



Adelaide Central Market Authority

QUARTERLY UPDATE

April 2022



Our MARKET.

ACMA HIGHLIGHTS Q3

DELIVERED:

January 2022	STRATEGIC PILLAR ACMA/CoA
<p>Home Delivery Online platform continued to attract new customers and offer choice and convenience to purchase their favourite products from independent traders in one single transaction delivered to their door. This initiative supports traders during the upcoming Market Expansion and ongoing COVID-19 conditions.</p> <p>The platform provided important sales to many traders during January when COVID-19 conditions caused a significant downturn in foot traffic.</p> <p>New products are being added every month with almost 2500 items from 45 traders.</p>	Our Infrastructure/ Strong Economies
<p>ACMA staff Culture Survey completed which indicated a highly engaged, effective and proud team.</p>	Our Business/ Strong Economies
<p>Market Life short film was launched across ACM social media and digital channels. The short film takes the time to appreciate this special network with love and sincerity, whilst enjoying the many facets of Market Life. Through music and video editing the sense of authenticity and nostalgia is captured.</p> <p>Market Life clearly differentiates the Market from other fresh food experiences and positions traders as makers and experts.</p> <p>Watch Market Life here: https://bit.ly/3JiSj1o</p>	Our Customers/ Thriving Communities



Our **MARKET.**

ACMA HIGHLIGHTS Q3

DELIVERED:

February 2022	STRATEGIC PILLAR ACMA/CoA
New amenities at northern end of Market design finalised. Trader meeting held 22 February to scope trader storage and cool room facilities. A trader survey was issued to ensure input from all traders.	Our Infrastructure/ Strong Economies
As per the Council decision on 21 January, ACMA received additional \$100K funding for marketing programs. Concepts in development/implementation: <ul style="list-style-type: none"> • Tuesday morning parking incentive, supported by trader specials • Food and beverage offers targeting returning corporate workers (after Easter) • Call to action shop local/safely (March – June) 	Our Customer/ Thriving Communities
Planning and creative development in process in February for March commencement. ACMA support to traders including food retail consultant meetings with several traders on 12 February.	Our Traders/ Strong Economies
ACMA continued to adapt Market to changing COVID-19 regulations.	Our Business/ Thriving Communities



Our **MARKET.**

ACMA HIGHLIGHTS Q3

DELIVERED:

March 2022	STRATEGIC PILLAR ACMA/CoA
<p>Trader Advisory Group meetings held 3 February and 3 March.</p> <p>ACMA engaged food retail consultant to provide COVID-19 rebound sessions for traders on 15 and 17 March.</p> <p>Rental assistance available for traders based on reduction of turnover for January and February 2022.</p>	<p>Our Traders/ Strong Economies</p>
<p>Saturday Market Days with family activities commenced and will continue every week through to 30 June. The free program includes live music every Friday and Saturday, kids activities and face painting every Saturday morning.</p> <p>On Tuesday 1 March the senior executive and editorial group (x46) from NewsCorp visited the Market as part of a broader Adelaide itinerary.</p>	<p>Our Customer/ Thriving Communities</p>
<p>International Women's Day in Market promotion and social media featuring Market traders.</p>	<p>Our Community/ Dynamic City Culture</p>
<p>Two on Tuesdays campaign with two hours free parking before 11am and promotion of trader produce specials. Campaign commenced 15 March and will continue through to 30 June as part of Reignite 2.0</p>	<p>Our Customers/ Thriving Communities</p>



Our MARKET.

G. H. SCHULTZ & SONS FLOWERS

HIGHLIGHTS Q3 cont.

Reignite Adelaide 2.0
Parking and produce offer

Reignite Adelaide 2.0
Shopping safely/local call to action

Now it's howdy, partners

TWO ON TUESDAY
Two hours free parking when you spend \$30 before 11am*

TRADER TUESDAYS
Great range of weekly trader specials

Adelaide Central Market

Adelaide Central Market
Published by Alisha Kate · March 14 at 6:11 PM

Two on Tuesday

Every Tuesday morning we're giving you two hours FREE PARKING before 11am! All you have to do is get to the Market before 9am, spend \$30 in single or multiple transactions at our Market traders and simply present your receipts and UPark Central Market ticket at The Market Stall (located next to Haigh's) to redeem.

And, stay tuned for great specials available each Tuesday morning including 3 whole chickens for \$10 from O'Connell's Meats, two 500ml yoghurts ... See more

Adelaide Central Market

Adelaide Central Market
March 25 at 7:30 AM

It's time to get back to the Adelaide Central Market!

Our fabulous friends Ali Clarke and Erin Phillips from **Mix102.3** want you to join them and shop local! Our Market is home to over 70 traders and a huge network of SA suppliers, growers and producers, who make sure we're overflowing with the best and freshest produce every single Market day.

