



Adelaide Central Market Authority

QUARTERLY UPDATE

October 2022



Our **MARKET.**

ACMA HIGHLIGHTS Q1

DELIVERED:

July 2022	STRATEGIC PILLAR ACMA/CoA
<p>Delivered Bastille Day marketing program including:</p> <ul style="list-style-type: none"> • Live music over three days • Croquembouche demonstration by Le Cordon Bleu • Free kids gingerbread decorating • Champagne & Chablis bar • Crepe pop-up • Le tour du Marche – ticketed walking tour with Alliance Francaise tour guide 	Our Customers/ Thriving Communities
<p>July school holiday program delivered across 6 Market days. The program was well received, with 903 kids participating in the Market Trail, 122 in Little Market Chefs and hundreds more in free gingerbread decorating and face painting.</p>	Our Customers/ Thriving Communities
<p>The family behind Lahore Tea House were new to Australia and commenced their food dream at ACMA Producer in Residence Stall with the support of Thrive Refugee Association. Lahore had a great response over social media with over 133K people reach and coordinated PR opportunities resulting in coverage across Broadsheet, Glam Adelaide, The Sunday Mail - delicious. Weekend and CityMag.</p>	Our Customers/ Thriving Communities
<p>The ACMA Charter was updated and gazetted on 4 August 2022 to include revised Annual General Meeting date.</p>	Our Business/ Strong Economies
<p>New security contract awarded to Wilson Security commencing 1 July 2022.</p>	Our Business/ Strong Economies
<p>Online Home Delivery Service extended it's delivery radius, with 28 new suburbs added.</p>	Our Business/ Thriving Communities
<p>ACMA signed a new lease for Stall 11, with new trader Smiley's due to open December 2022.</p>	Our Traders/ Strong Economies



Our **MARKET.**

ACMA HIGHLIGHTS Q1

DELIVERED:

August 2022	STRATEGIC PILLAR ACMA/CoA
<p>On Friday 3 August, the Market hosted its first FM outside broadcast with SAFM to continue to reinforce the open for business message and was positively received by traders. The top rating SAFM breakfast show was hosted in the community kitchen and included:</p> <ul style="list-style-type: none"> • Social media coverage on SAFM owned channels with ACM tag and logo • Listener breakfast giveaway for 26 people – catered by Market trader Atlas • Trader interview with The Coffee Bean Shop • Pre-promote credits and on air mentions 	Our Customers/ Thriving Communities
<p>ACMA continued 'business as usual/ As Always' advertising including live reads on SAFM and FIVEaa, supported by ATN and a SALife print ad.</p>	Our Business/ Thriving Communities
<p>Mr. Cheese stall opened and ACMA provided marketing and media support. Social media posts announcing the official opening saw a reach of over 96K people, posts by foodie influencers and an article by Glam Adelaide. A Instagram reel to celebrate their opening has been played 40K times and the Facebook posted reached 60.3K people.</p>	Our Traders/ Strong Economies
<p>McMahon's Fruit & Veg Stall 47/48 rebuild finalised and official opening</p>	Our Infrastructure/ Strong Economies
<p>ACMA installed new 'Central Market' signs for all external entrances and 'Thanks for Visiting' signs on all internal entrances.</p>	Our Infrastructure/ Strong Economies



ACMA HIGHLIGHTS Q1

DELIVERED:

September 2022	STRATEGIC PILLAR ACMA/CoA
Saturday Market Day program continued, with free family activities running every week. The free program includes live music every Friday and Saturday, kids activities and face painting every Saturday morning.	Our Customer/ Thriving Communities
Sustainable September campaign highlighted some of the great eco-friendly products available at the Market, tips and encouraging our community to shop, eat and live more sustainably. Kids enjoyed sustainable craft workshops for kids every Saturday morning. Customers were also encouraged to 'grab a box' with a box storage located at the central Grote St entrance.	Our Customer/ Thriving Communities
Trader Advisory Group (TAG) and Trader Representative Committee (TRC) meetings held 8 September 2022.	Our Traders/ Strong Economies
Traders were engaged in trader sessions held by external facilitator for initial input towards the Draft ACMA Strategic Plan 2023-2028.	Our Traders/ Strong Economies
Installation of new 'Market' sign on the Grote St frontage, with customers already taking photos.	Our Infrastructure/ Strong Economies



Our MARKET.

G. H. SCHULTZ & SONS FLOWERS

HIGHLIGHTS Q1

Bastille Day event



Winter Weekends



HIGHLIGHTS Q1 cont.

