



Adelaide Central Market Authority

QUARTERLY UPDATE

January 2023



Our **MARKET.**

ACMA HIGHLIGHTS Q2

DELIVERED:

October 2022	STRATEGIC PILLAR ACMA/CoA
October school holiday program delivered across 6 Market days. The program was well received, with 905 kids participating in the Market Trail, 143 in Little Market Chefs and hundreds more in free Lego and craft workshops.	Our Customers/ Thriving Communities
Flower Day returned for two days of floral festivities across the city. ACMA supported with display at The Market Stall for 28 & 29 October.	Our Community/ Dynamic City Culture
Greek Oxi Day is celebrated on 28 October every year by millions of Greeks all around the world. We celebrated the cultural influence of Greece at the Market with a cooking demonstration by chef Jordan Theodoros (ex Peel St) with Mandy Hall.	Our Community/ Dynamic City Culture
ACMA Annual General Meeting held 6 October.	Our Business/ Strong Economies
Online Home Delivery Service extended its service to include Click and Collect every Friday. Home delivery continues on Tuesday, Thursday & Fridays.	Our Traders/ Strong Economies
Trader Representative Committee (TRC) meeting held 6 October with focus on Market retail mix and draft Strategic Plan 2023-28.	Our Traders/ Strong Economies



ACMA HIGHLIGHTS Q2

DELIVERED:

November 2022	STRATEGIC PILLAR ACMA/CoA
<p>Delivered Seafood & Sounds event on 4 & 5 November. The two-day program included free activities, pop-ups and trader specials:</p> <ul style="list-style-type: none"> • Live music • Chilli Crab Shack pop up • SiSea Sashimi pop up, wine bar and street barbecue • Speciality seafood dishes by Café Traders, including Atlas Continental, Cumbia Bar Kitchen, Zuma Caffè, Lucias Pizza & Spaghetti Bar • Cooking demonstration by Executive chef of Press, Tom Tilbury • Kids activities – sea creatures art workshop & face painting <p>The event created one of the strongest Friday visitations of 2022.</p>	Our Customers/ Thriving Communities
<p>Saturday Market Day program continued, with free family activities running every week. The free program included live music every Friday and Saturday, kids activities and face painting every Saturday morning.</p>	Our Customers/ Thriving Communities
<p>As part of the Adelaide Italian Festival Radio Italiana broadcasted live from our Market over three days. Each broadcast featured a cooking demonstration with community groups featuring food from different regions of Italy</p>	Our Community/ Dynamic City Culture
<p>ACMA continued 'business as usual/ As Always' on ATN. A 7.5M test panel was installed, at the central entrance of the Market (future Market expansion entrance). The 'Our Market' banner is bright and an extension of trade with locally made 3D flowers were installed at the start of December.</p>	Our Customers/ Thriving Communities
<p>ACMA retail support to traders including independent professional advice to improve stall merchandising and appearance.</p>	Our Traders/ Strong Economies
<p>Commencement of ACMA inaugural Sustainability Strategy 2022-2024</p>	Our Community/ Environmental Leadership



Our **MARKET.**

ACMA HIGHLIGHTS Q2

DELIVERED:

<p>December 2022</p>	<p>STRATEGIC PILLAR ACMA/CoA</p>
<p>Opening of the new toilet amenities. Located on the Western Roadway (closer to Grote St) the space includes three unisex toilets, a unisex wheelchair accessible toilet and a unisex ambulant toilet.</p>	<p>Our Infrastructure/ Strong Economies</p>
<p>Trader Representative Committee (TRC) meeting held 1 December 2022 with focus on Customer Experience Tracker research and draft Strategic Plan 2023-2028.</p>	<p>Our Traders/ Strong Economies</p>
<p>Christmas marketing and operational program. In-Market Activations included:</p> <ul style="list-style-type: none"> •FiveAA Outside Broadcast •Christmas Village on the Eastern roadway •French wine bar by the French Wine Centre •Smelly Cheese Co & Something Wild pop ups •Roving entertainment (Christmas elves), live music & Australian Girls' Choir •Community partnerships included in Market OzHarvest SA Tree of Goodness and all food products for Christmas lunch provided for Catherine House for 70 women experiencing homelessness. <p>There was a significant uplift of visitations and shoppers during Christmas & New Year 2022 compared to prior year.</p>	<p>Our Customer/ Thriving Communities</p>



Our MARKET.

HIGHLIGHTS Q2

November - Seafood & Sounds



See insights and ads
Kirsty Davies, Dudley & Banjo and 562 others
331 Comments 43 Shares

HIGHLIGHTS Q2

December - Christmas



HIGHLIGHTS Q2 cont.

