

AEDA Annual Report

FY 2023/24



The Adelaide Economic Development Agency (AEDA) acknowledges the traditional Country of the Kaurna 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 Kaurna people living today. We extend that respect to other Aboriginal Language Groups and other First Nations.

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Adelaide Economic Development Agency

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

Our *vision* is to make Adelaide the most liveable city in the world.

Our *mission* is to accelerate economic growth in the city by attracting investment, backing businesses, growing the visitor economy, supporting residential growth, expanding the city's annual events calendar, marketing the city as a whole, and promoting Rundle Mall as Adelaide's premier shopping destination.

Our *purpose*, as governed by our charter, is to:

Attract investment, support businesses, festivals and events, as well as boost visitor, student and residential growth.

Promote Adelaide as a destination and 'magnet city' whilst increasing its use by residents, workers, visitors and the community in general.

Position Rundle Mall as the state's premier retail and commercial shopping precinct to sustain retail, business and economic viability.

Ensure that the Agency operates within the terms of its Charter and the City of Adelaide's Strategic Plan.





Chair's Foreword

As Adelaide Economic Development Agency (AEDA) chair, it is my privilege to present the 2023/24 Annual Report. It is the Agency's third year in operation and its focus has moved from COVID response to longer-term strategic support and planning for the city economy.

Following completion of the AEDA reviews, which affirmed the value of the subsidiary model, and endorsement of Council's Strategic Plan, AEDA began work on its own four-year strategic plan. The plan is being finalised and will outline the future direction of the Agency's work and its contribution to long term economic growth.

In 2023/24, AEDA supported more than 75 new and existing city businesses grow their city workforce by 1,500 staff, supported more than 42 events and festivals that brought over 7.3 million people into the city and promoted more than 120 city businesses through destination marketing campaigns.

Organisations funded through our Strategic Partnerships Program filled shop vacancies, attracted business events, increased and supported international students, strengthened the festivals sector and supported small businesses to grow.

We will continue to work with our partners and others to address the continuing challenge of vacant premises, reshaping perceptions of the CBD and increasing activity levels particularly to support retail and hospitality businesses that have faced tough trading conditions.

As custodians of Rundle Mall, AEDA's commitment and investment into the precinct saw foot traffic grow to 43 million visitors, surpassing pre-pandemic levels. Strip vacancy was five per cent—one of the lowest in the nation—and 85 per cent of all city retail transactions by value were in the Mall.

This year Greg Ratsch was appointed AEDA General Manager and I would like to thank him for his passion and dedication to growing the city's economy. I would also like to thank the City of Adelaide Council for its support and commitment to the work of the Agency and the future of the city's economy.

As an agency that is led by a skills-based Board we are fortunate to have the input of key professionals. This year the Board welcomed Jim Kouts and his wealth of commercial decision making and professional director experience.

As we move into the 2024/25 financial year, I am honoured to welcome Steve Maras to Board Chair in early 2025. I am filled with optimism and am extremely excited to see the impact the Agency will have on the city, strengthened by its new Strategic Plan and Steve's leadership.

“AEDA supported more than 75 new and existing city businesses grow their city workforce by 1,500 staff, supported more than 42 events and festivals that brought over 7.3 million people into the city”



Nikki Govan
(Chair)

The Board

The AEDA Board (the Board) oversees the business of the Agency. The skills-based Board includes expertise and experience across the hospitality, property development, placemaking, business development, investment, technology, events and tourism sectors.



Steve Maras
(Deputy Chair)



James Black



Jaimee Charlton



Jim Kouts



Matthew Poblocki



Denise von Wald



Tim Last



Dr Jane Lomax-Smith AM
(Lord Mayor)

2023/2024 AEDA Board attendance

Board Members	No of meetings eligible to attend	No. of meetings attended
Nikki Govan	8	8
Steve Maras	8	7
Lord Mayor Jane Lomax-Smith	8	8
Denise Von Wald	8	7
Matthew Poblocki	8	6
Jaimee Charlton	8	8
Jim Kouts	5	4
Tim Last	8	6
James Black	3	3
Manuel Ortigosa	3	3

The Advisory Committee

The Charter requires an Advisory Committee be formed to provide a two-way mechanism for city businesses, main street associations, precincts and other stakeholders to exchange information and raise matters that are within AEDA's functions and powers. The Advisory Committee met on five occasions in 2023/24.

