



*Only at the*  
**MARKET**

Join a new era of the iconic  
Adelaide Central Market









# The Adelaide Central Market is the heart of the city

More than 8 million people visit the world-renowned fresh food and produce market each year to soak up the atmosphere, sample some of Adelaide's most popular eateries, and shop a huge range of fresh produce including fruit and veg, meat, seafood, smallgoods, cheese, health foods, and patisserie.

Adelaide's #1 tourist attraction is supported by a vibrant local community alongside some of South Australia's most loved multigenerational family businesses and food brands.

A community favourite since 1869, the Market is making history again with a once-in-a generation development.

**This \$400 million Market Square project brings with it a rare opportunity for retailers to join the Adelaide Central Market with 53 new tenancies available.**



The Adelaide Central Market acknowledges the Kaurna people as the Traditional Owners of the Country where the Adelaide Central Market is situated today, and pays its respect to Elders past and present.



# *The Vision*

**The Adelaide Central Market is a world leading food and produce market and the heartbeat of South Australia, a vibrant and unique hub of community, diversity and culture.**

As we double the size of our iconic Market, we will honour its rich heritage with a shared dedication to preserving the soul of our beloved Market, while embracing the opportunities of tomorrow.

For generations to come, our expanded Market will be a melting pot of flavours, cultures and experiences from around the globe. Every stall will tell a story, every bite a journey. From handcrafted delicacies to simple staples, every offering will be a testament to our unwavering commitment to excellence.

Customers will remain at the heart of all decisions, every day, and we will foster connections that transcend commerce.



# The Expansion

The Market currently lives in two heritage-listed buildings and the expansion is inspired by their architecture and sense of place.

A grand Market Hall will sit at the heart of the expansion to capture the spirit of generosity and culture that the Market embodies. This architecturally designed project is destined to set a new benchmark for design in South Australia.

Additional connections between Grote and Gouger Streets will include a laneway supporting urban culture and art, and the east-west link between Victoria Square and the Market will form a direct line into the city's primary festival and event spaces.



Gouger Street Aspect



View facing West from Victoria Square



**Residences**

**Commercial Office  
Childcare Centre**

**Hotel**

**Central  
Business  
District**

**Podium**

**Hilton  
Hotel**

**Existing  
Market**

**Market  
Expansion**

**Victoria Square  
Tram Stop**





# The Project

Above the Market expansion, the Market Square development will deliver a flagship mixed-use precinct of national significance, creating a new social and commercial hub for the city. Surrounding the Market Hall above the expanded Market, the Market Square development features boutique residences, complementary retail and office spaces, a premium hotel with shared amenities and elevated urban terrace..

## **The \$400m joint venture project between the City of Adelaide and ICD Property delivers:**

- the first Treehouse Hotel in Australia from SH Hotels and Resorts with 248 rooms
- 231 apartments with more than 97% pre-sold
- 20,295sqm A-grade offices, supporting 750+ employees
- HEI childcare centre, based on Finland's famous early education system
- Coles Supermarket
- basement loading/servicing
- 3000 m<sup>2</sup> outdoor terrace space
- 11,333 m<sup>2</sup> retail space (including Market expansion)

