



Adelaide Central Market Authority (ACMA)
Minutes
of the
Annual General Meeting
held Thursday 17 October 2024 at 11:00am
in the Adelaide Central Market Meeting Room
Level 1, 44-60 Gouger Street, Adelaide SA 5000

ACMA Board present

T Maras (ACMA Chair), C Locher (Deputy Chair), C Noon, G Roussos – quorum established.

ACMA Administration present

F Reilly (ACMA General Manager), A Papas, B Lee, B O'Toole, J Carbone, B Steggall, T Lippiello (Minutes)

ACMA Traders present

B Knoll, T Nguyen, M Alemao

CoA Administration present

A Spartalis, T Blaze, T McCready, M Philippou, N Van Berkel,

Apologies

J Pearce, N Haack, S Marafiote

1 Welcome

The ACMA Chair opened the meeting at 11:00am by welcoming everyone and acknowledged the ACMA Board Members and traders present.

Acknowledgement of Country delivered by ACMA GM.

Confirmation of Minutes

That the Minutes of the Annual General Meeting of the Adelaide Central Market Authority held on 26 October 2023 be taken as read and be confirmed as accurate record of proceedings.

Moved by: C Locher

Seconded by: C Noon

Carried.

2 ACMA Chair Report – Theo Maras AO

The ACMA Chair provided the following written report which was distributed.

Key points of the address included:

At the core of ACMA's operations is our unwavering dedication to being a world-leading food and produce market, deeply connected to the community we serve.

Key Highlights of 2023-2024

Our year was filled with milestones that speak to our collective effort:

- 8.15 million visitors walked through our doors. This is not just a number but a testament to the central place the Market holds in Adelaide's cultural and social landscape.
- We maintained 100% trader occupancy, demonstrating the strength of our partnerships and the appeal of our unique offering.
- We achieved an impressive \$10.3 million in media coverage, significantly raising the Market's profile not just locally, but nationally and internationally.
- Customer satisfaction remained at a strong 97%, reflecting the value and trust customers place in us and our traders.

Looking Ahead: Our goals for this new financial year include:

- Working with traders to align trading hours to customer preferences,
- Continuing to promote the Market and deliver engaging experiences for our customers,
- Maintaining strong occupancy despite a high volume of lease renewals,
- and working towards our sustainability targets.

We believe these initiatives will further enhance the market's appeal and drive growth.

This year will also see the Market Square construction emerge from the ground. We are preparing to double the size of the Market and the expansion will bring immense benefits to both traders and customers alike. It is about preserving our market's rich heritage while embracing the opportunities of the future.

The Chair also stated:

- I would like to thank our traders for their ongoing commitment to the Market. Their hard work, passion, creativity and dedication to customers are our points of difference and make the Market a unique shopping experience and community hub. I would also like to thank them for their confidence in the ACMA board and management team as we continue to work together to deliver exceptional shopping experiences.
- On behalf of the authority, I acknowledge the ongoing performance and commitment of the ACMA management team, as their mission grows from operating the Market to planning and delivering the Market Expansion as One Market.
- I also acknowledge the high level of support, cooperation and goodwill from the Lord Mayor, councillors, and the Administration of the council.

And finally, thank you to my fellow directors for their ongoing counsel, support and expertise:

- Christine Locher (Deputy Chair)
- Councillor Carmel Noon
- Nicole Haack
- Steve Marafioti
- John Pearce
- George Roussos

3 ACMA General Manager's Report – Fabienne Reilly

Hard copies of the Annual Report were made available at the meeting. The ACMA General Manager (GM) presented the progress, achievements and direction of the Authority over FY2023/2024 based on the 5 strategic pillars and summarised below:

Our Customers

INITIATIVES

- Major annual campaigns (Christmas, Easter, etc.) and ongoing regular activations
- Live Music on Fridays
- Children's art exhibition featuring 250 pieces
- Free self-guided audio tour
- Customer Experience Surveys

DIGITAL MEDIA

- 73,185 Facebook followers and 1.3M people reached
- 78,031 Instagram followers and 339.7K people reached
- 1,913 LinkedIn followers
- 11,954 Market Lovers (EDM subscribers)
- 867,457 website views

EVENTS

- Bastille Day
- Winter Weekends
- Frida & Diego inspired activity program
- Sustainable September
- Seafood + Sounds
- Adelaide Italian Festival
- Lunar New Year
- Sauce Day
- Adelaide Fringe – 44 live performances
- Tasting Australia – 9 live cooking demonstrations
- History Festival
- School Holidays Program in April, July and October

MAJOR RETAIL CAMPAIGNS

- Christmas
- Easter

Our Traders

SUPPORT TRADER SUCCESS AND ENGAGEMENT

- Traders Representation Committee Meetings held bi-monthly
- 98 Market Talk e-newsletters were issued to Traders
- 591 social media posts
- Celebrating legacy traders (Con's Fine Foods, Charlesworth Nuts, Central Organics)
- After hours trader events to support unique experiences and financial benefit
- Market Cart consultation and improvement of current offer (over +200%)

