

EXPERIENCE ADELAIDE

YEAR ONE DELIVERY OF THE
ADELAIDE CITY RETAIL STRATEGY





THE CITY OF ADELAIDE OFFERS A REMARKABLE SHOPPING EXPERIENCE COMPLEMENTED BY AUTHENTIC AND UNIQUE CITY EXPERIENCES CREATING A PROSPEROUS CITY ECONOMY

Launched in July 2015, the “Experience Adelaide” Adelaide City Retail Strategy 2015-2020 aims to build a stronger retail sector as an important part of the City economy and make the city the destination of choice for a broad range of customers and visitors. The City provides a unique experience and a compelling retail offer for the 260,000 visitors and workers coming to the city each day, with over 2,500 retail and hospitality businesses in the City.

One year on, significant progress has been made. Marketing campaigns have been implemented with success including good uptake by retailers. To increase collaboration, retail forums, a website and an e-newsletter have been introduced. This document highlights the progress and achievements from the first year of the Adelaide City Retail Strategy.

RETAIL FORUMS 15/16

July 2015

Since the launch of the Adelaide City Retail Strategy in June 2015, Council has brought together retail and hospitality businesses with networking events and partnership building opportunities. Presentations were delivered by interstate and overseas guest speakers whom have a wealth of knowledge and experience in City and mainstreet marketing. The Adelaide City Retail Strategy will continue to deliver forums and encourage retailers to build a collaborative and prosperous retail and hospitality sector.

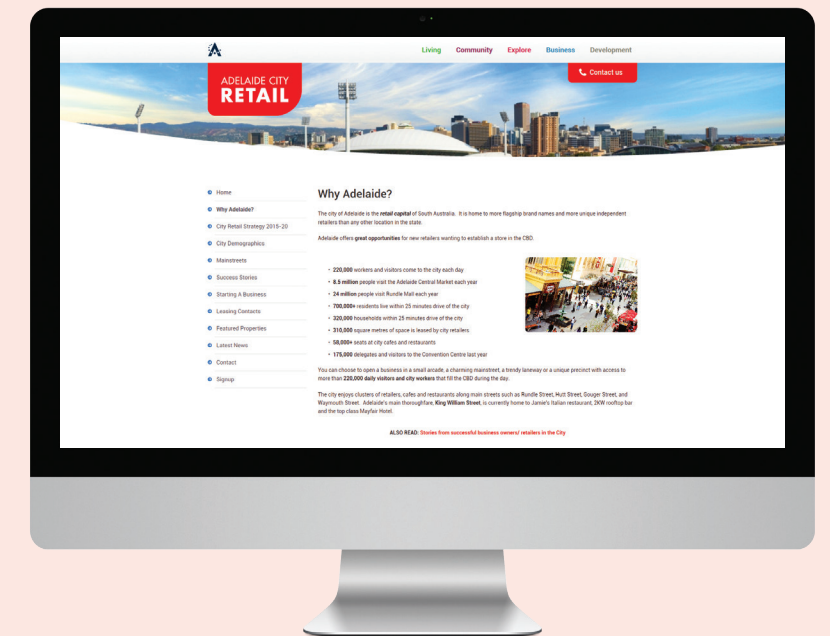
RESULTS

- **Over 240** retailers attended the Launch and Retail Forums during the year.
- **4 keynote speakers:**
Jodie Reyntjies, Steve Bentley (Geelong City), David Downey (President of the International Downtown Association), Gordon Reid (previous Manchester, Edinburgh, Oxford City Manager).

BUSINESS ATTRACTION WEBSITE

July 2015

The adelaidecityretail.com.au website was introduced to provide a united front for leasing agents and property owners to attract new retailers and businesses into the City. The website highlights the compelling offer the City provides for retail businesses, success stories and support available for retail businesses.



TASTE THE WORLD AT HOME

September 2015

The 'Taste the World at Home' online platform was created to showcase Adelaide's fantastic multicultural offerings, from restaurants and cafes to shops and events. The campaign targeted local residents, encouraging them to explore the city mainstreets.

RESULTS

- Over **1,000** page views during the promotion period.
- Highlighted **130** businesses, across **40** countries and **5** categories.



