

AEDA Annual Report

FY 2025/2026



Acknowledgment of Country

Adelaide Economic Development Agency 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.

The Adelaide Economic Development Agency 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.



AFL Gather Round

Credit: South Australian Tourism Commission

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Illuminate Adelaide

Credit: Samuel Graves; Horizons

Adelaide Economic Development Agency

The Adelaide Economic Development Agency (AEDA) 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.

AEDA is governed by a Charter that states its purposes and objectives are to:

- Accelerate economic growth in the City of Adelaide by attracting investment, supporting businesses and fostering the growth of festivals, events, visitors, students and residents,
- Promote the City of Adelaide as a destination and 'magnet city' by increasing its visitation and use by residents, workers, visitors and the public,
- Position Rundle Mall as South Australia's premier retail and commercial shopping precinct to sustain retail, business and economic viability,
- Ensure the Agency operates within the terms of its Charter and the *City of Adelaide's Strategic Plan*.

Among the Agency's functions are to:

- Work collaboratively with the state government, strategic partners, peak bodies and key stakeholders to position the City of Adelaide as an attractive investment opportunity for commercial and residential property development,
- Support the growth and development of existing businesses and attract new businesses, industries and entrepreneurs to establish in the City of Adelaide,
- Promote and market the City of Adelaide to local, interstate and international visitors and investors,
- Position and promote the City of Adelaide as Australia's premier festival and event destination, with the aim of increasing visitation and investment,
- Attract and support growth of the visitor economy, including international students, festivals, events, conferences, conventions and exhibitions,
- Activate, promote, and market Rundle Mall,
- Promote and develop main street precincts as commercial hubs of economic, cultural and social significance.

Chair's Foreword

As I enter my second year as Board Chair, I am proud to present the 2025/2026 Annual Report. It reflects AEDA's continued focus on strengthening Adelaide's business community, fostering economic growth, and creating a dynamic, investable, innovative, resilient, vibrant and welcoming city.

Across our five focus areas—business, investment and residential growth; visitor growth; Rundle Mall and precincts; brand and marketing; and governance and operations, AEDA continued to work with the City of Adelaide, state government agencies, businesses, precincts, property owners, industry partners and other stakeholders to stimulate economic activity in Adelaide.

Through our Strategic Partnerships Program, we worked with organisations to assist scale up businesses to become investment ready, supported the life sciences sector, attracted business events, brought international education agents to the city and filled vacant spaces in our city. Renew Adelaide's initiatives contributed to new jobs, while ThincLab's ThincSeed pre-accelerator and accelerator programs, supported emerging businesses to secure a combined \$1.5 million investment. AUScelerate (formerly MTP Connect) strengthened South Australia's life sciences ecosystem through industry development, international engagement and clinical trial support. Business Events Adelaide won \$607.5 million of events stretching out to 2032. During the year, 144 business events valued at almost \$420 million were held in South Australia.

AEDA also launched Adelaide: The City for Serious Innovation, which directly targeted organisations to consider investing in Adelaide. The campaign projects Adelaide's compelling proposition based on Adelaide's distinctive innovation environment.

A significant undertaking was the Adelaide Place Brand project. As Adelaide grows in confidence, ambition and international relevance, it is increasingly important to communicate a clear, compelling and consistent story about our city and its distinctive strengths. The place brand creates a shared identity that businesses, institutions, industry and the community can use to consistently describe Adelaide's reputation, support investment and talent attraction, and align initiatives such as Experience Adelaide.

Events, festivals and tourism remained central to Adelaide's economic vitality. Through our Events & Festivals Sponsorship

Program, AEDA supported a year-round program of initiatives encouraging people to visit, stay longer and spend more time in the city. During the year, AEDA supported 28 events and festivals, which collectively brought 7.1 million attendees to the city.

Rundle Mall remains the cornerstone of Adelaide's retail, commercial and social life, with annual visitation above 52 million. Major activations and partnerships created new reasons for people to visit and stay. This year, Rundle Mall celebrates its 50th anniversary, marking five decades as part of Adelaide's history and identity. AFL Gather Round attracted approximately 685,000 people to Rundle Mall from Thursday to Sunday; an estimated uplift of 61,000 visits above a typical week. Rundle Mall City Sessions delivered more than 70 performance opportunities for local artists. These and other initiatives support our ambition for Rundle Mall to be a vibrant cultural hub and successful retail precinct.

Work on the Visitor Experience Centre has progressed and is aiming for completion in the 2026/27 financial year.

We recognise the challenges facing city businesses, including cost-of-living pressures, changing work patterns, competition from suburban retail centres and online retailers, and higher-education sector changes. These reinforce the need for AEDA to remain responsive, evidence-led, and focused on practical action.

On behalf of the Board, I thank the City of Adelaide Councillors and Administration, Advisory Committee, partners, stakeholders, and businesses that contribute to Adelaide's energy, character and economic vitality. I also thank General Manager, Greg Ratsch, the Executive team and staff for their professionalism, commitment and passion throughout the year.

As we look ahead, AEDA will continue to champion Adelaide as a city where businesses can grow and prosper, visitors can be inspired and people can connect with opportunity.



Steve Maras
(Chair)

The Board

The Agency is governed by a skills-based Board of Management. The Board includes expertise and experience in the hospitality, property development, placemaking, business development, marketing, investment, technology, retail, events, and tourism sectors.

During the year, the following Board changes occurred

- Steve Maras was re-appointed as the Board Chair until 30 June 2028, following the expiration of his term on 30 June 2026.
- Dr Michelle Perugini was appointed to the Board on 9 December 2025 to fill a casual vacancy until 30 June 2027.
- James Black was re-appointed to the Board as the Advisory Committee Representative for a one-year term, commencing 12 March 2026.
- Jim Kouts and Jaimee-Lee Charlton were granted an extension to their appointments from 30 June 2026 until 31 August 2026.



Jim Kouts
(Deputy Chair)



Denise von Wald



Emma Kardachi



Jaimee-Lee Charlton



James Black
(Advisory Committee Representative)



Dr Jane Lomax-Smith AM
(Lord Mayor)



Dr Michelle Perugini



Tim Last

2025/2026 AEDA Board Meeting Attendance

Board Members	No. of meetings eligible to attend	No. of meetings attended
Denise von Wald	9	9
Emma Kardachi	9	9
Jaimee-Lee Charlton	9	9
James Black	9	9
Dr Jane Lomax-Smith AM (Lord Mayor)	9	9
Jim Kouts	9	9
Dr Michelle Perugini	5	5
Steve Maras (Chair)	9	9
Tim Last	9	6

The Advisory Committee

The Charter requires an Advisory Committee (the Committee) to be formed to provide a two-way mechanism for city businesses, mainstreet associations, precincts, and other stakeholders to exchange information and raise matters within AEDA's functions and powers.

AEDA Advisory Committee members for the 2025/26 financial year were:

- Jasmin Ilic (Chair)
- Alfredo Cabada (until December 2025)
- Angela Maglieri
- James Black (re-appointed November 2025)
- Lauren Giorgio (until November 2025)
- Mirella Romano
- Nikki Hamdorf (Precinct Group Representative, re-appointed November 2025)
- Paula Mifsud (appointed November 2025)



Annual Report

Summary

Throughout the 2025/2026 financial year, AEDA delivered initiatives in line with its core function of driving economic activity in Adelaide and North Adelaide. In delivering this core function, AEDA supported investment across many parts of the city's economy, assisting 75 investment leads representing a potential 2,403 jobs. Seventeen businesses were supported to relocate or establish through the Welcome to Adelaide program, bringing 1,176 jobs with them. To promote Adelaide's credentials to the eastern seaboard The Adelaide: The City for Serious Innovation campaign was launched.