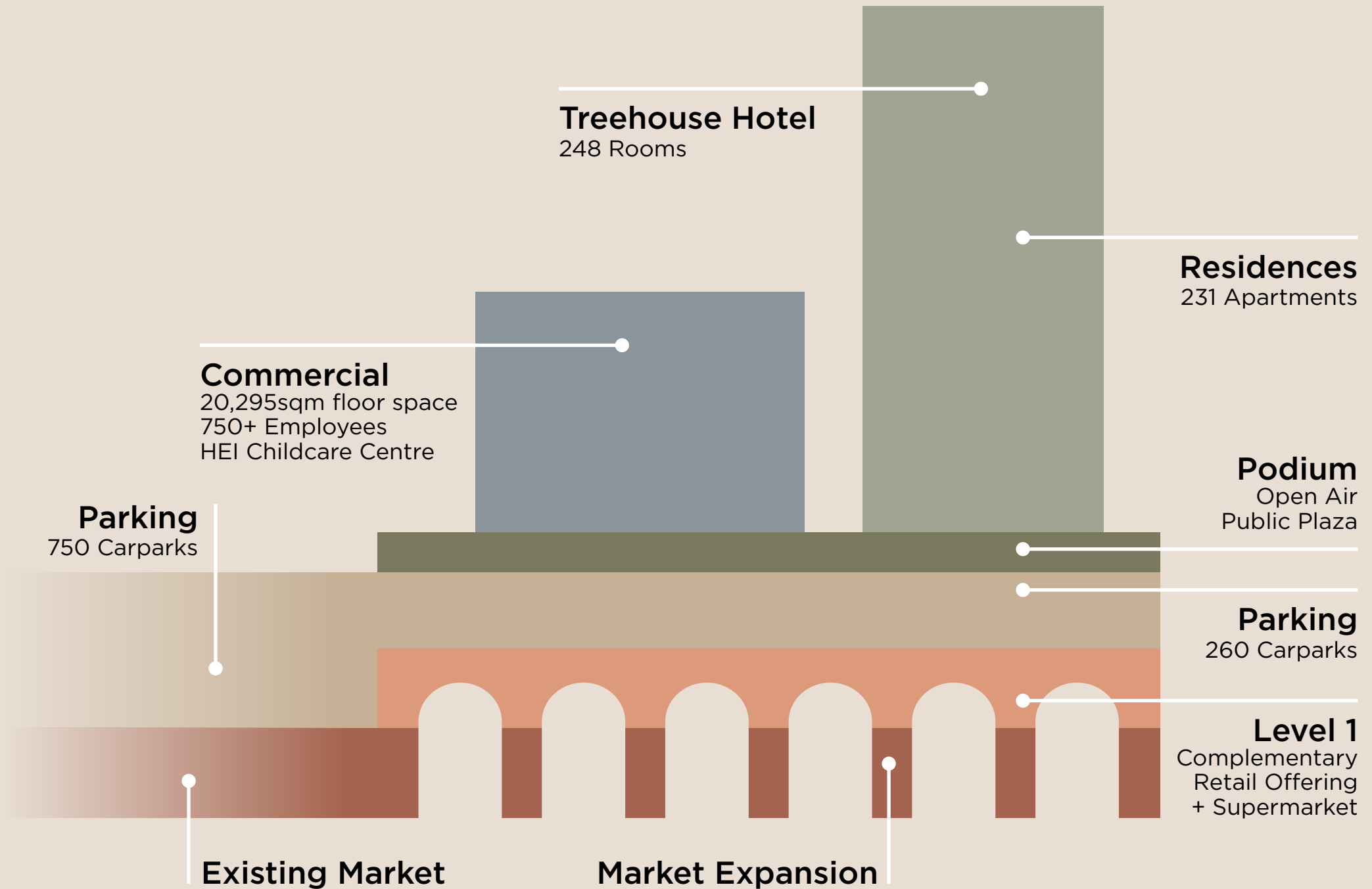


# The Potential

The Market Square development will deliver a flagship mixed-use precinct of national significance, creating a new social and commercial hub for the city.

Above the expanded Market, the Market Square development features boutique residences, complementary retail and office spaces, a premium hotel with shared amenities and elevated urban terrace.







# The Market

Centred within the CBD and Adelaide's premier food and cultural district, the Adelaide Central Market is one of the largest undercover fresh produce markets in the Southern Hemisphere.

**155 YEARS**

Of fresh produce retailing

**10M**

Projected Visitation

**100%**

Existing Market Occupancy

**125**

Retail tenancies

**6760sqm**

Total nett lettable retail area

**1000**

Onsite, undercover car parks



Direct link to  
Adelaide Airport  
from Grote St



Central to  
Adelaide's  
tram network



24/7 North-South Laneway



Adelaide's #1  
tourist destination  
& Tripadvisor's  
Top Attraction in  
South Australia





*in the Heart  
of the City*





I've been part of the Market  
for over five decades. There is  
no other food market like it in  
Australia, it's a truly unique food  
and shopping experience.

*Tony O'Connell*  
O'Connell's Meats



# The History

Opened in 1869, the Adelaide Central Market has been home to multi-generational traders for more than 155 years. It continues to be a launching pad for new businesses and is proud of its long-term traders.

