors. This platform provided the opportunity to target direct investment as well as furthering Adelaide's positioning as a retail location.

Section 2: AEDA Achievements

Rundle Mall Marketing, Events and Activations Calendar 2022/23

Month	Activity
July 2022	<ul style="list-style-type: none"> • Winter in Rundle Mall • NAIDOC Week in Rundle Mall • School Holidays • SANFL x National Pharmacies School Holiday Clinic • Retailer support campaign • Umbrella Festival – Augmented Reality by Dave Court • SA Pub Burger Challenge
August 2022	<ul style="list-style-type: none"> • Winter in Rundle Mall cont. • Michelangelo's Sistine Chapel: The Exhibition • Daffodil Day • Retailer support campaign • New store opening: JD Sports
September 2022	<ul style="list-style-type: none"> • Spring campaign • Father's Day digital campaign • Pirate Life's Father's Day Activation • Cruise ships • T20 World Cup Trophy Tour Activation • Patty Mills Player Appearance – rebel Sport
October 2022	<ul style="list-style-type: none"> • ADL Fashion Week • School holidays and October long weekend • WellFest Adelaide – Rundle Mall's Biggest Yoga Session • Retailer support campaign • Adelaide Strikers Activation • Foodbank RAA Food Drive Activation • Cruise Ships
November & December 2022	<ul style="list-style-type: none"> • Christmas decorations and window installations (4 November) • Merry the Mall Mouse kids' activity trail • Handed out 1,000 crackers at Pageant, on-mall, Carols by Candlelight – crackers promoted Christmas in the city and some contained Rundle Mall gift cards • National Pharmacies' Christmas Activation • New store opening: UNIQLO • VALO Adelaide 500 Supercar Drivers Autograph Session • T20 World Cup Welcome Function • Lush Cosmetics Snow Fairy Tour • Black Friday weekend (25 Nov to 27 Nov) – Rundle Mall Concierge, Bag Drop, Lounge Activations, DJs • SACA Adelaide Strikers Mural Activation • Boxing Day sales shopping campaign • Choirs, gift wrapping, Christmas carts, music performances to add vibrancy to the Mall • Marketing of extended trading hours
January 2023	<ul style="list-style-type: none"> • Post-Christmas sales • School holidays • Australia Day trading hours support • Retailer support campaign • Cruise Ships

Section 2: AEDA Achievements

Rundle Mall Marketing, Events and Activations Calendar 2022/23 (cont.)

Month	Activity
February 2023	<ul style="list-style-type: none"> • Lunar New Year celebrations (Year of the Rabbit) • Valentine's Day – digital campaign • MallFest – Festival Hub with Coopers Bar, Curated Busking Program, extended Saturday trading hours, program of entertainment every Saturday during Festival Season • Bank SA – Banksia Light Activation for Fringe • Retailer support campaign • Cruise Ships
March 2023	<ul style="list-style-type: none"> • MallFest – Festival Hub with Coopers Bar, Curated Busking Program, extended Saturday trading hours, program of entertainment every Saturday during Festival Season • Bank SA – Banksia Light Activation for Fringe • Long weekend support • Cruise Ships • New store opening: TAG Heuer with Jacob Elordi
April 2023	<ul style="list-style-type: none"> • Easter: Friday 7 April – Monday 10 April • Gather Round Activation • LIV Golf Activation • Urban Kitchen in Rundle Mall, associated event of Tasting Australia • ANZAC Day trading hours support • Cruise Ships • Sarah & Sebastian pop-up
May 2023	<ul style="list-style-type: none"> • Urban Kitchen in Rundle Mall, associated event of Tasting Australia • Mother's Day – digital campaign • Gathered Markets in Mall – support Sunday 9am trading • NRL State of Origin activation • Retailer support campaign
June 2023	<ul style="list-style-type: none"> • Mid-year sales • Retailer support campaign • Gathered Markets in Mall – support Sunday 9am trading • Frida & Diego Pop-up House and City Trail



