

Adelaide Economic Development Agency – Quarterly Update

**Greg Ratsch, Acting Managing Director AEDA
|February 2023**



**Adelaide.
Designed for Life.**



Key Highlights – October to December 2022

ADL Fashion Week

WellFest Adelaide

ByADL

Data4Lunch

Business Investment Support

Grants and Sponsorship

Black Friday in Rundle Mall

KMPG Rundle Mall Program Review Update

Tourism Partnership Campaigns – Wotif and Accor Australia

Destination Adelaide campaign

\$30 Eats Christmas Edition

AEDA Business Plan & Budget Measurements



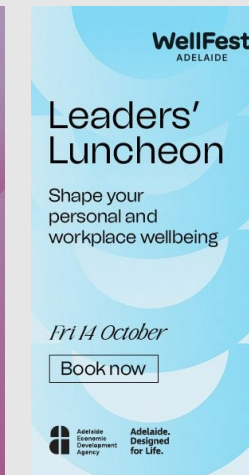
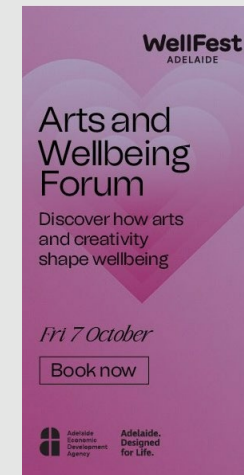
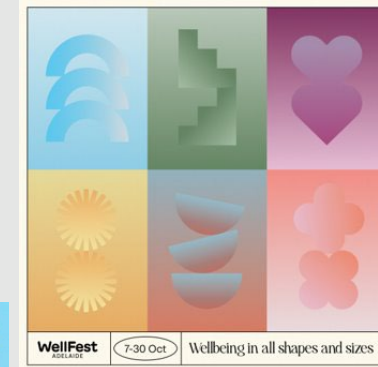
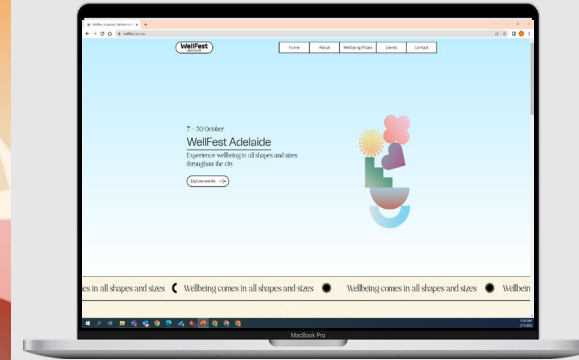
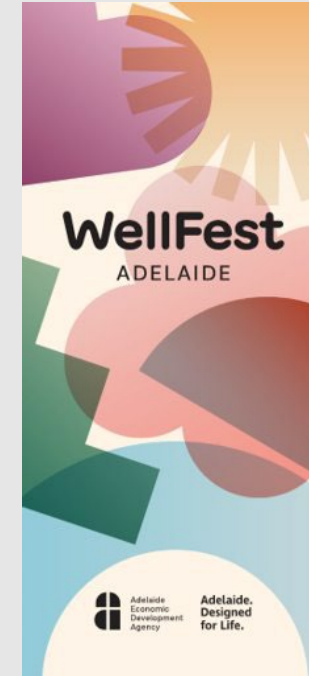
ADL Fashion Week

- ADL Fashion Week (AFW), held between 6 to 9 October, involved the delivery and coordination of 25 events across four days.
- The inaugural festival attracted more than 800 guests at events including 'A Night of Fashion' at the Art Gallery of South Australia and '90 Years of R.M. Williams: A Life's Journey' at Sôl Rooftop.
- It featured 'Adelaide's Biggest Shopping Weekend' in Rundle Mall and Rundle Street, which included offers and exciting activations.
- In comparison to 2021 Vogue Festival numbers, total foot traffic in Rundle Street and Rundle Mall was up 3.5 per cent and 101 per cent respectively. Retail spending was up 5 per cent Year on Year.



