



Adelaide Central Market Authority

Reconciliation Committee

May 2022



OVERVIEW

ACMA is committed to increase Aboriginal and Torres Strait Islander supplier diversity to support improved economic and social outcomes.

2021/22 has included:

- Mural by Aboriginal artist Shane Cook at Gouger St entrance which was celebrated as a part of National Reconciliation Week (2021) with a Cleansing Ceremony and Welcome to Country by Jack Buckskin.
- Kurna acknowledgement on Adelaide Central Market website, newsletters, email signatures and social media
- Christmas campaign: Photography and social media
- In Market signage: Escalator door signage (Gouger and Grote St lifts), Gouger Street Road banner, Gouger Street dining area banner, Community kitchen corflute, A0 posters and social media



Our **MARKET.**

OVERVIEW

ACMA is delivering programs to feature or showcase local Aboriginal food products and provides in the Adelaide Central Market.

- Support and promotion of Market Trader Something Wild
 - Tasting Australia April 22 – Larrakia man and owner of Something Wild, Daniel Motlop cooking demonstration for in-Market Tasting Australia program
 - Market Life video - Something Wild highlighted as key trader ([watch here](#))
 - School holidays April 22 – Something Wild included on Market Trail (900 children)
 - NewsCorp meet and greet March 22 – Senior executive and editorial group visited Something Wild during media tour
 - New product offers and specials (digital promotion)



WHAT'S NEXT

ACMA Review of Policies and Procedures

- ACMA to review policies and procedures to reflect opportunities for Aboriginal and Torres Strait Islander peoples and businesses

National Reconciliation Week

- Market Stall and Community Kitchen theming
- Signage and drop banner
- Kurna acknowledgement plaque
- Live music by Rob Edwards
- Producer video with Something Wild

NAIDOC Week

- Launch new colouring page for Market Trail maps
- Kurna translation of Market name and translations included on maps and Trail maps



WHAT'S NEXT

Indigenous Business month (October)

- Business profile for Something Wild
- New Native recipe
- Call out for Indigenous business in the Producer in Residence Stall (3 week opportunity)

Kaurna Visibility

- Enhance Kaurna visibility throughout the Market
 - Gouger St entry statement 'Welcome to the Adelaide Central Market' in Kaurna
 - Kaurna translation on Gouger Steps, Market Maps and Market Trail Map

Christmas 2022

- Highlight throughout Christmas campaign including creative artwork, print in Market signage and social media



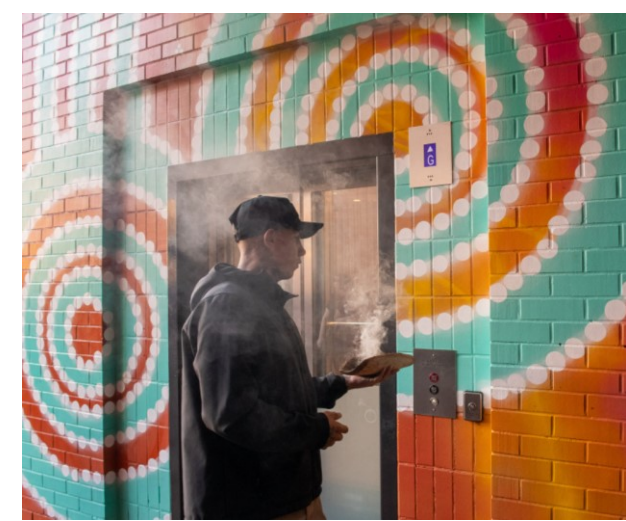
Our MARKET.

ACTIVATIONS

National Reconciliation Week 2021

IN MARKET

Market mural by Aboriginal artist Shane Cook at our main Gouger St entrance. The mural reflects the Market's core values of inclusivity, community and multiculturalism.



ACTIVATIONS

In-Market Activity with Something Wild



Tasting Australia – April 2022



NewsCorp media visit – March 2022

ACTIVATIONS

Digital Activity with Something Wild



Market Life 🍷

A love story... between the farmers and their produce, traders and their patrons, chef's and their craft, and the Market community near and far. From the early hours of the morning to the late hours of the night, an incredible network of passionate South Australians is working around the clock to prepare what you see at our Market.

A glimpse into the goings on of our incredible Market life. From farm fresh produce; to early morning bakers; yearlong maturation; to the bustling lunch time rush; quick coffee catchups and lazy morning shops. Our Market is a mix of many people that come together to create the culture and food heart of Adelaide. A beating heart that never stops.

