

# Adelaide Economic Development Agency

## Quarter 4 Report

1 April 2024 – 30 June 2024

### Executive Summary

Between 1 April 2024 and 30 June 2024, AEDA:

- Delivered a tactical campaign through social media that generated nearly 10,000 leads for city tourism businesses.
- The 'See for Yourself' awareness campaign was launched in June and highlights experiences, nightlife, events and festivals, food and drink and retail offerings in the city
- Through the Welcome to Adelaide program, supported eight new and expanding companies to the city that are set to add 757 employees to the city's workforce between April and June 2024
- Delivered Urban Kitchen that activated Rundle Mall with over 35 demonstrations and masterclasses
- Supported four events with a combined investment of \$170,000 through the Event and Festival Sponsorship Program which were delivered in the quarter and collectively had anticipated attendance of 140,000 and an estimate gross economic impact of \$14.5 million

### Financial Report

Operating Position			
\$000s	2023/24 Actuals*	2023/24 Q3 Budget	Variance
Income			
Rundle Mall Levy	3,918	3,890	28
Rundle Mall User charges	544	500	44
CoA Contribution	8,880	9,546	(666)
Other Income	125	104	21
<b>Total Income</b>	<b>13,467</b>	<b>14,040</b>	<b>(573)</b>
Expenses			
Employee Costs	3,793	4,577	784
Materials, Contracts and Other Expenses	5,086	5,538	452
Sponsorship, Contributions and Donations	4,532	4,082	-450
Depreciation, Amortisation and Impairment	58	62	4
<b>Total Expenses</b>	<b>13,469</b>	<b>14,258</b>	<b>789</b>
<b>Operating Surplus / Deficit</b>	<b>(2)</b>	<b>(218)</b>	<b>216</b>

\* 2023/24 results are preliminary and subject to the finalisation through Financial Statement preparation and external audit. The final audited position will be presented to Audit and Risk Committee in September 2024.

## Income

Income variances reported are a result of:

- Favourable Rundle Mall Levy income due to allowance of \$30k for objections and only \$2k being realised
- Rundle Mall user charges exceeded the budget by \$32k with an additional \$12k in sundry sales
- Other income favourable variances include AEDA Summit income of \$17k (this income offset in expenses)

## Expenditure

- Employee costs \$784k favourable for AEDA noting Rundle Mall component \$215k, this has resulted in a reduction of the CoA contribution at year end.
- Any favourable Rundle Mall expense budget will be retained and added to Rundle Mall 2024/25 expense budget at the first available quarterly forecast. Currently this surplus is estimated at \$216k.

## Risks and Opportunities

- Cost of living pressures impacting on discretionary spend for visitors to the city
- Economic projections suggest a flattening of economic growth and job formation over the coming year
- In response to an identified risk, SAPOL patrols and private security contractor presence has been increased in Rundle Mall to address recent community and trader concerns

## Grant Funding Approved

### 2024/25 Events and Festivals Sponsorship Program

Funding was approved by the AEDA Board at a special meeting on 14 June 2024 to support the below events as part of 2024/25 Events and Festivals Sponsorship Program. Based on the information provided in funding applications, these events are expected to collectively bring 49,000 attendees to the city and generate over \$8.8 million in economic impact.

Event	Date(s)	Funding
Adelaide Guitar Festival	12 - 29 Sept 2024	\$40,000
Carols by Candlelight	14 December 2024	\$75,000
Viking Fest (name TBC)	6 - 29 June 2025	\$50,000

In addition to the above, the Board also approved the following allocations:

- \$65,000 - Additional funding to the South Australian Tourism Commission to support 2025 Santos Tour Down under 25th Anniversary Race
- \$50,000 - For partnership between Adelaide Botanic Gardens and AEDA to leverage the 2024/25 Chihuly Exhibition

### 2024 Commercial Events and Festivals Sponsorship Program

Funding was approved by the Acting General Manager, AEDA on 10 April 2024 to support the below events in the small-medium funding category. Based on the information provided in funding applications, these events are expected to collectively bring 25,000 attendees to the city and deliver over \$10 million in expenditure.