Section 2: AEDA Achievements

Highlights

NAIDOC in the Mall

- 'Get up! Stand up! Show up!' was the theme of NAIDOC Week 2022 with NAIDOC in the Mall launching on Tuesday 5 July in Gawler Place with the unveiling of artwork by emerging Aboriginal artist, Iteka Urkala Sanderson-Bromley.
- Launch day included live entertainment and activities on Rundle Mall including a beading workshop, face painting, live music, native food tastings and the opportunity to meet and hold Australian animals.

ADL Fashion Week

- ADL Fashion week delivered a program of events, pop-ups, offers and in-store experiences and Adelaide's Biggest Shopping Event as the centrepiece of the program across Rundle Mall and Rundle Street.
- Adelaide's Biggest Shopping Event ran for three days from Friday 7 October to Sunday 9 October. It was supported by an extensive media campaign and reinforced Rundle Mall's position as the premier shopping precinct in South Australia.

Rundle Mall's Biggest Yoga Session

- On Saturday 22 October, Rundle Mall's Biggest Yoga Session attracted 377 yoga enthusiasts raising \$8,000 for Beyond Blue's 24/7 Support Service.
- 89 per cent of attendees redeemed the coffee voucher they were given in the Mall after the event, 56 per cent went shopping in Rundle Mall and 95 per cent of attendees said they would attend next year's yoga session.

Black Friday

- From Friday 25 to Sunday 27 November, Adelaide's biggest Black Friday weekend returned to Rundle Mall.
- The Rundle Mall Concierge offered shoppers a range of complimentary services, which included a bag drop, valet service using the Rundle Mall buggy and a place to enjoy an Espresso Martini in a Cocktail Lounge.
- Black Friday Weekend in the city had a five per cent overall increase in spending from 2021, totalling more than \$34.8 million.
- Total foot traffic increased by 23 per cent compared to the same period last year and Black Friday was 26 per cent busier than the next busiest day for the previous 12 months.
- Market share nearly doubled, up from 6.6 per cent on a typical Friday to 11.3 per cent.



Section 2: AEDA Achievements

Christmas and Boxing Day

- Christmas in Rundle Mall delivered nine weeks of music, carols, decorations, activations, and the Rundle Mall Christmas window displays, which for the first time featured 'Merry the Mall Mouse' as part of an interactive Christmas trail aimed at young families.
- Christmas shopping was bolstered with 28 hours of additional trade, including 3 midnight trading days.
- The period was capped off by the traditional Boxing Day sales with confetti cannons, DJs and the Rundle Mall 'cool zone.'
- Boxing Day recorded a 13.5 per cent market share, up on the 6.7 per cent December average.
- Retail spend in the City of Adelaide grew by 33 per cent on November 2021, 10 per cent on December 2021 and was 51 per cent higher than the 12-month average.
- December total foot traffic was up 36 per cent, and passerby traffic numbers up 32 per cent on December 2021.

MallFest

- MallFest was held over the festive season with a program of live performances, food and beverage and entertainment offerings.
- For the first time ever, the Office of the Attorney General granted special extended retail trading exemptions for each Saturday of the Fringe Festival between 5pm-7pm.
- Foot traffic between these hours increased by 101 per cent, with an 18 per cent increase overall across the 5 week period when compared to the same period last year.

Urban Kitchen

- Urban Kitchen, an event run by AEDA as part of Tasting Australia, returned for a third year with an expanded program.
- The expanded program included demonstrations by Callum Hann from Sprout Cooking School, Koko Black masterclasses with renowned Head Chocolatier Remco Brigou and a d'Arenberg wine tasting class with Chief Winemaker Chester Osborn.
- The events were sold out with 1,080 tickets sold. 84 per cent of event attendees visited Rundle Mall specifically for Urban Kitchen but 80 per cent of attendees went on to shop and or dine after the session.