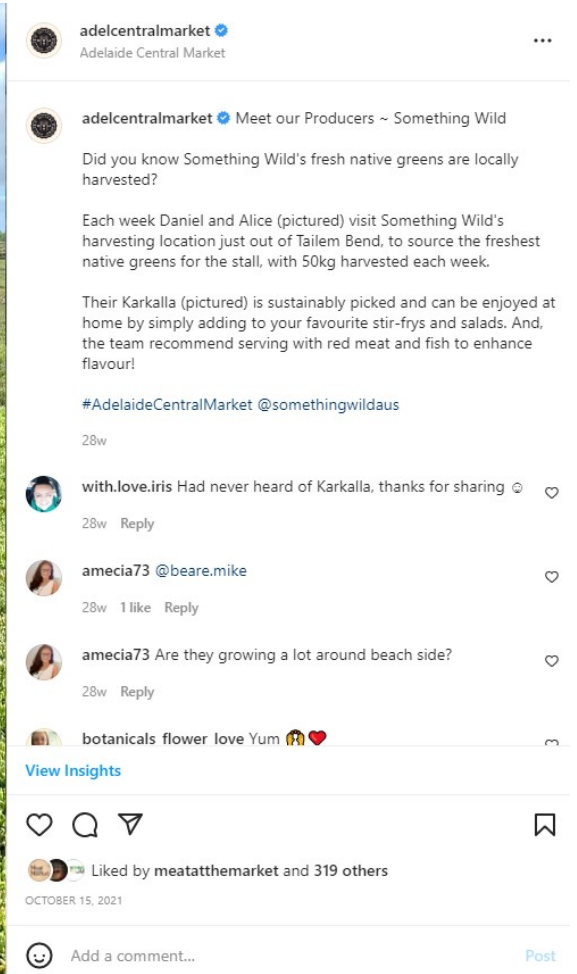
They live and breathe it. We love it.
It's our Market. Adelaide Central Market.



Market Life – February 2022



Meet the Producers – October 2021

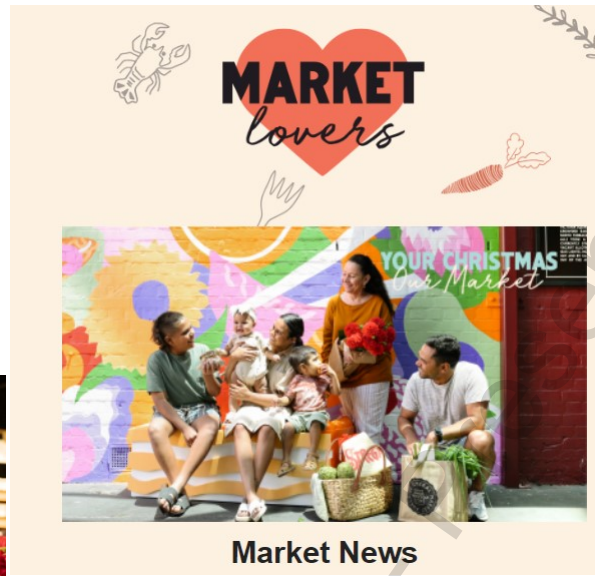


ACTIVATIONS

Christmas Campaign 2021

DIGITAL

Social Media, TV screens
and Newsletters



Open Today: 9:00 am - 5:30 pm



ACTIVATIONS

Market Brand Campaign 2022 IN MARKET

*Lift signage, A0 posters,
Gouger St road banner,
Kitchen corflute*

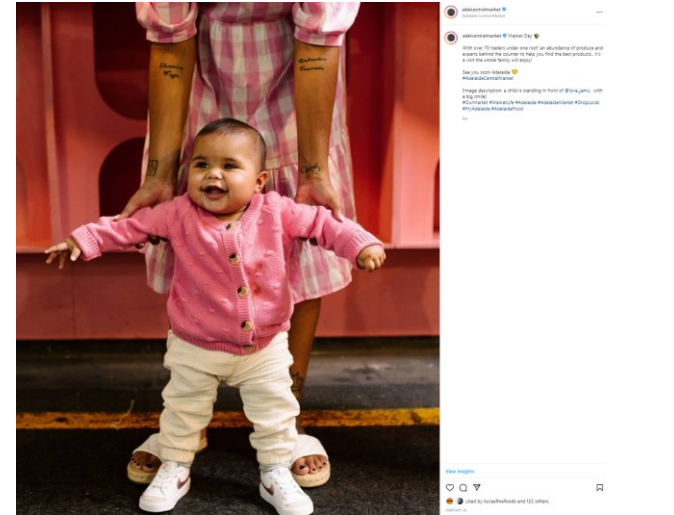
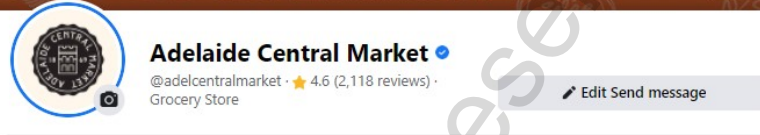


ACTIVATIONS

Market Brand Campaign 2022

DIGITAL

Website, Facebook, Social Media and TV Screens



Traders



School



Two on Tuesday

Reconciliation initiatives

The Adelaide Central Market is located on the traditional Country of the Kaurna people. We pay our respect to Elders past and present. We recognise and respect their cultural heritage, beliefs and relationship with the land. We acknowledge that they are of continuing importance to the Kaurna people living today. And we also extend that respect to other Aboriginal Language Groups and other First Nations.

Adelaide Central Market Authority (ACMA) is a subsidiary of the City of Adelaide and is committed to the reconciliation journey and actions to support Indigenous business development and innovation. Find out more and view the City of Adelaide's Reconciliation Plan [here](#).



Thank you



Our **MARKET.**