## 36%

of Traders have been at the Market 30+ years

## 61%

of Traders have been at the Market 20+ years



**The Old Lolly Shop**

Opened 1906



**Charlesworth Nuts**

Opened 1934



**Marino Meat & Food Store**

Opened 1950



**Lucia's**

Opened 1957



**Con's Fine Food**

Opened 1959



**Atlas Continental**

Opened 1963



**Grind Roast Masters**

Opened 1965



**PhotoCo Camera House**

Opened 1967

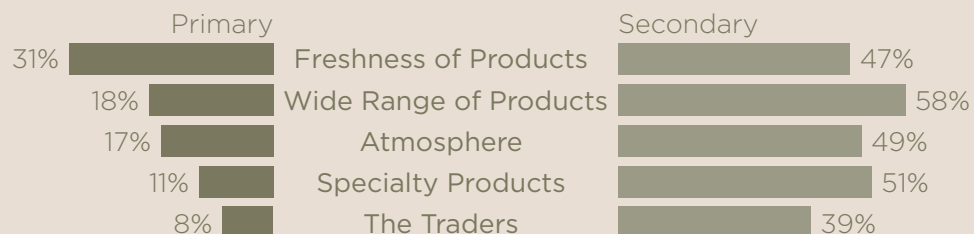




# The Community

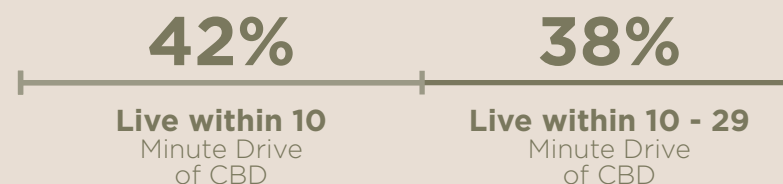
The Market is a vibrant community of customers, traders, suppliers and artisan producers, where food and culture combine.

## Drivers for Visitation



 **97%** Shopper Satisfaction

## Our Shoppers





The Market attracts three key visitor groups that are fairly similar but share some differences around spending habits



## Market Shoppers

Market Shoppers visit semi-frequently and visit the Market for their standard grocery shop. They spend wisely and are always looking for a good deal. You'll sometimes find them enjoying a coffee and people watching but generally spend their time shopping.

### Reasons for Visit

Grocery Shop

### Likely to be in their cart

Fruit & Vegetables, Meat, Poultry & Seafood, Daily Essentials – Milk, Bread



## Market Friends

Market Friends less frequently but will make special trips to purchase gourmet products, meet friends or celebrate a special occasion. They are budget conscious but willing to spend on gourmet products. While not always, they can be found dining out with friends or sitting down for a meal to celebrate.

### Reasons for Visit

Gourmet Food, Catching up with Friends, Special Occasions/Date Night, The Atmosphere

### Likely to be in their cart

Fruit & Vegetables, Meat, Poultry & Seafood, Continental & Cheese, Bakeries & Patisserie, Specialty Foods, Nuts, Confectionery & Coffee



## Market Lovers

Market Lovers visit the market frequently and will go out of their way to shop at the Market. They are looking for the best product and happy to spend. They are our biggest supporters and will bring visitors to experience the Market whenever they can. They're likely to be seen enjoying a freshly prepared meal or grabbing a coffee during their visit.

### Reasons for Visit

Gourmet Food, Family Tradition, Bringing Visitors to SA

### Likely to be in their cart

Fruit & Vegetables, Meat, Poultry & Seafood, Continental & Cheese, Bakeries & Patisserie, Specialty Foods, Nuts, Confectionery & Coffee





- Major Accommodation Under Construction
- Hotel
- Education Precinct
- High-Rise Accommodation
- Nationally Heritage Listed Park Lands
- ★ Major Event Precinct
- Train/Tram Links





# The City

**Adelaide has a vibrant culture of innovation, a supportive business community and a daily stream of workers and visitors that make it an excellent location for any business.**

The City of Adelaide has a gross regional product of \$22 billion and has more than \$10 billion in city-shaping projects underway, including three major developments on Grote Street adjacent to the Market:

- Victoria Towers (2024) – mixed use development including offices, retail and 280+ apartments
- Adelaide Central Bus Station redevelopment (2028) – mixed use development including commercial office spaces and 250+ apartments
- Gurner/Kennards development (2034) – mixed use precinct with 750 apartments, a five-star hotel and 15,000m<sup>2</sup> of commercial space