Advisory Committee members for the 2023/24 Financial Year

- Jaimee-Lee Charlton (until February 2024)
- Leah Grantham
- Eloise Hall (until October 2023)
- Dino Vrynios (until October 2023)
- David West (until October 2023)
- Andrew Wallace (Precinct Group Representative) (until October 2023)
- Tim Pozza (Chair) (from November 2023)
- James Black (from November 2023)
- Lauren Giorgio (from November 2023)
- Nikki Hamdorf (Precinct Group Representative) (from November 2023)



Corporate Governance

At the beginning of the financial year, AEDA and City of Adelaide received two independent reviews of AEDA undertaken by KPMG and Deloitte. The review strongly supported the subsidiary model, the skills and expertise of the Board, AEDA's agility and its ability to develop partnerships. In October 2023, the City of Adelaide Council endorsed the AEDA Review Implementation Plan that outlined the approach to deliver on the combined 35 actions that arose from the reviews noting some were the responsibility of AEDA, while others sat with the City of Adelaide.

Key recommendations related to the development of a City of Adelaide Economic Development Strategy, the development of the AEDA Strategic Plan, review of reporting structures, clarity of roles and responsibilities between the subsidiary and Council and governance performance and accountability measures.

As of 30 June 2024, 25 of the 36 actions have been completed including:

- The development of the corporate-wide funding policy to ensure consistency across the organisation in the administrations of funds.
- A review of the Experience Adelaide Visitor Centre which has enabled an updated Council-supported not-for-profit model to be endorsed by the AEDA Board and Council.
- The review, expansion and strengthening of alliances with key strategic partners.
- Increasing stakeholder access to baseline demographic and economic metrics.
- Expanding the AEDA data and insights team from one staff member to a team.
- Clarifying the relationship between AEDA and City of Adelaide logos.

Completion of the remaining recommendations are well advanced relating to:

- Adoption of the City of Adelaide Economic Development Strategy and consideration of staff for Mainstreets and precincts (CoA responsibility).
- Development of an AEDA multi-year Strategic Plan and financial plan (responsibility of AEDA).



Annual Report

Throughout the 2023/24 financial year, AEDA delivered initiatives consistent with its core function of driving economic activity in the city and North Adelaide.

These activities and initiatives were delivered in line with AEDA's 2023/24 Business Plan and Budget, which was built around four strategic focus areas: Business, Investment & Residential Growth, Visitor Growth, Brand & Marketing and Rundle Mall.

AEDA manages the Rundle Mall precinct and engages with retailers and other parties to deliver a diverse range of events, activations and promotions. These aim to attract visitors, add vibrancy and increase dwell time to drive retail growth and economic outcomes. AEDA also advocates on behalf of levy payers for initiatives and outcomes that enhance Rundle Mall's position as South Australia's premier shopping destination.

AEDA's 2023/24 Business Plan and Budget outlined initiatives and actions for each strategic focus. Delivery against these initiatives and actions are summarised in Appendix 1.



Financial Summary

AEDA Income Summary	Original 2023/24 Budget	2023/24 BQ3	2023/24 Actual
AEDA contribution from CoA	\$8,096,000	\$8,491,000	\$7,838,000
Strategic project funding CoA	\$1,095,000	\$1,055,000	\$1,053,000
Other grants, subsidies and contributions	\$0	\$0	\$30,000
Rundle Mall levy	\$3,890,000	\$3,890,000	\$3,918,000
User charges	\$360,000	\$585,000	\$625,000
Reimbursements	\$0	\$0	\$2,000
Other income	\$19,000	\$19,000	\$12,000
Total income	\$13,460,000	\$14,040,000	\$13,478,000
AEDA Expenditure Summary	2023/24 Budget	2023/24 BQ3	2023/24 Actual
Business, investment and residential growth	\$2,698,000	\$3,017,000	\$2,658,000
Visitor growth	\$4,040,000	\$4,201,000	\$4,050,000
Brand and marketing	\$2,471,000	\$2,431,000	\$2,303,000
Rundle Mall marketing and events	\$2,449,000	\$2,589,000	\$2,848,000
Rundle Mall operations	\$1,801,000	\$2,019,000	\$1,618,000
Total expenditure	\$13,460,000	\$14,258,000	\$13,478,000

Business, Investment & Residential Growth

An environment that attracts investment, supports new businesses, encourages business growth and increases the city's population.

Milestones

Mainstreet Development Program: Supported groups in East End, Hutt Street, North Adelaide, City South, West End, Gouger Street, and Grote Street precincts, which included a digital map for Gouger and a business skills workshop in North Adelaide.

