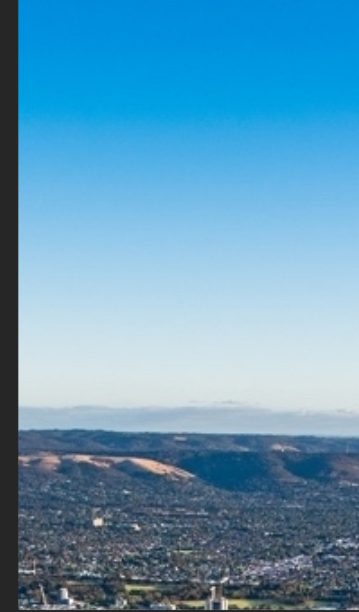


Adelaide Economic Development Agency – Quarterly Update

Ian Hill, Managing Director AEDA | 14.10.2022



Adelaide.
Designed for Life.



Key Highlights – July to September 2022

Data4Lunch

Business Investment Support

Grants and Sponsorship

Support for the Video Gaming Sector

NAIDOC Week in Rundle Mall

Organic Bin Launch in Rundle Mall

Rundle Mall Retailer Events

Continued engagement with business owners and investors on expansion and investment opportunities

AFLW inaugural Showdown

ADLocal – a day out with...

Tourism partnership campaign – Eco Caddy & Wotif



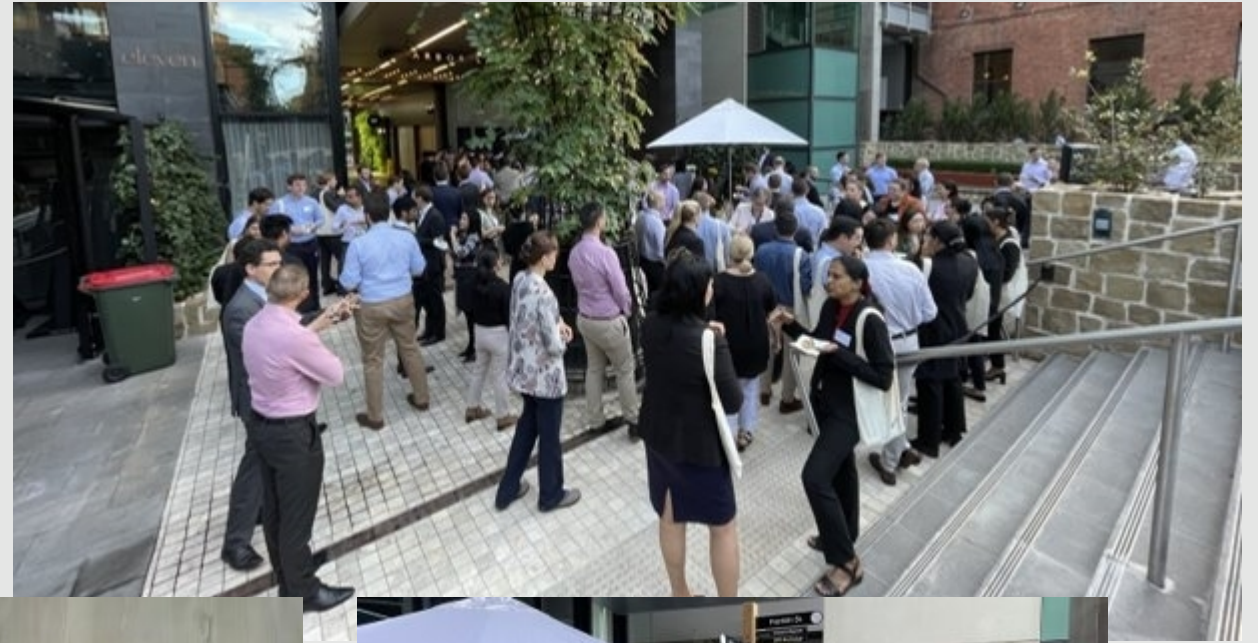
Data4Lunch

- Initial Data4Lunch event held on 13 September attended by 80 people
- Presentations provided by AEDA and McGregor Tan on Adelaide's economic performance, residential growth, spending, foot traffic and sentiments regarding working from home and the City
- Planning for Data4Lunch events to be held quarterly