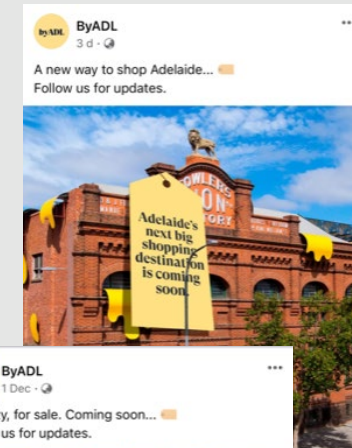
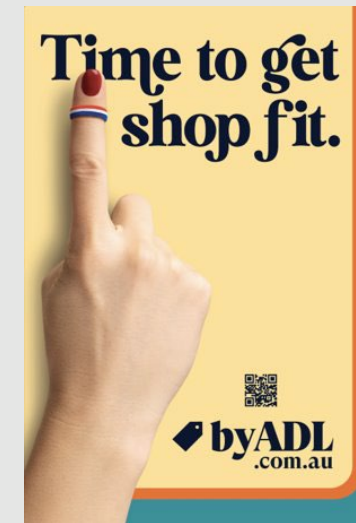
WellFest Adelaide

- Fifty-eight city operators led events aligned with WellFest Adelaide's six event pillars of mindfulness, sleep, nutrition, health, fitness and appearance.
- The WellFest Adelaide Arts & Wellbeing Forum, which was livestreamed in conjunction with Australia Council for the Arts, attracted 42 attendees. It included a panel discussion and live performance, with the event receiving an overall 8/10 participant satisfaction rating.
- The WellFest Adelaide Leaders Luncheon, which focused on health and wellbeing in a changing urban environment, attracted 122 attendees. The line-up included a keynote speech from *Canstar* Editor Effie Zahos, who was joined by Wood Bagots' Rosina Di Maria and City of Adelaide Chief Executive Clare Mockler for a panel discussion. The event raised \$2,750 for Catherine House.
- There were 400 tickets sold for the record-breaking WellFest Adelaide Rundle Mall's Biggest Yoga Session. \$8000 was raised for Beyond Blue 24/7 Support Service.
- WellFest.com.au was established as the hub for all festival information and events, with links to purchase tickets. The number of people following or liking @WellFestADL on social media increased, with Instagram audiences growing tenfold.
- Public relations activities generated 35 stories with an advertising value equivalent of \$50,000 and over 1.6 million total circulation.
- The marketing campaign achieved impressions of well over 12 million across paid, owned and earned channels. Key promotional channels included organic and paid Facebook/Instagram, YouTube, NewsCorp's digital network, The Advertiser (print), Solstice (InDaily, CityMag, SA Life), city bus stop ads, postcards and digital screens.



byADL

- [byADL](#), which publicly launched in December, is Australia's first citywide digital marketplace.
- About 60 businesses have so far been onboarded on the platform, with more than 2000 products available to purchase.
- The teaser campaign, held one week prior to the official launch of byADL on Facebook and Instagram accounts, generated 222 Instagram and 279 Facebook followers, as well as 3,545 engagements.
- The 'Get Shop Fit' campaign, which launched 8 December, built awareness of the byADL brand, which subsequently drove traffic to the website and generated sales.
- Public relations coverage included a story in *The Advertiser* (print), interview on Channel 9 news, and coverage across digital consumer and industry/B2B media.
- A paid media campaign will run until 30 June and included billboards, NewsCorp digital, programmatic digital video & display, Nine Network broadcast video on demand & display, InDaily, tram stops, bus shelters, Nova and Smooth FM, Nova Podcasting, cinema, TikTok, and Facebook and Instagram.
- Businesses were provided with shop window decals, social media messaging for their channels and byADL branding stickers for packaging orders.
- Activations to promote byADL included the 'space cube' display in Rundle Mall, promotional stand at Adelaide International and a promotional car in the Tour Down Under parade.
- There were 25,939 website page views from 5,433 users in December since launch.



Data4Lunch

- The second Data4Lunch event, hosted by KPMG, was held on 16 November. There were 100 people in attendance, with presentations from KPMG South Australian Chairman Justin Jamieson and StudyAdelaide Chief Executive Jane Johnston.
- Data4Lunch events provide an opportunity to share information about the city's economic performance, as well as engaging with key city decision makers.



