

EXPERIENCE ADELAIDE

YEAR TWO DELIVERY OF THE
ADELAIDE CITY RETAIL STRATEGY



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MAINSTREET AUSTRALIA - MAJOR PROJECT OVER \$200K COMMENDATION AWARD (JULY 2016)

The City Retail Strategy was awarded a Mainstreet Australia Special Commendation for Mainstreets and City centres. The Award was presented in Melbourne by the President of Mainstreet Australia Steve Bentley.

ADELAIDE FASHION FESTIVAL (OCT 2016) - RUNDLE STREET /RUNDLE MALL

The second annual Adelaide Fashion Festival staged in the City was held in October with key events in Victoria Square, Rundle Mall and Rundle Street. Runway to Rundle was a feature event including fashion boutiques and designers in Rundle Street. Rundle Mall and Rundle Street special offers were promoted through 15,000 booklets, radio, social media and promotional staff.

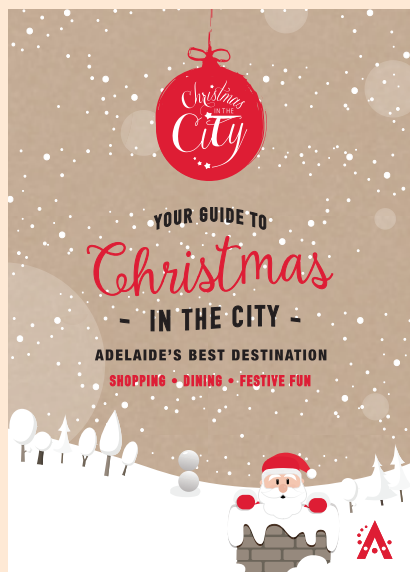
WELCOME CHINA PROGRAM - CHINA SOUTHERN FLIGHTS, RETAILERS ON WECHAT

The City of Adelaide made a special effort to welcome our guests from China who were arriving on three China Southern flights each week commencing in December 2016. Eight key attractions around the city were linked with directional signage and retailers engaged in cultural training workshops and support on the WeChat social media platform.



MAINSTREET FEATURES INCLUDED OVER 80 RETAILERS

A new mainstreet promotional initiative commenced in November and continued for five months. The City Messenger worked closely with 83 retailers to present 17 full pages of mainstreet advertising including City streets such as Rundle Street, Hindley Street, Grote Street, Gouger Street, O'Connell Street, Melbourne Street and Hutt Street. The City Retail Strategy subsidised the advertising costs to assist small businesses.



CHRISTMAS LAUNCH (NOVEMBER 2016) 120,000 GIFT GUIDES PRODUCED / CHRISTMAS PAGEANT

The Christmas Gift Guide included 36 pages of event information, activities, eating out, nightlife, shopping offers, homewares, health & beauty and gift ideas from 55 retailers. The guide was delivered to 95,000 homes and an additional 25,000 copies were distributed in the city.

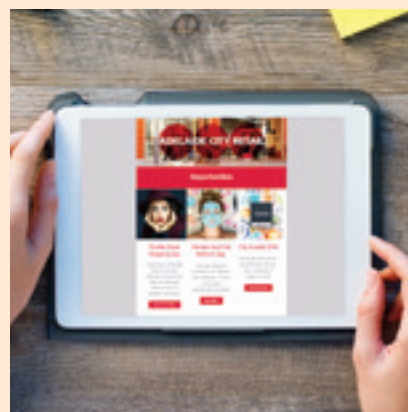
In addition city restaurants and cafes were promoted in the Adelaide Restaurant Guide and the new Fritz Magazine distributed through Foodland Supermarkets.



CHRISTMAS (DECEMBER 2016) ADVERTISER GIFT GUIDE GIFTS AND CITY MESSENGER GIFT PAGES

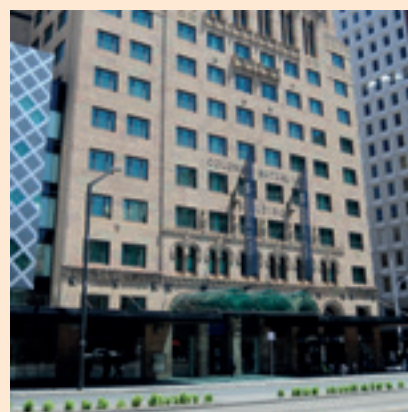
The Christmas retail marketing campaign started with retailer gifts in the Advertiser Gift Guide early in December followed by three full pages of gifts from 27 retailers in The City Messenger. Digital elements included Facebook, Twitter and online offers. The webpage contained almost 200 retailer gift offers and strip ads were placed in suburban Messengers and the Carols Program Guide.

