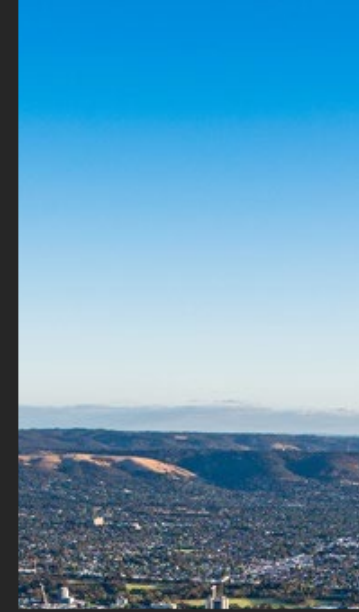


# Adelaide Economic Development Agency – Quarterly Update

Ian Hill | 02.08.2022



Adelaide.  
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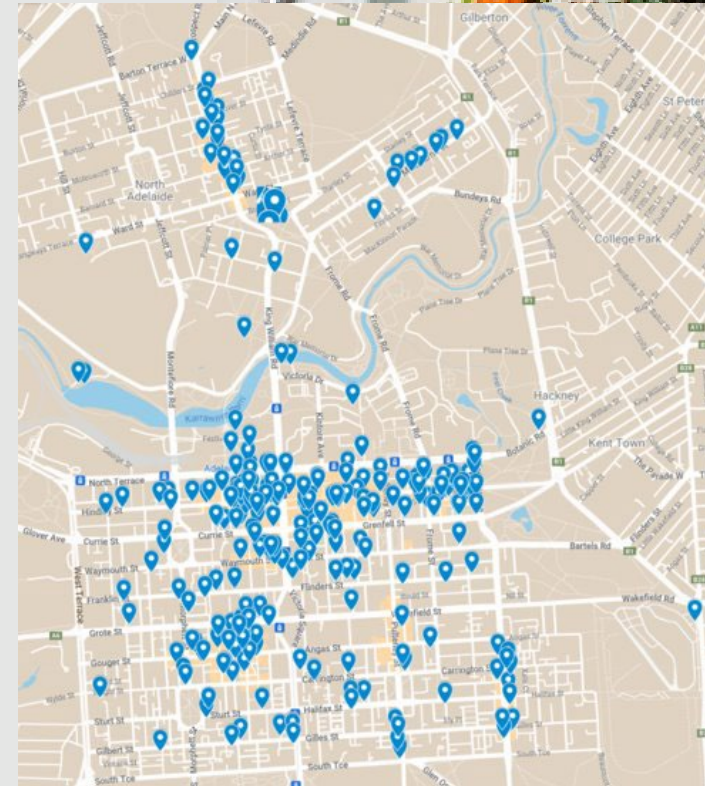
# Key Highlights – April to June 2022

- ADL Unleashed \$30 Eats Campaign
- AEDA Business Summit
- Salvador Dali's Triumphant Elephant in Rundle Mall
- Rundle Mall store openings
- Sporting celebrations and announcements in Rundle Mall
- Rundle Mall events and campaigns
- Shopfront Improvement Grants
- ADL Unleashed events and activations campaign
- Tourism Partnership Campaign
- Business Support



# ADL Unleashed \$30 Eats

- Over 97,700 entries received in the draw for one of 25,000 available vouchers.
- 274 participating businesses across the CBD and North Adelaide
- 14,810 (59%) of vouchers were redeemed
- \$442,369 value of redeemed vouchers + \$759,702 additional consumer spend
- \$1,202,071 total spend at city businesses
- Post campaign survey
  - 86% of responding businesses strongly agreed or agreed the promotion delivered a positive impact on their business
  - 78% said the promotion delivered new customers
  - 91% responded they would like more of these promotions
  - 75% of responding winners who redeemed their voucher said they would not have visited or were unsure if they would have visited the business without the voucher
  - 99% of responding winners said they would participate again
- This initiative was funded by the City of Adelaide as part of Reignite Adelaide and the Government of South Australia.