Business Investment Support

- AEDA's Welcome Adelaide initiative provided resources and offers to 209 employees from five new or expanding firms in the CBD, which included KPMG, Danny Met Sally, Lutheran Homes, Tic:Toc and Fivecast.
- The Business and Investment team worked with 60 firms on investment attraction and growth proposals.



Grants and Sponsorships

- Strategic Partnership Program grants provided support to:
 - _SouthStart to deliver the inaugural Adelaide Startup Week, which attracted 1,300 registrations across 27 events.
 - Support provided to Festival City Adelaide to deliver the inaugural festival Business Connect Forum.
- Strategic Events Fund:
 - Three events were funded under the 'New Event' category
 - Six events were funded under the 'Expansion of Existing Events' category
- There were 26 businesses that completed projects using funding secured through rounds one and two of the Shopfront Improvement Grants.
- Mainstreet Development Program grants were provided to Hutt Street Traders Association, Grote Business Precinct Association, East End Coordination Group and City South Association.



Before & After images

- Studio Safari – 80 Ifould Street
 - *“This is been such a beneficial process, with lots of positive feedback from the local community as the mural was painted. I couldn't have asked for a smoother process and I'm so grateful for this opportunity - **this project couldn't have happened without this grant.** Thanks again!”*



Black Friday in Rundle Mall

- From Friday 25 to Sunday 27 November, Adelaide's biggest Black Friday weekend returned to Rundle Mall.
- For the first time, the Rundle Mall Concierge offered shoppers a range of complimentary services, which included a safe and secure bag drop, a valet service using the Rundle Mall buggy and a place to enjoy an Espresso Martini in our Cocktail Lounge. This new initiative attracted media attention from channels 7, 9 and 10, with two live news crosses on Channel 9 on Friday night and live reads across key metro radio stations, including SAFM 107.1 & Nova 91.9.
- Black Friday Weekend in the city had a five per cent overall increase in spending from 2021, totalling more than \$34.8 million.
- According to Kepler sensors and foot traffic systems, Rundle Mall fared 7 per cent better on Black Friday than other locations across Australia.
- Black Friday was 27 per cent busier than next busiest day for the previous 12 months.
- Market share nearly doubled, up from 6.6 per cent on a typical Friday to 11.3 per cent.



KMPG Rundle Mall Program Review Update

- The plan addressing the recommendations and actions from the KPMG Performance Review continues to be implemented throughout the period. Currently, 26 of the 28 planned actions in the Performance Review have been implemented. The remaining two actions are:
 - 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.
- These remaining actions, amongst several others, are part of a broader strategic place-making initiative, culminating in an updated Rundle Mall masterplan. This will be finalised and presented Q3 FY23.