Other Events & Activations

- Rundle Mall hosted 352 events/activations and concessions during 2022/23.
- To support AFL Gather Round from Thursday 13 April – Sunday 16 April, large-scale, multi-site activations across the length of the Mall took place, during which total traffic was up 30 per cent versus the same time in 2022.
- Gathered Markets in the Mall were launched on Mother's Day. Visitors were able to shop from 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 May was up 58 per cent on equivalent date in 2022 and the total foot traffic for the 8-14 May week was up 43 per cent on equivalent date in 2022.



Section 2: AEDA Achievements

Key Results Area 4 – Brand & Marketing

Position Adelaide as the most liveable city in the world.

A range of initiatives make up this area of strategic focus, including:

- Digital and social media channels
- Digital Marketplace
- Promotional activities and campaigns.

Digital and Social Media Channels

Key Statistics - AEDA Digital

- Experience Adelaide website: 1,850,863 views from 940,976 users
- AEDA website: 142,125 views from 80,905 users
- WellFest Adelaide website: 91,647 views from 61,623 users
- B2C – What’s on eDM: subscribers – 162,018
- B2B – City Business eDM: subscribers – 8,752.

Social channels

- Experience Adelaide Facebook: 37,909 followers
- Experience Adelaide Instagram: 14,500 followers
- AEDA LinkedIn: 4,317 followers.

Digital Marketplace – byADL

Launched in December 2022, byADL is Australia's first citywide digital marketplace. 88 city businesses are listed on the marketplace with over 2,000 products available for purchase. The site received more than 214,000 views from over 45,000 users since inception.

\$30 Eats – Christmas Edition

Following the success of previous hospitality voucher campaigns, and to aid in offsetting the impact of road closures and reduced foot traffic the city sees between Christmas and the New Year, the \$30 Eats – Christmas edition program was launched in October 2022. 161 business participated in the program that saw 3,000 \$30 vouchers distributed for use in hospitality venues in the city from November to January. \$48,660 of voucher value was redeemed and \$70,887 was spent from customers' pockets, resulting in a \$119,547 total spend direct to city businesses.

ADL IS ON Campaign

The ADL IS ON campaign reinforces Adelaide's reputation as a dynamic city, full of rich and diverse experiences through its world class events and festivals with the aim of attracting visitors and generating leads for city operators. In consultation with the South Australian Tourism Commission, AEDA created ADL IS ON with the purpose of complementing SATC's 'loves a party' brand pillar and digital advertising in market, but concentrating purely on the city.

Phase 1 of the campaign ran from 26 December 2022 to 18 February 2023 and targeted intrastate audiences with a high energy, high impact regional TV campaign highlighting the rich array of events in the city from January to April. This was supported by digital advertising across metropolitan and regional SA. Phase 2 of the campaign, from 12 May to 30 June 2023, shifted to digital only advertising driving traffic to a dedicated landing page promoting events during the cooler months.

To highlight the breadth of festivals that occur beyond "Mad March" in the city, a Ultimate Festival Pass competition was developed in partnership with Festival City Adelaide, providing one lucky winner premium tickets to each major festival for the next 12 months. Over 6,000 people entered the competition, which also resulted in 4,450+ subscribers to the What's On mailing list.

Phase 1 advertising achieved 3.9 million impressions and 27,000 clicks and Phase 2 generated a further 8.4 million impressions and 29,000 clicks. Website traffic increased by 60 per cent and 54 per cent during the two phases respectively. Importantly, the campaign generated a total of 9,879 leads to city operators (an increase of 61 per cent compared to the average for July and August after the campaign).

AEDA continues to work with SATC and other partners to understand intrastate and interstate travel trends to determine the best way to promote the city's events offering as a destination driver.