# AEDA Business Summit

- Held on 25 May 2022 the inaugural AEDA Business Summit provided a unique platform for 350 city business leaders to listen to insights on the city, network and forge relationships.
- Keynote speakers included The Honourable Peter Malinauskas MP, Premier of South Australia, Bernard Salt AM head of The Demographic Group, Adrian Tembel, Chair South Australian Productivity Commission and Clare Mockler Chief Executive Officer, City of Adelaide.
- Comprising speaker and panel sessions, the Summit covered the economic and commercial property outlooks for Adelaide (2022 and beyond), the role of the Adelaide CBD in a post COVID-19 environment, Jobs, Workforce and Skills Attraction, tourism and events.
- Post event survey results from attendees with -
  - 97% think there should be another AEDA Summit next year with 93% highly likely or likely to attend other similar events hosted by AEDA
  - 98% were extremely satisfied or somewhat satisfied with the quality of speakers and the overall event
  - 94% were extremely satisfied or somewhat satisfied with the panel sessions (with feedback indicating that people would like to have had the chance to ask questions from the floor)
  - 88% were extremely satisfied or somewhat satisfied with the networking opportunities.



# Salvador Dali's 'Triumphant Elephant'



In partnership with d'Arenberg and Art Evolution, after a two-year residency at the iconic d'Arenberg Cube, AEDA successfully negotiated the installation of Salvador Dali's three-tonne, seven-metre-tall surrealist masterpiece the 'Triumphant Elephant' in Rundle Mall.

"Triumphant Elephant" commenced its 12-month residency in Rundle Mall in June.

AEDA was able to leverage this new attraction to garner local and national TV, radio and print media coverage, with an estimated earned PR value of approximately \$770,000.



# Rundle Mall store openings

Supported the openings for flagship retailers:

- Rebel Sport experience store – 11 April



Dymocks – 20 April

Glue Store Rundle Mall - 25 June



# Sporting Celebrations and Announcements in Rundle Mall

The Mall hosted the public celebration to congratulate the Adelaide Crows as the 2022 AFLW Premiers



Rundle Mall also hosted the announcement on 13 May that Australia would be hosting the Rugby World Cup in 2027 (Men) and 2029 (Women)



Image: ABC News: Evelyn Manfield



# Rundle Mall Events and Campaigns

The **Urban Kitchen** campaign, that was part of the wider Tasting Australia Festival was an event that has been designed, created and executed by AEDA. The event ran from Friday 29 April until Sunday 8 May with daily cooking demonstrations hosted by Sprout located under the Gawler Place canopy.

- 3 x 45-minute cooking demonstrations per day featuring South Australian produce.
- All Urban Kitchen tickets sold out on 20 April 2022 via the Tasting Australia website. 930 tickets were sold in total.
- Digital promotion via RM eDM went to 82k subscribers and a combined social media reach of 79k. Instagram engagement was up 9.24% on the 2021 campaign. 118k YouTube views achieved on our channel.
- Mainstream media coverage in The Advertiser; Weekend Notes; Adelaide Locals; Glam Adelaide; Nova 91.9; Mix 102.3; Fresh 92.7.

The Rundle Mall precinct also welcomed 3 new **Renew Adelaide** start-ups, *Index*, *Fox in Jocks* & *Cielo* by *Fresia* and *Casia*. That brings the total to 8 new businesses in the precinct in 2021-22.

A partnership between AEDA and Disney - Frozen: The musical trail commenced 26 May.

Rundle Mall activations:

- Rundle Mall Fountain Flower bomb (26-28 May)
- Glitter Bar under the Gawler Place canopy (27 May)
- Shibui pop up under Gawler Place (26 May – 3 July)
- 2KW inspired cocktails throughout the period
- Decal shopfronts (6 x locations)
- *Ana's* costume was displayed in Adelaide Arcade
- Development of the Frozen the Musical city trail - featuring Frozen inspired experiences around the city