Tourism Partnership Campaigns – Wotif and Accor Australia

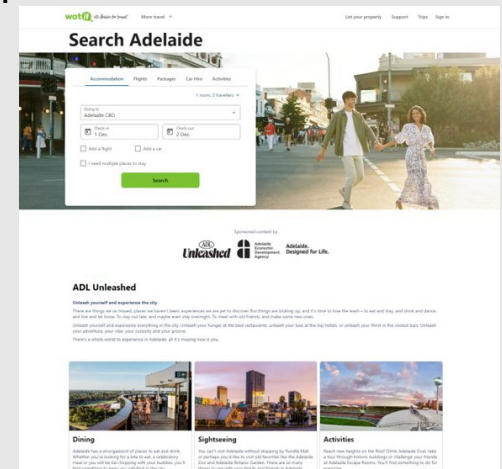
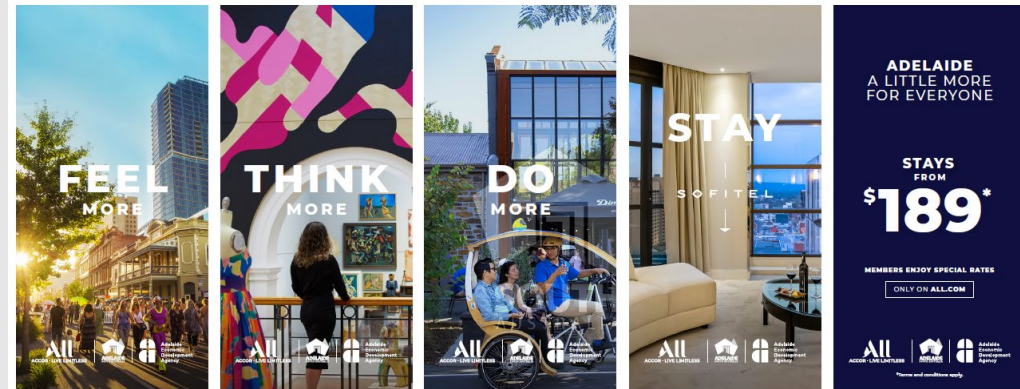
- Working in conjunction with tourism distribution partners Wotif and Accor Australia, two campaigns were launched to drive promotion and sales for city tourism businesses. The campaigns aimed to promote overnight stays in the city and support visitation to attractions, experiences and hospitality. The campaign helped reclaim the city's position as the leading tourism destination in South Australia following the COVID-19 pandemic.

Expedia

- Following the success of three previous Expedia campaigns during the 2022 calendar year, a partnership with Expedia was established to stimulate visitation through its Wotif brand. The campaign was in market 14 November to 20 December 2022.
- There were paid advertisements, with click through to branded landing page: [Adelaide Economic Development Agency | Wotif](#)

Accor Australia

- Leveraging AEDA's relationship with the South Australian Tourism Commission, a partnership was established with Accor and SATC. AEDA's contribution resulted in 100 per cent city-based messaging throughout this campaign.
- The campaign was in market 5 December 2022 to 15 January 2023, with interstate and intrastate audiences targeted.
- Results for both campaigns to follow in next quarter.



Destination Adelaide Campaign

- In the 2022/23 Business Plan and Budget, Council allocated \$300,000 to Destination Adelaide promotion to create an advertising campaign promoting the city.
- The campaigns objectives were:
 - To attract visitors to the city, primarily targeting regional SA, secondary metropolitan Adelaide;
 - Reinforce Adelaide's reputation as a dynamic city, full of rich and diverse experiences through its world-class events and festivals;
 - Highlighting the different types of events and festivals that span across the 12 months of the year.
 - Encourage overnight stays and expenditure to business.
- The target audience was 80 per cent Outer Regions – Eyre Peninsula, Yorke Peninsula, Murraylands, Riverland, Limestone Coast, Flinders Ranges/Outback, Clare, Kangaroo Island. Adelaide Metropolitan, Adelaide Hills, Barossa and McLaren Vale made up 20 per cent.
- Campaign launched Monday 26 December with advertising through March 2023.
- [TV commercial \(https://youtu.be/3L51omodqWI\)](https://youtu.be/3L51omodqWI) is the lead creative asset, complemented by digital and print media.



\$30 Eats Christmas Edition

- Another \$30 Eats dining promotion launched in October 2022 off the back of three previous successful rounds.
- The campaign, still in market, supports COVID-19 recovery for CBD and North Adelaide hospitality venues, as well as offset the impact of road closures during the peak festive trading period.
- 3,000 x \$30 vouchers with businesses reimbursed weekly
- Entry period 13-24 October 2022
- Launch generated 31 stories with \$270,000 PR value and readership of 9.7 million
- 161 participating businesses
- 34,235 unique entries
- Redemption across November and December 2022 and January 2023
- Redemption as at 1 January 2023
 - 686 vouchers redeemed
 - \$20,688 voucher value + \$30,825 additional spend = \$51,513 total spend
 - Most popular businesses for redemption Star House Chinese Restaurant, Strathmore Hotel, 48 Flavours, Dumpling City.

It's time to eat and be merry!

We're one of 3,000 x \$30 Eats Christmas Edition vouchers to redeem at participating businesses across the city and have a cracker of a Christmas feast on us!