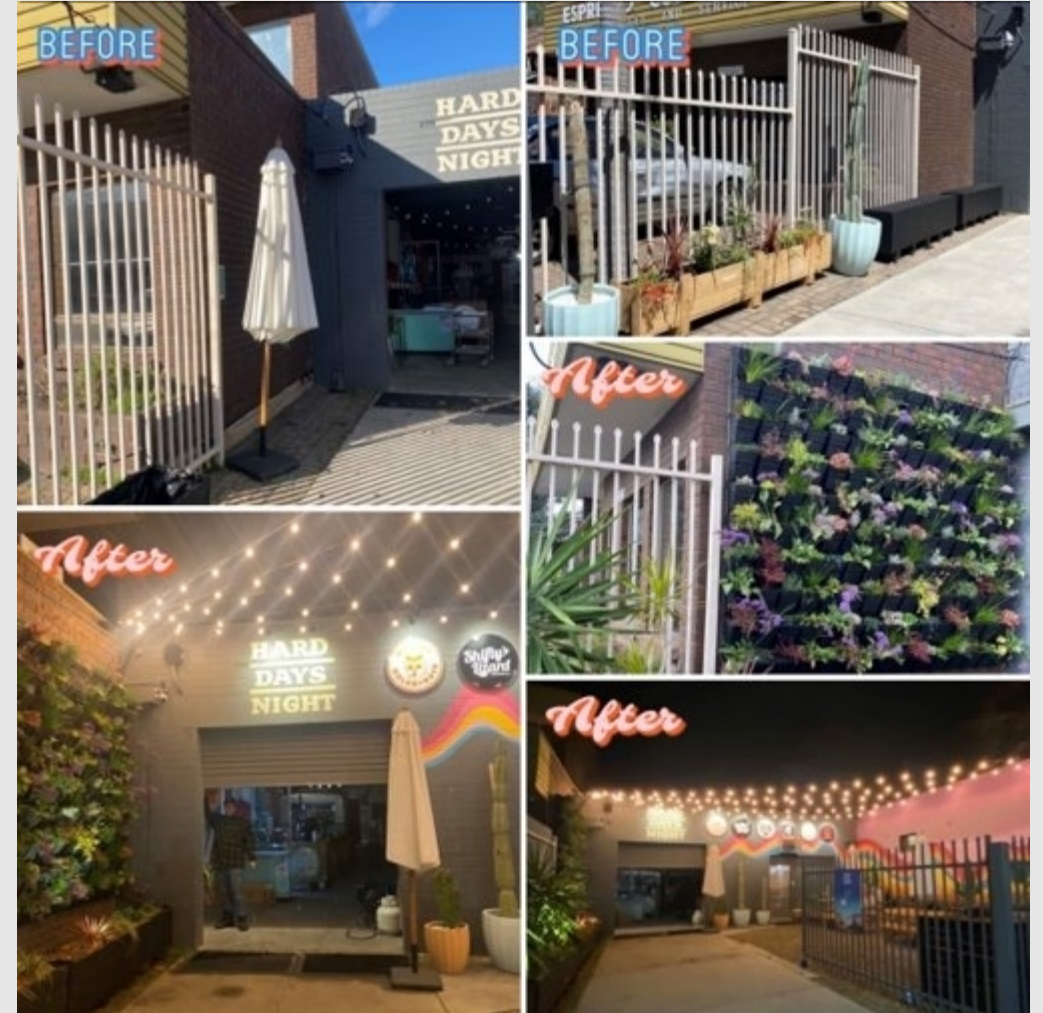
Business Investment Support

- Welcome Adelaide initiative provided to 150 employees from three firms - PwC, ICHM and Plenti
- Worked with 41 firms on investment attraction and growth proposals
- Property searches undertaken for 15 firms interested in locating within the City of Adelaide
- Focus groups held with professional service employees that have recently relocated from interstate on their experiences about moving to Adelaide in regard to matters such as finding accommodation, safety perceptions and Rundle Mall