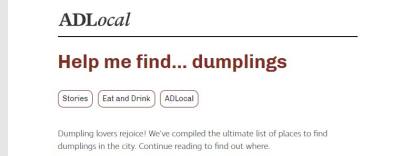
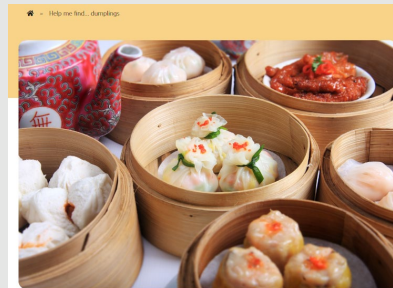
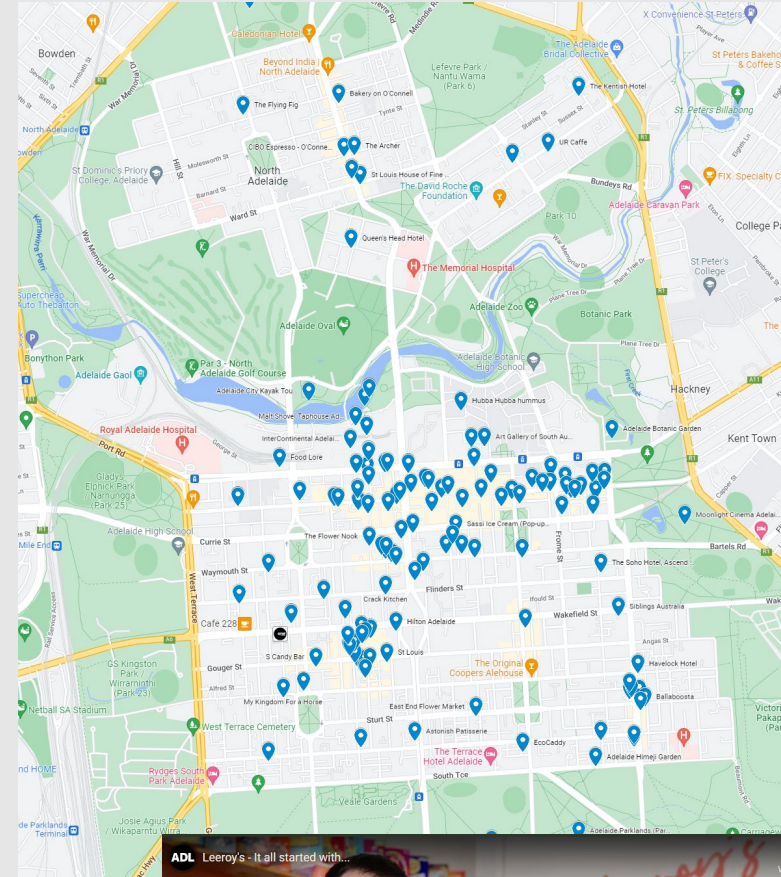
# Shopfront Improvement Grant

- A Reignite Adelaide 2.0 initiative funded by the City of Adelaide, the Shopfront Improvement Grant drew 188 applications from small businesses, organisations and property owners across the city and North Adelaide seeking funding to enhance the presentation of their building or business, contribute to amenity for their customers and make a creative or unique contribution to the streetscape.
- Following assessment of all applications, 92 projects were successful in receiving full or partial funding, fully expending the \$600,000 budget.



Image: SATC Media Gallery KaZkaptureZ

# ADLocal



- Promoted 150+ small businesses within the CBD and North Adelaide to date who have limited financial capacity and/or resourcing to market themselves at scale and have been impacted by restrictions relating to COVID-19.
- Campaign shares city business stories of people and places using video, social media reels, photography and written content, publishing on AEDA and CoA's owned channels.
- Paid media campaign in market from April continues to target CBD workers, residents and visitors, plus geo-targeting metropolitan Adelaide.
  - CBD Office Lobby & Lift Digital Screens
  - CBD & North Adelaide Café Screens
  - Cinema
  - Metropolitan Radio (traditional ads + content production using Ben and Liam + partnership with EcoCaddy)
  - Digital: Facebook/Instagram, YouTube, News Corp & InDaily website & eDM
  - Small Format Outdoor: Street Posters & Tram Stops
- Performance highlights to date:
  - 7,000+ website landing page views with 5,000+ users
  - 690,000+ video views, average view time of 45 seconds.



