



# Adelaide Central Market Authority **2025/26** **Annual Report**



## ACKNOWLEDGEMENT OF COUNTRY

Adelaide Central Market Authority acknowledges the Kurna People of the Adelaide Plains as the Traditional Custodians of the land on which we live, work and gather. We acknowledge and honour their spiritual and cultural stewardship of this Country and recognise their deep and enduring relationship with its lands, waters, the sky, and all living things. We pay our respects to Kurna Elders past and present and recognise the important role of emerging leaders in sustaining and strengthening culture.

*Adelaide Central Market Authority tampinhi, ngadlu Kurna yartangka panpapanpalyarrinhi (inparrinhi). Kurna Miyurna yaitya mathanya Wama Tarntanyaku. Parnaku yailtya, parnaku tapa purruna, parnaku yarta, ngadlu tampinhi. Yalaka Kurna miyurna ithu yailtya, tapa purruna, yarta, kawi, ngayirda kuma puru martinhi, puru warri-apinhi, puru tangka martulayinhi. Kumartarna yaitya miyurna iyangka yalaka ngadlu tampinhi.*



## CONTENTS

|    |                                         |
|----|-----------------------------------------|
| 2  | Acknowledgement of Country              |
| 3  | Contents                                |
| 4  | Message from the Chair                  |
| 5  | About Adelaide Central Market Authority |
| 6  | ACMA Board                              |
| 6  | Trader Representatives                  |
| 7  | ACMA Management Team                    |
| 8  | Summary of Financial Results            |
| 9  | ACMA Highlights                         |
| 10 | Strategic Pillars                       |
| 10 | Our Customers                           |
| 11 | Events and Acitivations                 |
| 14 | Our Traders                             |
| 17 | Our Business                            |
| 19 | Our Community                           |
| 20 | Our Market                              |
| 21 | Market Expansion Project                |



## MESSAGE FROM THE CHAIR

It is with great pride that I present the Adelaide Central Market Authority's 2025/2026 Annual Report.

Over the past year, the Market has continued to evolve and thrive - staying true to our purpose as a world-leading food and produce Market with a deep and enduring connection to our community.

This year brought recognition that reflects what so many already know. The Adelaide Central Market was ranked the third-best Market in the world and the best in Australia. Our Friday nights at the Market were voted the number one food experience in the country, and we remain Adelaide's number one tourist attraction. These are not just accolades - they are a reflection of the daily commitment of every Trader, every staff member, and every person who plays a role in making this Market what it is.

Across the year, the Market maintained strong occupancy (98%), healthy financial results, and consistent visitation - a meaningful achievement given cost of living pressures and the significant demands of the Market Expansion construction. Our Traders and team navigated this with minimal disruption to Trade and tremendous resolve.

To our Traders - thank you. You are the heart and soul of the Adelaide Central Market and our business partners. Your passion, expertise and commitment to your customers shape the vibrant spirit, rich traditions and welcoming atmosphere that define this place and position it strongly for the future.

Our Strategic Plan remains our roadmap and we have delivered strongly against our Business Plan commitments. Our marketing program generated impressive media value, the Market Made campaign celebrated over a thousand unique products only available here, and a rich calendar of events continued to draw customers through our doors - all while maintaining high operational standards throughout the year.

Major progress has been made on Market Expansion operational readiness, including tenancy coordination, place activation planning, and fit out preparation. Many new Traders have begun their journey with us - a sure sign of the confidence and excitement surrounding what lies ahead. To our staff, led by General Manager Fabienne Reilly - your dedication and professionalism through a demanding year has been exceptional.

The Board has remained focused on strategic oversight, risk management, and the long-term sustainability of the Market. I am grateful for the contribution of Deputy Chair Nicole Haack, Christine Locher, Steve Marafiotte, George Roussos, Hamish Brown and Councillor Phillip Martin - their collective expertise and commitment to this institution is unwavering.

I also extend my sincere thanks to the Lord Mayor and all City of Adelaide Councillors for their ongoing support and collaboration, which remains fundamental to everything we achieve.

The once-in-a-generation Market Expansion and Market Square development will open its doors in the coming financial year. I am genuinely excited about the opportunities ahead - to build more of what we love and to welcome a new generation of Market shoppers. Thank you to everyone who has contributed to a remarkable year. I look forward to continuing this journey together.

