

Community Engagement Plan

2026 - 2027



Purpose

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

Our 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.

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 2026/2027 financial year , as part of 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 place that fosters enduring connections.

The actions identified in this plan align with the ACMA Strategic Plan (currently in its fourth year of delivery), the annual Business Plan and the 2025 Place Activations Strategy. They are funded through a combination of the ACMA operating budget, Central Market Marketing Fund and City of Adelaide budget allocations.



Adelaide Central
Market Authority

Our Core Qualities

- Fostering a deep connection with customers, creating opportunities for shared experiences and meaningful interactions.
- Supporting the economic well-being of the precinct by championing small, independent businesses.
- Celebrating cultural heritage and diversity, bringing neighbourhoods together under a shared purpose.
- Serving as a unifying space, reinforcing the Market as a vital part of the local community.
- Embodying a commitment to inclusivity, ensuring everyone feels a sense of belonging.
- Honouring historical heritage.
- A vibrant hub for lifestyle and experiences, offering opportunities to shop, dine, linger and do.
- Featuring art, cultural connections and activations that enhance the Market's dynamic atmosphere.
- Welcoming to all, with thoughtful amenities, entries, accessibility and comfortable seating.
- Encouraging engagement through entertainment, events and spaces that celebrate community activity.



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.
- Contribute in ways our communities need and want.
- Deliver impactful community experience and engagement.

This will support ACMA to:

- Remain relevant to our community.
- Deliver the ACMA Strategic Plan and City of Adelaide initiatives.
- Drive advocacy for the Adelaide Central Market brand.
- Stimulate and generate customers for our traders.
- Integrate the existing Market's sense of community into the Market Expansion.

We will measure our success by:

- Visitor satisfaction measured through structured feedback (such a CX tracker) and research
- Community participation rates: attendance at community-focused events and activations.
- Trader engagement: number of traders actively participating in community initiatives.
- Reach and awareness: Social media reach, press coverage, or campaign impressions tied to community content.
- Partnership outcomes: number of partnerships established or maintained or other output measures.



Action Plan

Initiative	Purpose	Details
Reconciliation (‘The City of Adelaide values its culturally diverse community and is committed to extending the process of Aboriginal reconciliation in partnership with Aboriginal and Torres Strait Islander Peoples.’)	 <i>To engage with and recognise the Kaurna community and all First Nations people as traditional owners.</i>	 Incorporate, feature and showcase Aboriginal food and culture in the Adelaide Central Market. Ensure Aboriginal and Torres Strait Islander peoples are represented in images, marketing, promotions and media channels. Celebrate significant cultural events such as National Reconciliation Week. Build and maintain relationships with CoA Reconciliation Officer, community and relevant Government bodies for up-to-date information and advice. Work with CoA to weave Aboriginal connection into art and design elements of Market Expansion. Work with CoA to deliver actions on the 2024-2027 Reconciliation Action Plan

Action Plan

Initiative	Purpose	Details
Culture & Community Connection	To work with traders to deliver initiatives and experiences that are relevant, meaningful and build social cohesion. To foster pride and loyalty to the Market's community. To ensure the sense of community of the existing Market is integrated seamlessly into the expanded Market.	Celebrate our multicultural heritage and rich history through events and activations (e.g. <i>Lunar New Year activations, Sauce Day, Bastille Day, heritage displays and hoarding designs</i>). Deliver the Place Activation Strategy. Deliver Market Expansion public art project. Continue to develop the existing partnership with Music SA to deliver Friday night live music programming, ensuring alignment with City of Adelaide's Cultural Policy. Upgrade the Market's PA system to better leverage music and audio opportunities, including developing a music streaming plan that aligns with City of Adelaide's Cultural Policy and 'A Place to Create' state cultural policy. Work with existing Traders to welcome new Traders into the Market community.
Inclusion	To demonstrate we are inclusive and welcoming to all members of our community. Address barriers, physical or perceived, making it more accessible for minority groups to visit and/or shop Market produce.	Include the representation of minority groups in images, marketing, promotions and media channels. Ensure our wheelchair for hire from the Market Stall is well maintained and available to borrow. Reflect the needs of new parents and families in the design of amenities and common spaces in the Market Expansion. Implement initiatives aligning with the Market Expansion opening to support individuals with additional needs (e.g. quiet hour, quiet room, improved information on website). Consult with relevant members of the City of Adelaide Accessibility and Inclusion panel as needed. Continue to improve wayfinding across the Market and Market Expansion.



