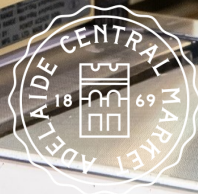




Adelaide Central Market Authority

QUARTERLY UPDATE

July 2022



Our MARKET.

ACMA HIGHLIGHTS Q4

DELIVERED:

April 2022	STRATEGIC PILLAR ACMA/CoA
<p>Delivered Easter marketing program including:</p> <ul style="list-style-type: none"> • Inaugural Free kids Easter Trail (target 150 customers, with over 500 families attending) • Free Easter craft for pre-schoolers and face painting • Live music • Live outside radio broadcast with FiveAA • Customer Gift with purchase (\$20 Market gift card with purchase promotion returned a retail spend of \$10,000 to Market traders) 	<p>Our Customers/ Thriving Communities</p>
<p>April school holiday program delivered across 6 Market days and again was well received with 880 kids participating in the Market Trail, 90 in Little Market Chefs and hundreds in free Lego workshops and face painting. Lego model of our Market was on display and generated media coverage across radio, social media and digital news.</p>	
<p>ACMA hosted a two-day free Tasting Australia associated event, hosted by Mandy Hall. The free program featured cooking demonstrations by some of Adelaide's best chefs including Simon Bryant, Clare Falzon, Kane Pollard, Rose Adam and Daniel Motlop, plus two fully booked free kids cooking class with Sprout, roving entertainment, face painting and live music.</p>	<p>Our Customers/ Thriving Communities</p>
<p>ACMA continued to adapt the Market to changing COVID-19 regulations, with masks no longer mandatory indoor retail from 16 April 2022.</p> <p>Noting: dining areas at 100% capacity since 12 March 2022</p>	<p>Our Business/ Strong Economies</p>
<p>ACMA supported new trader Saudade Portuguese Tarts opening, with proactive PR, social media support and media packs to 17 food influencers. Coverage also included an article by Broadsheet and Glam Adelaide.</p>	<p>Our Traders/ Strong Economies</p>



ACMA HIGHLIGHTS Q4

DELIVERED:

May 2022	STRATEGIC PILLAR ACMA/CoA
Stall 47/48 rebuild commenced and finalised in June	Our Infrastructure/ Strong Economies
<p><u>History Festival</u> As part of South Australia's History Festival, customers were invited to take a journey through the iconic Adelaide Central Market, meet traders and enjoy tastings.</p> <p><u>National Reconciliation Week 2022</u> The Market acknowledged National Reconciliation Week 2022 and the theme, "Be Brave. Make Change." The week included:</p> <ul style="list-style-type: none"> • Live music with an Aboriginal musician, Nancy Bates • Signage in Gouger St dining area to show our support and commitment to reconciliation • Kids colouring in pages available at the Market Stall • Market Lovers Newsletter including highlighting trader Something Wild • Social media including highlighting Something Wild and mural by Shane Cook 	Our Community/ Dynamic City Culture
ACMA support to traders including Covid rebound webinars and follow up individual trader sessions.	Our Traders/ Strong Economies
ACMA began implementing 'business as usual/As Always' advertising and roll out of wayfinding in the Market precinct ahead of the Arcade closure in June 2022.	Our Business/ Thriving Communities



ACMA HIGHLIGHTS Q4

DELIVERED:

June 2022	STRATEGIC PILLAR ACMA/CoA
<p>Trader Advisory Group meetings held 5 May 2022. Trader Representative Committee meetings held 3 May and 2 June 2022.</p>	<p>Our Traders/ Strong Economies</p>
<p>Comprehensive response to All Trader meeting held 29 March. Saturday Market Day program continued, with free family activities running every week through to 30 June. The free program includes live music every Friday and Saturday, kids activities and face painting every Saturday morning.</p>	<p>Our Customer/ Thriving Communities</p>
<p>The Refugee Week Celebration with Australian Red Cross, showcased multicultural cooking, music and dance event. Migrant women from the English Through Food program shared their personal stories of coming to Australia and love for food during this free multicultural experience. The event featured music by the Sun of Africa, cooking by the Muslim Women’s Association, together with host Rosa Matto.</p>	<p>Our Community/ Dynamic City Culture</p>
<p>As per the Council decision on 21 January, ACMA received additional \$100K funding for marketing programs. Concepts delivered included:</p> <ul style="list-style-type: none"> • Tuesday morning parking incentive, supported by trader specials • Food and beverage offers targeting returning corporate workers (after Easter) • Call to action shop local/safely (March – June) <p>Marketing roll out included organic and paid socials, production of video content, office towers, street furniture, Indaily network and SALife.</p>	<p>Our Customers/ Thriving Communities</p>
<p>Online Home Delivery Service relocated to new location in the Market Plaza. 1 year of service acknowledgement and extension of service in progress.</p>	<p>Our Business/ Thriving Communities</p>



Our MARKET.