When it comes to food, we don't just choose a fine din, and our incredible array of restaurants, cafes, bars and eateries are ready to celebrate the festive season with you in style.

Winners can use their QR code voucher from 9:00 am 7 November 2022 until 6:00 am on 1 February 2023 for a dine-in breakfast, lunch, dinner or any meal in between.

Simply select a participating business from the website and present your \$30 voucher when it's time to pay. You'll automatically receive the discount from your bill* and Adelaide Economic Development Agency will reimburse the business directly.

Entries close 9:00 am 24 October 2022. Winners will be emailed their QR code by 9:00 pm 27 October 2022.

*Valid for dine-in only, not takeaway. Valid for food portion only, not drinks. Valid at participating businesses only.

Additional offer: The first 200 people who spend \$50 or more are eligible to receive a \$30 Rundle Mall gift card**

**The \$30 Christmas Edition vouchers are valid until 31st Dec 2022 and spend \$100 or more will be entered into a random draw for a \$30 Rundle Mall gift card. The first 200 people to present their voucher at the Customer Centre will receive the gift card. Once 200 gift cards have been distributed, no further gift cards will be available, even if a person has not used their voucher. The gift card will be emailed to the Customer Centre at 24 Dink Street, Adelaide, and also the email copies of the email containing you are eligible for the gift card. The start of the Customer Centre will send you details, name and email address to you via email. Only one gift card per person. Gift card may be collected from the time the email is received until 10:00 pm, 15 February 2023. Any gift cards still available, but not collected will be forfeited after this.

Businesses can still register to participate - register here by October 24, 2022.

This initiative is delivered by Adelaide Economic Development Agency a subsidiary of City of Adelaide.

Adelaide Economic Development Agency

Winners will be emailed their QR code by 27 October 2022. Good luck.

SA Licence Number 722/19509

Where to Redeem | FAQs | T&Cs

Spend and save with \$30 dine-in vouchers

EMIN JONES
CITY EDITOR

CITY businesses still recovering from the impact of Covid-19 hope to lure new customers through the door with a public ballot for 3000 dine-in vouchers valued at \$30 each.

Adelaide Economic Development Agency will release its fourth round of vouchers to spend at more than 120 participating eateries throughout the festive period.

AEDA managing director Ian Hill said the industry was keen to take part in another round of vouchers, valid between November and Febru-



Lauryn Green, Tim Riemann at the Strathmore Hotel

ary, given some were "still doing it tough".

"It's an interesting time for hospitality - they're coming out of Covid but they're still very much impacted by Covid," Mr Hill said.

He said there were still lots of "unknowns" about the Christmas-New Year period, as the state prepared for up to 8000 Covid-19 cases a day by early December, "so it's really important we support our food and beverage operators".

"We're keen to support them and anything we can do to get money in the pockets of hospitality businesses in the city is a good outcome," he said.

Previous campaigns found for every \$1 of voucher spent, the customer spent an extra \$1.72 on average at the venue.

Nearly 80 per cent of voucher winners said they would not have visited the

venue without the voucher and two-thirds of recipients said they did something else in the city while using their voucher.

Mr Hill said its latest \$30 Eats Christmas Edition campaign was a "tried and tested way of delivering foot traffic in the city" and stimulating spending.

"We know that for every voucher spent, consumers spend additional dollars to support small businesses. They also go to other bars, shop in stores and stay in hotels," he said.

Participating venues include East End Cellars, Schallhause Rundle St, Gin

Long Canteen, Fishbank and Soi 38.

Strathmore Hotel general manager Tim Riemann said the venue was participating in the program for a third time after experiencing its benefits.

"We did a renovation just over two years ago so it helped us showcase the new spaces and it opened the door to new customers who haven't visited us before," he said.

