

# Adelaide Central Market Authority (ACMA) Annual Report 2021/22



## ACMA Mission

To operate sustainably and successfully as a group of prosperous traders, Board and management team that provides a diverse and exciting cultural shopping experience that enhances our precinct, city and state.

## The Year in Review

The 2021/22 period was the ninth full year of operation for the Adelaide Central Market Authority (ACMA) after its formal establishment in October 2012. The ACMA Charter was updated and gazetted on 8 July 2021.

## Summary of financial result (finance to provide)

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## Fast Facts

- Over 150 years of retailing fresh produce to South Australia
- Home to over 70 small businesses
- Over 5,700sqm of undercover retail space
- 1,000 undercover car parks
- \$1M of media coverage generated
- Over 134,000 combined followers on Facebook and Instagram
- Over 1.1 M pageviews on adelaidecentralmarket.com
- \$2.2M in capital works undertaken
- Achieved and maintained 98% trader occupancy
- Opened new high-profile stalls Let Them Eat, SiSea and Saudade Portuguese Tarts
- 2 new Market entrance murals

## Our Customers

*To put our Customers at the centre of all that we do to provide them with an authentic, unique and memorable shopping experience*

Throughout 2021/22 ACMA continued to focus on the community, driving customer engagement, hosting free and ticketed in Market events and providing unique experiences.

## Community and Customer Engagement

*Community and Customer engagement activities were impacted in FY21/22, with ongoing COVID-19 restrictions on gatherings and social distancing.*

- **Live Music**  
Local musicians continued to perform regularly in the Market, including an ongoing partnership with Music SA.
- **Little Picassos Art Exhibition**  
Little Picassos annual art exhibition filled the Market with over 500 brightly coloured pieces in July 2021, created by students.

- **South Australian Country Women's Association (SACWA)**

ACMA provided SACWA the Market Community Kitchen for a pop-up from 4 - 11 September due to the cancellation of the Royal Adelaide Show. SACWA received significant positive feedback from the community and made a record 9,504 scones during the 6-day period. \$50,000 of positive media coverage was generated during this period.

- **Market Murals**

ACMA identified an opportunity to engage a local artist to commission a mural that acknowledges, inspires, and celebrates our Market community. The high-profile location at the western Market entrance on Grote Street provided an opportunity to create a strong entry statement, synonymous with our Market for years to come. Due to the high number of quality submissions, ACMA revealed two completed murals in October 2021. The produce mural named 'I Think of the Colours of the Markets' by Lucinda Penn is located at the Gouger St entrance and the face mural named 'Market Daydream' by Tiff Rysdale, Jade Harland, Ryan Turner is located at the Grote St entrance.

- **Market Life Campaign**

The [Market Life](#) short film was the hero campaign video for 2021/22. The short film showcased the day in the life of the Market, 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 customers see every Market day.

- **Christmas\***

The major retail campaign for Christmas 2021 was promoted across both traditional and digital media, commencing from November 2021, with the positioner "Your Christmas, Our Market" to connect the customer from Market to home and features both aspects of the Market experience – from behind the stalls and as a shopper.

The campaign included radio, print ads, paid social media ads and SEM, In-Market signage, recipes and in Market events including live music, free craft workshops and roving entertainment.

*\*Christmas 2021 program was limited due to COVID-19 restrictions.*

- **Easter**

Major retail campaign for Easter 2022 was promoted across both traditional and digital media, commencing from March 2021. The campaign included radio, print ads, paid social media ads and SEM, In-Market signage, recipes and in Market events including free kids Easter Trail, gift with purchase, live music, free craft workshops and roving entertainment

- **Reconciliation Initiatives**

National Reconciliation Week and NAIDOC Week were acknowledged and included a showcase of local Aboriginal food and products and musicians.

- **The Market Stall**

The Market Stall continued to be a key direct point of contact for customer information and services including free trolley hire and Market and tourist information.

- **Reignite + 2.0 Campaign – placement**  
CoA Reignite 2.0 (funded by City of Adelaide) COVID-19 recovery strategy including welcome back to CBD for corporates, cheap eats campaign, Tuesday specials and call to action to shop and two-hour free parking offer.
- **Market Expansion Campaign**  
Commencement and implementation of Market Expansion campaign, 'Our Market Always', highlighting the Market is open for business as usual (funded by City of Adelaide).

## Events

- **July**  
**Bastille Day**  
A celebration of French culture over two days was held on Friday 9 and Saturday 10 July 2021. In market celebrations included theming in common dining areas, live music program including French Opera, cooking demonstrations, free kids' activities, pop-up activations and bunting was provided to traders.

### **School Holidays\***

The July school holiday program, Big Market Adventures for Little Foodies, saw 920 kids participate in the Market Trail, 126 in Little Market Chefs and over 250 in free craft workshops.

*\*Numbers were limited due to COVID-19 restrictions.*

- **August**  
*Post COVID-19 lockdown, recovery initiatives.*
- **September**  
**Market Show Day**  
Due to the cancellation of the Royal Adelaide Show due to the ongoing COVID-19 pandemic, the Market celebrated 'Market Show Day' on 4 September with roving entertainment, kids' workshop, pop-up stalls, show food and showbags.