In the visitor economy, AEDA administered \$2.09 million in event and festival sponsorship that supported events that drew more than 7.1 million attendees and generated an estimated \$596 million in economic impact. The Agency led Adelaide's presence at the Australian Tourism Exchange, which returned to the city for the first time in eight years, meeting more than 90 international buyers. It facilitated stakeholder engagement for the Destination Management Plan for Greater Adelaide, with implementation to begin in 2026/27, and progressed the Visitor Experience Centre through design and into construction documentation ahead of a 2026/27 opening, while its visitor services team assisted more than 31,000 people.

At Rundle Mall, AEDA launched Only Rundle Mall, a new brand and marketing platform for the Precinct, and kicked off its year-long 50th anniversary celebrations alongside a full calendar of major events including Colours of Asia and Gather Round. Its 425 commercial activations generated \$524,844 in income, well ahead of budget.

Across its own marketing channels, AEDA delivered 126,747 leads to city businesses at no cost to them, up 34 per cent, while cutting the cost of each lead by 23 per cent, and resolved a consistent place brand for the city for the first time, now underpinning campaigns from investment attraction to ADL Fashion Week.

Alongside this direct delivery, AEDA's strategic partners extended the city's reach further still, from Renew Adelaide's record rate of businesses graduating into commercial leases to Business Events Adelaide securing \$607.5 million in future events for the city.

These activities and initiatives were delivered in line with AEDA's *Business Plan and Budget FY 2025/26*, which was built around four focus areas: Business, Investment & Residential Growth, Visitor Growth, Brand and Marketing and Rundle Mall.

AEDA's *Business Plan and Budget FY 2025/26* outlines initiatives and actions for each strategic focus areas. Delivery against these initiatives and actions is outlined in the following pages and delivery against measures is provided in Appendix 2.

Business, Investment & Residential Growth

Adelaide's investment pipeline stayed active in 2025/26, supported by AEDA's targeted support for businesses and investors. Seventy-five investment leads were supported, representing a potential 2,403 jobs for the city, while the Welcome to Adelaide program helped 17 businesses relocate or establish, bringing 1,176 jobs with them.

AEDA's strategic partners continued to deliver excellent results: Renew Adelaide achieved a record 80 per cent graduation rate as businesses moved into commercial leases; Business Events Adelaide secured \$607.5 million in future business events for Adelaide; and ThincLab's accelerator cohort has already raised \$1.57 million in capital. There was sustained demand for AEDA's data and insights and a full calendar of industry events as well as strong engagement on opportunities to increase residential investment in Adelaide.

City Indicators

- Job numbers in the city marginally decreased by 0.5 per cent to 174,945.
- International student enrolments in South Australia decreased by 9 per cent to 40,152.
- The number of city businesses increased by 2 per cent to 12,975.
- Resident numbers in the city increased by 3 per cent to 30,173.



Investment Support and Attraction

There was a strong level of investment activity during the year, with 75 leads supported, representing a potential 2,403 jobs. Seventeen businesses received support through AEDA's Welcome to Adelaide program, which assists companies considering a city location with site selection and data and insights, and helps their teams transition successfully into the city. The program supported the relocation or creation of 1,176 jobs.

AEDA also launched the Adelaide: The City for Serious Innovation investment attraction campaign, targeting decision-makers across innovation-driven industries. Initially directed interstate, the campaign positions Adelaide as Australia's city for serious innovation, highlighting the city's competitive advantages in artificial intelligence and big data, defence and space, health and medical technologies, and cyber security. It is designed to build awareness and generate qualified business leads by showcasing Adelaide's innovation ecosystem, research strengths, industry collaboration and sovereign capability advantages.

Supporting residential property development

AEDA engaged with residential property developers, government agencies, community housing providers, financiers and peak industry bodies to investigate and facilitate the delivery of more housing outcomes in the city. This work encompassed the full spectrum of Living Sectors from traditional residential, to build-to-rent, purpose-built student accommodation (PBSA), social, affordable and other residential housing delivery models. AEDA undertook market analysis and discussions to understand the market drivers for emerging and innovative models of co-living developments that can respond to growing demand from young professionals and key workers attracted to Adelaide, particularly in the defence and technology sectors.

The agency also contributed to City of Adelaide's Housing Policy implementation and the ARCHI (adaptive reuse) initiative to promote opportunities for adaptive reuse of underutilised and/or vacant sites from shop top through to the pivoting of vacant floorspace in commercial buildings.

Data & Insights

Demand for AEDA's data and insights continued to rise, with 277 requests received. Use of the data webpages also increased, with 17,286 users, 25,356 page views and a 14.8 per cent increase in average time spent on the economic dashboards. Nine interactive dashboards were maintained with the latest data on the AEDA website, alongside quarterly and bi-annual reports.

Four industry briefings, attended by more than 450 people in total, were held over the year:

- Data4Lunch, 6 August 2025, "What's hot and what's not — how Adelaide stacks up", delivered in partnership with the Committee for Adelaide.
- Data4Lunch, 12 November 2025, "Reimagining City Jobs: how talent and industry are shaping the Adelaide economy", delivered with the South Australian Department of State Development and Study Adelaide.
- The AEDA Visitor Economy Forum, 18 November 2025, updating the tourism sector on industry performance and AEDA's visitor economy activities.
- The Property Council/CBRE Office Market Report breakfast, 5 February 2026, where AEDA presented the latest city data to industry stakeholders.

The data and insights team also presented to City of Adelaide staff, the East End Precinct Group AGM, the Adelaide Central Market Trader Meeting, the West End AGM and The Innovation Factory's fifth birthday celebration, and ran focus groups on city attendance behaviours, working from home trends and Rundle Mall.

Industry Outreach

AEDA undertook a number of initiatives and partnerships to promote the city to businesses, investors and workers.

- The Australia-ASEAN Business Forum, held on 26 to 27 August 2025, drew approximately 500 delegates from 12 countries; AEDA partnered with StudyAdelaide on an exhibition booth to engage government officials, chambers of commerce, investment firms and business representatives from ASEAN and Australia.
 - AEDA partnered with Renew Adelaide for a Talking Shop session during South Australian Small Business Week, which sold out within a day.
 - The Western Jobs Expo on 25 March 2026 attracted 2,300 attendees and 140 exhibitors, with AEDA promoting city hospitality and hotel jobs alongside 15 city businesses.
 - AEDA sponsored the South Australian Games Expo, held 6 to 7 February 2026, which drew a record 3,700 attendees, and SouthStart, held 17 to 19 March 2026, which expanded to a three day program including Precinct Day powered by AEDA, featuring an Investment Summit, Startup Showcase and CBD activations.
-

Strategic Partnerships Program

AEDA funds a portfolio of strategic partners each year, each addressing a different lever of city growth, from business startup and entrepreneur support through to business events, international education and the life sciences sector. Together they extend AEDA's reach and expertise well beyond what the Agency could deliver alone, enabling it to back proven operators to convert funding into jobs, investment and activity across the city.