A new initiative to take Santa to the mainstreets was conducted with Santa and his Elf being transported around the City in a decorated Eco-Caddy. Santa visited mainstreets and retailers over a 10 day period in the lead up to Christmas to provide content for social media posts and activity. In addition the Best Dressed Windows competition was promoted throughout the City to engage retailers. The Pinhole Effect in Adelaide Arcade was the judges winning window and featured on the front cover of The City Messenger.



RETAIL COMMUNICATIONS ALMOST 1800 RETAILERS RECEIVE THE MONTHLY E- NEWSLETTER

The retail and hospitality database continues to grow following positive engagement with the retail team through promotions and campaigns. The e-news is distributed to almost 1800 businesses.



BUSINESS FORUMS

Retailers were brought together to hear high quality speakers from interstate and overseas. City retailers in mainstreets and precincts came together with a consultant to consider ways of working together to harness their collective strengths. In April three very special guests from Auckland and London presented the latest best practices in mainstreet and City management at the Mayfair Hotel.



CITY PASSPORT TRIAL – CONVENTION CENTRE AND HOTELS

A new initiative was tested with Convention Centre business delegates and tourists where through the Convention Bureau and over 50 City Hotels and hostels. The City Passport uses the 98/99 free bus and the Tram to encourage visits to mainstreets and precincts around the City including Hutt Street, Chinatown, Central Market, Gouger Street, Waymouth Street, Peel Street and North Adelaide.



BUSINESS LEGENDS LORD MAYOR CIVIC RECEPTION (APRIL 2017)

Following on from the success of the Legends category in The City Awards, a special call out went to retailers and businesses that had been established for twenty five years or more. Long standing retailers were invited to a Civic Reception at the Town Hall hosted by the Lord Mayor. Over 100 businesses were represented on the night and they were presented with a special certificate. A legends video of a selection of legends has been produced and posted online.



MAINSTREET VACANCY SURVEY

Colliers International were engaged to analyse vacancy rates in City and suburban mainstreets to compare results from previous years. While vacancy rates have improved by 2% the survey indicated that suburban mainstreets had less vacant shops than the City. Rundle Mall has reduced the number of vacancies since the redevelopment and many shops have refurbished or relocated in the newly upgraded Mall.



SHOPPER PREFERENCE SURVEY (APRIL 2017)

A shopper preference survey was conducted with 400 metropolitan residents to measure changes in shopping habits over the past two years since the last survey (2015). An increase in daily shoppers, shoppers visiting 2-3 times a week and fashion shoppers was recorded. The number of respondents that considered themselves as City shoppers increased significantly. The City and Rundle Mall as a preferred fashion destination jumped ahead of all other shopping centres and precincts.



FASHION – STYLE ON RUNDLE (APRIL 2017)

Autumn Winter Fashion was promoted through a Style on Rundle promotion conducted with fashion boutiques along Rundle Street. Style SA Magazine, Nova Radio, window posters, flyers, promotional staff, stylist sessions and social media attracted a good response from fashion shoppers. Retailers reported an increase in customer traffic and sales on the Friday 7th April promotional day.



MOTHER'S DAY (MAY 2017)

Mother's Day was predominantly an online campaign with a special retailer gift offer webpage that included 'Special Gifts and Offers', 'Spoil her with a Beauty Experience', 'Food Glorious Food' Dining and 'Pick the Perfect Gift' opportunities. Retailers submitted Mother's Day gifts and offers. A social media campaign was complemented by a double page spread in The City Messenger.



CITY AWARDS (JUNE 2017)

The City Awards were successfully completed for the third year through a partnership with Newscorp and The City Messenger. Over 190 retail and hospitality businesses were nominated across the City to find the best of the best in the City of Adelaide. Over 27,000 votes were received over a four-week period for 190 City businesses is an increase of more than 300% on the previous year. An incredible result!

The most votes were recorded for Best Retail Customer Experience, Best Lunch on The Run, Best Restaurant, Best Independent Small Retailer, Hall of Fame and Best Café.





HOW YOU CAN GET INVOLVED

Visit adelaidecityretail.com.au and sign up to the e-newsletter
Contact David West – Senior Advisor – Retail Strategy
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