### **Sustainable September**

Throughout the month we encouraged the Market community to consider the way they shop, cook and live. Some of the initiatives included:

- Social media competition to win a hamper of sustainable products
- The Vegan Festival cooking demonstrations with Huda Al-Sultan and Simply Sarj
- Free craft workshops every Saturday morning
- Video content with Sustainable Shopping with Laura from Love Earth Laura
- Product highlights from Market traders
- Pop up stall with Plastic Free SA, BIN SHIFT and Jeffries

- **October**  
**School Holidays**  
The October school holiday program Big Market Adventures for Little Foodies was well received with 948 kids participating in the Market Trail, 126 in Little Market Chefs and over 250 in free craft workshops.

### **Chilli Crab Shack**

Chilli Crab Shack returned for its fifth year; operating over two days by Sprout Cooking School and attracted over 1,300 people to the Market to enjoy a serve of chilli crab. ACMA

distributed \$2,000 worth of gift vouchers to customers of the event to encourage in-Market spend

- **November**

- **Adelaide Italian Festival**

Radio Italiana 531 celebrated the Adelaide Italian Festival broadcasting live from our Market on three occasions during the festival. Each broadcast featured a cooking demonstration with community groups featuring food from different regions of Italy on Wednesday 17 November to Saturday 20 November 2021.

- **December**

- **Christmas**

The Christmas event program focused on free family activities and theming.

- **January**

- **COVID-19 Recovery**

Additional advertising and communications for customers continued in January 2022 with the rise of COVID-19 cases and CBD workers working from home. The campaign included free Market Book with spend and 2 hours free parking with spend.

- **February**

The focus on COVID-19 recovery and planning continued in February. Live music was increased at this time to increase the ambience in-Market at this time.

- **March**

- **Saturday Market Day**

Saturday Market Days with family activities commenced and continued every week through to 30 June 2022. The free program included live music every Friday and Saturday, kids' activities and face painting every Saturday morning.

- **April**

- **School Holidays**

The April school holiday program Big Market Adventures for Little Foodies 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. A model of Federal Hall and Market by Lego enthusiast Micah Sarre was on display inside the Market. The design is a 360-degree model which was on display for the school holidays and included a 'Meet the Maker' session on Saturday 23 April 2022.

- **Tasting Australia**

ACMA hosted a two-day free Tasting Australia associated event hosted by Mandy Hall on Friday 29 and Saturday 30 April. The free program of events and 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.

- **May**

- **History Festival**

As part of South Australia's History Festival, customers were invited to take a journey through the iconic Adelaide Central Market to meet the colourful characters and uncover the rich history and architecture behind Australia's oldest food retail market in its original

location. The ticketed guided tour saw customers discover the stories and secrets behind the stalls, meet the expert market traders and enjoy tastings of some SA's best fresh produce representing various times in history and the future foods of South Australia.

### **Market Minis**

May 2022 saw the return of Market Minis held every Tuesday during school term (postponed due to COVID-19). The free program is targeted to parents of pre-schoolers and promoted healthy eating.

### **National Reconciliation Week**

The Market acknowledged National Reconciliation Week 2022 with the week including:

- Live music with an Aboriginal musician, Nancy Bates
- Kids colouring in pages available at the Market Stall
- Digital including Market Lovers newsletter and social media

## **Our Traders**

*To build and support a market 'family' of diverse, passionate, professional and knowledgeable customer focused traders.*

ACMA continued to achieve and maintain 98% occupancy during 2021/22 and provide resources to support traders.

### **Leasing**

#### **New Traders**

Three new high-profile businesses in the market, investing in a full stall fit out:

- Let Them Eat (Stall 23/24)
- SiSea (Stall 76)
- Saudade Portuguese Tarts (Stall GR45)

#### **Lease Renewals**

- Seven existing leases renewed within the Market their leases for a further term.

#### **Existing Trader Investment in fit-out/refurbishment**

- The Grind (Stall 14)
- Mushroom Man's Mushroom Shop (Stall 68)
- Thompson's Fruit and Veg (26/27/28)
- McMahon's Fruit & Veg (Stall 47/48, completion in 2022/23)

## **Trader Engagement**

Trader engagement was primarily conducted through regular e-newsletters, meetings with the Traders Representative, elected Traders Advisory Group representatives and trader briefing sessions

- 126 Market Talk e-newsletters were issued to traders and 19 e-newsletters to Online Platform Traders
- Traders Representative Committee established, and 7 meetings held from September 2021 – June 2022
- 7 Trader Advisory Group (TAG) meetings
- 1 'All Trader' meeting
- 1 Central Market Arcade Redevelopment Trader briefing by City of Adelaide
- Training opportunities provided

### Pop-Up Opportunities

The Producer in Residence stall continued to provide small, local, artisan businesses trial their products with Market customers.