Grants and Sponsorships

- Strategic Partnership Program grants provided to Adelaide Convention Bureau, StudyAdelaide, Festivals Adelaide, SouthStart and Renew Adelaide
- 46 projects funded through Shopfront Improvement Grants Round 2 for businesses in the city and North Adelaide that applied to receive up to \$10,000 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
- Mainstreet Development Program grants for Precinct Groups opened
- Offer of funding made to 18 organisations through the Festivals and Events Sponsorship Program
- Strategic Events Fund to support new events or expansion of existing events within the City of Adelaide opened for applications



Pictures from Shopfront Improvement Grant recipient – Hard Days Night

Support for the Video Gaming Sector

- Games Plus Scholarship launched to assist business start ups in the video gaming sector. To date, 10 scholarships have been offered
- Support for 4 firms to attend Gamescom 2022, an annual trade fair in Cologne, Germany used by video game developers to exhibit upcoming games and games-related hardware
- Support for attraction of Irish-headquartered Keyword Studios to operate in Adelaide
- Continued backing of Unwind Adelaide game developer meet-up



NAIDOC Week in Rundle Mall

- ‘Get up! Stand up! Show up!’ was the theme of NAIDOC Week 2022, which encouraged Australians to show up in support of Aboriginal and Torres Strait Islander communities fighting for systemic change and celebrating those who have driven reform over generations.
- The activity was launched on Tuesday 5 July in Gawler Place with the unveiling of this year's artwork by emerging Aboriginal artist Iteka Urkala Sanderson-Bromley.
- An exciting and immersive schedule of live entertainment and activities followed which included live music, a beading workshop, face painting, native food tastings and the opportunity to meet and hold Australian animals.



Organic Bin Launch Rundle Mall

- The City of Adelaide in partnership with Green Industries SA and the Adelaide Economic Development Agency has launched Australia's largest green bin trial in a retail precinct.
- For the first time, designated green organic bins for food scraps and compostable materials have been introduced to Rundle Mall to reduce the amount of waste sent to landfill and recover more resources.
- The 12 month pilot project was launched on 1 September 2022.



Rundle Mall retailer events

- On Sunday 18 September, Rebel Sport hosted legendary basketball player Patty Mills for an on stage Q&A, and competition to have a meet and greet.
- A half court basketball set up and DJ provided entertainment for the crowd in the lead up to the appearance.



- British icon JD Sports opened its newest store in Rundle Mall on Thursday 18 August.

KMPG Rundle Mall Program Review Update

The plan addressing the recommendations and actions from the KPMG Performance Review is continuing to be implemented with 24 of the 28 actions identified in the Performance Review implemented. The remaining 4 actions are:

- Commission a review to establish Rundle Mall's brand context. How is Rundle Mall positioned vs competition. Include best practice review of interstate centres and precincts
- Revisit the Rundle Mall masterplan and advocate for future developments to reinforce Rundle Mall as South Australia's Premium Retail Precinct
- Commission a brand reputation review
- Conduct consumer research into the activations and incentives that would improve the customer service experience

These actions have been collated to be part of the broad strategic initiative with consultants being engaged to conduct consumer research and reviews.

Inaugural AFLW Showdown

The Inaugural AFLW Showdown was held at the Adelaide Oval on Friday 30 September 2022

AEDA worked closely with Department of Premier & Cabinet to promote the event through email, print, and social media channels.

In addition AEDA developed a dedicated web page within the Experience Adelaide which promoted all the city hospitality venues within walking distance of Adelaide Oval, with the purpose of driving spend pre/post match.

To support the event, Rundle Mall hosted local DJs, mascots Thunda and Claude, set up a photo booth with AFLW players (cardboard cut outs) and provided the opportunity for members of the public to see First Nations artist Mali Isabel at work.

PLAN YOUR NIGHT

Book tickets now



[ticketek.com.au](https://www.ticketek.com.au)
or scan QR code

Get to the game

free public transport and additional services for ticket holders

Make the most of this South Australian celebration. Visit some of our world-class bars and restaurants—here are some you could walk to in under 20 minutes from the Adelaide Oval.