- Renew Adelaide supported 21 businesses to activate vacant and underutilised space in the city, with 17 graduating to commercial leases, a record 80 per cent graduation rate, creating 147 jobs across 2,642 square metres of activated space.
- Business Events Adelaide won 199 business events for Adelaide which will generate \$607.5 million in economic activity, 340,000 hotel room nights, 106,000 delegates and 6,947 jobs. 144 events were hosted during the year with an economic impact of almost \$420 million, including AIMEX 2025, Hort Connections 2026 and the IUPESM World Congress.
- Study Adelaide ran two Global Agent Familiarisation programs, bringing 137 education agents from 15 countries to experience Adelaide as a study destination, representing organisations that collectively send more than 13,000 students to Australia each year.
- AUScelerate's (formerly MTPConnect) City of Adelaide based team supported a delegation including 11 city-based businesses to the world leading BIO26 International Convention held in Boston, US, and generated 75 business leads for clinical trials in Adelaide during the convention. The organisation also hosted an InvestHK delegation at the Adelaide Town Hall that showcased 9 city-based businesses, held a SouthStart masterclass for 55 founders in the health and medical sector that included 15 city-based businesses; launched the Adelaide Life Sciences Gateway brand, website and international marketing campaign and supported Avance Clinical's headquarters relocation into the Adelaide CBD (120 staff).
- ThincLab's ThincSeed CBD program supported nine startups through a 13-week accelerator, with participants raising \$1.57 million in capital since taking part, and selected a further 21 ventures into its second Pre-Accelerator.
- Festival City Adelaide convened around 250 industry professionals to address innovation and audience engagement in the festivals sector, and continued developing digital planning tools for events organisers.

Collectively, these partnerships delivered jobs, investment and capability well beyond AEDA's direct funding contribution, from startups graduating into commercial premises to hundreds of millions of dollars in future business events secured for the city.

The portfolio approach lets AEDA back specialists in each sector rather than duplicating their expertise in-house, and the year's results show that model paying off across business growth, tourism, education and innovation alike.

Precinct Groups

AEDA maintained support for precinct groups through the Mainstreet Development Program while the City of Adelaide reviewed its broader approach to precinct activation and engagement. Initiatives delivered by precinct groups included City South's Vino & Vibes event, the Ebenezer Night Markets in the East End, and the Adelaide Rally Event across Gouger Street and North Adelaide.



ThincSeed Pitch Night



The Australia-ASEAN Business Forum

Visitor Growth

Our aim is that visitors have an enjoyable, vibrant and dynamic city experience so that they are encouraged to return and become ambassadors for Adelaide as a destination of choice.

Adelaide's visitor economy runs on reasons to come and reasons to stay longer. In 2025/26 AEDA invested \$2.09 million in sponsorship across 28 events and festivals, which together drew more than 7.1 million attendees into the city, with events funded through the Events and Festivals Sponsorship Program alone generating an estimated \$596 million in gross economic impact.

The agency concentrated on three things in the visitor domain: Supporting development of Greater Adelaide's first state-recognised plan for long-term visitor economy growth, building the visitor services infrastructure that will change how visitors encounter the city, and connecting Adelaide operators with the international agents who sell the city overseas. Australia's largest tourism trade event, the Australian Tourism Exchange (ATE) returned to Adelaide for the first time in eight years, and AEDA used it as the focal point for the year's trade, product and industry work.

Investment in demand generating activities such as festivals and business events supports the pipeline of hotel developments and helps to build the case for further airline connections into Adelaide. The Adelaide Airport, located just six kilometres from the CBD, achieved a record of 9.1 million passengers in the financial year led by strong international growth from new airlines and new destinations.

City Indicators

- City hotel occupancy increased by 4 percentage points to 76.4 per cent.
- Hotel room demand rose by 5 per cent to 2.1 million.
- Business event delegates rose by 15 per cent to 67,586.
- Direct tourism jobs increased by 3 per cent to 7,616.



Events & Festivals Sponsorship Program

AEDA's Events and Festivals Sponsorship Program provided \$1.935 million in funding to 20 events and festivals, which collectively attracted more than 6.9 million attendees, contributed an estimated 1 million visitor bed nights and generated more than \$596 million in gross economic impact.* The Commercial Events and Festivals Sponsorship Program provided a further \$155,000 to 8 events and festivals, attracting more than 216,000 attendees and generating an estimated \$11 million in attendee expenditure.*

Advocacy and Industry Coordination

AEDA is recognised by the South Australian Tourism Commission as the tourism organisation representing Greater Adelaide in the absence of a formal metropolitan governance structure. AEDA's General Manager sits on the SATC Regional Chairs' Group, and AEDA's Tourism Industry Development Advisor serves as Greater Adelaide's Regional Tourism Manager, advocating for the City's priorities in state and metropolitan forums where funding, product and marketing priorities are decided.

AEDA led the engagement process for the SATC-funded Destination Management Plan for Greater Adelaide. The plan recognises the Adelaide CBD and Greater Adelaide as a visitor destination in its own right, as well as a gateway to regional experiences. It gives the region a shared, state-recognised framework for long-term visitor economy growth, and a common platform for coordinating investment, product development and marketing across council boundaries, so that Greater Adelaide competes as a single destination rather than a collection of separate local efforts. Development of the plan was informed by workshops, consultation and industry interviews through the year. It is expected that the plan will be finalised in early 2026-27.

AEDA's Visitor Economy Forum, held in November, brought together more than 80 operators and industry representatives to share insights on tourism trends, SATC initiatives, the Destination Management Plan and AEDA's marketing plans for the year ahead.

Australian Tourism Exchange 2026 (ATE26)

Australia's largest tourism trade event returned to Adelaide from 10 to 14 May 2026 for the first time since 2018, bringing more than 2,700 delegates, including 730 international buyers, to the city. The visitor economy team met with more than 90 international buyers, wholesalers and travel agents — the people who decide which Adelaide experiences make it into holiday packages sold overseas — and used those meetings to put the city's newest experiences directly in front of them.

AEDA also created a distinctly Adelaide welcome experience in the Adelaide Convention Centre forecourt for the event, featuring a branded fresh produce cart showcasing local growers, with nearly 1,000 locally sourced products and city gift cards handed out across four mornings, complemented by a Rundle Mall retail offer map featuring ten participating businesses.



ATE26 Stall



ATE26 Stall



ATE26 Stall

*Figures are based on data supplied by events and festivals through each program's acquittal process.

At the time of reporting, not all acquittals had been received, and final figures may vary.

Building the City's Experiences

Adelaide's visitor economy has real depth in festivals and events, but comparatively less in permanent, year-round attractions. AEDA works on two fronts at once: adding experiences visitors can book today, and pursuing a small number of large attractions capable of changing Adelaide's standing as a destination.

On the first, AEDA supported operators to bring five new experiences to market during the year, including the National Wine Centre's Cultural Connections Tour, Radelaide Tours' Hidden Bar Tour and Lucia's Build Your Own Hamper and Aperol Spritz packages at Adelaide Central Market. Several of these were showcased to international buyers at ATE26, giving them early exposure to overseas markets and a head start on future bookings.

On the second, AEDA held discussions with nine nationally and internationally recognised attraction operators, generating strong market interest, including one operator undertaking site visits of CBD locations and exploring a partnership with a local operator. The work has produced a shortlist of operators and projects with genuine interest in establishing a presence in Adelaide, which AEDA is now working to pair with potential investment partners, supported by a tourism attraction investment prospectus that sets out Adelaide's value proposition to global operators.

