



Adelaide Central Market Authority (ACMA)  
**Minutes**  
of the  
**Annual General Meeting**  
held Thursday 30 September 2021 at 5:45pm  
in the Adelaide Central Market Meeting Room  
Level 1, 44-60 Gouger Street, Adelaide SA 5000

**ACMA Board present**

T Maras (ACMA Chairman), C Locher (Deputy Chair), N Haack, S Marafiotte

**ACMA Administration present**

J Kannane (ACMA General Manager), F Reilly, A Papas, A Peeters, L Jones (Minutes)

**ACMA Traders present**

F Knoll (Barossa Fine Foods)

**Members of the public**

P Sparapani (CoA)

**Apologies** Cr A Hyde

**1 Welcome**

The ACMA Chairman opened the meeting at 5:46pm by welcoming everyone and acknowledged the ACMA Board Members and traders present.

ACMA GM stated:

The Adelaide Central Market Authority acknowledges that we are meeting on the traditional country of the Kaurna people of the Adelaide Plains and pays respect to elder's past and present. We recognise and respect their cultural heritage, beliefs, and relationship with the land. We acknowledge that they are of continuing importance to the Kaurna people living today. We also extend that respect to other Aboriginal language groups and other First Nations who are present today.

**2 ACMA Chairman's Report – Theo Maras AO**

The ACMA Chairman provided the following verbal report.

ACMA continued to focus on achieving the outcomes of the strategic plan, with the vision for the future of the Market: **“to be the world's leading food and produce market”**, and the supporting the Business Plan for 2020 - 2021 which identifies the specific activities to be undertaken to underpin the Market's strategic plan.

The ACMA Board as of 30 June 2021 included the following members:

Christine Locher (Deputy Chair), Steve Marafiote, Nicole Haack, Councillor Alex Hyde, Ivan Oulianoff (Trader Advisory Group Chair) to July 2021 and previous member, Mr Andrew Jonats to March 2021.

During 2020 - 2021 ACMA continued to achieve many positive outcomes for the Market, key outcomes as of 30 June 2021 are:

1. ACMA delivered significant capital works program including replacement of the Grote Street lift, stall rebuilds and gas heating installation in the dining areas. ACMA commenced major projects to replace the escalator and main switchboard.
2. Built and opened the Market Stall customer service desk to provide a visible connection point on the Market floor for the community and customer service offer.
3. Adelaide Central Markets remained open through covid restrictions (excluding 2 trading days during the November circuit breaker) and worked with SAPOL to ensure the Market is established as an ongoing essential service. The Chairman thanked the GM for her work.
4. During ongoing covid restrictions, ACMA supported traders and developed a multi trader online platform to offer customers the choice and convenience to purchase their favourite products from independent traders in one single transaction, delivered to their door. The home delivery service commenced 1 July 2021 with over 1800 products from over 40 traders.
5. Expanded two existing fruit & vegetable stalls, relocated Central Market Arcade traders Haigh's, Angelakis and Skala. Added new trader of Gewürzhaus and secured two brand new traders due to launch prior to this Christmas.
6. ACMA ensured the Market continues to be inclusive and welcoming to all members of our community by working with refugee week, partnering with Oz Harvest & Catherine House & unveiling a mural by Shane Cook.
7. During 2020 - 2021 ACMA generated media articles with a public relations value of over \$2 million dollars.
8. ACMA collaborated with City of Adelaide to update the ACMA charter which was gazetted on 8 July 2021.

ACMA will be working with City of Adelaide to establish an updated ten-year capital works program to ensure the facilities available to the public and traders are in a contemporary competitive retail environment.

The Adelaide Central Market has a once in a lifetime opportunity to preserve and enhance the Central Market and secure the future of the Market district for future generations with the expansion of the Market. The existing Market will continue to trade business as usual including during construction which will commence in 2022.

The Market will continue to trade uninterrupted during construction with a small portion of level 1 car parking bays being removed for the construction phase. To facilitate ease of access and car park availability, the new UPark Andrew (on Grote Street) is now available for customers to park.