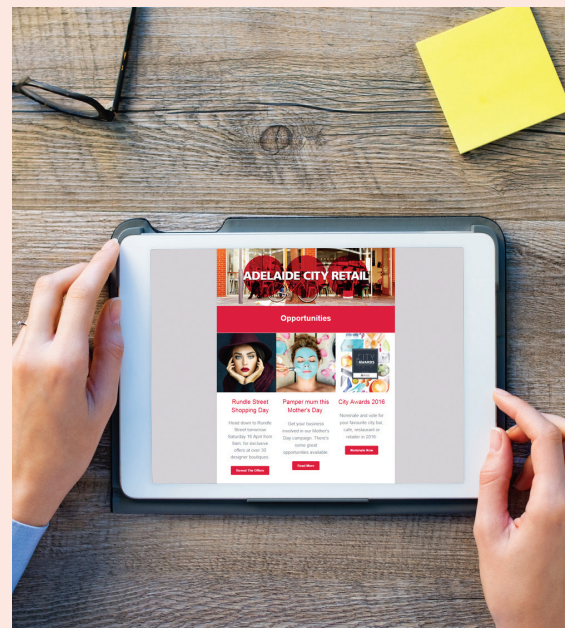
E-NEWSLETTER

September 2015

A new retail e-newsletter has been developed and delivered to City businesses to improve communication between the Adelaide City Council, business owners and managers. The e-newsletter includes marketing initiatives, opportunities for businesses, key forum dates, welcoming new businesses to the City and general retail news. Council will continue to deliver relevant and engaging content.

RESULTS

- **500** retailers have signed up, with an average open rate of **42.64%**.



SPRING FASHION IN THE CITY

October 2015

The Adelaide Fashion Festival is an annual celebration of South Australia's growing fashion industry, and in 2015 the festival was re-located to Hindmarsh Square in the City of Adelaide. Leveraging off the festival and Rundle Mall parades, Council supported businesses on Rundle Street, O'Connell Street and Melbourne Street to promote their unique offering and exclusive offers. Marketing activity ran for a two week period, including a competition, radio, digital and social media advertising.



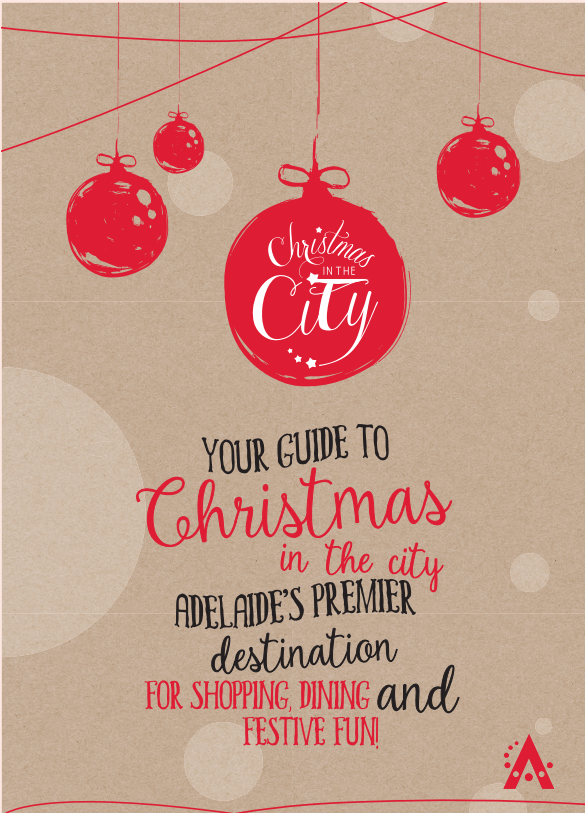
RESULTS

- An Instagram competition encouraged the people to share an image of their spring fashion purchase using **#fashiononthestreetsofadl** and **@CityofAdelaide** tag.
- The competition received **114** entries. Weekly winners received a double pass to an Adelaide Fashion Festival Runway Show.
- Social Media activity reached over **7,300** people with over **250** consumers engaging in the posts.
- Digital advertising on cliquemag.com.au delivered over **10,000** impressions.
- **65%** of Rundle Street fashion retailers reported increased sales during the promotion period.
- **75%** of participating retailers promoted the campaign on social media.

CHRISTMAS IN THE CITY

November - December 2015

Adelaide City Council delivered a six week Christmas in the City campaign, encapsulating all there is to see and do in the City during the festive season. Retailers participated through the 'Best Dressed Business' competition and the contribution of offers in the Christmas in the City Guide. The guide was distributed at the Christmas Pageant, followed by circulation throughout City businesses and suburban homes.



RESULTS

- **100,000** Christmas in the City Gift Guides distributed throughout the city and surrounding suburbs.
- **30** mainstreet retailers from **10** mainstreets advertised in the Gift Guide.
- Over **37,000** website hits throughout the Christmas period (**90% increase** on 2014).
- The website included **120** retailer special offers.
- **31** local businesses entered the 'Best Dressed Business' competition, with over **5,000** public votes.
- **130,000** reach through Facebook social media campaign.
- **200** retailers involved in advertising elements during the Christmas period.



VALENTINE'S DAY IN THE HEART OF THE CITY

February 2016

With an authentic business mix, unable to be duplicated in the suburbs, the City was positioned as the number one destination to shop for Valentine's Day gifts. A two week marketing campaign was delivered to encourage shoppers to the City for Valentine's Day. The campaign included print, radio, social media and a competition to win a Romantic Indulgence package which was donated by city businesses.