Sincerely,



**Theo Maras AM**

Chair, Adelaide Central Market Authority

# ABOUT ADELAIDE CENTRAL MARKET AUTHORITY

The Adelaide Central Market Authority (ACMA) is established pursuant to Section 42 of the *Local Government Act 1999* (SA) and is a body corporate with the responsibility to manage the business and other affairs of the Authority ensuring that the Authority acts in accordance with the Act and its Charter.

The purpose of ACMA is to oversee the management and operation of the Adelaide Central Market (the Market) in accordance with the ACMA Charter. ACMA's Strategic Plan and Headlease reflects its commitment to maintaining and enhancing the iconic standing of the Market for the benefit of all stakeholders, ensuring it continues to be recognised locally and internationally as a leading, vibrant, diverse and unique fresh produce Market. It provides the framework for a commercially sustainable Market community that contributes in a positive and meaningful way to the City of Adelaide and the development of the wider Market district.

The Board comprises up to seven members, including the Chairperson, appointed by the Council, with one position held by a City of Adelaide Councillor. The 2025/26 period was the thirteenth full year of operation for the Adelaide Central Market Authority, after its formal establishment in October 2012.

## OUR PURPOSE

To be a world leading food and produce Market that shares enduring connection with our community.

## OUR PLAN

To operate sustainably as a thriving team of Traders, Board and Management who create unique, diverse and memorable customer experiences that enhance our precinct, city and state.

## OUR AMBITION

To grow the Market by attracting more residents, visitors and workers who shop regularly.



## ACMA BOARD

The Authority is a body corporate and is governed by a Board of Management which has the responsibility to manage the business and other affairs of the Authority in accordance with the Charter, all relevant legislation and any delegations made to it.

The skills-based Board comprises seven members who collectively bring extensive expertise across retail, the food supply chain, property development, centre management and leasing, marketing, stakeholder engagement, corporate governance, finance, strategic planning, people leadership and a deep understanding of the Adelaide Central Market.

Led by ACMA Chair Theo Maras AM, the Board provides strategic direction, oversight and guidance to the Management team, led by General Manager Fabienne Reilly. Through its leadership, advocacy and governance, the Board plays a pivotal role in supporting the continued success of the Market, its Traders and the delivery of key strategic initiatives.



**THEO MARAS AM**  
Chair



**NICOLE HAACK**  
Deputy Chair



**CHRISTINE LOCHER**  
Governance Committee  
Chair



**GEORGE ROUSSOS**  
Development and  
Property Committee Chair



**PHILLIP MARTIN**  
Councillor



**STEVE MARAFIOTE**



**HAMISH BROWN**

## TRADER REPRESENTATIVES

The Traders Representation Committee (TRC) is the formal Traders group established under the Charter and meets with ACMA on a bimonthly schedule. TRC provides feedback on strategic matters pertaining to the operations of the Market and receives information from the Management team on marketing activities and plans.

Throughout 2025/26 Trader representatives were:

- Ivan Oulianoff, House of Health Collective (TRC Chair)
- Simon Bugeja, Lucia's Fine Foods (Deputy TRC Chair)
- Paul Bulley, PhotoCo Camera House
- Amanda Prance, Fair Seafood
- Niamat Nasery, Aubergine's & McMahon's
- Laura Santinon, Love Jamu
- Frank Mitolo, The Coffee Bean
- Mark Gleeson, SiSea (2025)
- Chester Frank, House of Health Collective (2025)
- Barbara Knoll, Barossa Fine Foods (2025).



## ACMA MANAGEMENT TEAM



**FABIENNE REILLY**  
General Manager



**BERNADETTE LEE**  
Manager, Commercial  
Property & Leasing



**BRIONY O'TOOLE**  
Marketing &  
Communications Manager



**JOHNNY CARBONE**  
Operations Manager



**KATE HARDY**  
Marketing &  
Communications Manager\*



**TIERA LIPPIELLO**  
Executive Assistant



**MEGAN CALVERT**  
Senior Property Officer



**SOPHIE SHEN**  
Leasing Coordinator



**BEN STEGGALL**  
Project Advisor



**ALISHA PEETERS**  
Marketing Executive\*



**REBECCA HOOK**  
Marketing Executive



**TIMOTHEA MOYLAN**  
Events &  
Activations Executive



**ANTARA SWEENEY**  
Marketing &  
Content Coordinator

Our Management team is supported by a dedicated casual customer service team, based in the Market information stall, who are often the first friendly faces visitors meet. We're also grateful to our valued third-party partners - Wilson Security and SKG Services - whose teams work tirelessly across the Market floor everyday to keep our Traders and customers safe, welcome and well cared for.