Attractions of this scale carry a much longer lead time than the rest of the pipeline, and depend on local industry collaboration, investor commitment and a suitable venue arriving together. AEDA's role is to keep all three in play long enough for a deal to become possible.

Visitor Servicing

AEDA's visitor services helped 31,088 people in person during 2025/26 through the Visitor Information Centre, City Guides, Adelaide Greeters, the Mobile Visitor Information Service and Adelaide Town Hall Tours, supported by 70 volunteers and staff. During the cruise season, 28 ships docked at Outer Harbor carrying 43,335 passengers, and AEDA volunteers were also on hand at Adelaide Railway Station to provide tailored itineraries and advice to visitors arriving by train without pre-booked excursions. A dedicated Rundle Mall Exclusive Offers Map, highlighting city coffee spots, local souvenirs and South Australian gifts, helped drive local foot traffic. The team works on the principle that information is worth most where visitors already are.

To deliver genuine first-hand knowledge, staff and volunteers are connected directly with city operators through regular familiarisations and briefings, including with the Museum of Discovery, the South Australian Museum and Immersive Light and Art this year. AEDA also conducted a knowledge exchange with neighbouring councils, cross-hosting Port Adelaide Enfield and Adelaide Hills to share expertise and encourage visitors to explore further and extend their stay in the region.

On the ground, staff and volunteers assisted with welcoming, wayfinding and dispersal at major city events, including the Santos Tour Down Under, the BP Grand Final, the Beach Volleyball World Championships and AFL Gather Round.

Strengthening its partnership with Business Events Adelaide, the team delivered a refreshed suite of visitor assets for pre-trip planning, city activation and delegate welcoming, including tailored activations for Adelaide's largest Chinese incentive group and direct engagement with 1,500 delegates at a business events Wellness Market in Victoria Square / Tarntanyangga.

The New Visitor Experience Centre

The new Visitor Experience Centre advanced through concept design, detailed design and construction documentation during 2025/26. Positioned as a destination in its own right, the state-of-the-art space, co-located in the historic Institute Building on North Terrace, will integrate interactive digital platforms and smart technology to immerse visitors in Adelaide's offerings before they explore, actively shaping itineraries, extending length of stay and boosting city spend. Lease terms were finalised with the State Library of South Australia, with construction starting in the first half of 2026-27.



Brand & Marketing

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

AEDA's marketing exists to turn attention into trade for city businesses, and 2025/26 saw that connection strengthen and become more efficient at the same time. Experience Adelaide delivered 126,747 leads to city and North Adelaide operators, up 34 per cent, every one of them passed on at no cost to the business receiving it, while the cost of generating each lead fell 23 per cent over the year.

The Agency also resolved a consistent place brand architecture, giving destination marketing, investment attraction and precinct activity one coherent identity to draw on. This was used to underpin two very different campaigns, Adelaide: The City for Serious Innovation and ADL Fashion Week, with a single consistent story. This was a year in which AEDA's marketing worked harder for city businesses, while laying a brand foundation that will support every campaign that follows.

City Indicators

- City Spend increased 2.66 per cent to reach \$4.3 billion.
- Average daily visitors dropped 10.3 per cent to 332,703.
- Adelaide brand health metric increased .05 percentage points to 6.39.



Experience Adelaide

Experience Adelaide is the city's shopfront to visitors, and its job is to connect people to businesses. The website recorded 1.72 million page views across 954,377 visits during the year, delivering 126,747 leads to city and North Adelaide operators at no cost to them. There was a significant uplift in interstate traffic with the Melbourne audience growing 34 per cent and Sydney 21 per cent. The Experience Adelaide social following grew to 46,153 with engagement up 13 per cent, supported by paid social advertising across the year.

The weekly Experience Adelaide newsletter reaches approximately 130,000 subscribers. A move to a new email platform, combined with a deliberate clean-out of inactive subscribers, prioritised quality over volume: open rates eased as inactive subscribers came off the list, while the rate at which readers clicked through to a city business finished the year at more than twice the industry average.

Delivering those leads also became cheaper. Against the portion of AEDA's marketing budget attributable to generating them, the cost per lead fell from \$3.08 to \$2.37 over the year, a 23 per cent improvement and at the lower end of the \$1.90 to \$8.15 typical of paid search in travel and hospitality. Destination marketing activities profiled 213 unique businesses, venues and event operators across campaigns and promotional content during the year, up from 115 in 2024/25.

Reaching the business audience

AEDA's own channels do a different job: putting city economic data and investment intelligence in front of the people making location and capital decisions. Views of the Agency's interactive economic dashboards rose 176 per cent to 19,740 during the year, while total paid media spend fell 21 per cent and the number of people completing an enquiry or download doubled, following a mid-year rebuild of the Agency's search advertising. LinkedIn following grew 22 per cent to 8,861, with a paid LinkedIn program launched in March 2026.

The City Business email newsletter continued to strengthen its digital engagement and reach. Subscriber numbers grew 1.74 per cent to just under 8,500, despite a deliberate audience list cleanse, with an open rate of 38.6 per cent and a click-through rate of 2.69 per cent. The AEDA website also recorded growth, with users up 4.65 per cent to over 72,000 and sessions up to more than 104,800, while overall page views remained stable at around 150,000, reflecting consistent demand for content.

A single brand for the city

Work progressed during the year on a consistent place brand for Adelaide, giving the city one identity that links destination marketing, investment attraction and precinct activity, and sits coherently alongside the State brand. An agency was appointed early in the year, and the first two phases of work, the place brand strategic principles and the brand architecture, were completed and endorsed on 8 April 2026 by the AEDA Board.

Experience Adelaide is confirmed as the consumer-facing destination brand and Invest Adelaide as the business and investment brand, both sitting under the AEDA masterbrand, replacing a fragmented set of marks and giving city businesses and precincts a clear framework to align their own local marketing to.

The impact of this work was evident before the brand itself was formally completed. Its strategic principles were used to build the messaging architecture for AEDA's Adelaide: The City for Serious Innovation investment attraction campaign and provided the strategic foundation for the ADL Fashion Week campaign, demonstrating consistent storytelling across two campaigns targeting very different audiences, from global investment decision-makers to fashion industry professionals and consumers.

Development of the visual and verbal identity is underway, with the brand to be completed and rolled out during 2026/27.

ADL Fashion Week

The fourth ADL Fashion Week ran across five days from 8 to 12 October 2025, comprising 40 events including five runway events hosted by ADL Fashion Week. The Associated Events program grew, with 83.5 per cent of available tickets sold, built on a closer working relationship with the fashion industry through the South Australian Fashion Industry Association and directly with individual brands. Independent event organisers were able to buy into the citywide campaign through marketing support packages at different levels of investment, giving smaller events a reach they could not have achieved alone.

Attendees rated the event highly, returning a net promoter score of 59 against a 50-point benchmark, with about half attending for the first time, demonstrating the event's ability to reach new audiences. The flow-on benefit to city businesses was substantial: 68 per cent of participants ate at a city venue before or after the event they attended, and 45 per cent shopped in the city on the same visit. The event generated 75 media items, including national syndication.

Winter City Deals

Against a backdrop of ongoing cost-of-living pressures, AEDA identified an opportunity to showcase value-led city experiences through Winter City Deals. With the South Australian Tourism Commission's Celebrate the Simple Pleasures platform already driving a dedicated winter push to lift travel and spending through the state's quietest months, AEDA launched Winter City Deals on 1 June 2026 to convert that state investment into offers inside the city, rather than run a competing campaign.