Extension of Online home delivery service
Click & Collect – every Friday from 3:30pm – 6:30pm



Flower Day 28 & 29 October



HIGHLIGHTS Q2 cont.

\$'000	Full Year Budget	YTD Budget	YTD Actual	Variance
Income	4,501	2,250	2,497	247
Expenditure	(4,794)	(2,393)	(2,359)	34
Rent Relief Accounting Treatment	(124)	(62)	(52)	10
Expenditure	(4,918)	(2,455)	(2,411)	44
Net Operating Surplus/(Deficit)	(417)	(205)	86	291

Dec-22

Strategic Actions	On-Track	Needs Attention	Off-Track	Completed
OUR CUSTOMERS	8	0	0	3
OUR TRADERS	7	0	0	1
OUR BUSINESS	5	1		3
OUR COMMUNITY	4	0	0	2
OUR INFRASTRUCTURE	5	2	0	
	29	3	0	9

OCTOBER TO DECEMBER LEASES:

Occupancy as at 31 December 2022 98%

Renewals	0
New	0
Assignments	1
Holdovers	3
Vacancies (Stall 12 being held for popups and stall upgrades)	1



UPCOMING QUARTER

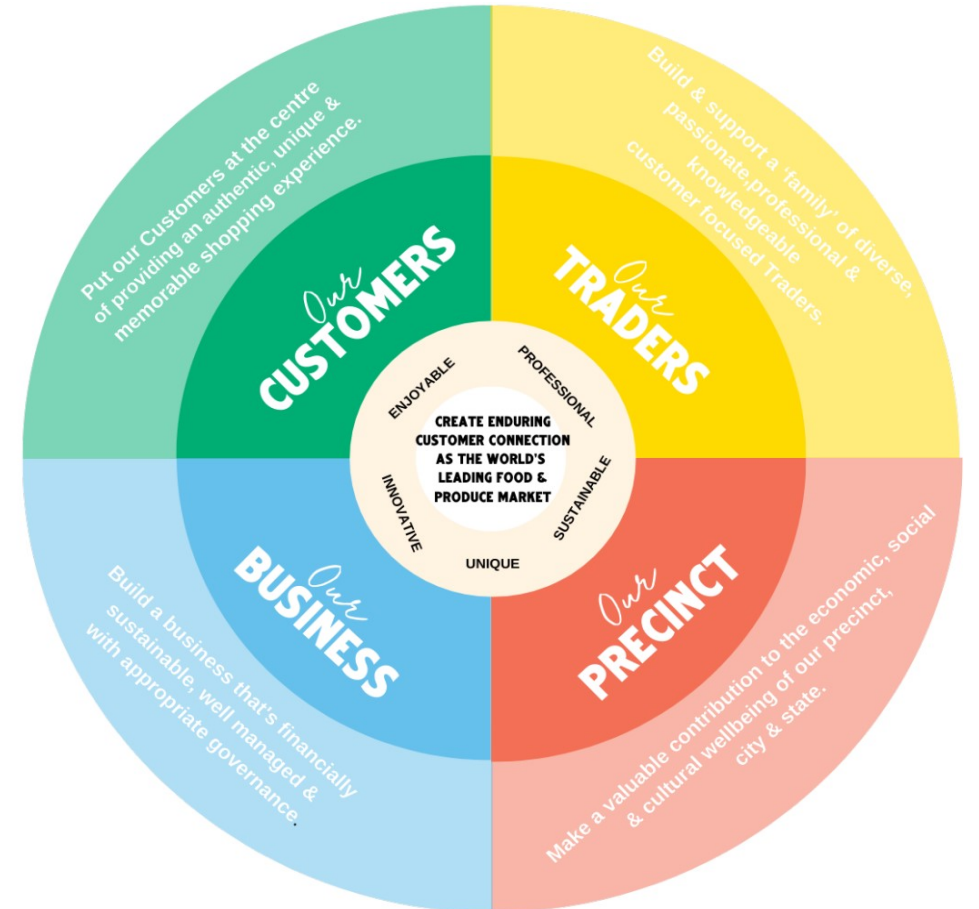
- Draft ACMA Strategic Plan 2023-2028 to be workshopped & finalised with Council
- Deliver Market Sauce day event including marketing, in Market activities and operational schedule
- Launch School resources 'Brain Food'
- Deliver in Market activations – Saturday Market Day, Lunar New Year and Women in Food events
- Review of trader forums to strengthen communication and engagement
- New trader 'Smiley's' scheduled to open March 2023 in Stall 11

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.**