\*Parental Leave

## SUMMARY OF FINANCIAL RESULTS 2025/26

| \$'000                            | Actual  | Adopted Budget | Variance |
|-----------------------------------|---------|----------------|----------|
| <b>Existing Market Operations</b> |         |                |          |
| Income                            | 5,674   | 5,645          | 29       |
| Expenditure                       | 5,612   | 5,682          | 70       |
| Net Operating Surplus /(Deficit)  | 62      | (37)           | 99       |
| <b>Market Expansion</b>           |         |                |          |
| Income                            | -       | -              | -        |
| Expenditure                       | 1,414   | 1,539          | 125      |
| Total Market Expansion            | (1,414) | (1,539)        | 125      |
| Net Operating Surplus / (Deficit) | (1,352) | (1,576)        | 224      |



# ACMA HIGHLIGHTS



**7.9M**

annual visitation



**157**

years old



**#1**

Ranked #1 food Market in Australia  
(AllClear Travel Insurance)



**#3**

Ranked #3 food Market in the world  
(AllClear Travel Insurance)



**#1**

Tourist Attraction in Adelaide  
(Tripadvisor)



**99%**

of waste diverted from landfill



**17,438**

kgs of quality food rescued from waste



**166,000**

combined followers on Facebook and Instagram



**\$2.6M**

in media coverage



**17**

local artisan Producer in Residence supported



**100%**

of actions set out in the 2025/26 Business Plan completed or on track



**1000+**

products made on-site or available exclusively at the Market



**6,915**

students, from 147 schools learning in the Market



**643**

maintenance jobs



**98%**

Trader occupancy

## STRATEGIC PILLARS

The Market's Strategic Plan 2023-2028, developed in consultation with key stakeholders including Traders, City of Adelaide and the wider community, identifies ACMA's goals, objectives, strategies, priorities and relevant key performance indicators and sets the annual business plans. Throughout 2025/26 ACMA continued to focus on the key strategic pillars; Our Customers, Our Traders, Our Business, Our Community and Our Market to deliver positive outcomes for the Adelaide Central Market.

## OUR CUSTOMERS

*We will keep customer experiences at the heart of all decisions, every day.*

### Digital and Social Media Channels



**881.5K**

website views



**83.6K + 2.3M**

followers  
on Facebook (+3.2%)

people reached  
on Facebook



**82.7K + 3.2M**

followers  
on Instagram (+4.7%)

people reached  
on Instagram



**2.8K**

followers  
on LinkedIn (+16%)



**19.1K**

subscribers to  
Market Lovers eDM (+5%)



## ADELAIDE CENTRAL MARKET ACTIVATIONS

The event calendar is complemented by regular and ongoing activations to enhance the customer experience.

| Activation                                                                                                                                                                                                                                                                                                                 | #  |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|
| Total Community Kitchen activations, including ad-hoc programming, eg: <ul style="list-style-type: none"> <li>Seasonal produce launches (Strawberry, Citrus, Apple &amp; Pear, Mushroom)</li> <li>Community organisation engagement</li> <li>Country Women's Association scone pop-up</li> <li>Radio Broadcasts</li> </ul> | 34 |
| Free Friday night live music (partnership with Music SA)                                                                                                                                                                                                                                                                   | 49 |
| Free Kids' Activities (excluding school holidays)                                                                                                                                                                                                                                                                          | 69 |
| Customer giveaways and gift-with-purchase incentives                                                                                                                                                                                                                                                                       | 5  |

## ADELAIDE CENTRAL MARKET EVENT CALENDAR

The Adelaide Central Market delivers an annual events program designed to reflect and celebrate the diverse needs and interests of our community, with a focus on multiculturalism, community connection, families and children, arts and culture, and seasonal celebrations.