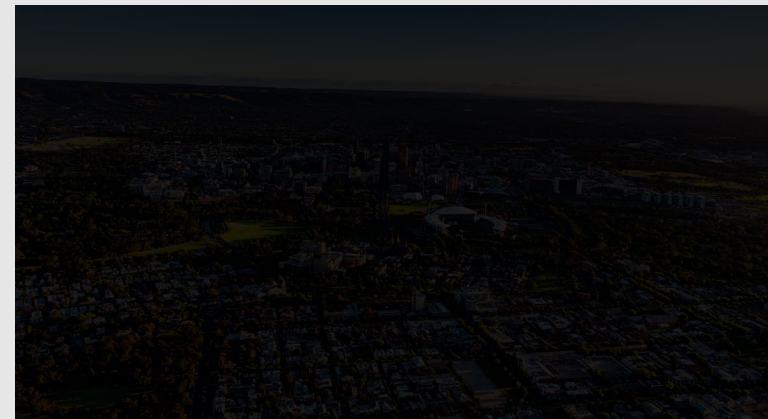
The ballot opens at 9am on Thursday and closes on Monday, October 24.

Vouchers will be emailed by October 27 and redeemed between November 7 and February 1. Details: ExperienceAdelaide.com.au/voucher

Coming Up

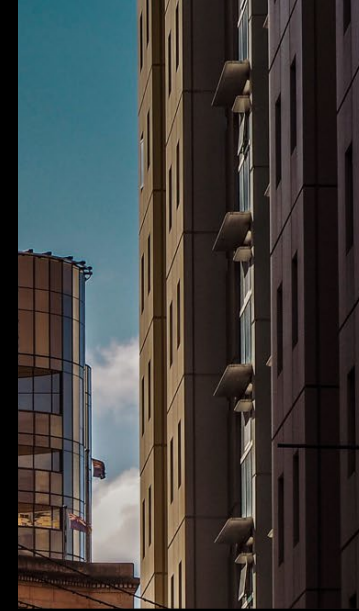
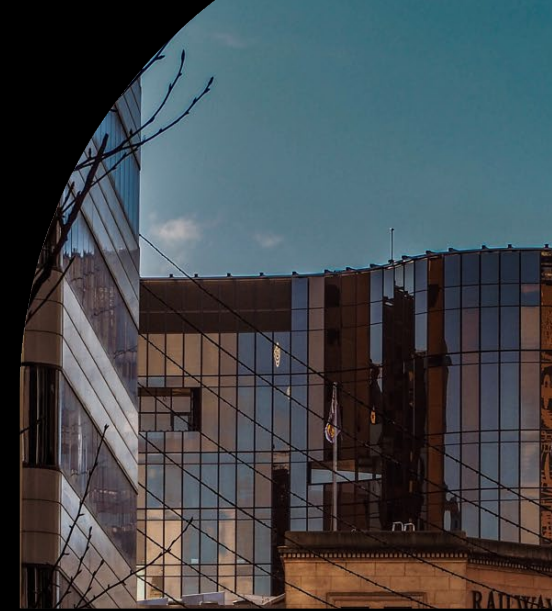
What is happening January to March 2023?

- Third Data4Lunch event scheduled as a Brunch (Data4Brunch) on 14 February 2023 at the Playford Adelaide, which will focus on tourism, events and the visitor economy. There will be guest presentations from Adelaide Airport Managing Director Brenton Cox and South Australian Tourism Commission Strategy & Insights Manager Adam Stanford.
- Lunar New Year celebrations in Rundle Mall 3 February 2023.
- Rundle Mall and the wider Adelaide CBD has been granted exclusive extended trading hours during Adelaide Fringe 17 February - 19 March 2023, allowing businesses to open from 9am to 7pm every Saturday.
- During the festival season a marketing and activations program will be implemented to ensure that the Mall is a vibrant and bustling festival space to support the additional shopping hours. The activity will be packaged under the campaign name “MallFest” to connect the event to Rundle Mall. It allows opportunities to secure a variety of activities from performances, food and beverage, shopping and more.