# ADL Unleashed events and activations campaign



- Working closely with the City of Adelaide City Experience team who facilitated the ADL Unleashed events and activations, AEDA led the marketing and promotion of this initiative.
- The city was positioned as the place to experience events and activations under an umbrella campaign as well promoting the individual activities on the calendar.
- The campaign used AEDA and CoA's owned channels, as well as a paid media campaign including:
  - CBD Office Lobby & Lift Digital Screens
  - CBD & North Adelaide Café Screens
  - Metropolitan Radio
  - Digital: Facebook/Instagram, YouTube, Nine Digital, Solstice Media & Glam Adelaide
  - Small Format Outdoor: Street Posters, Venue Ads, Venue Posters, Digital Projections, Bus Shelter Panels & Tram Stops
  - Large Format Outdoor: Tram Wrap
- Details regarding event attendance, business engagement / surveys will be compiled as part of the post campaign report by City of Adelaide City Experience team

ADL  
*Unleashed*

GOUGER STREET PARTY  
Sat 30 April & 7 May

[ExperienceAdelaide.com.au/Unleashed](https://ExperienceAdelaide.com.au/Unleashed)



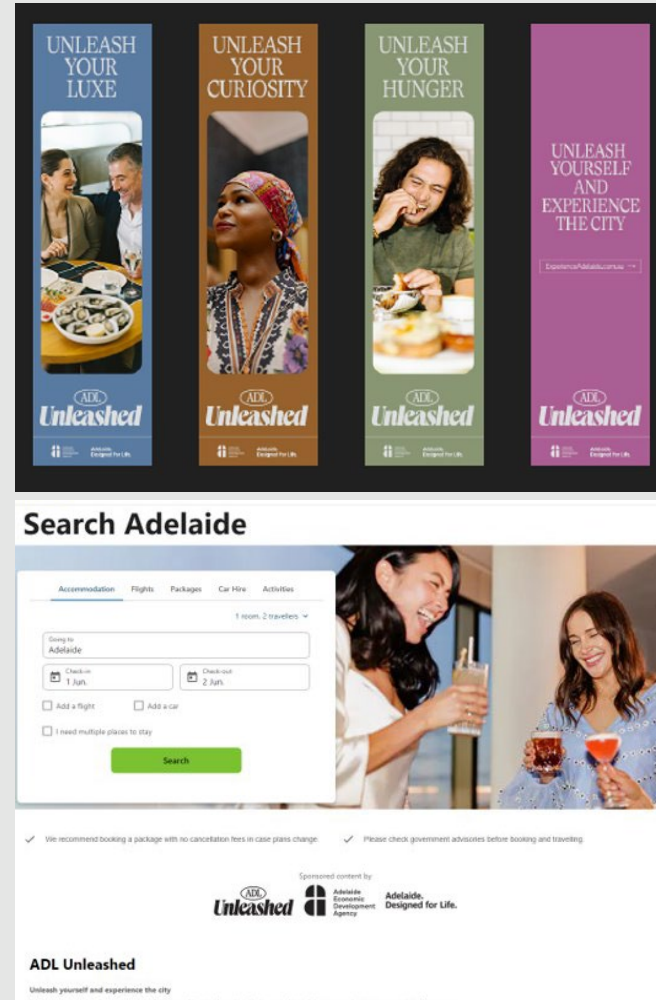
# ADL Unleashed tourism campaign

Intrastate advertising campaign targeted South Australians promoting Adelaide hotels and city experiences, using the ADL Unleashed umbrella campaign to leverage activity already in market.

The “unleash” line was used to highlight a range of ways to experience the city: Unleash your...hunger, thirst, adventure, curiosity, style, and more.