|                                                                        |                                                                                                                            |                       | Multiculturalism | Community Connection | Families & Children | Arts & Culture | Seasonal Celebration |
|------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------|-----------------------|------------------|----------------------|---------------------|----------------|----------------------|
| Bastille Day                                                           | 2-day program celebrating French food and culture.                                                                         | July                  | ✓                | ✓                    | ✓                   | ✓              | ✓                    |
| Big Market Adventures for Little Foodies                               | 2-week school holiday program (Autumn, Winter & Spring holidays).                                                          | April, July & October | ✓                | ✓                    | ✓                   | ✓              | ✓                    |
| Winter Weekends*                                                       | Fire pits, live music & roving entertainment.                                                                              | August                |                  | ✓                    | ✓                   | ✓              | ✓                    |
| Seafood + Sounds                                                       | 2-day program celebrating South Australia's world-class seafood.                                                           | September             | ✓                | ✓                    | ✓                   | ✓              | ✓                    |
| Christmas                                                              | Live music, cooking demonstrations and roving performances.                                                                | November & December   |                  | ✓                    | ✓                   | ✓              | ✓                    |
| Lunar New Year                                                         | Music, dance & art sessions celebrating the Lunar New Year.                                                                | February              | ✓                | ✓                    | ✓                   | ✓              |                      |
| Sauce Day                                                              | 2-day program celebrating Italian culture including hands-on sauce making sessions, live music and cooking demonstrations. | March                 | ✓                | ✓                    | ✓                   | ✓              | ✓                    |
| Easter                                                                 | Kids Easter Trail, kids art session & live music.                                                                          | April                 |                  | ✓                    | ✓                   | ✓              | ✓                    |
| Tasting Australia Associated Event program                             | 2-day program showcasing the Market's world-class food and produce.                                                        | May                   | ✓                | ✓                    | ✓                   | ✓              | ✓                    |
| National Reconciliation Week event program 'On Country at the Market'* | A curated series of free activations showcasing First Nations art, music and culinary traditions.                          | May                   | ✓                | ✓                    | ✓                   | ✓              | ✓                    |
| Make Music Day*                                                        | Live music celebrating the global music initiative Fête de la Musique.                                                     | June                  | ✓                | ✓                    | ✓                   | ✓              |                      |

\*(in collaboration with City of Adelaide)

## Highlights

### Bastille Day

The two-day program celebrating Bastille Day remained popular including live music, French themed pop-ups, roving entertainment and cooking demonstrations, with a growing number of participating Traders.

### Seafood + Sounds

The two-day program celebrated local seafood and live music, with an engaging program of free and ticketed activities from cooking demonstrations, Trader specials, free kid's activities and the popular Chilli Crab Shack pop-up.

### Christmas

The two-month celebration launched in time for the Christmas Pageant, with Market theming including two in-Market Christmas trees, decorations and signage. The campaign included proactive PR, school and community choirs, free kids craft workshops, live music, community partnerships and a Trader hero advertising campaign. There were 200,000 visitors in the final 6 days before Christmas, with Traders indicating a consistent Trade in comparison to 2024.

### Easter

The Easter celebrations, focused on in Market activations including an Easter trail, free kids Easter craft, live, music, Haigh's Easter bilby visit. The retail campaign included proactive PR and targeted advertising campaign.

### Sauce Day

The two-day program celebrated Italian culture and seasonal produce with hands-on sauce making classes, an extensive range of Mediterranean specials in the Market, as well as pop-up tastings, free kid's activities, live music and roving entertainment.

### School Holidays

3,583 school-aged children participated in the Market Trail and 432 in Little Market Chefs during the April, July and October school holidays. The activities engage with families at a grassroots level offering low-cost learning experiences with free kid's craft offered across each of the two-week periods.

### Producer in Residence Stall

The Producer in Residence stall had 100% occupancy and provided 17 small, local, artisan businesses a chance to trial their products with Market customers, with 65% being new to the program. The stall continued to create opportunities for emerging and innovative food businesses and to generate significant social media engagement on the Market's social media channels and created proactive media opportunities throughout the year.

### Market Stall

More than 54,000 visitors received assistance from our Customer Experience team at the Market Stall during the year. Operating every Market day, the team delivered friendly, reliable and helpful information, supporting customers and city visitors with enquiries ranging from directions and bus routes to tourism information, merchandise and gift card sales.