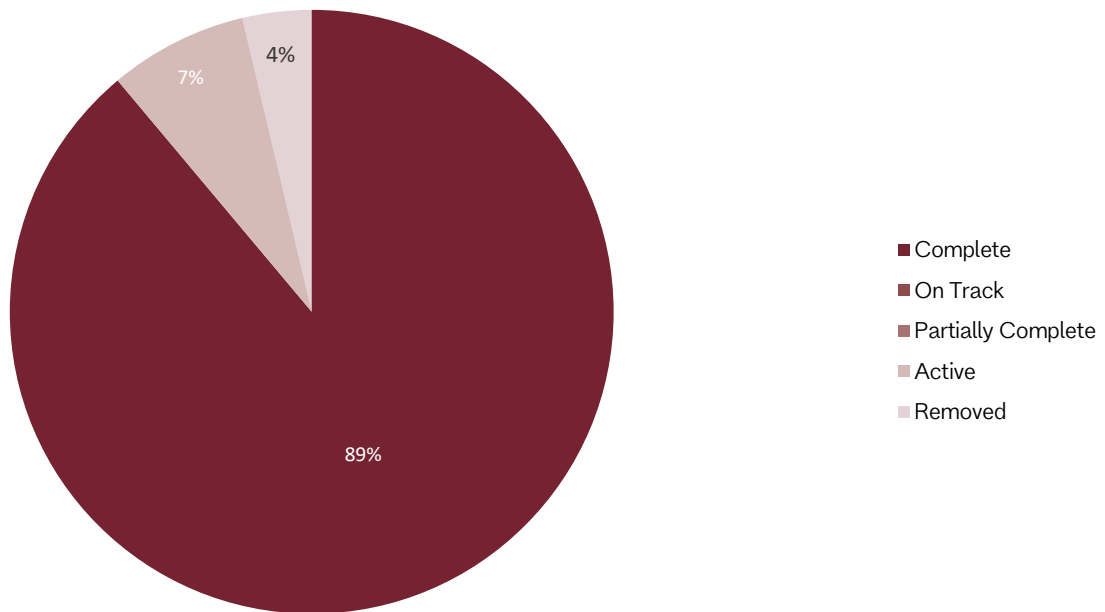
Event	Date(s)	Funding
Bastille Festival	14 July 2024	\$15,000
Rundle Restaurant	6 - 9 September 2024	\$16,000
Cranker Jamboree	7 September 2024	\$12,000
Hongdae in Adelaide	7 September	\$17,500
Future Sounds Festival	19 October 2024	\$15,000
CheeseFest – Cheese, Food & Wine	19 - 20 October 2024	\$20,000
Poppin' Out	2 November 2024	\$14,000
Adelaide Polo Classic	13 - 14 December 2024	\$14,000

## Business Plan & Budget Measures

The 2023/24 AEDA Business Plan and Budget includes 27 measures across the four key areas, Business, Investment & Residential Growth; Visitor Economy; Rundle Mall and Brand and Marketing.

As at the end of the quarter four period the current progress against the measures are as follows:

- 24 measures have been marked 'Complete' because they have been finalised or the annual target met;
- 2 measures are 'Active' which means work is being done towards the target but no numerical figure towards the target has been recorded and;
- 1 target has been removed from tracking



## Business, Investment and Residential Growth

Key Performance Indicator	Status	Measure	Actual	Difference
50 inward investment proposals/local expansions supported, with at least 10,000sqm of office space committed to	Complete	50	78	+28
1,000 Welcome to Adelaide employee introduction packs distributed	Complete	1,000	1,057	+57
30+ vacant shopfronts/premises activated	Complete	30	30	-
Deliver AEDA Business Summit	Complete	1	1	-
Deliver 3 industry briefing events	Complete	3	3	-
Enrolled international student numbers 5+% above 2019 levels (44,318 students across all segments).	Complete	44,318	54,726	+6,408
2+% increase in the number of city workers above 2020/21 levels (148,369)	Complete	151,336	169,940	+18,604
2+% increase in the number of city businesses above 2020/21 levels (12,018)	Complete	12,518	12,558	+40
2 campaigns/projects/market interventions to support emerging industries in the city	Complete	2	5	+3



## Visitor Economy

Key Performance Indicator	Status	Measure	Actual	Difference
Delivery of the new Experience Adelaide Visitor Centre	Active	1	-	-
Maintain accreditation of the Visitor Information Centre	Complete	1	1	-
8 training sessions with VIC volunteers and staff	Complete	8	9	+1
2 destination marketing campaigns or initiatives with the state government to increase the number of people visiting the city	Complete	2	3	+1
20 new bookable city tourism products/experiences	Complete	20	20	-
City hotel occupancy above 70%	Complete	70%	72%	+2%

## Rundle Mall

Key Performance Indicator	Status	Measure	Actual	Difference
3 recommendations from Rundle Mall place vision workshop implemented	Complete	3	3	-
5 major brands committed to Rundle Mall	Complete	5	5	-
Stakeholders agree that the volume and quality of communication and data/insights to stakeholders has improved over the previous 12 months	Active	1	-	
Rundle Mall average strip vacancy rates below 8%	Complete	8%	5%	-3%
Average vacancy rates below 20% for arcades, centres and laneways in the Rundle Mall precinct	Complete	20%	18.8%	1.2%
3 significant campaigns that are aligned with exclusive city events and festivals	Complete	3	4	1
Uplift in foot traffic across 3 major events/festivals	Complete	3	3	-
Uplift in market share across 3 major events/festivals	Complete	3	3	
MAT market share remains above 5%	Complete	5%	5.5%	+0.5%