The Chairman acknowledged the performance and commitment of the ACMA management team in delivering the Market operations and acknowledged the high level of support, cooperation and goodwill from the Lord Mayor, Councillors, and the administration of Council.

### 3. ACMA General Manager's Report – Jodie Kannane

The ACMA General Manager provided the following verbal report in conjunction with a presentation.

#### Strategic Plan

The vision of the Adelaide Central Market is to be the world's leading food and produce Market. The mission of the Authority is 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.

#### Objectives & Purpose

The primary objects and purpose as outlined in ACMA Charter are:

- Oversee the management and operation of the Market
- To be responsible for maintaining and enhancing the iconic standing of the Market for the benefit of all stakeholders;
- To 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
- Contribute to the development of the wider Market district; and
- Be financially self-sufficient in terms of its operations (noting that COVID restrictions were in place during the financial year)

#### Our Customers

- ✓ Live Music
- ✓ Fringe Exhibition – top 100 artworks on display
- ✓ Your Local, Our Market Campaign– hero brand campaign capturing customer experience and showcasing Traders
- ✓ Fringe Friday's performances
- ✓ Christmas and Easter - major retail campaigns
- ✓ The Market Stall – new customer service stall

#### Events

- ✓ Bastille Day – live music, champagne bar, and product highlights
- ✓ Columbian Independence Day – live music and theming
- ✓ School holidays – free and low-cost activities
- ✓ Sustainable September
- ✓ Chilli Crab Shack
- ✓ Voluntary Sunday Trading – relaunch October 2020
- ✓ Australia Day Council – three-day event with performances, conversations, cooking demonstrations by First Nations and multicultural groups
- ✓ Market Minis – pre-schooler program
- ✓ International Women's Day – women in Food event with The Smelly Cheese Shop

- ✓ Tasting Australia – free cooking demonstrations
- ✓ State Opera Flash Mob - Sweeney Todd: The Demon Barber of Fleet Street
- ✓ History Festival – ticketed guided Market tours

## **Our Traders**

- ✓ 6 lease renewals were completed for existing Market traders
- ✓ 4 stalls underwent fit-out works
- ✓ 4 new businesses in the Market
- ✓ 115 Market Talk e-newsletters were issued to Traders
- ✓ 2 Video Updates were issued to Traders
- ✓ 12 Trader Advisory Group (TAG) meetings
- ✓ 12 businesses occupied the Producer in Residence stall over a three-week period

## **Our Business**

### Community

- ✓ Oz Harvest rescued 47,412 meals, equating to 15,711 kg delivered to Adelaide's disadvantaged and The Christmas Tree of Goodness raised an additional \$7392.70 over four days, equating to 14785 meals
- ✓ Catherine House partnership saw produce supplied for breakfast, lunch, and dinner for up to 70 women at the Catherine House on Christmas Day plus 25 Christmas Day meal packs for women in the outreach program
- ✓ Refugee Week with the Australian Red Cross celebration with the Muslim Women's Association of SA with cooking and tastings by migrant women from Sri Lanka, Egypt and Jordan and entertainment by the Sun of Africa
- ✓ National Reconciliation Week 2021 saw the unveiling of Shane Cook's mural, with a cleansing ceremony and Welcome to Country by Jack Buckskin
- ✓ Sustainable September encouraged the Market community to shop, cook and live more sustainably

### Operations

- ✓ \$2.3M in capital works was undertaken and 730 maintenance tasks completed
- ✓ Fire Indicator Panel Replacement
- ✓ Structural Rebuild of Stall 56, 5/6, 14 & 26-29
- ✓ Refurbishment of Tenancy GO 46-48 & GR45
- ✓ Gas Heating installation in Dining Areas
- ✓ Grote St Lift Replacement
- ✓ Construction of The Market Stall Customer Information Desk

Additional works were commenced 20/21 with completion due 21/22:

- ✓ Escalator Replacement
- ✓ Main Switchboard Replacement
- ✓ N/W Corner Grease Arrestor Install
- ✓ Structural Rebuild of Stall 23/24 & 76

