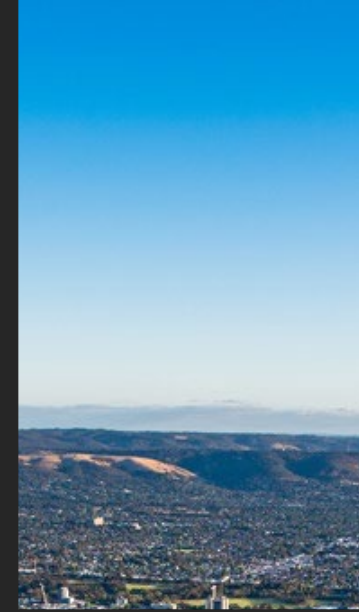


Adelaide Economic Development Agency – Quarterly Update

Ian Hill | 14.04.2022



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Key Highlights – January to March 2022

- 2022/23 Business Plan & Budget stakeholder consultation
- Launch \$30 Eats
- Lunar New Year and Groundswell in Rundle Mall
- Launch of Shopfront Improvement Grant
- Launch of ADLocal digital campaign
- Successful Summer partnerships with RAA Travel and Expedia Group
- Events support



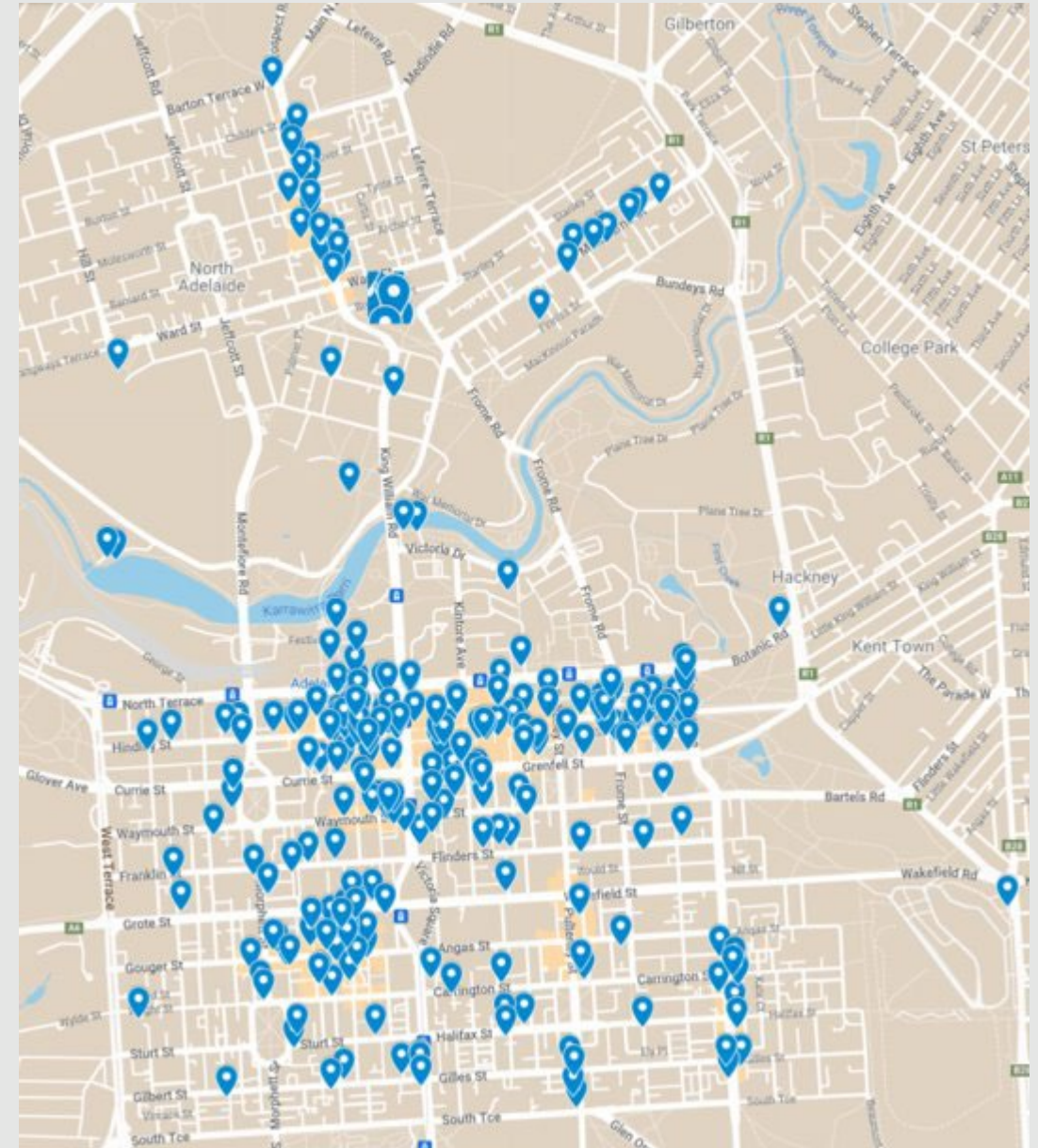
\$30 Eats

- Over 97,700 entries received in the draw for one of 25,000 available vouchers
- Media promotion to encourage entry in:
 - “The Advertiser”
 - Channels 7, 9, 10 and ABC,
 - SAFM, Triple M, Mix 102.3 and ABC Adelaide
 - Glam Adelaide and other lifestyle digital media