## OUR TRADERS

*We will work with our Traders to support them in the delivery of an exceptional shopping experience.*

Support Trader success and Trader engagement

- 1.1K pieces of social media content to over 166K followers
- 37 Market Lovers e-newsletters to 19.1K subscribers
- 88 Market Talk e-newsletters to Traders
- Bi-monthly Trader Representation Committee meetings
- 3 all-Trader meetings
- Media training provided for 4 Traders
- Free 3-hour parking at UPark Andrew and UPark Grote on Saturdays with 5,661 validations.

ACMA created opportunities for Traders to leverage PR and digital content, encouraging storytelling and profiling, whilst leveraging the Adelaide Central Market brand. ACMA supported several Trader-led after-hours events, creating unique customer experiences while delivering commercial benefits for Market businesses.

Trader engagement was maintained through regular face-to-face discussions and three all-Trader briefing sessions throughout the year. The elected Trader Representation Committee (TRC) continued to provide a valued forum for proactive dialogue between Traders, the ACMA Management team and Board members - with the Board increasing its annual meetings with the TRC to two, ensuring direct access and visibility at a time of significant transition. The primary communication channel remains the Market Talk newsletter, delivered regularly throughout the year to share resources, industry news and Market updates with all Traders.



## Highlights

- Market Made Campaign launch
- Supported Trader initiatives including:
  - Photo Co. Adelaide Camera Expo
  - Adelaide Wine Festival and Coonawarra Uncorked by The Olive Tree
  - Journey Beyond weekly events, by Smelly Cheese Co. and SiSea
  - Cheese After Dark series by Smelly Cheese Co.
  - Fair Seafood cooking demonstration series
  - Fair Seafood After Dark Dinner series.
- 'Faces of the Market' marketing campaign
- Professional photography used to profile Traders
- Creation of dry storage bays for additional storage in Federal Hall basement
- 6 big cleans for Market including all Trader facades
- Traders had the opportunity to receive free training by sustainability experts, 2xE, as part of a grant from Green Industries South Australia.

## Market Made

A key initiative this year was the launch of Market Made: a proactive retail-focussed campaign to promote more than 1,000 exclusive products only available from Market Traders. In-Market signage, product packaging and a metro advertising campaign supported a digital directory showcasing all participating products, giving our Traders a powerful platform to tell their story and drive customer conversion.

## Trader Advocacy

ACMA continued to advocate actively for Traders throughout the year - from managing the impacts of major events and potential road closures on daily trade, to ensuring Trader interests were represented at every phase of the Market Square development. As asset renewal and infrastructure decisions were made, Trader operations, access and amenity remained central considerations, ensuring the Market remains fit for business now and into the future.

## Customer Experience Tracking

The Customer Experience tracking project provided valuable data and insights into customer perceptions and experiences, and these are shared with Traders annually.

## SA Seafood Campaign

In response to the South Australia's algal bloom crisis, Premier of South Australia, Peter Malinauskas MP, launched the Brand South Australia Buy SA Seafood campaign at the Market with a long lunch for 30 invited guests with South Australian seafood from our Traders. ACMA supported its seafood Traders throughout this period through ongoing communication and a sustained promotional push, helping to maintain visibility and consumer confidence at a time when it mattered most.

## Adelaide Central Market Online

Adelaide Central Market Online home delivery service continued into its fifth year of operation, which began in response to the COVID-19 crisis to provide customers the opportunity to shop over 2,300 Market products from 43 Traders in one single transaction. ACMA manage the home delivery platform and associated logistics, including the collation, packing and collection, with a click & collect service is available on Fridays.

The program is largely subsidised by ACMA, providing participating Traders with an additional revenue stream while responding to the demand from customers who value the convenience of shopping the Market from home.



# TRADER HIGHLIGHTS



## Fair Seafood

Amanda & the team at Fair Seafood were awarded the prestigious Snail of Approval by Slow Food South Australia, recognising their commitment to sustainable, traceable seafood practices and education.



## SiSea

Mark & the team at SiSea were awarded SA Seafood Restaurant of the Year for 2026 and were also named a finalist in the 2026 Restaurant and Catering Hostplus Awards for Excellence.



## Cumbia Bar & Kitchen

Salvatore & the team at Cumbia were named a finalist in the 2026 Restaurant and Catering Hostplus Awards for Excellence.