The campaign included AEDA and CoA’s owned channels as well as a paid media campaign including:

- Regional print
- Regional radio
- Regional TV
- Regional Small-format Outdoor: Digital Display Network / Venue and Roadhouse ads
- Digital: Facebook/Instagram (80% regional, 20% metro); regional YouTube, regional Google Discovery Advertisements
- Wotif Partnership with ADL Unleashed branded landing page
- Adelady “Hello SA” – full episode (Channel 9)
- Results will be collated when the campaign is complete

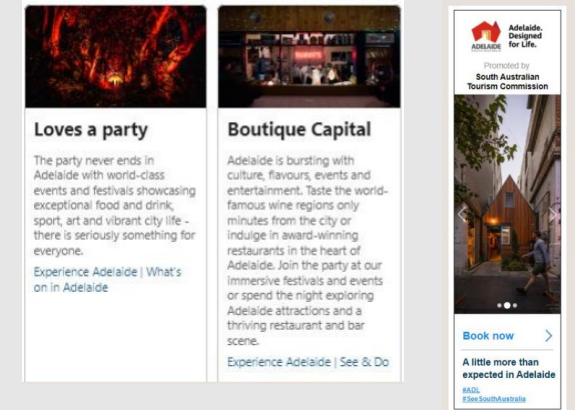




# Tourism Partnership Campaign – Autumn

AEDA, in collaboration with the SATC and Wotif ran a campaign from 26 April to 30 June to entice travellers to visit Adelaide from interstate and intrastate. The campaign messaging ‘a little more than expected in Adelaide’ was designed to push the message of discovering the new Adelaide and scratching beneath the surface to find the curiosity of the city.

- For Adelaide (postcodes 5000 & 5006) we generated 12,560 pax, 11,654 room nights, 233 air tickets and over \$2.3m in booking revenue.
- For every \$1 SATC and AEDA collectively invested, the campaign generated a \$59 return on investment.



To further stimulate interest in Adelaide the first 328 bookings will receive a \$100 Rundle Mall Digital Mastercard available via Apple, Google or Samsung digital wallets.



# Business Support

During this quarter, the Business and Investment Team:

- Worked with 30 firms with potential employment in excess of 760 staff on inward investment opportunities
- Extended the Business SA partnership contract to include a contribution of \$150,000 from the Government of South Australia to provide the City Business Support package to a further 300 businesses within the city and North Adelaide.
- Launched initiative to support growth of the gaming sector in the CBD
- Extended the contract with Renew Adelaide to activate a further 15 vacant shopfronts in the City of Adelaide
- Delivered Welcome Adelaide packs to 380 Perks and Deloitte staff moving into the City.
- Facilitated two focus groups with PwC staff who have recently moved to Adelaide from interstate to better understand their experience and inform a potential residential concierge package.

In addition, 50 businesses participated in the City Business Growth Consulting package and 41 firms engaged with training opportunities through Business SA.



# KMPG Rundle Mall Program Review Update

The plan addressing the recommendations and actions from the KPMG Performance Review is continuing to be implemented with the following being examples of either in progress or completed in the last quarter:

- The Executive Manager of Rundle Mall commenced in May 2022.
- Regular monthly meetings with key Rundle Mall Stakeholders have been established for an ongoing period.
- Ongoing Monthly eDM's to the Rundle Mall Stakeholder base.
- Identified and set new measurable KPI's for 2022-23 that address strategical and operational initiatives which have been incorporated into the 2022-2023 AEDA Business Plan and Budget approved by Council at its meeting on 28 June 2022.
- Developed a process to ensure that carparks are being engaged with at key times of the year on parking offers and discounts to overcome the barriers to visitation.

Of the 28 actions identified in the Performance Review, 22 have been implemented and the remaining 6 are underway or will commence shortly. Rundle Mall stakeholders were updated on progress at a meeting held on 24 June 2022.

# Coming Up

Over the next quarter:

- Applications sought for Shopfront Improvement Grants Round 2
- Applications sought for 2022-23 Strategic Partnership Program
- Applications open for Strategic Events Fund – support for new events and expansion of existing events
- Development of a city-wide fashion festival to be held 6-9 October
- Development of WellFest Adelaide to be held 7-30 October
- ADLocal – continue to produce and share the stories of small businesses across the city, including business leaders highlighting the businesses they support
- Continued engagement with business owners and investors on expansion and investment opportunities