#### Adelaide Central Market Online

- ✓ Home delivery service launched 1 July 2021
- ✓ Over 40 traders and 1,400 products
- ✓ Delivering every Tuesday, Thursday and Friday

#### UPark Plus

- ✓ Transition to first hour free with UPark Plus on 1 July 2021

### **Our Precinct**

- ✓ Continue to work closely with the Market District including attendance to Lord Mayor Precinct Association forums, industry association and district meetings
- ✓ Continue to work with the South Australia Tourism Commission for events and filming opportunities

#### Central Market Arcade Redevelopment

- ✓ ACMA has continued to work closely with the City of Adelaide and project stakeholders on the Central Market Arcade Redevelopment
- ✓ CMAR Communications Working Group was established

### **COVID-19 Summary**

#### In Market Communication

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 included reinforcing the Market was open for business and encouraged to support local. Tactical marketing included increased customer communications on social media, digital ads, newsletters, Your Local Our Market campaign including TV and paid live reads targeting main grocery buyers on the Australian Traffic Network and FM radio.

## State-wide Circuit Breaker – November 2020

During the SA circuit breaker lockdown, COVID-19 restrictions closed the Market for two trading days prior to the Market reopening as an essential service. Communication to customers included updates across all digital platforms including website, social media and newsletters.

The GM thanked the Board for their support and the Management team for their efforts.

### **4. Audited Financial Statements 2020 – 2021**

The ACMA GM presented the 2020-2021 ACMA Audited Statements. It was noted the final financial position was a deficit of (\$940K) compared to (\$13K) in 2019-2020. The ACMA balance sheet as of 30 June 2021 reflects net equity position of zero due to a change in the ACMA Charter.

The ACMA GM presented the 2020-2021 CMMF Audited Statements. The marketing fund received \$467k from traders, \$20k from activities and events and \$130k carryover from the previous year. Expenditure for 2020 - 2021 was \$481k resulting in unspent funds of \$136k to be carried forward to next year.

### **5. Annual Business Plan & Budget for 2021-2022**

The ACMA General Manager presented the 2021 – 2022 Business Plan and Statutory Budget as approved by the City of Adelaide.

#### **Strategic Priorities**

##### Our Customer

- Desktop review and gap analysis of customer survey data, customer survey
- Ease of access and mobility strategy
- Develop ongoing communication, marketing and engagement strategy including Market expansion
- Activation program to engage new customers

##### Our Traders

- Define strategy for renewal, attraction, and regeneration of traders
- Curate a cohesive retail mix including One Market
- Share customer trends and service proposition and upskill traders around this
- Develop a trader engagement and communication strategy

##### Our Business

- Implement the terms of the updated Charter (2021) including the Adelaide Central Market and the Central Market Arcade offering under the “One Market” approach  
Noting: CoA will retain responsibility for decanting and management of the existing Arcade tenants until the expiration of their lease and in accordance with construction timeframes
- Development of workforce plan
- Revised WH&S & Security Management Plans

##### Our Precinct

- Review and align community engagement plan to strategy
- Strategy for precinct engagement
- Strategy for ongoing engagement with key stakeholders including SATC, AEDA

##### Our Infrastructure

- Develop-platform solutions/data infrastructure including:
- Deliver a multi-trader online platform to increase trader sales by targeting those customers who are unable to visit the Market during trading hours
- Deliver a customer service desk on the Market floor
- Work with CoA Infrastructure program on ACMA's 10-year capital works program based on an updated services audit.
- Work with CoA UPark program to deliver ACMA's car park experience plan.

Annual budget for 2021- 2022 UPark and Infrastructure is with City of Adelaide.

**6. Other Business**

The ACMA Chairman offered the opportunity to accept any questions from the attendees.

The Board commended the GM and Management Team on the achievements during the financial year, especially during unprecedented times noting that ACMA has an exceptionally strong team and is well lead.

The ACMA Chairman thanked everyone for attending and declared the meeting closed 6:22pm.