G. H. SCHULTZ & SONS FLOWERS

HIGHLIGHTS Q4

Easter Program



Alex Knoll and Lauren Brown at the Central Market.

Whole lot of fish a popular Easter dish

ANTIMO IANNELLA
JESSICA GALLETTY

WHOLE fish is the dish of choice for seafood lovers looking to indulge this Easter. Central Market fishmongers had another holiday rush on popular varieties such as salmon, barramundi and snapper, along with traditional favourites SA oysters, prawns and crayfish. Alex Knoll, seafood operations manager at Angelakis Bros, said while there'd been a supply shortage of salmon and barra, they had been able to source enough seafood for hungry shoppers. "The popular ones are whole fish – snapper or other plate-size fish. Put it in the middle of the table and get the family together to eat," he said.

Mr Knoll said Angelakis Bros was expecting to sell 2.8 tonnes of SA king prawns and 600 dozen oysters in the lead-up to Easter. Matt Cappo, from Cappo's Fish Market, said atlantic salmon, whole snapper and barramundi were in high demand, with prices remaining "steady" compared with Christmas and Easter 2021. It's not just seafood on the menu this long weekend, with Central Market bakeries Dough and Skala Artisan Bakers expected to sell a combined 44,000 hot cross buns. Lauren Brown, 32, of Clarence Park, said she usually did her shopping at the market and was stocked up for an annual Easter family picnic. "We do salads, sandwiches and fresh prawns," she said. "I'm huge on hot cross buns."

Adelaide Central Market
April 10 at 6:04 PM

COMPETITION TIME

The Adelaide Nut's famous giant Easter bunnies are back! The fine folks at The Adelaide Nut are giving a lucky Market customer the chance to WIN a giant 2.5kg chocolate bunny, just in time for Easter. Simply like this post and tag yourself in the comments below for your chance to WIN!*

**Competition closes 9am Wednesday 13 April. T&C's apply
<https://bit.ly/3DoRRNQ...> See more



You and 1.9K others 2K Comments 45 Shares

The Advertiser, page 10 on Easter Friday

Refugee Week



Saudade launch



ACMA

The response we've had with our new shop at the Central Market has been nothing short of outstanding and keeping us all very busy, which is certainly great.

We really appreciate your support and initiatives on the marketing/social media fronts. You are right, the response/reaction has been fantastic with tons of comments and positive interactions. We are very excited for what the future will bring.

Please let us know if you need anything from us at this stage.

In the meantime, thank you once again for your support during Saudade's early days at the Adelaide Central Market. It's been great!

