

Adelaide Central Market Authority

Business Plan 2026/27



Our Vision

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

The Adelaide Central Market Authority (ACMA) exists to be a world-leading food and produce Market - one that shares an enduring connection with its community. The year ahead is extraordinary: we open our expansion, welcome new traders, celebrate our heritage, deepen customer relationships, and continue to make the Market a place that is alive, inclusive, and unique.

Our Customers

Trading Hours	<ul style="list-style-type: none">• Launch Sunday trading as part of the Market Expansion - a landmark moment for the Market and for Adelaide shoppers.• Communicate new hours clearly and early, with full support for Traders through the transition.
In-Market Experience	<ul style="list-style-type: none">• Deliver bespoke Christmas decorations that celebrate One Market and create a truly festive destination.• Complete wayfinding across the expanded Market so every customer finds what they are looking for with ease.
Launch Campaign	<ul style="list-style-type: none">• Deliver a dedicated communications plan and public launch for One Market that builds excitement and drives visitation from day one.

Our Traders

Sustainability	<ul style="list-style-type: none">• Implement the Trader Sustainability Program with support from the GISA Leap Grant - helping traders reduce waste, improve energy efficiency, and build businesses that last.
New Trader Induction	<ul style="list-style-type: none">• Establish a formal induction program so every new tenant understands the Market, its community, and how to thrive here.
After Hours Events	<ul style="list-style-type: none">• Support traders to activate the Market beyond trading hours - bringing new audiences and energy to the space.

Our Business

Expansion Leasing	<ul style="list-style-type: none">• Execute the Market Expansion leasing strategy and secure the tenancy mix that will define One Market for years to come.• Target 80% of new tenancies occupied at launch.
Incubator Program	<ul style="list-style-type: none">• Expand the Producer In Residence with short-term licences to attract innovative, artisanal and unique offers - with a clear pathway to permanent tenancy.
Contracts & Services	<ul style="list-style-type: none">• Prepare and transition waste, loading management and other critical services through to the Expansion to ensure the Market support seamless business operations.
Marketing	<ul style="list-style-type: none">• Deliver an engaging communication and marketing plan in the lead up to the launch and transition to the One Market Marketing Levy to support a unified, powerful marketing program.

Our Team

Capability and Readiness	<ul style="list-style-type: none">• Build workforce capability to meet the demands of a significantly larger and more complex Market.• Deliver structured trials of systems and transition training for staff, traders, and other key Market stakeholders.
---------------------------------	---

Our Community

Placemaking	<ul style="list-style-type: none">• Roll out the Adelaide Central Market Placemaking Plan and activations strategy - creating common areas that invite people to stay, play, and return again and again.• Prepare the expansion with customers at the heart of all decisions: deliver murals, flexible seating, greening, or family spaces that continue to position the Market as a genuine community destination.
--------------------	--

Our Community

Expansion Opening	<ul style="list-style-type: none">• Lead the critical operational requirements and activations planning in close collaboration with the City of Adelaide and Market Square key stakeholders.• Deliver tenancy coordination and retail design management for all new tenancies.
Infrastructure	<ul style="list-style-type: none">• Install a new PA system, expanded people counters, bin housing, and casual mall furniture to serve a bigger, busier Market.• Deliver new dry and cool storage to support traders through busy periods, including Christmas.
Business Systems	<ul style="list-style-type: none">• Transition all key systems - building management, security, access control, vehicle permits, traffic counters, CCTV and others - ahead of opening, so day one is seamless.