Growth in the city workforce by 1,500 staff through the support of 78 new and existing businesses.

1.5k

New city workforce positions

78

New and existing businesses supported

Growth of the emerging gaming sector through the Games Plus Support (GPS) program.

100%

Participant satisfaction and willingness to recommend the program

80%

Participant milestones achieved

Welcome to Adelaide

The Welcome to Adelaide program supported the creation or relocation of 1,057 new workers to the city from 16 firms across a variety of sectors. It welcomed new workers to the city, supported the workforce and relocation strategies of businesses.

Data & Insights

AEDA provides data and insights through regular events and quarterly economic reports on visitor economy, city activity levels and main street vacancies. Data is published on aedasa.com.au for easy stakeholder accessibility, and to inform business and investment decisions.

Three industry briefings were held over the year, Data After Dark, Data4Lunch and a property industry data event held in partnership with the Property Council of Australia. Key themes included office vacancies, the state of the city's economy and the night-time economy.



Strategic Partnership Program

AEDA's Strategic Partnership Program is a competitive funding program that enables the Agency to partner with other organisations. It delivers initiatives that increase economic activity within the city, enhance Adelaide's brand and contribute to a dynamic city experience.

- Renew Adelaide—which activates vacant spaces using a rent-free model—launched 30 new ventures, creating more than 50 jobs and activating over 4,450 square meters of space. Six ventures continued to operate independently.
- Festival City ADL—the peak body for South Australian festivals and events—delivered the Concierge Network Program, Welcome to FCA program and the Festival HQ program, including the newly developed crew and supplier directory.
- Business Events Adelaide—the peak independent body for South Australia's business events—supported 163 events. The majority were in the city and North Adelaide, generating a forecast value of \$260 million, 256,000 bed nights and creating 2,436 jobs.
- Study Adelaide—which provides information on studying in Adelaide—promoted Adelaide as a key study destination through Global Familiarisation Programs. It supported delivery of the Australian International Education Conference in Adelaide, hosting over 1,200 delegates. Study Adelaide's efforts directly contributed to the commencement of 15,470 international students and the enrollment of 45,219.

Following the release of the State Government's Small Business Strategy 2023-2030, AEDA reviewed its programs and initiatives that directly supported small businesses in the city. Consequently, the following were funded through the Strategic Partnership Program to support the small business sector, specifically start-ups, scale ups and expansions:

- MTP Connect developed and delivered the Global Navigator program to ten Healthtech businesses wanting to expand their global footprint.
- _SOUTHSTART launched its MASTERMIND program workshops to ten participating businesses to address businesses-specific challenges.
- University of Adelaide's ThincLab delivered the ThincSeed program to its first cohort of eight businesses. It supported them by raising early-stage seed capital, that concluded with a pitch event to provide participants direct access to private equity investors.

30

New ventures launched by
Renew Adelaide

163

Events supported by
Business Events Adelaide

\$260M

Forecast value by
Business Events Adelaide

2.4k+

Jobs created by
Business Events Adelaide

256k

Bed nights generated by
Business Events Adelaide

10

Healthtech businesses expanded
through MTP Connect's Global
Navigator program

45k+

International students enrolled
in studies as of May 2024



Visitor Growth

More people visit the city and have an enjoyable, vibrant and dynamic city experience.

Visitor Information Service

This year, more than 50,000 people that visited the city and North Adelaide used AEDA's Visitor Information Service. Including City Guides, Adelaide Greeters, Cruise Ship Meet and Greet Programs, the Mobile Visitor Information Service and Adelaide Town Hall Tours.

Service	Visitors
Adelaide Visitor Information Centre	32,899
City Guides	10,370
Adelaide Greeters	105
Cruise Ship Meet & Greet	5,890
Mobile Visitor Service (Rundle Mall)	6,356
Events	646
Adelaide Town Hall Tours	211
Total Visitors	56,477

Visitor Service Milestones

Adelaide Greeters Walking Tour, a part of the International Greeters Association, won the Tripadvisor Traveler's Choice Award 2024 for its free, personalised city tours.