Find more nearby venues at
ExperienceAdelaide.com.au/AFLW-Showdown

RIVERBANK & NORTH TCE

Bars

- 5 2KW Bar & Restaurant
- 6 Sol Bar & Restaurant
- 7 The Guardsman
- 8 Strathmore Hotel
- 9 Malt Shovel Taphouse

Restaurants

- 10 Parlamento
- 11 Fishbank
- 12 La Boca Bar & Grill
- 13 Kintaro Sushi
- 14 Sean's Kitchen

NORTH ADELAIDE

Bars

- 15 Cathedral Hotel
- 16 Queen's Head
- 17 The Archer
- 18 British Hotel
- 19 The Lion

Restaurants

- 20 Kosho
- 21 Gin Long Canteen
- 22 Da Vinci Ristorante
- 23 Ruby Red Flamingo
- 24 Pippo

WEST END & LANEWAYS

Bars

- 25 Mississippi Moon
- 26 Hains & Co
- 27 Cry Baby
- 28 Hennessy Rooftop Bar
- 29 Bank Street Social

Restaurants

- 30 Peel St
- 31 Bread & Bone
- 32 Sunny's Pizza
- 33 99 Gang Social
- 34 Lady Burra Brewhouse

ADELAIDE OVAL

Before the game

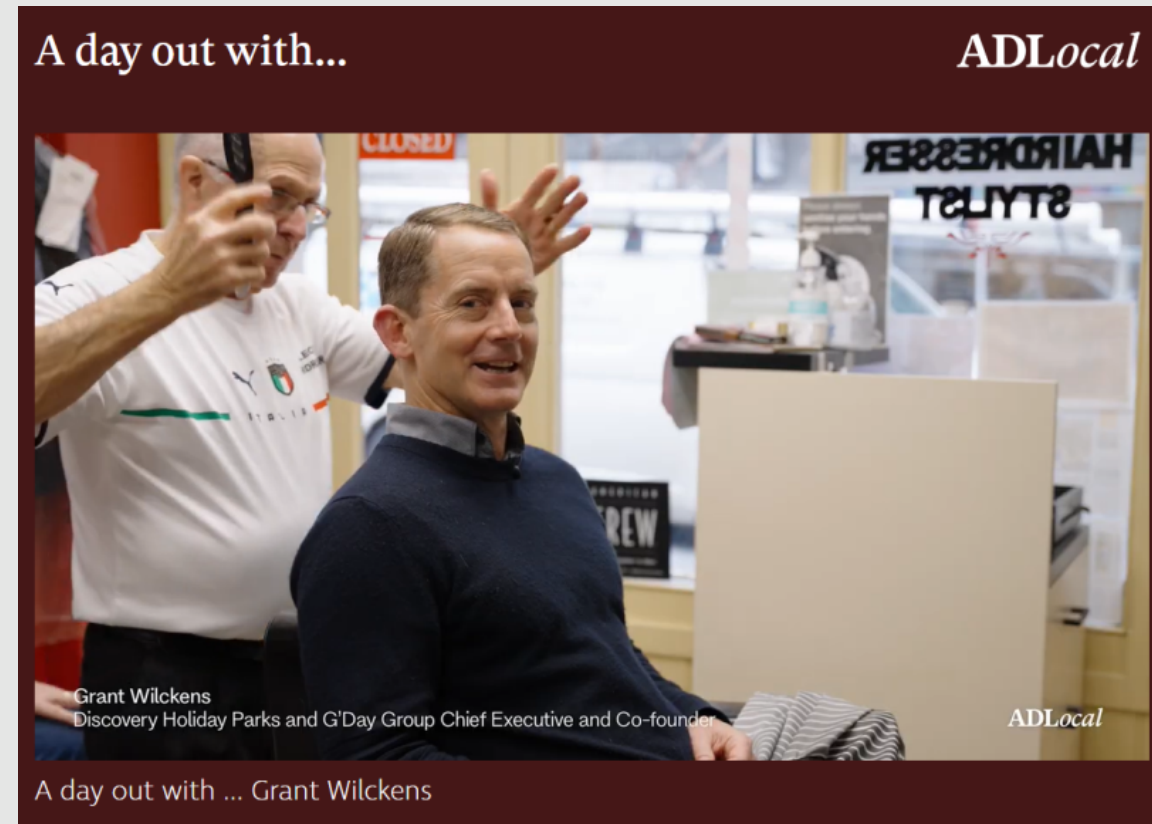
- 1 Koffee Ink Café
- 2 Retail Outlets

After the game

- 3 Bespoke Wine Bar & Kitchen
- 4 Five Regions Restaurant



ADLocal



- The next phase of ADLocal is a series of short videos called “A day out with...”
- The videos are narrated by business leaders in the city, talking about their favourite places to visit
- The first video in the series can be viewed [HERE](#)
- The videos are promoted through paid social, and circulated via the individual’s social channels, the business they represent (where possible), and the city businesses promoted in the video
- Participants include;
 - Grant Wilckens – Discovery Parks
 - Paul Vasileff - Paolo Sebastian
 - Hitaf Rasheed – SATC
 - Adele Fiene - ANZ
 - Daniel Gannon – Property Council of Australia (SA Branch)
 - Theo Maras – Maras Group
 - Pauline Carr – Chancellor, UniSA
 - Heather Croall – Adelaide Fringe
 - Daniel Gordon – Wallmans Lawyers/DramaTix
 - Douglas Gautier – Festival Centre



Tourism Partnership Campaign – Eco Caddy

During the month of July, in partnership with EcoCaddy, complimentary rides were offered to patrons enjoying Illuminate in the city. During the ride, staff spoke to patrons about places to go in the city, and pointed them to the Experience Adelaide website as a place to find out more. A video showcasing the best of the city was also on loop in the cabin.