The model was deliberately built to put businesses in control. Operators published their own offers through the Australian Tourism Data Warehouse, and AEDA promoted them across the Experience Adelaide website, business listings, email and paid advertising at no cost to the business. Twenty-seven city offers were listed by participating businesses in the campaign's first month, with the creative platform built in-house. The campaign runs through winter and into the 2026/27 financial year, with results to be reported in full next year.

Leveraging the city's event calendar

Adelaide's event calendar draws people into the city; AEDA's job is to make sure the benefit spreads beyond the venue and the day. The Experience Adelaide gift card became the year's principal tool for doing that, used across three very different moments to turn concentrated attention into spending across the wider city.

Over the Black Friday weekend, \$40,000 in \$100 Experience Adelaide gift cards were offered to shoppers, redeemable across the city and North Adelaide rather than within a single precinct, helping spread visitor spending more widely. At ATE26, 150 gift cards were issued to visiting international buyers alongside a Rundle Mall retail offer map featuring ten businesses.

The same logic runs at smaller scale through the year. The Five Days of Christmas competition, delivered with Rundle Mall across five city businesses, Hummus Hustle, New Balance, VAN BRUSSEL, Hains & Co and Dymocks Adelaide, reached 14,695 people through unpaid social media and added new subscribers to the Experience Adelaide and Rundle Mall databases, with campaign emails opening at 45.7 per cent. Activity at this scale does not move the annual numbers on its own, but cumulatively it keeps a city audience engaged between the major moments and gives individual businesses a turn in front of it.



Rundle Mall

Rundle Mall, the State's premier retail and commercial shopping precinct, energises city life and enriches the Adelaide experience.

The start of Rundle Mall's 50th anniversary year has provided AEDA with a platform to continue repositioning the Precinct. The launch of Only Rundle Mall gave the Precinct a refreshed brand platform, while a calendar of major activations, from ADL Fashion Week to Gather Round to the expanded Colours of Asia festival, delivered strong visitor numbers and spend, holding firm even against difficult weather on some of the biggest trading days.

Commercial performance told a similar story: 425 activations; \$524,844 in income, well ahead of budget; the commitment of brands including New Balance and UNIQLO's expanded footprint reflected retailer confidence in the Precinct. Together, this was a year in which AEDA's investment in brand, events and activation translated into good visitation and a stronger commercial position for Rundle Mall.



Only Rundle Mall, Campaign

Brand Campaign

AEDA launched Only Rundle Mall, a new brand positioning and integrated marketing campaign designed to strengthen Rundle Mall's position as South Australia's premier shopping, dining and entertainment destination.

Informed by extensive research and stakeholder engagement, the brand celebrates the people, places and experiences that make Rundle Mall distinctive, bringing the Shop, Explore and Experience strategy to life. A new Rundle Mall website was also launched, bringing the new brand positioning to life through a contemporary, destination-focused digital platform. Delivered across digital, social, outdoor and city-wide advertising, the campaign established a consistent platform to support visitation, tourism and business growth, and provides a strong foundation for future marketing initiatives.

Events

AEDA delivered a range of major events during 2025/26. ADL Fashion Week brought three days of fashion-inspired activations to the Precinct, including the Rundle Mall Social Club, the Rundle Mall Ice-Creamery with C9 and the lululemon run club, recording more than 475,000 visitors, up 4 per cent on 2024, with Precinct spend up 5 per cent year-on-year.

For Black Friday, AEDA secured extended midnight trading and provided shopper incentives. Despite significant rainfall affecting Friday trading, strong weekend visitation kept city-wide expenditure in line with the previous year, and Saturday foot traffic rose 19 per cent on 2024.

A new Rundle Mall Christmas Strategy, aligned with the Rundle Mall Vision and Only Rundle Mall brand, underpinned the Christmas program. In partnership with the City of Adelaide, the Where Christmas Is Made campaign created a cohesive festive experience across the city, with new decorations including the Jingle Junction installation at Gawler Place, complemented by Christmas markets, live entertainment and family activities to encourage longer visits through the trading period.

AEDA officially launched Rundle Mall's year-long 50th anniversary celebration on Monday 12 January with a special marching band performance, joined by Premier Peter Malinauskas, who announced a \$250,000 State Government contribution to the celebrations, and Lord Mayor Dr Jane Lomax-Smith. Anniversary activations were integrated into major events including the Tour Down Under, Festival Season and Gather Round to build momentum toward September's celebrations. Festival Season featured aerial performances, busking, fire shows and family circus activities. Intercept surveys confirmed the value of this experience-led programming, with 72 per cent of visitors staying longer, 97 per cent making or intending to make a purchase, and 96 per cent likely to return for future activations.

Colours of Asia expanded to a four-day festival in 2026, introducing Thursday night programming for the first time and attracting approximately 770,000 visitors. Thursday trading delivered a 20 per cent increase in spend and a 31 per cent increase in foot traffic on the previous year, while evening visitation between 6pm and midnight rose 67 per cent, underlining the value of extended activation hours.

Rundle Mall delivered its largest Gather Round program to date, with 18 activations across the Precinct, extended trading and the Rundle Mall Fan Hub, recording approximately 685,000 visits despite challenging weather. A gold Sherrin football marking the 50th anniversary generated strong national media exposure and reinforced the Precinct's profile throughout the event.

The Rundle Mall City Sessions live music program continued to animate the Precinct throughout the year, with more than 70 performances from 94 artists across a diverse range of styles. Delivered with the City of Adelaide and Adelaide UNESCO City of Music, the program supported local artists while encouraging longer visitor dwell times.



Gather Round, Rundle Mall



Black Friday, Rundle Mall

Partnership & Activations

Rundle Mall delivered 425 activations during the year, generating \$524,844 in income and exceeding budget. The program continues to evolve beyond traditional retail activations, attracting leading brands, major events and community organisations that reinforce Rundle Mall's position as Adelaide's meeting place.

Existing concessions Flower Depo and Jonny's Popcorn performed strongly, while UNIQLO, Summer Skin, New Balance, adidas, alive body, The Body Shop, DoorDash, Adelaide University, Flinders University, Red Bull, Vili's, Coles and the Shane Warne Legacy Health Checks all engaged directly with the Precinct's visitors.

Major partnerships with Volleyball Australia, SANFL, BP, Adelaide International, the South Australian Tourism Commission for LIV Golf, Cricket Australia and Golf Australia further demonstrated Rundle Mall's growing reputation as a platform for large-scale public activations. The partnership with Gathered Market also expanded, with 11 market days delivered, including three Friday markets to support late-night trade.

Appendix 4 to this report provides details of the Rundle Mall Marketing, Events and Activations calendar for 2025/26.

Brand Attraction

Rundle Mall continued to strengthen its position as a destination for leading brands, with a strong pipeline of new openings and retailer investment throughout the year. New brands including New Balance, Simon Curwood Jewellers, Hunter & Barrel and Tru Ninja broadened the Mall's offer across retail, dining and entertainment, while established retailers UNIQLO and JD Sports expanded their footprints. This continued investment reflects the confidence of brands in Rundle Mall and contributes to a more diverse and contemporary customer experience.

James Place Upgrade

AEDA continues to work alongside the City of Adelaide on the upgrade of James Place as part of the Rundle Mall laneway strategy. The project has progressed into detailed design, with construction commencement by the end of 2026.