## 390,000

Average Daily Visitors

## 157,498

Employed City Workers

## 10,000+

Hotels rooms in Adelaide

## 12,265

City Businesses

## City Spend

Total local expenditure within the City of Adelaide in 2023 by category^



**\$1.45B**  
Dining



**\$1.03B**  
Night-time  
Bars & Dining



**\$133.3M**  
Grocery



**\$74.9M**  
Specialised  
Food Retailing



**\$65.6M**  
Packaged Beer,  
Wine & Liquor

*Data provided by Spendmapp*



# The Growth

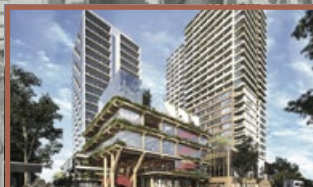
The City of Adelaide and Market Precinct is undergoing extensive growth through both private and local government investment with a focus on residential and high-rise accommodation.

The number of short-term and long-stay accommodation has also increased, with a number of international brands choosing the Market precinct to open new hotels, catering for the influx of tourists during peak periods.



Photo by The Cullinan

**The Cullinan (2024)**  
192 Apartments



**Adelaide Central Bus Station Development (2028)**  
250+ Apartments



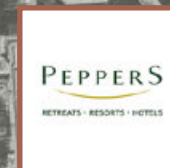
Photo by Victoria Tower Adelaide

**Victoria Towers (2024)**  
285 Apartments



Photo by The Gurner Group

**Gurner/Kennards Development (2034)**  
750 Apartments + 5-Star Hotel







# The Precinct

The Market Precinct is one of Adelaide's premiere dining and retail precincts which is undergoing significant investment from both private business and the City of Adelaide.

With Chinatown to the West and the Legal Precinct to the East, the Market is positioned in the cultural heart of Adelaide.





**Her Majesty's Theatre**  
Recently redeveloped 1,500 person theatre. Managed by Adelaide Festival Centre it welcomes major touring productions and international acts.



**Chinatown**  
Adelaide's Chinatown boasts some of the most diverse and traditional gourmet foods – an amazing blend of five star restaurants, food courts, cafes and pubs.



**Gouger Street Revitalisation**  
The aim of the project is to leverage its unique character, vibrancy and activities to enhance Gouger Street's appeal as a lively and cultural attraction.



**Pitt St Upgrade**



**Victoria Square *Tartanyangga***  
At the very heart of the city lies Victoria Square (Tartanyangga), a multi-purpose public space that plays host to a wide range of major events throughout the year including Tour Down Under and Tasting Australia.



**Court & Legal Precinct**  
Home to the District Court, Supreme Court, Adelaide Magistrates Court and Federal Court, along with extensive legal chambers and nearby offices of major law firms.



# The Opportunity

The retail mix of the Market Expansion has been carefully planned to complement existing offerings while embracing new trends and planning for future customer demand.

The Adelaide Central Market now has up to 53 tenancies available across four main categories:

- **Food Retail**  
Food Trader that only provides product to take home and consume.
- **Food Catering**  
Food Trader that specializes in grab and go or provides an “eat there” experience.
- **Hybrid Offering**  
Trader that has a blend between Food Retail & Food Catering, or Food Retail and Living & Giving.
- **Living & Giving**  
Trader that complements the Food Retail & Food Catering categories.

Ground floor tenancies have been designed with superior customer amenities and vertical transport as well as laneway and Market Hall connectivity.

These new outlets represent a rare opportunity to enter the tightly-held Market space, connect to the Market community, and help create a bold future for the district.