Date/Time: 7 - 31 July 2022

Days: Friday & Saturday Evenings / Times: 6pm - 10pm

No. of EcoCaddies: 4

Rides: Complimentary thanks to you our Brand Partner
Sessions: 6

Session Duration: 4 hours

On-road Hours: 96

Focus Area: Nth Tce - via Illuminate Activation Hotspots

On road Impressions: 848,601

Social Media Impressions: 23,768

Estimated Passengers: 909

Captive Audience: 90.9hrs

Distance Covered: 532.72 kms

Estimated Co2 emissions saved: 117 kg

Time saved for patrons: 106.05hrs



Tourism Partnership Campaign – Wotif

Through a partnership with Wotif an advertising package targeted interstate markets from 27 June – 11 August to generate travel bookings for Adelaide.

- Overall we generated 7240 pax, 6548 room nights, \$1.1M USD in booking revenue and 274 air tickets. These are all significantly up compared to the same time YoY
- Our onsite media investment accounted for 2,236 passengers and generated \$387k USD revenue. For every \$1USD invested in onsite advertising, we achieved \$14.10USD return on ad spend
- Passport ads offsite advertising generated 375 pax and over \$91k USD in booking revenue
- 1.6M+ onsite impressions driving a CTR of .05%
- 4.3M offsite impressions driving a CTR of .06%
- SYD-ADL was top selling air route followed by MEL-ADL

Gross Bkg \$	Hotel Bkg \$	Air Bkg \$	Room Nights	Tickets	PAX
\$1.1M	\$1.0M	\$55.5K	6.5K	274	7.2K
▲ 189.5% YoY	▲ 182.0% YoY	▲ 463.9% YoY	▲ 146.6% YoY	▲ 315.2% YoY	▲ 125.5% YoY



Sydney, AUS	37
Melbourne, AUS	29
Gold Coast, AUS	12
Newcastle, AUS	7
Brisbane, AUS	6

Coming Up

Over the next quarter:

- Delivery of ADL Fashion Week 6 – 9 October 2022
- Delivery of WellFest Adelaide 7 – 30 October 2022
- Black Friday and Christmas trading
- \$30 Eats Christmas Edition
- Launch of digital marketplace byADL.com.au in November
- ADLocal – ongoing distribution of “A day out with” videos of business leaders
- Continued engagement with business owners and investors on expansion and investment opportunities