## House of Health Collective

The House of Health team were awarded 'Best Health Food Business' at the 2026 Australian Small Business Champion Awards.



## Coco's Fruit & Veg

Kim & Maggie gave their stall a refresh, with a nod to historical Stalls with their raised floor produce stands.



## Barossa Fine Foods, Charlesworth Nuts & Fleurieu Milk

All three Traders were announced as finalists in the 2025 SA Premier's Food and Beverage Industry awards

New Product Award Finalist - Barossa Fine Foods for their Delicatessen Smallgoods Range.

Consumer Choice Finalist - Charlesworth Nuts and Fleurieu Milk Company.



## Sensory House

Rose & Michael opened Sensory House, a new venture for Full Circle Spirits.



## Central Market Flowers

Peter, Lizzie & family celebrated 40 years at the Market.

## OUR BUSINESS

*We will take a responsible and sustainable approach to our business in pursuing positive long-term financial results.*

### Highlights

- 98% occupancy during 2025/26
- 12 existing leases renewed
- 3 completed renovations for Michael's Fruit & Veg (Stall 53-54), Coco's Fruit & Veg (Stall 20-21) and SA Central Fresh (Stall 52)
- Sensory House (Stall 55) started their Market journey
- Redevelopment of Stall 34-36
- 7 staff recruitments with a 25% growth in headcount
- 2 new agencies awarded tenders:
  - SAUCE. The Creative Agency for Creative Services
  - CALLIE PR for PR & Media.

### Tourism / State & City Major Event Collaboration

- Collaboration with South Australian Tourism Commission (SATC) for Tour Down Under, Tasting Australia, Gather Round, Adelaide Fringe
- Partnership with Illuminate Adelaide.

### Operations

ACMA continued to improve the look and feel of the trading environment of the Market to create great customer experiences, with the delivery of brilliant basics around building maintenance, security, cleaning and waste services, security and safety. This financial year saw 363 maintenance jobs completed, and 292 incidents attended by the Market security contractor. Further operations are detailed in 'Our Market'.

### Australia's Best Food Market Campaign

On 20 April, Time Out Australia published results from a recent study by AllClear Travel Insurance announcing the Adelaide Central Market as the 3rd highest ranked food Market in the world based on over 400k google reviews. As well as earning record coverage across 52 media outlets, including The Advertiser print article and national coverage on The Today Show, ACMA delivered a marketing campaign in June and July to celebrate the ranking.

### People and Capability

During 2025/26, ACMA strengthened its workforce through targeted recruitment and parental leave backfills, while progressively increasing resourcing to meet the future operational requirements of the Market Expansion. The Management team undertook change management training to build capability, foster organisational resilience, and support the successful delivery of business transformation initiatives.

### Governance

As the governing body of the Authority, the ACMA Board provides strategic leadership and oversight to support the ongoing success of the Adelaide Central Market. Meeting every six weeks and supported by the Development and Property Committee and Governance Committee, the Board oversees financial performance, risk management, business planning and strategic oversight. An independent review was undertaken to consider Board effectiveness, governance maturity, strategic oversight, risk governance and stakeholder engagement. The conclusion was that the ACMA Board is operating from a position of governance strength and maturity, supported by a capable and committed Board, and constructive relationship between Board, Management, Council and Traders.

## OUR COMMUNITY

*We will make a valuable contribution to the economic, social and cultural wellbeing of our precinct and community.*

### Highlights

- Ongoing partnership support - Oz Harvest and Catherine House, Guide Dogs
- Community Engagement Plan 2025/26 delivered
- National Reconciliation Week events delivered
- Delivery of Lunar New Year celebrations and collaboration with Chinatown
- 17,703kg of good quality surplus food rescued and 35,406 meals delivered to South Australians in need
- 6915 students from 147 schools visited the Market on excursion.

### Community Partnerships

As part of our annual Community Engagement Plan, ACMA works closely with South Australian groups and organisations that align with our core values and enrich the Market community. This includes providing continued support to community partners OzHarvest SA and Catherine House.

### OzHarvest Food Rescue

Since its inception in 2012, the partnership between OzHarvest and ACMA have together rescued 190,802kg, delivering 496,787 meals to South Australian in need.