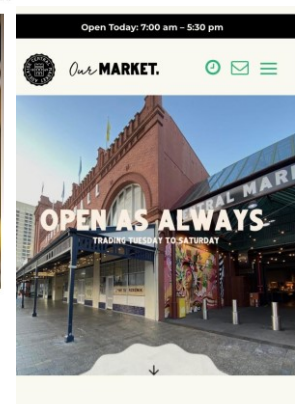
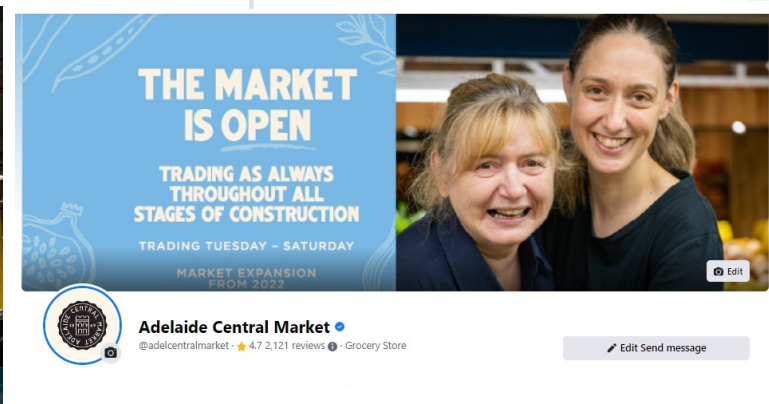
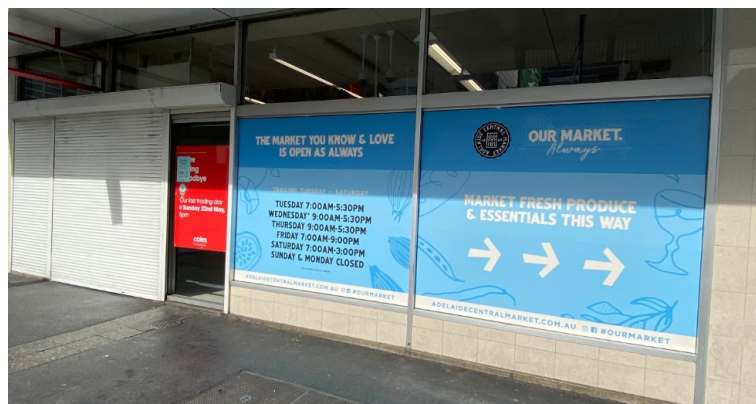
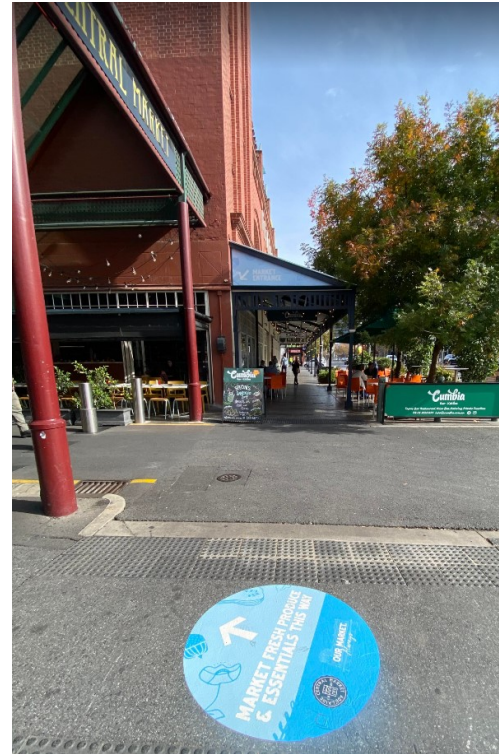
Kind regards

Miguel

Miguel Alemao
Managing Director

HIGHLIGHTS Q4 cont.

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



HIGHLIGHTS Q4 cont.

Organic Social Posts including 3 posts below with combine reach **over 1 Million**

Adelaide Central Market  Published by Alisha Kate [?] · May 31 · 



We just bumped into Matt Preston and Manu Feildel shopping up a storm at our Market 🍷




Get more likes, comments and shares
When you boost this post, you'll show it to more people.

679,201	34,762
People reached	Engagements

  10K 809 Comments 80 Shares



Adelaide Central Market  Published by Alisha Kate [?] · June 17 · 



Spotted! David Koch from Sunrise spent the morning at our Market. Thanks for visiting Kochiel!



Get more likes, comments and shares
When you boost this post, you'll show it to more people.

259,109	9,459
People reached	Engagements


  3.1K 165 Comments 32 Shares

Adelaide Central Market  Published by Alisha Kate [?] · June 24 · 

Plenty of supply here and you'll always find specials every Market day!
A couple of today's great specials include:

- ★ \$8.99kg diced chicken and \$17.99kg diced beef at O'Connell's Meats (so easy!)
- ★ \$2.50 baby spinach, mixed salad and rocket packs at Aubergines...

See more



Get more likes, comments and shares
When you boost this post, you'll show it to more people.