56.4k+

Visitors assisted

55.7k

City Maps Distributed

5.2k

Visitor Guides Distributed



Event & Festival Sponsorship

A goal for AEDA in the Visitor Growth space is for Adelaide to be considered a world class event city, and for more events, activations and experiences to bring people into the city. In response to this, AEDA delivered three event and festival sponsorships programs over the year, which included:

- The Events and Festival Sponsorship Program, which provided \$1,740,000 in funding to twenty one events that attracted over 7.5 million* people to the city. It contributed more than 980,000* visitor bed nights and generated an estimated gross economic impact of over \$565 million*.
- The Commercial Events Fund supported 13 events with a combined investment of \$319,500, attracting more than 1.6 million* attendees and generated an estimated attendee expenditure of \$99,513,251*.
- The New Years Eve Business Event Funding Program responded to a request from Council to support hospitality venues over the New Years period and provided \$77,355 in funding to support eight venues to host events that attracted 4,952 attendees.

2.14M
Total program funding

9.1M+
Total attendees attracted to city events

\$584M+
Total economic impact generated

City Tourism Products/Experiences

After identifying a gap in the city's market for bookable city tourism products and experiences, AEDA invested in a program to lead the development of 20 new or expanded bookable products and experiences. Twelve of the experiences were group tourism experiences that supported meeting incentives, conferences and exhibition (MICE) tourism. The remaining eight experiences were based in city restaurants and bars to expand their offering.



Strategic Direction

The Tourism Collective was engaged this year to develop the Visitor Economy Guiding Framework to provide strategic direction to AEDA's visitor growth function.

Key elements of the framework included cementing AEDA's role as the lead for Adelaide's Visitor Economy, experience development, a focus on the cultural Boulevard, reinforcing the importance of delivering visitor information services and the need for a strong and well accepted Adelaide brand.

WellFest Adelaide

WellFest Adelaide 2023 was delivered over the weekend of 6-8 October 2023, with a program that consisted of 65 city-wide, free and paid experiences. It also included the WellFest Adelaide Amazing Race, a B2B Breakfast and a First Nations food experience called Vera Mai. The initiative gave operators an opportunity to test and trial new experiences, some now available through their year-round offering.



*These figures are based on data supplied by events through the programs' acquittal process.

Brand & Marketing

The voice of the city to consumers through Experience Adelaide and to businesses as the Adelaide Economic Development Agency.

Key Statistics

AEDA Website

1.1M+

Views from 60.6k users

151k+

B2C – What's on eDM subscribers

8.7k+

B2B – City Business eDM subscribers

Experience Adelaide Website

1.4M+

Views from 852k users

38.4k

Leads generated through ATDW (Australian Tourism Data Warehouse Leads)

Social Channels

40k+

Experience Adelaide Facebook Followers

19.4k

Experience Adelaide Instagram Followers

5.9k

AEDA LinkedIn followers

Destination Adelaide Campaign

City Tourism—Lead Generation

A digital marketing campaign that promoted and generated leads for city tourism operators ran from March to June. There were 171 tourism products across accommodation, food, drink and attractions, promoted through 38 Meta ads. The ads generated 5.9 million impressions, 86,435 click throughs to business product pages on the Experience Adelaide website and 9,207 click throughs to business websites.

Travel. Our Way.

AEDA partnered with the South Australian Tourism Commission (SATC) on its 'Travel. Our Way.' marketing initiative—which ran between October 2023 to February 2024—designed to promote South Australian tourism businesses and generate leads. 49 city businesses were promoted in the campaign, which generated 13,888 product page views and 4,940 click throughs to those business websites.



Frida & Diego City Trail

AEDA established the Frida trail, that invited 26 city businesses to leverage off the *Frida and Diego: Love & Revolution* exhibition at the Art Gallery of South Australia. They were offered opportunities to create a Frida-inspired experience or product during the exhibition (24 June - 17 September). Throughout the campaign, 11,000 visitors viewed the landing page and 725 leads were sent to participating businesses. 75 percent of participating businesses reported the trail was helpful in promoting their business and attracted more businesses to the city. All participants indicated they would be involved in future city trail initiatives. AGSA exceeded its target of 60,000 visitors, reaching 80,000.



ADL Fashion Week

The second ADL Fashion Week (AFW) was held Friday 20 October to Sunday 22 October 2023, with 33 events and 80 additional fashion related experiences or offers. Tickets across AFW events reached 87.6 percent capacity, with more than 1,700 tickets sold. The inaugural Associated Events Program created opportunities for city businesses to leverage the festival's benefits. These events generated \$44,000 in ticket sales.

The events' benefits went beyond the weekend of the festival. Participants reported an increased likelihood of shopping in the city. Multiple brands also expressed interest in popping up in Rundle Mall. Rundle Mall's foot traffic over the weekend was up 9.7 percent on AFW 2022 weekend and market share was 6.1 percent up on the October benchmark of 5.2 percent.