## The Market Hall

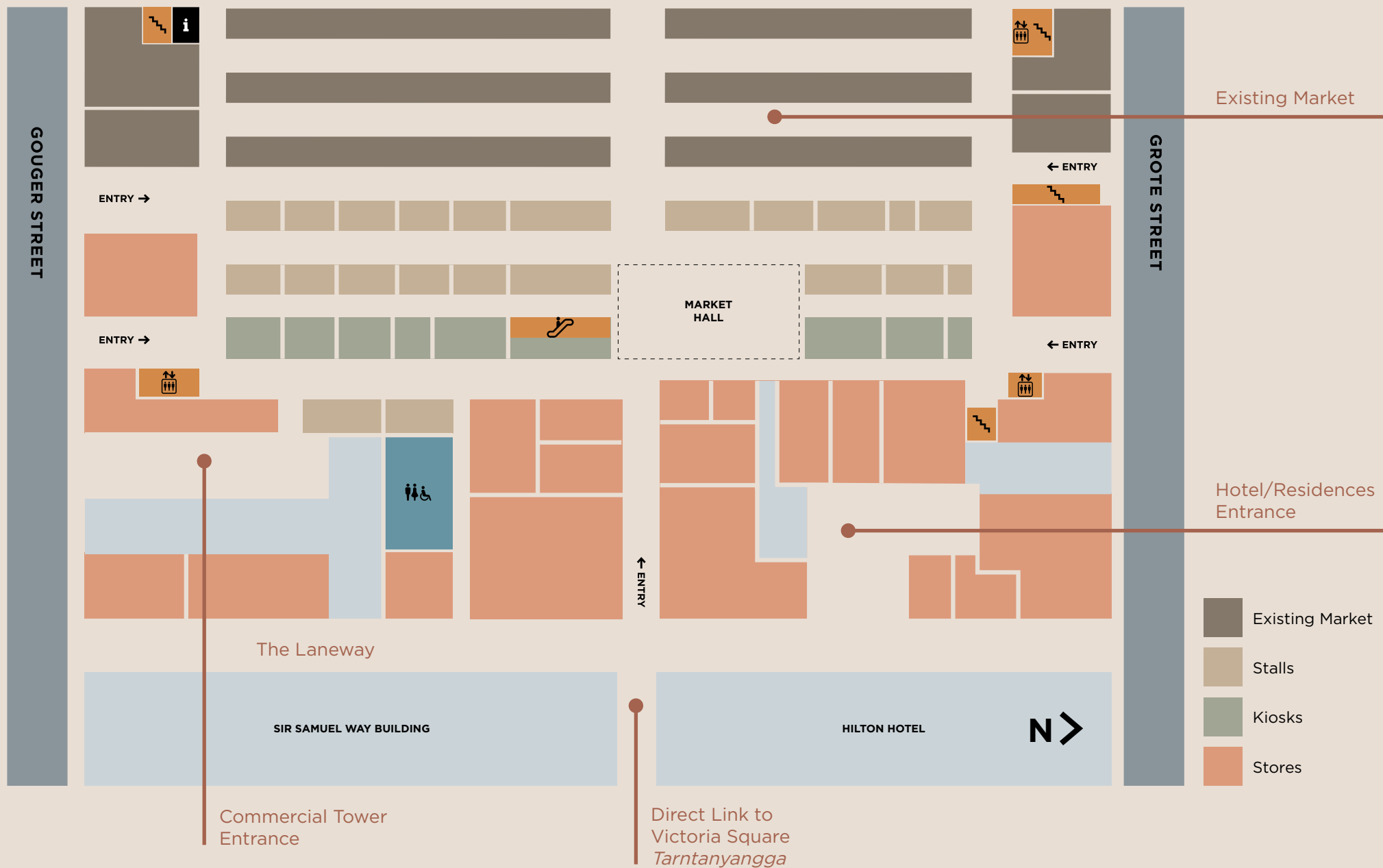
A grand Market Hall will sit at the heart of the expansion to capture the spirit of generosity and culture that the Market embodies. This will be a place to meet and connect, as well as supporting activations and events.



## The Laneway

The 24/7 North-South connection between Grote and Gouger Streets will include a laneway supporting urban culture and art as well as outdoor dining.







# The One Market

- New Tenancies
- Fruit & Vegetables
- Bakeries & Patisserie
- Meat, Poultry & Seafood
- Continental & Cheese
- Cafes & Eateries
- Specialty Food
- Nuts, Confectionary & Coffee
- Non Produce
- Back of House
- Amenities
- Vertical Transportation







The Expansion will bring more of what people already love about the Adelaide Central Market – the food, the people and the community. It's an Adelaide icon and definitely one of the best markets in the world.

*Valerie Henbest*  
Smelly Cheese Co



# The Designs

The Market Expansion will offer three types of retail tenancies guided by the location within the Market.