AEDA Business Plan & Budget Measurements

Q2 2022/23 - Update

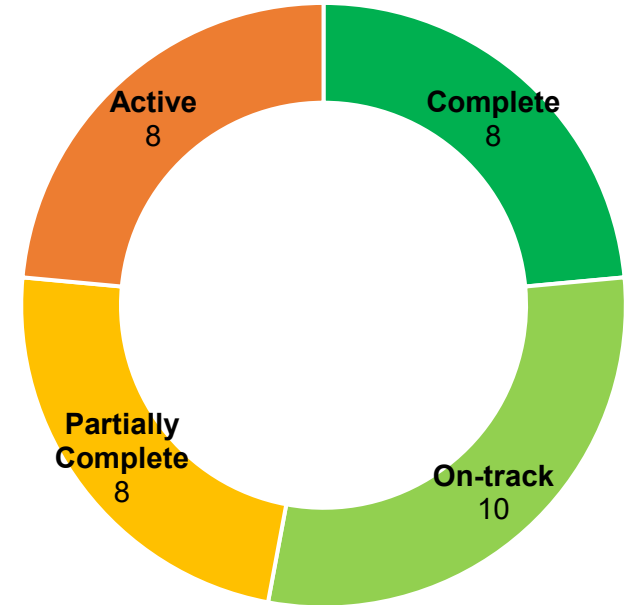


Summary

The 2022/23 AEDA Business Plan & Budget includes 34 measures across four Key Result Areas; Business, Investment & Residential Growth; Visitor Economy; Rundle Mall, and; Brand & Marketing. Measuring Financial Year 22/23 between Q1 (1 July 2022) to Q2 (31 December 2022):

- 8 measures have been 'Complete';
- 10 measures are 'On-track', meaning pro-rata we are ahead and likely to reach the target by the end of the financial year;
- 8 measures are 'Partially complete', some progress has been made towards the target but we are not tracking ahead of our pro-rata benchmark, and;
- 8 measures are 'Active' which means work is being done towards the target but no numerical figure towards the target has been recorded.

Therefore, AEDA has either achieved or is on-track to reach more than half of our measures.



Key Terminology:

- ✓ **Complete:** the measure has been achieved or surpassed
- 🚀 **On track:** pro-rata the measure is tracking ahead or in-line with the target
- 📌 **Partially complete:** some progress has been made towards the target
- 👤 **Active:** actions are being undertaken to work towards the goal

Business, Investment & Residential Growth

Key Performance Indicator	Status	Measure	Q2 discount	Pro rata benchmark	Actual	Difference	Comment
500+ businesses participate in business support & growth initiatives	On-track	500	50%	250	380	130.0	Measured through <i>Business SA Partnership</i> and <i>Business Investment Advisor Support/Mentorship</i>
20+ vacant shopfronts/ premises activated	On-track	20	50%	10	14	4.0	<i>Cherry Specialist Coffee, Perfect Cup, Orchard Bookshop</i> and <i>Little Toyoko</i> (in Q1) as well as <i>Renew Adelaide</i> establishing 10 ventures in the second half of 2022
At least 15 inward investment proposals supported (collectively employing 1,000+ staff)	Complete	15	50%	7.5	79	71.5	
One AAA Visual Effects (VFX) company committed to Adelaide	Complete	1	-	-	1	-	<i>KeyWords Studio</i>
Deliver a strengthened / reshaped precinct model	Active	-	-	-	-	-	Planned for early 2023
CoA residential population target forecast at 2030 of 40,994	Active	-	-	-	-	-	<i>Forecast.id's</i> population forecast for CoA in 2030 was revised from 37,846 to 36,814 people (as of November 2022). The forecasts were updated using the 2021 Census data from the <i>ABS</i> .

Visitor Economy

Key Performance Indicator	Status	Measure	Q2 discount	Pro rata benchmark	Actual	Difference	Comment
Launch of the Adelaide Tourism Alliance with 20 partners	Active	20	50%	10	0	0	Initial 10 partners to be onboarded by the end of February 2023
Collaborate with trade partners to deliver 4 intrastate / interstate campaigns	Complete	4	50%	2	4	2	1. Wotif/Expedia 2. Well Traveller 3. Wotif/Expedia 4. Accor
Delivery of new Experience Adelaide Visitor Centre on time and within budget	Active	\$4m	-	-	-	-	The City of Adelaide/ADEA have successfully shortlisted two proponents who have completed the Request for Proposal [RFP] process and have been notified that a Request for Detailed Proposal [RFDP] and details will be sent to each proponents by the end of January 2023 Site visits of the proposed location at the State Library were undertaken by the two shortlisted proponents in November and December 2022
SATC 2025 Adelaide metro region tourism expenditure target \$5.9b	Active	\$5.9b	-	-	\$5.1b	-\$760m	Forecasts data provided by SATC prior to recent influx of international visitors and students
SATC 2025 State tourism expenditure target \$10b	Active	\$10b	-	-	\$9b	-\$1b	Forecasts data provided by SATC prior to recent influx of international visitors and students