1.7k

Tickets sold

\$44k

Ticket sales generated by the Associated Events Program

AEDA Business Summit

More than 350 people attended the AEDA Business Summit on 22 May 2024 at the Adelaide Oval. The event 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, artificial intelligence and property development. The Summit secured a major sponsor for the first time—The University of Adelaide.

350+

Attendees to the AEDA Summit

14

Expert speakers

Gather Round

To leverage the visitor activity generated by AFL's Gather Round, AEDA worked with City of Adelaide, Adelaide Central Market Authority (ACMA), SATC and other city stakeholders to deliver initiatives that increased economic outcomes for the city. These included:

- The creation of a landing page on the Experience Adelaide website to promote city events, activations, offers, and attractions related to the games.
- Distribution of 7,500 printed *What's On in the City* booklets to key city hotel rooms.
- Traders' packs on city dressing, distributed to over 100 businesses, libraries, schools, community centers, the Central Markets, and the Visitor Centre.
- Placement of pillar and wayfinding signage to promote key precincts and what is on.
- Paid digital media and bus stop ads to direct people to the landing page.
- Rundle Mall live site and activations under the Gawler Place canopy.



Rundle Mall

Rundle Mall is widely seen as South Australia’s premier shopping, entertainment and lifestyle destination, uplifting and enriching city life and is the vibrant heart of Adelaide.

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

Despite the economic pressures on retail and rising cost of living, retail activity in the precinct demonstrated resilience. Banking data indicated that the Rundle Mall Precinct was responsible for 57 percent of all spending in the city and North Adelaide from June 2023 to May 2024, and for 85 percent of all retail expenditure in the city and North Adelaide. AEDA advocated for capital infrastructure upgrades in the Precinct, leveraged existing events and festivals to drive foot traffic to the Mall, and expanded its program of campaigns, events and activations.

Rundle Mall was featured in the June 2024 edition of Shopping Centre News with a six-page article that highlighted the significance of Rundle Mall as Adelaide’s premier retail and cultural precinct.

Appendix 3 to this report provides the Rundle Mall Marketing, Events and Activations calendar for 2023/24.

Urban Kitchen

Urban Kitchen took place in Rundle Mall from 3-12 May 2024. The expanded program included masterclasses from RIEDEL, Koko Black, Red Hen Spirits and MasterChef contestant Malissa Fedele, alongside the Sprout chefs who prepared dishes daily across the ten-day program. Retailers in the precinct also participated this year, with Myer delivering in-store cooking demonstrations and David Jones hosting the RIEDEL masterclass.

Over 1,100 tickets were sold across the program, with 62 percent of attendees reporting they went shopping in the precinct after attending Urban Kitchen. The Sunday Mail featured the event on 21 April 2024, while Urban Kitchen social media ads reached 5.1 million users and 7.8 million impressions, making it the Mall’s highest ever performing owned paid ads.



Rundle Mall was home to 337 activations throughout the year

MallFest

MallFest ran through the festival season in February and March 2024 which allowed Rundle Mall to leverage on increased city visitation. Trading hours were extended until 6pm on Saturdays and a program of street performers entertained shoppers along the Mall. It was supported with activations such as the MallFest Bar and the HEXADECA installation. Foot traffic in the Precinct between 5pm-6pm on Saturdays was up 14 percent on average Saturday evening numbers, in comparison to the same period in 2023.

14%

YoY increase in Saturday evening foot traffic during MallFest

The Santa Course

Ten giant illuminated Santas popped up around the city, with Rundle Mall the home of three Father Christmases. It was part of a citywide trail and marketing campaign—The Santa Course—that encouraged visitors to explore the city. Families and visitors could follow the map, help Santa complete his Christmas chores and learn Santa secrets along the way. Families and visitors were encouraged to find all ten Santas across the city and scan the QR code at each location, with each scan counting as an entry to the competition.

Three winners were drawn and each received a prize pack valued at over \$1,300. It included Rundle Mall shopping vouchers, restaurant vouchers and family passes to experiences across the city.



ADL Fashion Week

ADL Fashion Week, with Rundle Mall at its core, took place in October 2023 and hosted runway events out of Kings Lane at 60 King William Street. Within Rundle Mall, the gift with purchase offer performed extremely well, with 47.9 percent more customers (3,076) visiting to take up the offer than the year prior. The average spend per customer reached \$348 — 9.4 percent higher than last year's event. Total spend recorded on invoices received was \$1,069,209 — 61.8 percent higher than the previous year.