79,681	804
People reached	Engagements

HIGHLIGHTS Q4 Continued

\$'000	Budget	Draft Actual EOY	Variance
Income	3,937	4,287	350
Expenditure	-3,973	-3823	150
Other Expenditure	-255	-243	12
CMAR Redevelopment	-204	-208	-4
Rent Relief Accounting Treatment	-171	-171	0
Expenditure	-4,603	4,445	158
Net Operating Surplus/(Deficit)	-666	-158	508

Strategic Actions	Completed	C'FWD 2022/23	C'FWD MARKET EXPANSION
OUR CUSTOMERS	17	1	1
OUR TRADERS	10	1	1
OUR BUSINESS	7	2	0
OUR COMMUNITY	7	0	0
OUR INFRASTRUCTURE	5	1	1
	46	5	3
	85%	9%	6%

APRIL TO JUNE LEASES: Occupancy as at 30 June 2022 98%	
Renewals	2
New	0
Assignments	0
Holdovers	0
Vacancies (Stall 12 being held for popups and stall upgrades)	1



UPCOMING QUARTER.

- Deliver Bastille Day event including marketing, in Market activities and operational schedule
- NAIDOC week acknowledgement
- Deliver school holiday program including Market Trail and Little Market Chefs
- ABC 891 & SARM outside broadcasts
- New store Mr Cheese scheduled to open
- Finalise trader storage requirements and commence design for Level 1
- All trader meeting and facilitate trader information session for development update
- Market Expansion As Always campaign, hoarding project and car park messaging
- ACMA Strategic Plan 2023-2024 planning and initial stakeholder engagement
- Online Home Delivery Service: expansion of delivery zone and Click & Collect

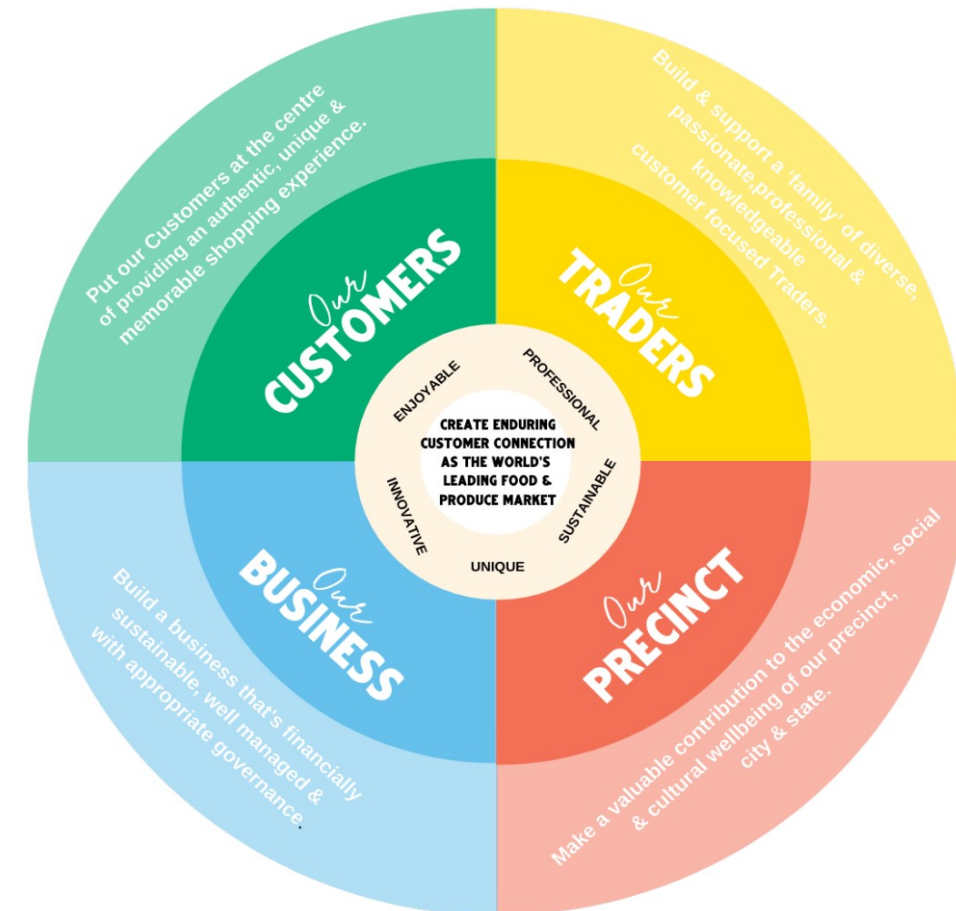
OBJECTIVES AND PURPOSE

ACMA Charter 2021

2.4 Objects and Purposes

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

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



Thank you



Our **MARKET.**