Shop until 9pm Fridays and from 7am Saturday. Open every Tuesday to Saturday... See more

Adelaide Central Market

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TWO ON TUESDAY
Two hours free parking when you spend \$30 before 11am*

TRADER TUESDAYS
Great range of weekly trader specials

10,660 People reached
224 Engagements
+1.6x higher Distribution score

Boost post

International Women's Day

Adelaide Central Market

International Women's Day

Celebrating WOMEN IN FOOD

Our fabulous friends Ali Clarke and Erin Phillips from **Mix102.3** want you to join them and shop local! Our Market is home to over 70 traders and a huge network of SA suppliers, growers and producers, who make sure we're overflowing with the best and freshest produce every single Market day.

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Adelaide Central Market

International Women's Day

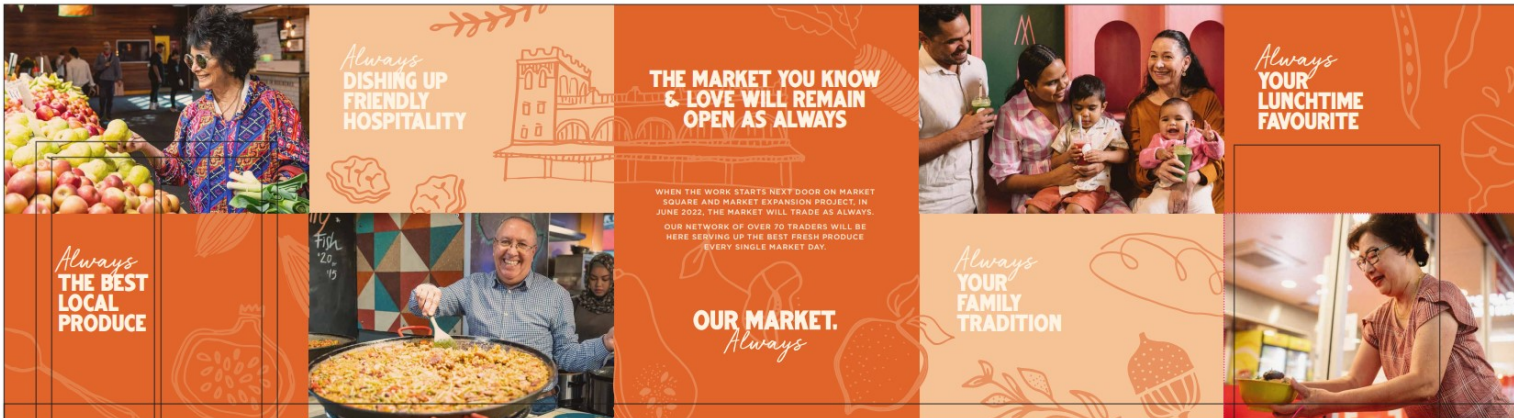
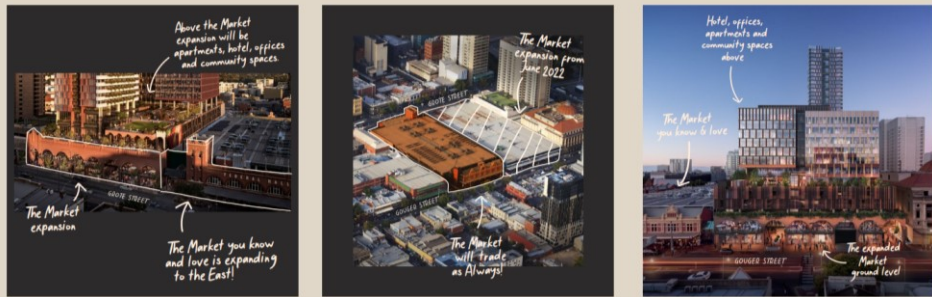
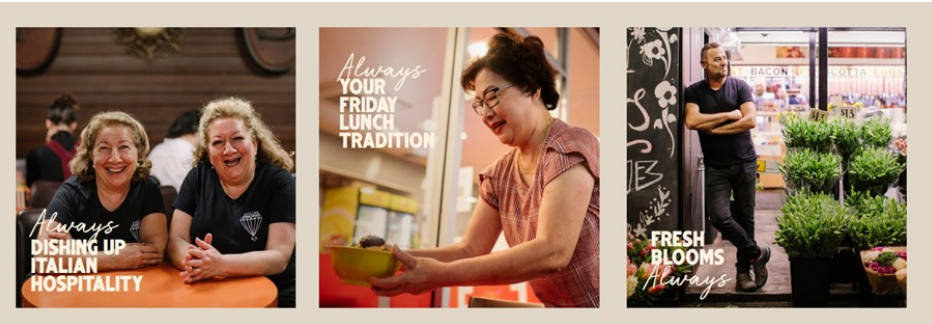
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HIGHLIGHTS Q3 cont.