9.4%

Increase in average spend YoY

1.07M

Total spend recorded

Black Friday

To reinforce Rundle Mall's position as the premier shopping destination during Black Friday, a range of initiatives and activations were delivered to support the event. They included the Rundle Mall concierge service, Pit Stop Bar under the Gawler Place Canopy, a valet service on the Mall and DJs throughout the Mall. When compared to 2022, the precinct's foot traffic increased 8.2 percent and market share increased from 12.3 to 12.5 percent, in comparison to the usual Friday average of 6.7 percent.



Appendix 1: 2023–24 Business Plan & Budget KPIs

AEDA Performance Against 2023/24 Business Plan & Budget

Business, Investment & 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	C	50	78	+28
1,000 Welcome to Adelaide employee introduction packs distributed	C	1,000	1,057	+57
30+ vacant shopfronts/premises activated	C	30	30	-
Delivery of the AEDA Business Summit	C	1	1	-
Delivery of three industry briefing events	C	3	3	-
International student enrollments numbers more than 5 per cent above 2019 levels (44,318 students across all segments)	C	44,318	54,726	+10,408
More than 2 per cent increase in the number of city workers above 2020/21 levels (148,369)	C	151,336	169,940	+18,604
More than 2 per cent increase in the number of city businesses above 2021/22 levels (12,273)	C	12,518	12,558	+40
Two campaigns/projects/market interventions to support emerging industries in the city	C	2	5	+3

Visitor Economy

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

Key: C = Complete A = Active R = Removed

Brand and Marketing

Key Performance Indicator	Status	Measure	Actual	Difference
Generate \$2 million in advertising space rate with reference to City of Adelaide/AEDA	C	\$2m	2,223,268	\$223,000
Support 200 city businesses to establish or extend their e-commerce capability on byADL.com.au	R ¹	200	-	-
Total city expenditure above \$4.45b	C	\$4.450b	\$4.65b	+\$200m

Rundle Mall

Key Performance Indicator	Status	Measure	Actual	Difference
3 recommendations from Rundle Mall place vision workshop implemented	C	3	3	-
5 major brands committed to Rundle Mall	C	5	5	-
Stakeholders agreements that the volume and quality of communication and data/insights to stakeholders has improved over the previous 12 months	C	N/A	29.4% agree it has improved. 65% neither agree nor disagree	N/A
Rundle Mall average strip vacancy rates below 8 per cent	C	8%	5.0%	3.00% pts
Average vacancy rates below 20 per cent for arcades, centres and laneways in the Rundle Mall precinct	C	20%	18.8%	1.20% pts
3 significant campaigns that are aligned with exclusive city events and festivals	C	4	3	+1
Uplift in foot traffic across 3 major events/festivals	C	3	3	-
Uplift in market share across 3 major events/festivals	C	3	3	-
MAT market share remains above 5 per cent	C	5%	5.50%	0.50% pts

R¹ – Removed from tracking as byADL platform was transferred to software partner Arcadier.

Appendix 2: 2023/24 Sponsorship Recipients

Events and Festivals Sponsorship Program

Event	Date	Funding
2023 AVCon - Adelaide's Anime and Video Game Festival	21–23 July 2023	\$10,000
2023 SALA Festival	1–31 August 2023	\$65,000
2023 Nature Festival	1–15 October 2023	\$30,000
2023 Australian Masters Games	7–14 October 2023	\$50,000
2023 Adelaide Film Festival	18–29 October 2023	\$60,000
2023 OzAsia Festival	19 Oct - 5 Nov 2023	\$75,000
2023 Bridgestone World Solar Challenge	22–29 October 2023	\$35,000
2023 Feast Queer Arts and Cultural Festival	1–19 November 2023	\$50,000
2023 Good Music Month	1–30 November 2023	\$30,000
2023 National Pharmacies Christmas Pageant	4 November 2023	\$75,000
2023 Carols by Candlelight	9 December 2023	\$50,000
2024 Adelaide International (tennis)	8–14 January 2024	\$50,000
2024 Santos Tour Down Under	12–21 January 2024	\$165,000
2024 Adelaide Fringe	16 Feb–17 March 2024	\$300,000
2024 Adelaide Festival	1–17 March 2024	\$360,000
2024 WOMADelaide	8–11 March 2024	\$75,000
2024 Adelaide Equestrian Festival	18–21 April 2024	\$40,000
2024 Tasting Australia	3–12 May 2024	\$40,000
2024 Cabaret Fringe Festival	24 May–2 June 2024	\$40,000
2024 Adelaide Cabaret Festival	7–22 June 2024	\$50,000
2024 Illuminate Adelaide	4–21 July 2024	\$100,000