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Action Plan

Initiative	Purpose	Details
City residents and visitors	To engage with city residents and visitors (including migrants and international students) as 'their local' to enrich their wellbeing.	Engage with the City of Adelaide (ie Wellbeing, Creative City teams) to deliver strategic common objectives for city residents and visitors (ie Study Adelaide).
Entrepreneurship	To offer start-up food businesses the opportunity to grow, develop and test their business in a real retail environment.	Continue to engage and provide opportunities for new South Australian businesses through the Producer in Residence program and casual leasing opportunities across existing Market and Market Expansion.
Education	To engage with educational institutions to demonstrate our commitment to food, art, music and culture and 'out of school' learning.	Partner with local schools and educational providers to offer Market spaces for live music, food or art program (e.g. St Mary's jazz band). Encourage schools to visit and use the Brain Food education pack (a teachers' resource kit, designed to meet the Australian Curriculum, including areas of sustainability, food and nutrition, arts and culture and entrepreneurship). Review school visits as part of the Market Hall activation plan and Brain Food content.
Health & Wellbeing	To amplify the importance of good quality and unprocessed food and its benefits to the wellbeing of our community.	Ensure that our messaging reflects our core purpose of having fresh, unprocessed, high-quality and well-made food widely available.



Action Plan

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Sustainability	Encourage socially responsible and sustainable initiatives and measures to support our local businesses, traders and customers	Deliver projects as identified in the 2024-2027 Sustainability Strategy.
Giveback	To support our community partners and 'giveback' to the community. <i>(OzHarvest collect quality excess food from traders on a weekly basis. This not only diverts it from landfill but delivers it directly to people experiencing food insecurity).</i> <i>(Catherine House supports accommodation services to women experiencing homelessness in South Australia)</i>	Continue to work with OzHarvest (or other similar organisations) and Traders to rescue quality food from traders every Saturday. Encourage more traders to donate left over food rather than it going into waste streams. Support OzHarvest operations by providing Market floor space for the Christmas 'Tree of Goodness' and other event opportunities throughout the year. Provision of food for Christmas Day lunch and ongoing monthly food delivery for women experiencing homelessness and ongoing, monthly food delivery Connect with charity and community organisations to: • Use Market spaces to support with fundraising when suitable. <i>(e.g. Guide Dogs)</i> • Support smaller charities with charity packs - up to 25 per year
Emergency Response	To support emergency situations (e.g. floods /bushfires) in a meaningful way that contributes to the wellbeing of our community.	Work with City of Adelaide, community partners and Traders to raise funds and awareness if /when required.



Action Plan

Initiative	Purpose	Details
Precinct Connection	To use our position of influence to help bring our neighbourhood together and boost the local economy for the community and precinct. To connect with and seek opportunities for alignment and potential collaborations precinct businesses to stimulate visitation.	Represent the Market at precinct meetings and provide Market updates and information to key stakeholders. Regular and ongoing engagement and collaboration with precinct stakeholders (Traders, precinct groups, cultural organisations, community groups etc). Support a minimum of two precinct events per year (e.g. <i>Lunar New Year and Christmas</i>). Communication and collaboration with precinct stakeholders as part of the Gouger Street Revitalisation Project. Coordinate with City of Adelaide and precinct partners for the best precinct outcomes with regards to street closures. Explore opportunities with Her Majesty’s Theatre and/or promoters to attract precinct visitation. Share relevant development updates with precinct stakeholders. Meet with SAPOL regularly to manage crowd control and safety in Market and precinct.



Thank You