Development of Market Expansion assets &
Call to action "Always" campaign



HIGHLIGHTS Q3 Continued

\$'000	Budget	Full Year Forecast	Forecast Variance
Income	3,937	3,937	-
Expenditure	-3,974	-3,974	-
Other Expenditure	-255	-255	-
CMAR Redevelopment	-204	-204	-
Rent Relief Accounting Treatment	-171	-171	-
Expenditure	-4,604	-4,604	-
Net Operating Surplus/(Deficit)	-667	-667	-

Strategic Actions	On-Track	Needs Attention	Off-Track	Completed
OUR CUSTOMERS	7	1	1	10
OUR TRADERS	2	1	0	9
OUR BUSINESS	4	0	1	4
OUR COMMUNITY	3	0	0	4
OUR INFRASTRUCTURE	3	0	0	4

JANUARY TO MARCH LEASES:	
Occupancy as at 31 March 2022 98%	
Renewals	0
New	1
Assignments	0
Holdovers	0
Vacancies (Stall 12 being held for popups and stall upgrades)	1



UPCOMING QUARTER.

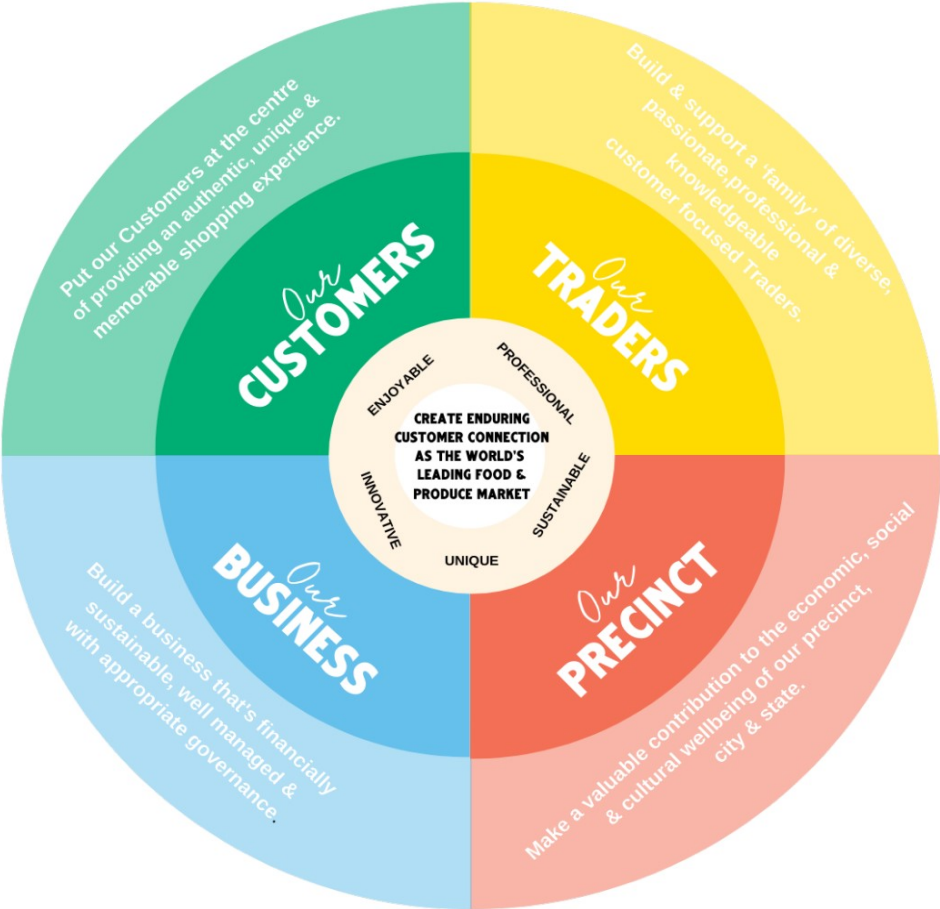
- Deliver Easter marketing, activities and operational schedule.
- New stores Saudade and Mr Cheese scheduled to open.
- Deliver marketing materials and overarching communications strategy for One Market (Central Market Arcade Development).
- Finalise trader storage requirements and commence design for Level 1.
- Continued Reignite Adelaide 2.0 initiatives.

OBJECTIVES AND PURPOSE ACMA Charter 2021

2.4 Objects and Purposes

The Authority is established as a management and marketing entity to:

- 2.4.1 ensure the management and operation of the Market in accordance with the:
 - 2.4.1.1 Charter;
 - 2.4.1.2 Council’s Strategic Plan; and
 - 2.4.1.3 Headlease; and, to the extent of any inconsistency, the order of precedence for interpretation for the purposes of such management and operation must be first this Charter, second the Council’s Strategic Plan, and third the Headlease;
- 2.4.2 be responsible for maintaining and enhancing the iconic standing of the Market for the benefit of all stakeholders;
- 2.4.3 be responsible for encouraging the use of the Market by South Australian residents, visitors and the community in general and for the Market being recognised locally and internationally as a leading, vibrant, diverse and unique fresh produce market community that is commercially sustainable for Market sub-lessees and/or licensees and the Corporation of the City of Adelaide;
- 2.4.4 contribute to the development of the wider market district; and
- 2.4.5 be financially self-sufficient in terms of its operations.





Thank you



Our **MARKET.**