Section 2: AEDA Achievements

ADLocal

The ADLocal campaign was a Reignite project to help promote small businesses within the city and North Adelaide who have limited financial capacity and/or resourcing to market themselves at scale, and were impacted by restrictions relating to COVID-19. The campaign shared stories of people and places using video, social media reels, photography and written content, publishing on AEDA and CoA's owned channels and paid media campaign, with more than 3,050,000 paid impressions/views and more than 593,000 organic impressions/views. Across all ADLocal promotion formats, 370 local city businesses were featured.

Investment Prospectus and Campaign

Released at the AEDA Business Summit in May, the Investment Prospectus includes a printed 'Invest Adelaide' booklet, website landing page and presentation document. The prospectus was identified as an important tool for AEDA and the wider business community to showcase the advantages of doing business in the city from financial to lifestyle benefits. Executives from industry including the commercial property and technology sectors requested copies of the prospectus to support their own business development initiatives for the benefit of the city which have been distributed since the launch in May and are available on request. The prospectus was produced in consultation with industry experts across government and private industry: including Department of Premier and Cabinet; Department of Trade and Investment; Defence SA; Department of Health; Department for Industry, Innovation and Science; Study Adelaide; Department of Defence; Australian Space Discovery Centre; Lot Fourteen; Adelaide Botanic High School; SAHMRI (South Australian Health and Medical Research Institute); Trinity City; and Adelaide Festival Centre. Testimonials from Nova Systems, Life Whisperer A.I. Advanced Fertility, Quintessential Equity, MilkBar Venture Capital, Australian Institute of Machine Learning, Charter Hall, and Rising Sun Pictures are included in the prospectus to highlight the city's benefits in practice. The prospectus, along with the associated campaign, aligned with three outcomes in AEDA's Business Plan and Budget: Promote Adelaide as a destination to work, invest, live, study and visit; Enhance and grow AEDA communication channels, platforms and tools that support the growth of the city in partnership with each AEDA program; and Partner with state government and industry on joint marketing initiatives.

AEDA's first large-scale B2B campaign focussed on positioning the city as a location of choice for businesses and to raise awareness of Adelaide's competitive advantage and high potential investment opportunities. The campaign was run in SA, interstate (Sydney, Melbourne, Brisbane), and overseas (Singapore and Kuala Lumpur) to reach a highly targeted business audience. The key benefits of doing business in Adelaide were highlighted on the landing page on aedasa.com.au, with the newly updated investment prospectus available for download for more detailed information. There was considerable interest generated with 5.7 million paid media impressions and 26,491 website landing page views. During the campaign period, the number of page views for the aedasa.com.au website increased by 238 per cent compared with the same period prior to launch while the number of users for the aedasa.com.au website increased 371 per cent compared to the same period prior to the launch.

Appendix 1

2022/23 Business Plan & Budget KPIs

AEDA Performance Against 2022/23 Business Plan & Budget

Business, Investment & Residential Growth

Key Performance Indicator	Status	Measure	Actual	Difference
500+ businesses participate in business support & growth initiatives	C	500	918	418
20+ vacant shopfronts/premises activated	C	20	20	
At least 15 inward investment proposals supported (collectively employing 1,000+ staff)	C	15	78	58
One AAA Visual Effects (VFX) company committed to Adelaide	C	1	2	1
Deliver a strengthened/reshaped precinct model	A ¹	-	-	-
CoA residential population target forecast at 2030 of 40,994	A ²	40,994	36,941	

A¹ AEDA has delayed the progress of a precinct model review pending the outcomes of the AEDA Reviews.

A² Forecast.id's 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.

Visitor Economy

Key Performance Indicator	Status	Measure	Actual	Difference
Launch of the Adelaide Tourism Alliance with 20 partners	R ¹			
Collaborate with trade partners to deliver 4 intrastate/interstate campaigns	C	4	5	+1
Delivery of new Experience Adelaide Visitor Centre on time and within budget	A ³	\$4m		
SATC 2025 Adelaide metro region tourism expenditure target \$5.9b	R ²			
SATC 2025 State tourism expenditure target \$10b	R ³			

R¹ SATC (at date of publication) is currently undertaking a State Regional Tourism Review, therefore this KPI was not relevant for 2022/23.