## Stalls

Stalls take their inspiration from the iconic Market stalls already within the existing Market. A full length bulkhead frames the tenancy and allows for signage, lighting and the design of your stall to be continued across this frontage.



## Kiosks

Kiosks surround the Market Hall space with their design to encourage natural light and organic wayfinding to take place without blocking key sightlines.



## Stores

These tenancies form the perimeter of the Market and offer a more traditional retail/hospitality experience.





# The Stalls

The design guidelines for new stalls will capture the essence of the existing Market while allowing for adaptability. The Expansion is about strengthening what our shoppers love while providing unique experiences and a vibe unmatched in South Australia. Visual theatre, interactivity and abundance will be championed.



Sensory



Photo by Jacopo Maia



Accessible

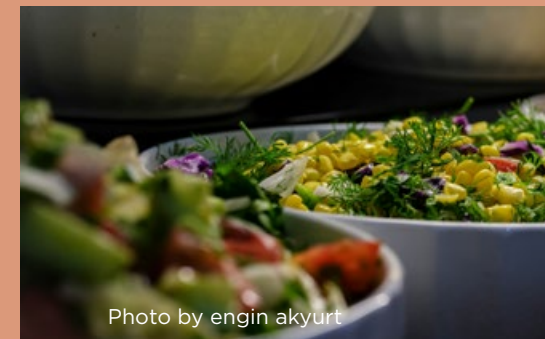


Photo by engin akyurt





*Theatrical*



*Unique*



*Abundant*





## — PORTUGUESE GUSTARD TARTS —



My business is thriving at the Market – it's been a perfect fit since we opened our doors in 2022 and has taken our business to the next level. We're really excited for the Market Expansion and the new business opportunities it will bring.

*Carla Alemao*  
Saudade Portuguese Tarts





Photo by Bloom



Photo by The Grounds of Alexandria

# The Vibe

The Market Expansion will draw on the history and heritage while remaining vibrant, relevant and modern. It will reflect the world-class food culture while providing welcoming, fit for purpose and flexible retail spaces.



Photo by See Do Eat Review



Tin Building by Jean-Georges







## The Team

The Adelaide Central Market Authority is a small and nimble yet dedicated team covering all facets of the Market including operations, property management, trader support, visitor information, marketing and all activations.

The Adelaide Central Market Authority is governed with diligence and vision by a distinguished independent Chair and Board of South Australian leaders. Their collective expertise, from marketing to governance or property ensures the Market retains its pivotal role in the community and that the development benefits both the City of Adelaide and the entire state.

We see our traders as our business partners and we work hard to ensure the market is safe, clean and well maintained, so you can focus on doing what you do best.



Cementing its importance within South Australia, the Market has a substantial and engaged digital reach, as well as strong working relationships with media outlets.

In addition to major seasonal campaigns, the Market runs a series of major events and activations throughout the year that promote our diverse offering, encourage visitation and deliver media coverage. These activations provide additional opportunity for tenants to participate and be promoted through these centre-wide campaigns and events.

**\$10.3M** Annual Media Coverage

#### Digital Audience

 **78k**  
Facebook

 **72k**  
Instagram

 **13k**  
Subscribers

#### AdelaideCentralMarket.com

 **91,830\***  
Monthly Page Visits

 **36,549\***  
Monthly Site Visits

 **2m 13s\***  
Session Duration

\*Average



Seafood + Sounds



Bastille Day



Community Kitchen





SPECIAL PRICE  
Fennel Bulbs  
2 for 4



# The Next Step

Find your place in this iconic food and wine destination and be at the centre of epicurean culture.

To express your interest please click [here](#).

For more information please contact:

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Manager, Commercial & Property

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The information contained in this document has been prepared in good faith by the Adelaide Central Market Authority (ACMA). It contains information in respect of the Market Expansion as at May 2024. Reasonable care has been taken in relation to the preparation and collation of the information in this document. The plans and artistic impressions in this document are illustrative only and subject to change. ACMA recommends that you obtain independent legal, financial and business advice before making any decision or entering into any agreement or arrangement in regards to the subject matter of this document. ACMA accepts no responsibility for any loss, damage arising directly or indirectly from the use or reliance on the information contained in, or omitted from, this document. This document is copyright and the information contained herein is vested in the ACMA. This document should not be copied, reproduced or redistributed without prior consent from ACMA.







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