Rundle Mall

Key Performance Indicator	Status	Measure	Q2 discount	Pro rata benchmark	Actual	Difference	Comment
Passer-by traffic at least 90% of 2019	Active	90%	-	90%	58%	0%	Passer-by traffic remains lower than 2019 levels, as expected with a comparatively smaller number of workers and international students in 2022
Market share Moving Annual Total (MAT) maintained above 5.5% for main trade area	Active	5.50%	-	5.50%	5.3%	-0.2%	Market share increased 0.1% from Q1 to Q2
Deliver 1 x brand reputation (consumer) research and share with stakeholders	On-track	1	-	-	-	-	External place making and market research consultancy commenced in Q2 with findings to be presented in Q3
Deliver 1 x brand context (competitor) research and share with stakeholders	On-track	1	-	-	-	-	External place making and market research consultancy commenced in Q2 with findings to be presented in Q3
Increase average monthly website users to 35K (2.4% increase on 2021)	On-track	35,000	-	-	53,658	18,658	Joint Experience Adelaide/Rundle Mall acquisition strategies proved beneficial for both parties overall to capture an engaged Adelaide-centric audience, increasing website traffic and eDM subscribers. New store openings and major events increased engagement and saw high website traffic, social media engagement and eDM open rates/CTR. December 2022 website pageviews were the highest since pre-Covid.
Increase average monthly pageviews to 71K (4% increase on 2021)	On-track	71,000	-	-	111,265	40,265	
Increase Instagram followers +12% to 32.5K	On-track	32,500	50%	29,792	31,657	1,866	
Increase Facebook followers +10% to 65K	Partially-complete	65,000	50%	62,045	61,757	-288	
Instagram engagement rate of 4%	On-track	4.0%	-	-	4.4%	0.4%	
Facebook engagement of 1%	Partially-complete	1.0%	-	-	0.8%	-0.2%	
Welcome Packs provided to 750+ new city workers which include Rundle Mall vouchers	Partially-complete	750	50%	375	359	-16.0	
3 significant retail brands committed to Adelaide	Complete	3	50%	1.50	5	3.5	

Brand & Marketing

Key Performance Indicator	Status	Measure	Q2 discount	Pro rata benchmark	Actual	Difference	Comment
Define and implement success measures for all marketing campaigns	On-track	1	-	-	-	-	Post campaign reports including measures are being compiled for all marketing campaigns
Media coverage of at least four thought leadership pieces	On-track	4	50%	2	3	2.0	
Facebook 25% growth	Partially-complete	31,656	50%	28,491	25,998	-2492.6	
Instagram 30% growth	Complete	12,026	50%	10,639	12,210	1,571.4	
Twitter 40% growth	Partially-complete	3,011	50%	2,581	2,149	-432	
LinkedIn 40% growth	Complete	2,986	50%	2346	3,029	682.7	
What's On EDM 10% growth	Partially-complete	171,623	50%	163822	160,305	-3517.0	
City Business EDM 20% growth	On-track	8,738	50%	8,010	8,432	421.8	
Increase Experience Adelaide website page views by 10%	Complete	1.9m	50%	1.8m	2.6m	805,930	The website was split into Experience Adelaide and AEDA professional at the end of July 2022
Increase Experience Adelaide time on site by 10% (from 42.3 average seconds)	Partially-complete	46.5 sec	-	-	39 sec	-7.5 sec	The website was split into Experience Adelaide and AEDA professional at the end of July 2022
Digital Marketplace / ByADL onboard 300 businesses to the platform	Partially-complete	300	50%	150.0	70	-80.0	

Thank You



aedasa.com.au