\$30 Eats

- 275 participating businesses throughout the city and North Adelaide
- Vouchers can be used for food only dine-in, for breakfast, lunch, dinner or any meal in between
- Vouchers can be redeemed between 21 March and 31 May 2022
- Over 1,400 vouchers were redeemed in the first two weeks with a total spend at participating businesses of more than \$228,000
- This initiative is funded by the City of Adelaide and the State Government of South Australia as part of Reignite Adelaide



Lunar New Year

- To celebrate Lunar New Year, traditional lanterns were displayed under the Gawler Place canopy.
- Shoppers were also entertained by lion dances and the God of Fortune handed out red envelopes, which symbolised the giving of happiness and blessings.



Groundswell in Rundle Mall

As part of the Adelaide Festival, Rundle Mall hosted the interactive work of public art - Groundswell.

This free, family friendly activity attracted over 9,000 participants.



Shopfront Improvement Grants

- Funded by Council and administered by AEDA as part of Reignite Adelaide, small businesses, organisations and property owners are encouraged to apply for funding to enhance the presentation of a building or business, contribute to amenity for their customers and make a creative or unique contribution to the streetscape
- Grants to a maximum of \$10,000 (GST inclusive) are available, with successful applicants contributing at least 20% of the total project costs
- Applications opened on 17 March 2022 until 19 April 2022



Image: SATC Media Gallery KaZKaptureZ

ADLocal



The ADLocal campaign has been developed 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 have been impacted by restrictions relating to COVID-19.

The campaign was launched on the Experience Adelaide website and features on all of Council's digital platforms.

This is the local's guide to the best and brightest hidden ADL gems such as the secret garden at Peter Rabbit in the West End.

Tourism Partnership Campaigns -Summer

AEDA partnered with RAA Travel to deliver a targeted marketing campaign over December and January that featured experiences including the Adelaide Zoo, Earth Adventures Kayaking, Popeye High Tea cruise and BBQ Buoys cruise and drink.

The campaign was predominantly focussed on digital channels completed by radio, billboards and direct marketing. Over \$33,000 in revenue was generated from 370 experience bookings.



AEDA also partnered with the Expedia Group online platform Wotif, and the SA Tourism Commission to deliver a national campaign "Get a little bit more out of Adelaide" enticing travellers to visit Adelaide from December 2021 to January 2022.

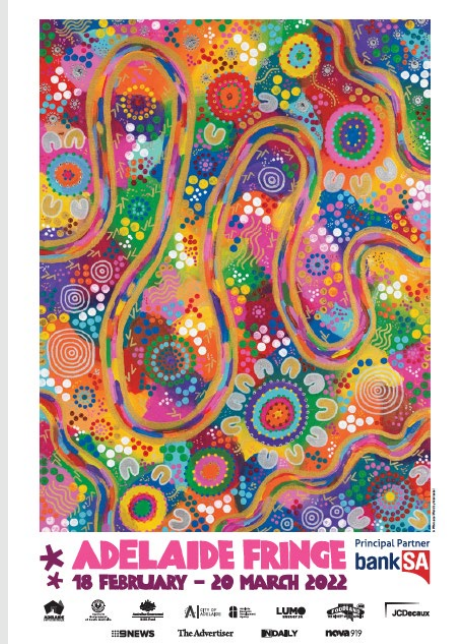
The campaign targeted leisure travellers through digital marketing on social channels and website advertising. The campaign generated 4572 room nights for hotels in Adelaide.



Event & Festival Funding Support

In addition to Events and Festivals Sponsorship funding provided to the Adelaide Fringe, Adelaide Festival and WOMADelaide, AEDA through the Events Recovery Fund also supported:

- Gathered Design Market
- Volo: Dreams of Flight
- Skywhales: Every Heart Sings
- Gluttony
- Under the Southern Stars



Business Support

During this quarter, the Business and Investment Team:

- Supported 21 firms with potential employment in excess of 700 staff on inward investment opportunities
- Completed retail brand assessment study and is currently working with 3 retailers on securing shopfront locations
- Extended the Business SA partnership contract to include a contribution of \$150,000 from the Government of South Australia to extend the City Business Support package to a further 300 businesses within the city and North Adelaide

In addition, 25 businesses participated in the City Business Growth Consulting package.

Coming Up

Supporting Reignite Adelaide 2.0 initiatives including:

- Promotion to encourage redemption of \$30 Eats vouchers by 30 May 2022
- Shopfront Improvement Grant allocation advice to successful businesses
- Delivery of an intrastate advertising campaign promoting city and North Adelaide hotels and experiences

In addition:

- Hosting the inaugural AEDA Summit on 25 May 2022
- Launch of the Digital Marketplace to support small to medium size City of Adelaide businesses by providing a platform for consumers to buy directly online
- Delivery of another AEDA, SATC & Expedia Tourism Campaign to interstate audiences promoting Adelaide during Autumn and Winter with a focus on Adelaide Hotels with a Rundle Mall shopping incentive.