In the final days to Christmas the Tree of Goodness returned for its twelfth year raising \$6,323.30 across four days, equating to over 12,000 meals to support South Australians experiencing homelessness.

### Guide Dogs SA/NT

ACMA proudly support Guide Dogs with fundraising opportunities, with 6 x pop-ups within the Market, raising \$2,407.

### Catherine House Partnership

ACMA and Traders proudly supported local charity, Catherine House, by supplying fresh produce to women experiencing homelessness. This included fruit, vegetables, meat, continental and desserts for Christmas Day lunch for 70 women and ongoing monthly fruit and vegetable deliveries to the centre to support kitchen operations.

### Guide Dogs SA/NT

ACMA proudly support Guide Dogs with fundraising opportunities, with 6 x pop-ups within the Market, raising \$2,407.

### School Excursions

This year, 6,915 students from 147 schools visited the Adelaide Central Market on excursion - an experience that brings the Market to life as a living classroom. To maximise the educational value of each visit, ACMA provided a free teachers' resource kit, Brain Food, aligning with the Australian Curriculum to assist teachers with planning their excursion. With themes ranging from entrepreneurship, budgeting, geography, sustainability, art, culture, food and health. The kit helps students connect what they discover at the Market to their broader learning and helps build a genuine connection with food.

### National Reconciliation Week

From 27 May to 3 June, the Market celebrated National Reconciliation Week with a program of activities showcasing Aboriginal culture and cuisine. Highlights included native ingredient cooking demonstrations, live music performances, an alcohol-free pop-up bar, a gift-with-purchase promotion featuring artwork by Aboriginal artist Colleen Raven Strangways, and a family storytelling session delivered in partnership with Kakadu Kitchen, Adelaide City Libraries and the City of Adelaide.

The program was delivered in support of the City of Adelaide's Reconciliation Action Plan, reflecting the Market's ongoing commitment to reconciliation and to creating a space that is welcoming and meaningful for all.

## Community Kitchen

The Community Kitchen continued to serve as a vibrant forum for cooking, creativity and cultural exchange - celebrating the diverse multicultural community the Market is renowned for.

In 2025/2026 the Community Kitchen was used 34 times with over 27 cooking demonstrations for Market customers, Sauce Day and Tasting Australia program. Participation was positive with the demonstrations well attended.