- 14 businesses occupied the Producer in Residence stall over a three-week period
- The Chilli Crab Shack with Sprout Cooking School traded over two days at the South-eastern Entrance and activated Stall 12

### Our Business

*To build a business that is financially sustainable, well managed and well governed.*

### Community Partnerships

Throughout 2021/22 ACMA continued to work closely with South Australian groups and organisations that align with our core values and enrich the Market community. Key initiatives throughout the year included providing continued support to OzHarvest, Catherine House and the Australian Red Cross. ACMA also commissioned new artwork, committed to a month-long focus on sustainability and engaged with the many schools that visit.

#### **OzHarvest food rescue**

In 2021/22 16,250kg of good quality surplus food was rescued from Traders and safely delivered to South Australians in need, equating to 32,499 meals.

In the final days to Christmas 2021 the Tree of Goodness returned with each donation highlighting the number of meals contributed to South Australians experiencing food insecurity. \$5,583 was raised over four days, equating to 11,166 meals.

#### **Catherine House Christmas partnership**

ACMA and traders proudly supported local charity, Catherine House, by contributing fresh produce and a range of special meal packs to women experiencing homelessness. Traders supplied produce for breakfast, lunch and dinner for up to 70 women to enjoy at the Centre on Christmas Day plus Christmas Day meal packs for women in the Catherine House outreach program who are living alone in their own accommodation, or with their children.

Ongoing monthly fruit and vegetable delivery also commenced to further support women experiencing homelessness.

#### **National Refugee Week with the Australian Red Cross**

On 24 June 2022 the Market celebrated Refugee Week, a multicultural cooking, live music and dance event by the Australian Red Cross. 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. Music on the day was by the Sun of Africa, cooking by the Muslim Women's Association and the event was hosted by Rosa Matto.

## Operations

ACMA continues to improve the look and feel of the trading environment and safety of the Market with key improvements completed in 2021/22. \$2.2M in capital works was undertaken including escalator replacement, main switchboard replacement and stall rebuilds.

## Adelaide Central Market Online

The Adelaide Central Market Online was launched on 01 July 2021. The new service has provided customers the opportunity to shop online from over 2,000 products and 45 traders in one single transaction. ACMA manages the program which delivers to the Adelaide metro area, within a 10km radius from the Market, 3 times a week (Tuesday Thursday and Friday).

The online market has successfully responded to customer demand - particularly in times of COVID-19 peaks - kept the Market relevant as grocery shopping behaviours evolve and provided additional revenue for Market traders.

## Our Precinct

*To make a valuable contribution to the economic, social and cultural wellbeing of our precinct, city and state.*

- Continue to work closely with the Market District including attendance at district meetings

## Central Market Arcade Redevelopment

ACMA has continued to work with the City of Adelaide and project stakeholders on the Central Market Arcade Redevelopment and Market Expansion.

In the lead up to the closure of the Arcade on Monday 27 June, ACMA delivered communications and marketing activity targeting internal and external audiences. With the major milestone of the Arcade closing, ACMA actioned key activity including:

- Extensive wayfinding in Market and precinct
- Full page and half page ads in The Advertiser
- Live radio reads
- Paid social media awareness campaigns targeting shopper segments
- Proactive PR
- Organic social media and newsletters to Market audience, including social media animations explaining the Market Expansion
- Dedicated Market Expansion marketing updates for traders

ACMA looks forward to continuing working with the City of Adelaide to achieve the vision for the Market Expansion which will extend the Market offer and provide a thriving mixed-use place, complementing the vital role of the Adelaide Central Market as a hub of food and culture in the city.

## COVID-19 Summary

Throughout 2021/22 ACMA continued to respond to COVID-19 restrictions and remained open for business, working with the relevant authorities including City of Adelaide, SAPOL and SA Health to continue to adapt operations and inform the Market community.

- **7-day SA lockdown – July 2021**

The announcement of a 7-day SA lockdown saw additional advertising and communications for customers, with changes to restrictions and the Market open as an essential service. A live read radio and social campaign targeted the main grocery buyer segment and Market customers, focussed on key messaging:

- The Market is open for business Tues – Sat
- Order online for home delivery
- Pantry essentials and fresh produce
- Shop local

Advertising incorporated live radio reads, targeted socials and influences sharing Market content. The lockdown saw significant increase in demand for the online home delivery service, with delivery time slots exhausted over this time.

Ongoing COVID-19 communication throughout 2021/22 included:

- **In Market measures**

Social distancing reminders including floor decals, entry signage, regular social distancing PA announcements, POS posters for traders, hand sanitisers and wipes located at entrances. Further measures for peak trading times included floor wardens and barriers to ensure social distancing.

- **Marketing and Communications**

Marketing activities continued through 2021/22 to reinforce the Market was open for business and encouraged South Australians to support local. Additional advertising and communications for customers continued in January 2022 with the rise of COVID-19 cases and CBD workers encouraged to work from home. Tactical marketing included increased customer communications through digital, media and in market activations.

## Audited Financial Statements