TRU Ninja, Rundle Mall



New Balance, Rundle Mall



Hunter & Barrel, Rundle Mall



Christmas in Rundle Mall

Corporate Governance

Strategic Plan

In 2024/25, the Board endorsed its first strategic plan as required under section 6.1 of its Charter.

The AEDA *Strategic Plan 2024/25 – 2028/29* (the plan) was completed following the Council's endorsement of the *City of Adelaide Economic Development Strategy*. The development of the *City of Adelaide Economic Development Strategy* was one of KPMG and Deloitte's recommendations following reviews of AEDA. Accordingly, the plan articulates AEDA's obligations—as specified in the *City of Adelaide Economic Development Strategy*, the AEDA Charter and the *City of Adelaide Strategic Plan*—as well as deals with matters relating to governance and operations.

AEDA's progress on delivering against the Strategic Plan metrics can be found in **Appendix 1**.

Board Review

Section 4.15 of the Charter requires the Board to undertake an annual review of its performance. The Board undertook its review at its meeting on 11 March 2026 and noted the following observations and findings:

- **Board reporting:** The Board noted that the quality of Board papers and report information had improved over the past two years, with members valuing the introduction of key achievement reports and dashboard analysis. Opportunities were identified to further streamline reports where appropriate.
- **Purpose and alignment:** The Board confirmed that it was clear on its purpose and role, while noting opportunities to strengthen alignment with the City of Adelaide and demonstrate in greater detail how AEDA's activities are delivered against both Strategic Plans and the Economic Development Strategy.
- **Board representation:** The Board considered its composition and mix of skill sets to be appropriate, noting that this supported robust debate and discussion and there is a strong consensus on Board decisions.
- **Committees:** The Board determined that no additional committees were required at this time.
- **Board culture and leadership:** The Board considered its discussions to be respectful and constructive and has created an environment that encourages different perspectives to be shared.
- **Risk profile and management:** The Board noted the importance of continuing to consider its risk profile and identified a potential mitigation strategy through engaging the City of Adelaide Media Relations team where appropriate.
- **Relationship with AEDA management:** The Board considered its relationship with the General Manager and Executive Management team to be strong and noted the high quality of work undertaken by the team.
- **Role and performance of the Chair:** The Board expressed strong support for the Chair's effective leadership, noting his strong relationships with key stakeholders, understanding of the City, and knowledge of the economic levers that drive growth.
- **Stakeholder engagement:** Board members noted their desire to seek opportunities that further support and promote AEDA's work to key stakeholders, including ratepayers.

The Board determined that there were no specific actions requiring immediate attention.

AEDA Reviews

Implementation of the recommendations made in the reviews of AEDA undertaken by Deloitte and KPMG in 2023 continued during the year. Thirty-five of the 36 recommendations have now been addressed. The one outstanding recommendation relates to the development of a long-term financial plan for the Agency. The council is progressing this matter.

Financial Summary

AEDA Income Summary	Original 2025/26 Budget (\$'000)	2025/26 BQ3 (\$'000)	2025/26 Actual (\$'000)
AEDA contribution from CoA	8,607	8,618	8,360
Strategic project funding CoA	525	500	358
Other grants, subsidies and contributions	-	250	5
Rundle Mall Levy	4,138	4,138	4,166
User charges	380	380	528
Reimbursements	-	-	41
Visitor Experience Centre	10	10	7
Other income	-	-	26
Total income	13,660	13,896	13,491

AEDA Expenditure Summary	2025/26 Budget (\$'000)	2025/26 BQ3 (\$'000)	2025/26 Actual (\$'000)
Business, investment and residential growth	2,970	2,973	2,807
Visitor growth	3,321	3,324	3,269
Brand and marketing	2,326	2,331	2,362
Rundle Mall marketing and events	2,605	2,605	2,516
Rundle Mall operations	1,913	1,913	1,934
Strategic Projects	525	750	358
Total expenditure	13,660	13,896	13,246

Appendix 1: 2024/25 to 2028/29 Strategic Plan KPIs

Activate Rundle Mall & Precincts

Strategic Plan Measures	Indicator/Note	Benchmark (Oct 2024)
Increase in spending across the City and North Adelaide	Spendmapp by Geografia (total daily aggregate)	\$3.99 billion
\$150 million of capital investment committed to the precinct	Cumulative count of development applications and capital works	n/a
Improvement to Rundle Mall business sentiment	AEDA Data & Insights Rundle Mall Trader Business Confidence Survey	50
Increase in foot traffic across the CBD and North Adelaide	Kepler Analytics, City of Adelaide multizone foot traffic, unique visitors	138.8 million

City Brand & Marketing

Increase the brand health metric for Adelaide as a destination to visit to 7.5/10	Commissioned research	6.34
Deliver marketing and promotional strategies to share Adelaide's unique attributes and emerging opportunities	Binary indicator	n/a
An increase in the number of new businesses and investment in the City	Number of businesses	12,560
	Value of investment (value of building approvals)	\$848 million
Improvement to AEDA brand sentiment	Commissioned research	Not funded in budget - unable to measure

Investment & Business Growth

Increase city contribution to Gross State Product (GSP)	NIEIR (accessed via Economy.id)	18.59%
Grow the proportion of workers in emerging industry sectors	EDS does not contain a definition of emerging sectors	Data set does not exist
An increase in the number of new businesses and investment in the city	Number of businesses	12,560
	Value of investment (value of building approvals)	\$848 million
Scaling up of microbusinesses to small and medium enterprises	Data set does not exist	Data set does not exist
Growth by upscaling micro, small and medium enterprises into larger businesses	Data set does not exist	Data set does not exist
Deliver economic data and insights to the business community	Binary indicator Y/N	Yes
A city that leads in innovation and research	Composite data set does not exist	Data set does not exist

Year 2 (latest as of 30 Jun 2026)**Benchmark Note**

\$4.33 billion

2023 calendar year

\$332.3 million

n/a

64 (Q2 2026)

Mid-2024

116.6 million

2023 calendar year

6.39

Verian commissioned research in 2024

Yes

n/a

12,975

2023 calendar year

\$2.73 billion

FY 2022/23

18.76%

FY 2022/23

12,975

2023 calendar year

\$2.73 billion

FY 2022/23

Yes

Appendix 1: 2024/25 to 2028/29 Strategic Plan KPIs (Cont.)

Growing the Visitor Economy

Strategic Plan Measures	Indicator/Note	Benchmark (Oct 2024)
Increase in tourism nights across the CBD and North Adelaide	Baseline: 12.33m (2023/24) Source: Economy.id (Tourism Visitor Summary) - using Tourism Research Australia data	12.33 million
An enhanced year-round events calendar, with experiences found throughout the city	Australian Tourism Data Warehouse listings (ATDW)	1,212
Grow as Australia's Festival Capital	Percentage of interstate respondents who associate Festivals with Adelaide when compared to other capital cities (YTD average)	26%
Grow the number and scale of business events hosted each year	Business Events Adelaide— number of business events	163
	Business Events Adelaide— number of attendees	60,000
Grow the number of 4- and 5-star and boutique hotel beds	CoStar—Hotel inventory by class	3,242
Increase the number of airport arrivals and demand for city accommodation	Adelaide Airport (AAL)—Total traffic volumes	8,272,940
	STR—Hotel rooms booked	1,817,760
Invest in Adelaide Visitor Information Centre tourism assets to increase visitation and improve visitor experience	This is a binary statement, so no longitudinal indicator	
Deliver economic data and insights to our business community	Binary indicator Y/N	Yes

AEDA Governance & Operations

Opportunities and issues identified in annual governance review are addressed	Response to outcomes of annual governance review	n/a
An approach to funding that supports multi-year planning is applied		No
City of Adelaide Culture Survey results	Culture Amp - Engagement measure	66%
Proportion of job vacancies filled on first approach to market	Taleo	100%
Delivery of Agency priorities through strategic partnerships	Investment into SPP	Yes
Regular information on qualitative and quantitative business needs and opportunities provided to the Board		Yes

Year 2 (latest as of 30 Jun 2026)**Benchmark Note**

Complete comparable data not currently available. The latest available data is only available for international visitor nights, which is 5.69 million in 2024/25, up 14.4% from 2023/24. Domestic visitor-nights data is not published due to methodological changes.