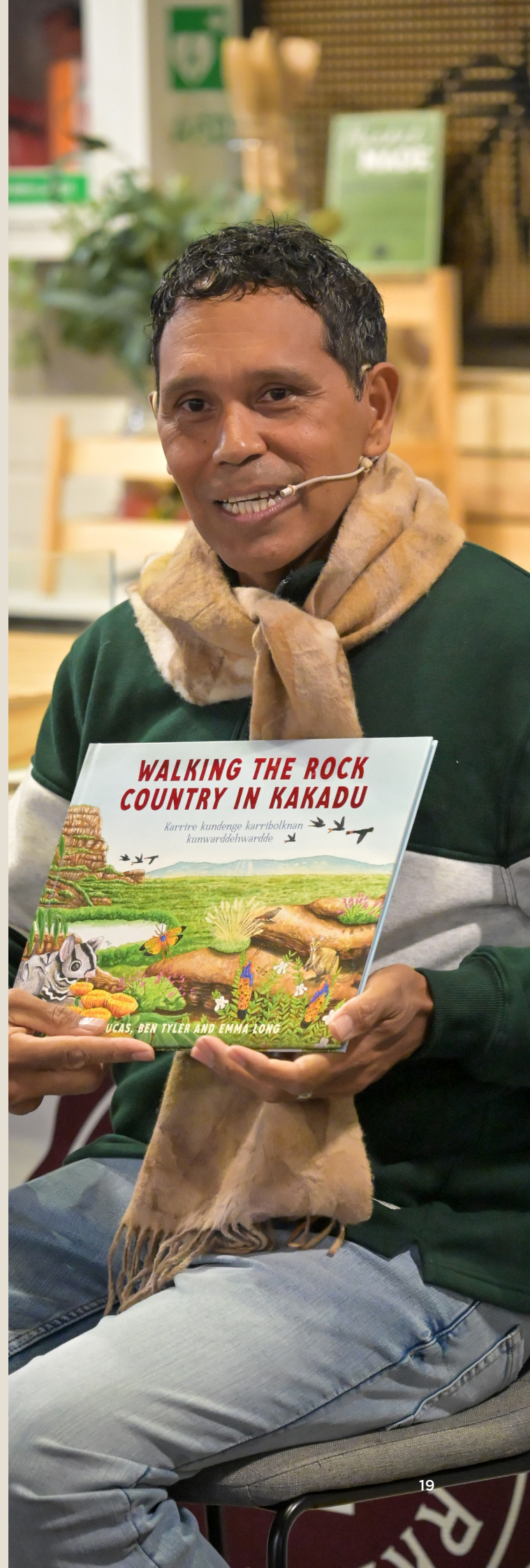
## Market Precinct

ACMA continued to collaborate with the Market precinct partners including monthly participation with the Grote Business Precinct committee, Gouger St Association and Lunar New Year celebrations with Market Plaza.

## Sustainability Strategy

ACMA advocates for a holistic approach to reducing the impact of Market operations on our environment for a more sustainable future. We referred to our 2024-2027 Sustainability Strategy to clarify our intent and guide our actions.

ACMA successfully secured a Green Industries South Australia LEAP Grant for \$100K in FY 24/25 for development of a Traders Sustainability Program, due for completion by June 2027. In FY25/26, 32 new and existing Traders completed the short "Sustainability at the Market" online course. All Traders have been offered a free 1:1 sustainability consulting session via 2XE.



## OUR MARKET

*We will deliver infrastructure and programs that address the current and emerging needs of our customers and Traders.*

### Market Improvements

- Sprinkler upgrades to Level 1 and Level 2 UPark and booster replacements
- Bondek repair project on level 2 UPark
- Basement remediation repairs with new dry storage capacity for Traders
- Western roadway fire compartmentation completed
- Annual ducting clean for all cooking Traders and form 3 compliance
- Installation of fans to common areas improving customer comfort.



# MARKET EXPANSION PROJECT

## Highlights

- National Leasing Campaign and Meetings with EOI applicants (plus existing Traders)
- First 20 Traders announced
- Appointment of Retail Design Manager and Tenancy Coordinator.
- Procurement and planning for Market Hall furniture, play equipment, PA system and customer facilities.
- Interactive digital map and website refresh procured for opening
- Wayfinding detailed design, signage and people-counting systems advanced
- Arts & Culture program progress with 5 artists selected
- One Market communication plan, with launch and activation planning progressed
- Facade Signage investigation and design commenced
- Ongoing stakeholder engagement and construction readiness coordination.

ACMA continued to work closely with the City of Adelaide and Market Square stakeholders to achieve the vision for the Market Expansion - a thriving mixed-use destination that complements and strengthens the Adelaide Central Market's vital role as a hub of food and culture in the city. This year was marked by considerable progress across both leasing and operational preparedness.

## Leasing

Leasing has been a significant priority this year, with the national leasing campaign generating strong Market interest. ACMA received 358 expressions of interest, made 1,350 direct approaches to prospective tenants, and managed 602 responses - largely through internal resources. The Development and Property Committee worked closely with the Management team to thoughtfully consider all proposals and curate the expansion's future retail mix in line with the leasing strategy - ensuring the right Traders, in the right locations, delivering the right experience for customers. The first 20 Traders were announced publicly, marking a milestone moment in bringing the Market Expansion to life.

## Operational Preparedness

Operational preparedness advanced at pace this year, with a focus on achieving cohesion between the existing Market and the new expansion, creating solutions that will support successful Trade and deliver unforgettable customer experiences. In a unique regulatory milestone, an exemption from the Retail Leases (Commercial) Act was granted, enabling trading hours to be refined to better meet customer expectations when the Market Expansion opens.

## A sense of Place - One Market, endless stories.

As part of the Market Expansion Operational Preparedness, ACMA commissioned placemaking experts, Village Well to deliver a Place Activation Strategy for the whole Market. The Place Activation Strategy provides a roadmap for the next chapter, guiding how the energy, heart and soul of the existing Market can be carried into the new space, connecting both precincts and giving genuine life to the Market Expansion from day one. Village Well engaged directly with Traders and stakeholders to understand what makes the Market's sense of place and community so distinctive, using those insights to shape a strategy that is grounded in what people love about this place.



# Adelaide Central Market Authority **2025/26** **Annual Report**