## Brand & Marketing

Key Performance Indicator	Status	Measure	Actual	Difference
Generate \$2 million in advertising space rate with reference to City of Adelaide/AEDA	Complete	\$2m	\$2.223m	+\$223k
Support 200 city businesses to establish or extend their e-commerce capability on byADL.com.au	Removed	200	N/A	-
Total city expenditure above \$4.45b	Complete	\$4.450b	\$4.650b	+\$200m

## Key Achievements



Strategic Partnership Program

MTPConnect's Global Navigator Program has assigned mentors to participating companies and begun workshops to help define market entry strategies for the companies.

ThincLab's ThincSeed program's first cohort have undertaken nine workshops ranging from product development to people and organisation management.

Through the Mastermind program\_SouthStart have delivered the first of the four strategic sessions.

Renew Adelaide activated a further 9 vacant shopfront/premises in the city including Vice Jewellery on Pirie St and Unica & Co an Italian ceramic and homeware boutique in Adelaide Arcade.

StudyAdelaide hosted delegates from international school SACE Board's to showcase Adelaide's unique study qualities and education opportunities and undertook a Northeast Asia roadshow conducting agent workshops and student events to further highlight Adelaide as a study destination.

As part of their Festival HQ industry program, designed to strengthen capacity of the SA festival industry, Festivals Adelaide launched their crew and supplier directory, an opt-in directory that connects sole traders and businesses wanting to work with events and festivals.

In the quarter, Business Events Adelaide visited China to secure corporate incentive travel groups for Adelaide, and attended events aimed at boosting Adelaide's global appeal for business events in London, Frankfurt and Singapore.



Destination Adelaide

As part of the Destination Adelaide Strategic Project, AEDA ran a digital marketing campaign through Meta to promote product page views and generate leads for City Tourism Operators.

The campaign ran for four months from March to June 2024. 171 tourism products across accommodation, food and drink and attractions were promoted through 38 Meta ads. The ads generated 5.9 million impressions and resulted in 86,435 clicks through to the business product pages on ExperienceAdelaide.com.au and 9,207 ATDW leads (clicks through to the business websites).

Also developed and delivered through the Destination Adelaide project was the 'See for Yourself' campaign targeted at 22-49 year olds across Adelaide that challenges perceptions that the city is 'bland, boring and sleepy', particularly in winter.

The campaign is in market from June to July to coincide with traditionally quieter period for city visitation and targets an audience that research shows has the desire and disposable income to enable them to experience the city. It focusses on sectors currently experiencing trading pressures such as those operating in the nighttime economy, hospitality and retail.



Rundle Mall Activations



Urban Kitchen

Over 90 activations took place on Rundle Mall in the quarter. Key activations included:

- During AFL Gather Round, the Mall was host to the live site which hosted player appearances, a 9.5 metre inflatable Sherrin football, a pop-up AFL Store, a footy quiz, reaction test and personalised football card attractions, live streaming of Games and a Footy Bar over the April Gather Round weekend.
- Gather Markets that took place on three Sundays over the quarter, activating the Mall on at a typically quieter trade period with markets showcasing the best of SA designers and produce.
- The Tillie's Bar and Live Site, leveraged off the sold out game of the Matilda's vs China at Adelaide Oval which streamed the game and featured a pop up bar and live DJs prior to kick off.
- Mix 102.3's Our Boy Sammy in Blue activation supported the radio station hosts to make a 8 year old boy with an inoperable brain tumour dream come true, working as a police officer and finding 'criminals' Reilly O'Brien, Alex Carey and Guy Sebastian.

The Mall was also the location for the VAILO Adelaide 500 2024 media call and the National Pharmacies Christmas Pageant Media call this quarter.

Urban Kitchen returned to Rundle Mall for its fourth iteration from Friday 3 May to Sunday 12 May.

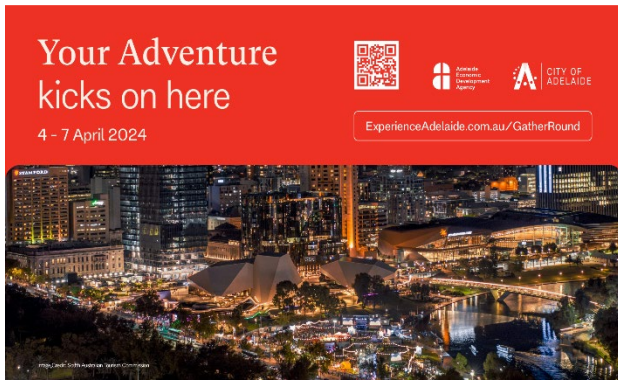
The expanded program this year, included masterclasses from RIEDEL, Koko Black, Red Hen Spirits and Malissa Fedele (MasterChef contestant), alongside the Sprout chefs who prepared dishes daily across the 10-day program.