Tourism Research Australia (accessed via Economy.id)
International Visitor Nights + Domestic Overnight Visitor Nights.

1,512

2023 calendar year

34%

Average for 2023 calendar year

144 (FY 2025/26)

FY 2023/24

67,586 (FY 2025/26)

FY 2023/24

3,248 (as of June 2026)

2024 calendar year

9,154,558 (FY 2025/26)

2023 calendar year

2,138,220 (FY 2025/26)

2023 calendar year

Yes

Yes

Completed

n/a

Underway

38%

Culture Amp August 2024

100%

Yes

Yes

Appendix 2: 2025/26 Business Plan & Budget KPIs

AEDA performance against the 2025/26 Business Plan & Budget

Activating Rundle Mall & Precincts

Key Performance Indicator	Status
Total expenditure in Rundle Mall grows by at least three percent per annum	Achieved
Engage with at least eight new brands to promote Rundle Mall as a premium location to grow their businesses	Achieved
Rundle Mall visitation remains above 52 million*	Achieved
Three new major brand partnerships	Achieved
Concession income exceeds budget	Achieved
ADL Fashion Week delivered	Completed

City Brand & Marketing

Brand identity created	Underway
At least two cooperative campaigns delivered	Achieved
Increase Experience Adelaide newsletter metrics to 36%+ open rate and 1.9% click through rate	Partially Achieved
Provide at least three industry briefing events	Completed

Investment & Business Growth

Work with at least 75 inbound/expanding companies to identify an additional 2,000 new city-based jobs	Achieved
Work with the development sector to facilitate/support an additional three residential developments in the city	Achieved
Provide/support at least eight programs to support emerging industries and the scaling up of businesses	Achieved
Increase the number of users of the data and insights component of the AEDA website	Achieved

Annual Measure	Actual	Difference
3%	3.2%	+0.2%
8	8	-
52 million – 12 months cumulative	52.8 million	+0.8 million
3	16	+13
Financial Year Budget	\$524,844	+\$140,844
Y/N	Delivered October 2025	n/a
Y/N	Project commenced	n/a
2	2	-
36%	27.3% open rate	-8.7% points
1.9%	4% click through	+2.1 % points
3	3	-
75	75	-
3	19	+16
8	12	+4
7,000	17,286	+10,286

Appendix 2: 2025/26 Business Plan & Budget KPIs (Cont.)

AEDA performance against the 2025/26 Business Plan & Budget

Growing the Visitor Economy

Key Performance Indicator	Status
At least 20 events and Festivals supported through sponsorship	Achieved
Maintain value of business event delegates	Achieved
Work with existing firms and new entrants to develop at least 10 bookable experiences	Not achieved
Visitor Experience Centre opened	Underway
At least 45,000 people provided with information through AEDA's visitor information services	Not achieved
Greater Adelaide Destination Management Plan (DMP) completed	Underway

Governance and Operations

Opportunities and issues identified in the Board's annual governance review are addressed	N/A
An approach to funding that supports multi-year planning is applied	Ongoing



Annual Measure	Actual	Difference
20	28	+8
Cumulative total	\$418.5m YTD	+\$78.5m YTD
10	5	-5
Y/N	N	n/a
45,000	31,088	-13,912
Y/N	N	n/a
Y/N	No specific actions identified in the Board's evaluation on 11 March 2026	n/a
Y/N	Ongoing as part of Council's Budget process and LTFF	n/a



Appendix 3: 2025/26 Sponsorship Recipients

Events and Festivals Sponsorship Program

Event	Date(s)	Funding
2025 Illuminate Adelaide	2 – 20 July 2025	\$175,000
2025 SALA Festival	1 – 31 August 2025	\$50,000
2025 Bridgestone World Solar Challenge	24 – 31 August 2025	\$35,000
2025 Adelaide Guitar Festival	10 September – 12 October 2025	\$30,000
2025 Nature Festival of South Australia	26 September – 12 October 2025	\$60,000
2025 Adelaide Film Festival	15 – 26 October 2025	\$60,000
2025 OzAsia Festival	23 October – 9 November 2025	\$75,000
2025 Feast Festival	1 – 23 November 2025	\$80,000
2025 National Pharmacies Christmas Pageant	8 November 2025	\$75,000
2025 Adelaide FIVB Beach Volleyball World Championships	14 – 23 November 2025	\$100,000
2025 bp Adelaide Grand Final	27 – 30 November 2025	\$30,000
2025 Carols by Candlelight	13 December 2025	\$75,000
2026 Adelaide International (Tennis)	12 – 17 January 2026	\$50,000
2026 Santos Tour Down Under	16 – 25 January 2026	\$175,000
2026 Adelaide Fringe	20 February – 22 March 2026	\$290,000
2026 Adelaide Festival	27 February – 15 March 2026	\$350,000
2026 WOMADelaide	6 – 9 March 2026	\$65,000
2026 Adelaide Equestrian Festival	16 – 19 April 2026	\$80,000
2026 Tasting Australia	8 – 17 May 2026	\$40,000
2026 Adelaide Cabaret Festival	4 – 20 June 2026	\$40,000

Commercial Events and Festivals Sponsorship Program 2025

Event	Date(s)	Funding
Gathered Market in the Mall	31 August – 7 December 2025	\$16,000
CheeseFest	18 – 19 October 2025	\$20,000
Lucky Dumpling Market	23 October – 9 November 2025	\$45,000
Hongdae in Adl	1 November 2025	\$14,000
Poppin Out (previously Mary's in the Park)	1 November 2025	\$10,000
Our Sound	22 November 2025	\$16,000
Hyde and Seek Festival (previously Rhino Room Street Fest)	29 November 2025	\$20,000
Adelaide Polo Classic	12 December 2025	\$14,000



Strategic Partnership Program

Partner	2025/26 Funding
Business Events Adelaide	\$310,000
Festival City ADL	\$110,000
Renew Adelaide	\$300,000
Study Adelaide	\$119,000
AUScelerate (formerly MTPConnect)	\$130,000
University of Adelaide/ThincLab	\$165,000

Mainstreet Development Program 2025/26

Partner
Adelaide West End Association
City South Association
East End Coordination Group
Gouger Street Traders Association
Grote Business Precinct Association
Hutt Street Traders Association
North Adelaide Precinct Association



