

Adelaide Central Market Authority

Community Engagement Plan 2025 - 2026



Purpose

The Adelaide Central Market Authority's (ACMA) purpose and plan are:

- Our Purpose:** To be a world leading food and produce market that shares enduring connection with our community.
- Our Plan:** To operate sustainably as a thriving team of Traders, Board and Management who create unique, diverse and memorable customer experiences that enhance our precinct, city and state.

The purpose of the Community Engagement Plan is to make a valuable contribution to the economic, social and cultural wellbeing of our precinct and community.

The Adelaide Central Market is set to expand in 2026, surrounded by a new mixed-use precinct of national importance. With the growth of the Market community and as we embrace the opportunities of tomorrow, the actions of this plan will ensure the Market remains a vibrant hub of community, diversity and culture.

The actions identified in this plan align to the annual ACMA Business Plan and are funded by a combination of ACMA operating budget, Central Market Marketing Fund and City of Adelaide budget lines.



Adelaide Central
Market Authority

Our Objectives

We will deliver initiatives and experiences that:

- Are relevant and meaningful to our community
- Support community stakeholder goals
- Connect, inform and raise awareness about issues relevant to our community
- Contribute in ways our communities need and want
- Deliver impactful community experience and engagement

This will support us to:

- Remain relevant to our community
- Deliver the ACMA Strategic Plan and City of Adelaide initiatives
- Integrate the existing Market's sense of community into the Market Expansion

We will measure our success by:

- Feedback from our stakeholders
- Deliver actions as outlined in this plan
- Customer insights research data



Action Plan

Theme	Purpose	How
Reconciliation	To engage with and recognise the Kurna community and First Nations people as traditional owners.	As part of our commitment to Reconciliation, the Adelaide Central Market will actively celebrate and showcase Aboriginal food and culture, while ensuring Aboriginal and Torres Strait Islander peoples are represented.
Culture & Community Connection	To foster pride and loyalty to the Market's community, and to ensure the sense of community of the existing Market is integrated seamlessly into the expanded Market.	The Adelaide Central Market will celebrate our rich heritage and vibrant community through multicultural events. As part of the Market Expansion, we will develop plans that will support public art and cultural experiences.
Inclusion	To be inclusive and welcoming to all members of our community by addressing barriers, physical or perceived, making it more accessible for minority groups to visit.	We are committed to fostering an inclusive and welcoming environment by representing diverse communities, supporting accessible services and facilities. As part of the Market Expansion, we will consider wayfinding, consulting with accessibility experts, and designing amenities that reflect the needs of new parents, families, and all members of our community.
City Residents & Visitors	To engage with city residents and visitors.	Collaborate with the City of Adelaide to deliver common objectives for city residents and visitors.
Entrepreneurship	To offer start-up food businesses the opportunity to grow, develop and test their business in a real retail environment.	Continue to provide new opportunities for new businesses through the Producer in Residence stall and pop-up opportunities.



Action Plan

Theme	Purpose	How
Education	To demonstrate our commitment to food, art, music, culture and 'out-of-school' learning.	We will support learning beyond the classroom by welcoming local schools and education providers to bring music, food, and art programs to the Market. Through initiatives including school visits and tailored education resources, we will help students explore themes of sustainability, nutrition, culture, and creativity—now and into the future as part of the Market Expansion.
Health & Wellbeing	To foster social wellbeing and amplify the importance of good quality, unprocessed food.	We will promote health and wellbeing by championing access to fresh, high-quality, and unprocessed food as a core part of the Market experience. We will also recognise the role of music in creating a vibrant atmosphere, with ongoing plans to enhance live music and sound throughout the existing Market and the Market Expansion.
Sustainability	To encourage socially responsible and sustainable initiatives and measures to support our traders and customers.	We will commit to working with our customers and traders to reduce our collective environmental footprint by delivering our 2024-2027 Sustainability Strategy.
Giveback	To support our community partners and 'giveback' to the community.	We will commit to reducing food waste and supporting those in need by working with organisations including OzHarvest to rescue quality food from traders each week and provide meals for people experiencing homelessness. Our initiatives will support our charity and community partners to giveback to our community to benefit those who need it most.
Emergency Response	To support emergency situations (ie floods / bushfires) in a meaningful way that contributes to the wellbeing of our community	We consider opportunities to raise funds and awareness about emergency situations important to our community, should they arise.
Our Precinct	To connect with and seek opportunities for alignment and to boost the local economy.	We will actively engage with precinct stakeholders – including traders, neighbours, and local organisations – to share updates, support events, and contribute to a safe, connected, and vibrant precinct.



Thank You