Precinct businesses also took part in the activation such as the Myer Store and Centre that expanded the activations by delivering additional instore cooking demonstrations and David Jones that held the RIEDEL masterclass.

1,103 tickets were sold across the 10-day program with 62% of attendees reporting they went shopping in the Mall after attending Urban Kitchen.

The Sunday Mail featured the activation on the 21 April edition, promoting ticket sales and the expanded program. Urban Kitchen ads for ticket sales saw a total reach of 5.1M and impressions of 7.8M, making it the Mall's highest ever performing owned paid ads.





Gather Round

AEDA worked collaboratively with multiple CoA teams and ACMA as well as external stakeholders including the AFL and the South Australian Tourism Commission and other city stakeholders holding events or activations, to deliver a range of initiatives that leveraged off Gather Round. Initiatives included:

- Distribution of Gather Round 'Trader Packs' to dress the city, provided to more than 100 city businesses, precincts, city libraries and community centres, primary schools, Adelaide Aquatic Centre, Adelaide Central Market and the Adelaide Visitor Information Centre.
- The Rundle Mall Live Site and activations as reported under Rundle Mall activations
- Dedicated landing page on the Experience Adelaide website promoting all the city based events, activations, offers and places to visit before, after and during the games
- Development and distribution of 7500 printed booklets distributed to hotel rooms in key city hotels via an insert in SA Style Magazine, promoting what's on in the city during the weekend
- Pillar and wayfinding signage in the city promoting key precincts and what's on and providing directions
- Paid digital media and bus stop advertising screens directing people to the landing page for more information; and
- Content creation to highlight interstate visitors' experiences in the city during Gather Round via social media.

Foot-traffic figures indicate citywide visitation numbers were 20% higher this year when compared to the AFL Gather Round 2023 period.

The West and East End were the key beneficiaries, with the highest changes on last year and the 12-month average. Night-time activity was also higher than last year.



Events and Festival Sponsorship Programs

The Adelaide Equestrian Festival, Tasting Australia, Cabaret Fringe Festival and Adelaide Cabaret Festival, supported through the Events and Festivals Sponsorship Program, took place in quarter four.

A total of \$170,000 was invested to support these 4 events generating an estimated\* \$14.5 million gross economic impact and bringing over 140,000 attendees to the city. \*estimate figures are derived from 2023 acquittal reports. 2024 reports are not yet due.

The Commercial Events and Festivals Sponsorship Program provided \$20,000 funding to support Home Base: Footy Place in quarter four which coincided with Gather Round. As this is a new event there is no historical data on estimated attendance and economic impact and the acquittal report is pending.



Welcome to Adelaide

Over its life time the Welcome to Adelaide program has supported hundreds of new jobs into the City. In the past quarter the program has supported eight new and expanding companies to add 757 employees to the city's workforce.

Firms supported by the program this quarter include Pernod Richard Winemakers, Marriott Hotel, Rising Sun Pictures, Amplar Health, Zoho Australia, Lutheran Homes, Defence Housing Australia and URPS.





### AEDA Business Summit

More than 350 people attended the third AEDA Business Summit held on 22 May 2024 at the Adelaide Oval. The Summit brought together the business community to share topical information and insights that impact the city's economy. Fourteen speakers discussed a diverse range of topics from the state of the economy to luxury retail and artificial intelligence to property development. The Summit sought and secured a major sponsor for the first time, the University of Adelaide which included integration of a panel comprising of university speakers.

The overwhelming majority of delegates continue to be satisfied with the AEDA Business Summit with the majority satisfied or extremely satisfied with the overall event, quality of speakers, the panel discussions and networking opportunities.

## Up Next

Coming up from 1 July 2024 – 30 September 2024

- Data4Lunch – 21 August
- See for Yourself Campaign
- Phase 1 of the Tourism Investment Attraction Project
- Chihuly City Trail
- AEDA Strategic Plan
- Rundle Mall Friday Night Winter Activations



### Gaming and VFX Support

The Gaming Plus Support Program in its second year aims to enhance diversity and inclusivity in the gaming industry and reduce barriers in the industry to drive the growth of the sector.

Key highlights of the program from the quarter include sponsorship of the Women in Creative Technologies rebranding launch which brought together over 100 women from creative technology industries, the VFX Adelaide event that brought 70 VFX students and staff together to foster collaboration in the community that consists of global studio firms with staff that typically work from home and the Market Access Program which is a collaborative effort between DTI and SA Film Corporation which provides sponsorships to trade conferences to facilitate pitches to commercial investors and distributors as well as development of commercial opportunities.