Commercial Events Fund (Medium to Large Category)

Event	Date	Funding
Laneway Festival Adelaide 2024	9 February 2024	\$35,000
The Garden of Uneathly Delights	15 February–17 March 2024	\$40,000
Gluttony	15 February–17 March 2024	\$45,000
Wonderland Spiegeltent Festival Hub	16 February–17 March 2024	\$20,000
Fool's Paradise	16 February–17 March 2024	\$35,000
Adelaide Motorsport Festival	15–17 March 2024	\$40,000

Commercial Events Fund (Small to Medium Category)

Event	Date	Funding
Blitz Golf Adelaide	19 January 2024	\$14,000
Ebenezer Night Markets	3 February–16 March 2024	\$5,000
Gathered Market in the Mall	11 February–1 December 2024	\$18,000
The Courtyard of Curiosities	15 February–17 March 2024	\$14,000
Sidebyside 2024	24–25 February 2024	\$14,000
Holi Festival Adelaide	9–10 March 2024	\$19,500
Home Base: Footy Place	4–7 April	\$20,000



Appendix 2: 2023/24 Sponsorship Recipients

Events and Festivals Sponsorship Program

New Years Eve Event Fund

Event	Funding
Bai Long Night on New Year's Eve 2023	\$4,355
NYE Balcony Party with Friends	\$5,000
New Year's Owl	\$4,000
Lion Hotel New Year's Eve Block Party	\$20,000
New Year's Eve at the Queen's Head	\$10,000
Chaise-lounge	\$6,000
2023 New Year's Eve at eleven	\$8,000
Austral East End Street Party	\$20,000

Strategic Partnership Program

Event	Funding
Business Events Adelaide	\$300,000
Festival City ADL	\$100,000
Renew Adelaide	\$260,000
Study Adelaide	\$240,000
MTPConnect	\$114,213
University of Adelaide ThincLab	\$155,699
South Start	\$135,118

Mainstreet Development Program

Event	Funding
Adelaide West End Association	\$25,000
City South Association	\$25,000
East End Coordination Group	\$25,000
Gouger Street Traders Association	\$25,000
Grote Business Precinct Association	\$25,000
Hutt Street Traders Association	\$25,000
North Adelaide Precinct Association	\$25,000



Appendix 3:

Rundle Mall Activations Calendar

Month	Activity
July 2023	<ul style="list-style-type: none"> • Winter in Rundle Mall: Frida & Diego installation La Casa Azul and City Trail • NAIDOC Week in Rundle Mall • Illuminate in Rundle Mall: Trumpet Flowers installation (7– 23 July) • School Holidays • Rebel “Home of football’: Women’s Soccer World Cup pop-up shop • FIFA Women’s World Cup Trophy Tour Activation • Flinders University Activation • Retailer support campaign
August 2023	<ul style="list-style-type: none"> • Winter in Rundle Mall: Frida & Diego installation La Casa Azul and City Trail • Rebel “Home of football’: Women’s Soccer World Cup Pop-up shop • City Library Activation for Book Week • Cancer Council Daffodil Day Appeal • Retailer support campaign • New R.M.Williams flagship store opening • Decjuba Relocation to Rundle Mall from Rundle St • Sketchers store re-opening activation
September 2023	<ul style="list-style-type: none"> • Frida & Diego installation La Casa Azul and City Trail • Spring campaign • Father’s Day digital campaign • FruChoc Appreciation Day activation (29 Sept) • Cruise Ships • Priceline Beauty Box activation (4 Sept) • City Library Activation for Roald Dahl Day • SANFL Grand Final Eve Activation with players and senior coach signings, and photo opportunities (23 Sept) • The Big Busk 2023 Activation: Adelaide Youth Orchestra • Gathered Market in the Mall (10 Sept)