ADELAIDE CENTRAL MARKET ONLINE – Year 3 of operation

- Over 2,300 products from 47 traders
- Over 51,000 total items delivered every Tuesday, Thursday and Friday
- \$442K additional revenue for traders

POP-UP OPPORTUNITIES

- 16 businesses occupied the Producer in Residence to showcase innovation in the market, with high engagement over 370,000 impressions across Facebook and Instagram welcoming each new producer
- Casual leasing and community pop-ups

Our Business

LEASING

- 100% occupancy
- Opening of Fair Seafood (Stall 12) in line with retail mix
- 15 existing leases renewed, including stall upgrades when required
- lease assignments

OPERATIONS

- Brilliant basics across Market presentation, accessibility, comfort, cleaning and security
- 770 maintenance jobs complete
- New NBN connection to all individual stalls providing with better service at a fast speed
- Change of cleaning services contractor - high standards maintained for cleaning
- New directional signage and information at entrance points and UPark
- Purchase of organic waste macerator for costs efficiencies
- Additional lighting

Our Community

COMMUNITY PARTNERSHIPS

- Delivery of the 2023-2024 Community Engagement Plan
- Oz Harvest: 14,528kg of good quality surplus food rescued, equating to 29,056 meals delivered to South Australians in need
- Support of Catherine House with monthly fresh food deliveries and Christmas day lunch for women experiencing homelessness
- Community groups and not for profit welcomed, including cooking demonstrations

EDUCATION AND SUSTAINABILITY

- Development of the 2024-2027 Sustainability Strategy with 2XE
- 98.95% of market waste diverted from landfill
- 6500+ students from 158 schools visited with access to the Market's free teachers' resource 'Brain Food'

CITY AND MARKET DISTRICT COLLABORATION

- Industry association meetings and workshops, including with AEDA
- Support and collaboration with precinct associations' activations

Our Market

CUSTOMER AMENITIES AND EXPERIENCE

- New PA system installed in Community Kitchen
- Producer in Residence stall refresh
- Collaboration with UPark for 3-hour free parking offer for UPark Andrew and UPark Grote
- Delivery of more communal dining to support eateries

MARKET EXPANSION PROJECT

- Leasing strategy for the Market Expansion
- Leasing framework, resourcing plan and financial feasibility
- Lease document preparation
- Marketing and Leasing campaign strategy ready for EOI launch in July 2024, including marketing brochure, website development, 3D walk through, hoarding and in market signage, digital and media coverage.
- Commenced procurement of the Retail Design and Fit out Guide

4 Audited Financial Statements 2023 – 2024

The ACMA GM presented the 2023 - 2024 ACMA Audited Statements. Hard copies were available at the meeting. It was noted the final financial position was a surplus of \$88,000

The ACMA GM presented the 2023 - 2024 CMMF Audited Statements with hard copies available at the meeting.

5 Annual Business Plan & Budget for 2023-2024

The ACMA General Manager presented the 2024 - 2025 Business Plan and Statutory Budget as approved by the City of Adelaide.

Our Customers

- Regular tracking and biannual reporting to update quantitative understanding of customer perception, including construction impact.
- Monthly report from customer feedback and enquiries at Market Stall
- Align trading hours to customer preferences
- Deliver major annual events as per Marketing Plan including Bastille Day, Seafood and Sounds, Sauce Day, Lunar NY + ongoing activations
- Collaborations with cultural organisations
- Manage and promote Producer in Residence stall
- Additional wayfinding in UPark

Our Traders

- Support traders with retail visual merchandiser to identify key areas for improvement
- Provide opportunities and resources for trader training, including Market research and industry news
- Support traders to find opportunities for storytelling
- Support tastings and demonstrations
- Conversion of event customers to shoppers via marketing activities
- Support 4 trader after hours events
- Create opportunities through ACMA's creative, PR agency, digital channels and media training.

Our Business

- Maintain strong leasing occupancy - 19 renewals
- Update ACMA Long Term Financial Plan
- Refine curated retail mix including One Market
- Implement new design guidelines
- Leverage city events calendar and AEDA insights to increase ACM profile and awareness amongst hotels, conference delegates and event attendees.
- Regular meetings with SAPOL patrols to share city insights
- Maintain high standard of Market cleanliness

Our Community

- Demonstrate ACMA's commitment to reconciliation and highlight indigenous culture throughout the year
- Deliver community engagement plan – collaboration and advocacy for precinct
- Deliver Sustainability Strategy actions, incl. landfill diversion, waste supervisor, compliance with plastic legislation
- Engagement with CoA for precinct events/road closures and increase brand visibility
- B2B opportunities
- School visitation – 7,000 students

Our Market

- Design Parent's room –customer amenities solution to make it easier for customers to navigate
- Collaborate with UPark to undertake regular reviews of carparking arrangements to improve customer experience
- One Market approach for planning purposes, existing trader advocacy
- Continue to advocate for traders and customers through all project phases
- Implement new property management system

The GM finished by thanking the management team, the ACMA Board and the ACMA Chair and the Adelaide Central Market Traders.

6 Other Business

The ACMA Chair offered the opportunity to accept any questions from the attendees. No Questions on Notice were received.

The ACMA Chair declared the meeting closed 11.39am.