A³ AEDA is undertaking further due diligence regarding the feasibility, capex and operating model of the centre.

R² As of year ending March 2023, visitor spending was \$4.9 for Adelaide metro region.

R³ As of year ending March 2023, visitor spending was \$9.4 for Adelaide region.

KEY C = Complete A = Active P = Partially Complete R = Removed

Appendix 1

2022/23 Business Plan & Budget KPIs

AEDA Performance Against 2022/23 Business Plan & Budget

Rundle Mall

Key Performance Indicator	Status	Measure	Actual	Difference
Passerby traffic at least 90% of 2019	C	90%	90%	-
Market share Moving Annual Total (MAT) maintained above 5.5% for main trade area	C	5.5%	5.5%	-
Deliver 1 x brand reputation (consumer) research and share with stakeholders	C	1	1	-
Deliver 1 x brand context (competitor) research and share with stakeholders	C	1	1	-
Increase average monthly website users to 35K (2.4% increase on 2021)	C	35,000	44,409	+9,409
Increase average monthly pageviews to 71K (4% increase on 2021)	C	71,000	96,115	+25,115
Increase Instagram followers +12% to 32.5K	P ¹	32,500	32,206	-294
Increase Facebook followers +10% to 65K	P ²	65,000	63,694	-1,306
Instagram engagement rate of 4%	C	4.0%	4.85%	+0.85%
Facebook engagement of 1%	P ³	1.0%	0.8%	-0.2%
Welcome Packs provided to 750+ new city workers which include Rundle Mall vouchers	C	750	1,185	+425
3 significant retail brands committed to Adelaide	C	3	7	+4

P¹ AEDA experienced a vacancy in the Marketing and Content Coordinator role for Rundle Mall in Q4, resulting in Instagram follower acquisition slowing.

P² Instagram engagement rate on the Rundle Mall channel remained high over the whole FY, but just fell short of measure.

P³ Facebook engagement rate is above industry averages for pages with this number of followers.

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Appendix 1

2022/23 Business Plan & Budget KPIs

AEDA Performance Against 2022/23 Business Plan & Budget

Brand & Marketing

Key Performance Indicator	Status	Measure	Actual	Difference
Define and implement success measures for all marketing campaigns	C	1	-	-
Media coverage of at least four thought leadership pieces	C	4	10	+6
Facebook 25% growth	C	35,101	37,909	+2,808
Instagram 30% growth	C	12,026	14,500	+2,474
Twitter 40% growth	R ⁴			
LinkedIn 40% growth	C	2,986	4,317	+1,331
What's On EDM 10% growth	P ⁴	171,623	162,018	-9,605
City Business EDM 20% growth	C	8,738	8,752	+14
Increase Experience Adelaide website page views by 10%	C	1,923,131	1,992,288	+69,157
Increase Experience Adelaide time on site by 10% (from 42.3 average seconds)	R ⁵			
Digital Marketplace/byADL onboard 300 businesses to the platform	P ⁵	300	88	-212

R⁴ Following a review of the content strategy Twitter was removed as a primary social media platform.

P⁴ What's On EDM subscribers grew by 4.9% in the 22/23 FY, the 10% growth KPI was set based on the increase seen in the prior FY, however significant subscribers in that period were gained from the 25,000 hospitality vouchers distributed.

R⁵ AEDA is no longer utilising time on site as an indication of success, other metrics have been implemented in line with strategy (e.g., such as leads to businesses and events, predominantly via ATDW, within the city).

P⁵ A delay in the delivery of the platform and the delivery partner being unable to achieve the KPI.

KEY C = Complete A = Active P = Partially Complete R = Removed