Month	Activity
October 2023	<ul style="list-style-type: none"> • Christmas Pageant Launch (4 October): Floats, free kids face painting, roaming elves, Australian Girls Choir, pop-up food vendors, giveaways • Public Holiday trading hours support • Free Kids School Holiday activities (9–13 Oct) at the canopy: Kids Bloom Bottles • Amazing Race for WellFest Adelaide (7 Oct) • City of Adelaide Concert Band (15 Oct) • ADL Fashion Week (20–22 Oct) • Retailer support campaign • Cruise Ships • Louis Vuitton pop-up store opening (13 Oct) • SA Life Magazine Pop-up Activation (30 Oct to 12 Nov) • City Library Activation for Nature Festival • Gathered Market in the Mall (29 Sept)
November & December 2023	<ul style="list-style-type: none"> • Christmas decorations installations (3 November) • City-wide trail: the Santa Course launched with augmented reality marketing, competitions, Instagram filters and quests to encourage visitors to explore the city and the Mall • Santa themed activities for families—photobooth, naughty and nice spinning wheel activities, activity sheets, giveaways of Christmas candy, chocolate Santas, face painting, and roaming elves to add vibrancy and surprise and delight moments • “Find Santa’s hats!” retail trail competition launched (11 December)—find Santa’s hat scavenger hunt through the Mall • Australian Girls Choir - 10 x performances across December and a music performance from Adelaide Symphony Orchestra • Rundle Mall Jingle Bar – 5 pop-up Christmas bars every weekend in December and the week leading up to Christmas under the Gawler Place Canopy with live DJs and music. • Salvation Army Christmas Appeal Activation • National Pharmacies Christmas Activation • VAILO Adelaide 500 Supercar Drivers Autograph Session • Black Friday weekend (24–26 Nov) — Rundle Mall Concierge, Bag Drop, Lounge Activations, DJs • Boxing Day sales shopping campaign • Marketing of extended trading hours • World Aids Day Activation • Life Blood Donor Drive Activation • Go-To Skin Care Activation • WBBL Championship Activation • New entertainment opening with Funlab: Hijinx Hotel, Strike Bowling and Archie Brothers Cirque Electriq (30 Nov) • New Store Opening: Breitling • Remembrance Day (11 Nov) • Glassons Summer Giveaway Pop-up Activation (18 Nov) • Flinders University Activation (4 Dec)

Appendix 3:

Rundle Mall Activations Calendar

Month	Activity
January 2024	<ul style="list-style-type: none">• Post-Christmas sales• Adelaide International Tennis Activation and player signings• School holidays• Australia Day trading hours support• Retailer support campaign• Cruise ships• McDonalds Chocolate Soft Serve activation
February 2024	<ul style="list-style-type: none">• Lunar New Year celebrations (Year of the Dragon)• Entrance statement installation at Pulteney St end of Mall for Lunar New Year and transformed for Fringe Festival Season to join East and West.• Valentine's Day digital campaign• MallFest: Managed busking program, Festival Hub with Espresso Martini van at the canopy, HEXADECA installation, Festival Fridays DJ music program, extended Saturday trading hours, and curated Saturday entertainment program to support additional trading hours• Retailer support campaign• Cruise ships• Gathered Market in the Mall (11 Feb)
March 2024	<ul style="list-style-type: none">• MallFest continued• Little Amal• Public holiday trading hours support• Cruise ships• Gathered Market in the Mall (24 March). Support Sunday 9am trading• Easter: Friday 29 March – Monday 1 April. Public holiday trading hours support
April 2024	<ul style="list-style-type: none">• Easter: Friday 29 March – Monday 1 April. Public holiday trading hours support• AFL Gather Round Activation (3–7 April): Pop up activations, AFL live site and pop-up bar and giant screen to stream matches, extended trading hours on Saturday• LIV Golf activation and player appearance and signings• Gathered Market in the Mall (21 April): Support Sunday 9am trading• ANZAC Day trading hours support• Cruise ships

Month	Activity
May 2024	<ul style="list-style-type: none"> • Urban Kitchen in Rundle Mall, associated event of Tasting Australia (3 May to 12 May) • Mother's Day digital campaign • Gathered Market in the Mall (12 May). Support Sunday 9am trading on Mother's Day • Retailer support campaign • Mix 102.3 Sammy Our Boy in Blue: Live performance from Guy Sebastian • VAILO Adelaide 500 Media Call/Launch • Tillies bar and live screening
June 2024	<ul style="list-style-type: none"> • Mid-year sales • King's Birthday public holiday trading hours support • Retailer support campaign • Multicultural Youth Activation: 'Tea with a Refugee' • Gathered Market in the Mall (16 June): Support Sunday 9am trading • Winter Campaign: Step into Rundle Mall