Adelaide Fringe

Appendix 4: Rundle Mall Activations

Month	Activity	
July 2025	<ul style="list-style-type: none"> • 2KW Black Ruby Rooftop Floor Decal Advertising • NAIDOC Week • Bickford's No Added Sugar Cordial Launch • Shmochi by Shibui Pop Up • Adelaide Uni Open Day • Australian Dental Foundation 	
August 2025	<ul style="list-style-type: none"> • Retailer Support Campaign • Shmochi by Shibui Pop Up • Buy SA for SA (Explosive Promotions) • FiveAA Mornings Live Broadcast (Buy SA Week) • Beach Volleyball World Championships – 100 Days to Go • National Bowel Cancer Screening Roadshow • Cancer Council Daffodil Day • Gathered Market (31 August) 	
September 2025	<ul style="list-style-type: none"> • City Sessions – Guitar Festival (5 Sept) • Rundle Mall Plaza Power Up AVcon Event • ABC Radio Adelaide Drive Live Broadcast with Adelaide Guitar Festival • Women's Legal Service Soup Drive • Adelaide Convention Centre Christmas Cabaret Floor Decal Advertising • Australian Red Cross Emergency Redi Week • SANFL Grand Final Player Presentation • City of Adelaide Concert Band Performance (21 Sept) • Gathered Market (26 Sept) • FruChoc Appreciation Day • Spring Launch Campaign in the Mall • Father's Day retailer support • Retailer Support Campaign 	
October 2025	<ul style="list-style-type: none"> • ADL Fashion Week • Fashion Campaign and activations • Rundle Mall Shopping Weekend – Rundle Mall Social Club • Rundle Mall Shopping Weekend – Rundle Mall Ice-Creamery with C9 Chocolate & Gelato • Zamel's Spin & Win (RMSW) x 2 days • Swatch MoonSwatch Tour (RMSW) x 3 days • Summer Skin Glow Cabana (RMSW) x 3 days • The Richmond Hotel Pop Up (RMSW) x 5 days • Alexandra Lingerie (RMSW) x 2 days • David Jones Roaming (RMSW) x 3 days • Red Bull X Travis Boak Book Launch • See Differently White Cane Day • Restart a Heart Day • Uniqlo Store Re-Opening Event and Roaming • City of Adelaide Concert Band Performance (19 Oct) • Rebel Sport X Ned Brockman Run Event • Gathered Market (26 Oct) • The Cupcake Lady • October long weekend trading hours support • Retailer Support Campaign 	

Month	Activity
November & December 2025	<ul style="list-style-type: none"> • Christmas Decorations • Black Friday X Rundle Mall Refuel Station • Choirs and music performances • Activations to support extended trading hours and add vibrancy to the Mall in the lead up to Christmas – Letter to Santa, Face painting, roaming entertainment, Spinning Wheels, Santa Paws, Cookie decorating • The Body Shop New Store Opening Event • LiveLighter Campaign (Preventive Health SA) • National Pharmacies Christmas Pop Up Shop (Christmas Cabin) • Remembrance Day Bugle Player • Gathered Market (16 November) • Alabaster & Ink Bauble Personalisation (Christmas Cabin) • bp Adelaide Grand Final Display & Media Call • Floss Adelaide (Christmas Cabin) • Milligram Pop Up Shop (Christmas Cabin) • World AIDS Day (SAMESH) • The Lions Club of The City of Adelaide (Christmas Cabin) • Gathered Market (6 – 7 December) • Cirque Alice Live Performance • The Salvation Army Christmas Gift Wrapping (Christmas Cabin) • Flinders University Leisure Learning • OmMade Meet the Maker Pop Up Shop (Christmas Cabin) • City Library Christmas Craft and Storytime • Rundle Mall City Sessions (15 December, 16 December, 19 December, 22 December, 23 December) • Kytons Bakery Christmas Pop Up • The Christmas Test Acrobats & Jugglers • Defence Recruitment • Tuba Christmas Performance • Alive Body Pop Up Shop (Christmas Cabin) • Suzuki Music SA Christmas Performance x 2 • Boxing Day • Retailer Support Campaign



Appendix 4: Rundle Mall Activations (Cont.)

Month	Activity	
January 2026	<ul style="list-style-type: none"> Adelaide International Defence Recruitment Santos Tour Down Under, Rundle Mall 50th branded car Retailer support of January sales Australia Day support for trading hours Retailer support Campaign 	
February 2026	<ul style="list-style-type: none"> Lunar New Year activations Valentine's Day digital campaigns and retailer support Retailer support campaign "Magic Happens Here" Festival Season activation – Fire breathers, curated aerial artists, music, kids circus school The Body Shop Dewberry Range Launch Gathered Market (8 February) Cricket Australia Countdown Clock SATC LIV Golf Live Site adidas Originals Palm Springs Playoff Sweethearts for HeartKids Nova 919 X End Food Waste The Great Unwaste Toastie Challenge Langhorne Creek Pop Up Caravan Bar Soonta Lunar New Year Golden North Giant Twins Day Roaming Peter Shearer Sidewalk Sale 	
March 2026	<ul style="list-style-type: none"> Long weekend trading hours support Retailer support campaign – always on influencer campaign "Magic Happens Here" Festival Season activation – Fire breathers, curated aerial artists, music, kids circus school City of Adelaide Concert Band Performance (1 March) Golf Australia 2026 Women's Australian Open Putting Activation Swatch Rolling Planets Tour Colours of Asia SANFL Season Launch Gathered Market (27 March) Sheffield Shield Presentation 	
April 2026	<ul style="list-style-type: none"> ANZAC Day trading hours support Retailer support campaign – always on influencer campaign Easter Friday 3 April to Monday 6 April Kytos Bakery Easter Pop Up AFL Gather Round City of Adelaide U Park Gather Round Activation AFL Store Merch Van Gather Round Activation Coles Footy Flips Gather Round Activation Shane Warne Legacy Health Checks Gather Round Activation FUIC Gather Round Activation Vili's Family Bakery Gather Round Activation Chemist Warehouse X Liquid IV Gather Round Activation MG Gather Round Activation New Balance Market Stall History Festival 2026 Program Launch City Sessions 50 Years of Music (18 April, 25 April) City of Adelaide Concert Band Performance (19 April) RSL Anzac Day Appeal ASO 90th Birthday Performance (24 April) Gathered Market in the Mall (26 April) See Differently International Guide Dog Day 	

Month	Activity	
May 2026	<ul style="list-style-type: none"> • Mother's Day campaign • Retailer support campaign – always on influencer campaign • Emergency Services Blood Drive Launch Media Call • International Line Dancing Day • City Sessions 50 Years of Music (2 May, 9 May, 16 May) 	<ul style="list-style-type: none"> • Australian Dental Foundation • The Flower Nook Mother's Day Pop Up • New Balance Run Club Event • Uniting Communities Law Week • Gathered Market (29 May)
June 2026	<ul style="list-style-type: none"> • Retailer support campaign • Rundle Mall EOFY Spin to Win • Lululemon Run Club Event • Adelaide Cabaret Festival X Nova 919 • UNIQLO Heattech Pop Up Museum • Multicultural Youth – Tea with a Refugee 	<ul style="list-style-type: none"> • Rundle Mall City Sessions - Make Music Day (20 June) & Quartet Series (21 June) • Gathered Market (21 June) • Helga's Bread Sampling • National Bowel Cancer Screening Program – The Loo Post • Nova 919 X Homestart Finance Outdoor Broadcast
Frequent Concessions	<ul style="list-style-type: none"> • Flower Depo • Jonny's Popcorn • Lamala Kitchen • Blondie's Bakehouse • Wildflour Creations 	<ul style="list-style-type: none"> • The Cannoli Box • C9 Chocolate & Gelato • Crushes • 1001 Snow Cones • Tres Amigos



City Sessions 50 Years of Music, Rundle Mall