RESULTS

- **500** competition entries were received.
- Over **1,650** unique website visits during the campaign period.
- Facebook drove **30%** of all traffic to the webpage with **20,000** reach.
- Over **60** City jewellers were promoted.
- **44,000** impressions via Instagram.
- Print advertising included in all **11** local messengers, with a combined distribution of **540,357**.



INSIDE RETAIL PROMOTION

February 2016

Adelaide City Council is committed to building a strong, vibrant and prosperous retail and hospitality sector. Six months on from the launch of the Council retail website, a print and digital marketing campaign was conducted with Australia's leading retail news publication, Inside Retail. Through their daily e-news and print publication, Adelaide City Council promoted Adelaide as a destination of choice, offering great retail opportunities for both new and expanding businesses.



RESULTS

- Promotion drove a **200% increase** in page views to the Adelaide City Retail website.
- Half-page ad included in the quarterly Inside Retail magazine with a distribution of **10,000**.
- Digital ad included in the Inside Retail daily e-news was delivered to over **30,000** subscribers.

MAINSTREETS

March 2016

The City mainstreets have over 400 cafes, restaurants and bars offering a unique experience and are complemented by a mix of exclusive shops and boutiques. A double page advertorial in the City Messenger aimed to reintroduce customers to the City mainstreets and small businesses.



AUTUMN / WINTER FASHION – RUNDLE STREET

April 2016

The two week 'Modern Bohemia' marketing campaign aimed to attract customers to the City for the Autumn /Winter fashion season. Advertising included outdoor, digital and print channels and concluded with a 'One Day Shopping Event' on Rundle Street, in which over 30 retailers provided offers.



RESULTS

- Over **700** website hits during the campaign.
- The 'One Day Shopping Event' hosted on Facebook reached **50,000** people.
- 95%** of Rundle Street fashion boutiques were involved in the promotion.
- Full page mood board featured in the Clique quarterly print edition (**10,000** copies) highlighting Rundle Street retailers and their products.
- 70** voucher pages downloaded from the campaign webpage.
- 500** vouchers hand distributed on the day of the promotion.
- 5** Rundle Street retailers sponsored the Fresh 92.7 breakfast program.



PAMPER MUM FOR MOTHER'S DAY

May 2016

The Mother's Day campaign focused on health and beauty services, promoting the diverse and unique pamper packages available in the City.

RESULTS

- **12** City health & beauty professional services participated in a co-funding opportunity to promote their Mother's Day pamper package deals in The City Messenger, **45,000** copies distributed throughout the city and surrounding suburbs.
- Over **18,000** combined views on Adelaide's Mother's Day campaign video.
- Advertising on the Glenelg to Entertainment Centre Tram for a two week period.



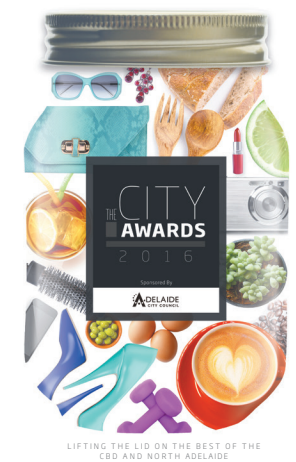
THE CITY AWARDS 2016

May – June 2016

The Council was proud to partner with The Advertiser Newspapers to bring you The City Awards for a second successive year. The City Awards attracted a huge level of interest, with customers voting for their favourite restaurant or café, bar, venue, fashion boutique and customer experience in the City. The promotion ran for 8 weeks culminating in an Awards Night bringing together the best in the food and hospitality and retail industry in the City and North Adelaide.

RESULTS

- **8,500 voters** for the City Awards (an increase of **6,000** voters from the previous year).
- **8** weeks of print advertising in the City Messenger promoting city retailers and categories.
- **Weekly editorial pieces** in the City Messenger highlighting city businesses and spaces.
- City of Adelaide Facebook activity reached **over 20,000**.
- **80** owners and managers attended the awards night.
- **130** retailers nominated in the City Awards.



CITY SHOPPER SURVEY

May – June 2016

The Council conducted research to establish City shopping trends and preferences in order to determine ways to increase the number of people visiting the City. Through this investigation, Council gained a better understanding of shopping and dining behaviours and the perceptions around shopping in the City. The insights can be applied to shaping strategies and actions to attract more shoppers in the City moving forward.

RESULTS

- **830** customers were interviewed though either intercept or telephone.
- Nearly **60%** of visitors to the City came to shop.
- Purchasing fashion and dining in the City were key shopping categories.
- Rundle Street, Gouger Street, Hutt Street and O'Connell Street we identified as the most popular locations for restaurants and dining.
- **50%** of customers accessed the City by car.

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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