New signage



HIGHLIGHTS Q1 Continued

\$'000	Full Year Budget	YTD Budget	YTD Actual	Variance
Income	4,501	1,125	1,170	45
Expenditure	(4,794)	(1,179)	(1,167)	12
Rent Relief Accounting Treatment	(124)	(31)	-	31
Expenditure	(4,918)	(1,210)	(1,167)	43
Net Operating Surplus/(Deficit)	(417)	(84)	3	87

Sep-22

Strategic Actions	On-Track	Needs Attention	Off-Track
OUR CUSTOMERS	11	0	0
OUR TRADERS	7	1	0
OUR BUSINESS	8	1	0
OUR COMMUNITY	6	0	0
OUR INFRASTRUCTURE	6	1	0
	38	3	0

JULY TO SEPTEMBER LEASES:

Occupancy as at 30 September 2022 98%

Renewals	3
New	1
Assignments	2
Holdovers	2
Vacancies (Stall 12 being held for popups and stall upgrades)	1



UPCOMING QUARTER

Operational

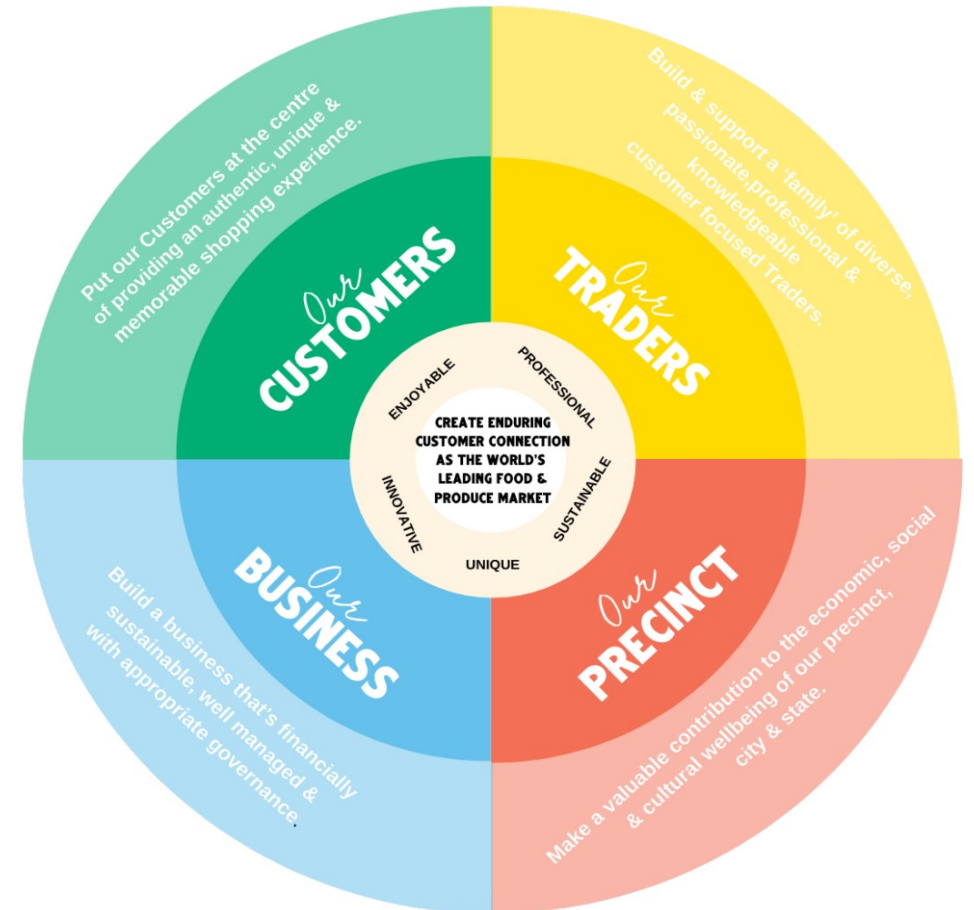
- New stall 'Smiley's' scheduled to open December 2022
- Draft ACMA Strategic Plan 2023-2028 planning and initial stakeholder engagement
- Online Home Delivery Service Extension: Click & Collect every Friday
- Deliver school holiday program including Market Trail and Little Market Chefs
- Flower Day installations
- Seafood & Sounds event including Chilli Crab Shack 4 and 5 November
- Deliver Christmas marketing and operational program

OBJECTIVES AND PURPOSE ACMA Charter 2022

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.**