

The Rundle Mall Monthly Report

November 2022

As we approach the end of 2022 and set our sights on a big 2023, we reflect on what has been a transformational year.

The Rundle Mall program completed its integration with the Adelaide Economic Development Agency (AEDA), using the size and scope of the agency to create new efficiencies and bolster our efforts in multiple areas. We have unlocked new opportunities as an integrated AEDA marketing and events team with the likes of the \$30 Eats initiative, ADL Fashion Week, WellFest Adelaide and the newly launched citywide digital marketplace byADL. Additionally, we have worked closely with the AEDA Business and Investment team to position Adelaide as an ideal place to do business in a dynamic economy. As a result, have been pleased to work alongside many key Rundle Mall stakeholders to strengthen their own business attraction and acquisition strategies.

Retail spending continues to be strong, with Rundle Mall strip vacancies nearing 10-year lows. However, it remains vitally important that as a collective we continue to innovate and push new ideas and strategies. Retail yields have aided in driving growth and with this in mind, it is vital we create new iconic moments for Rundle Mall shoppers to further propel spend. Rundle Mall is a beneficiary of a 12-month

calendar of amazing events and festivals in the city, and it is in our great interest to do all we can to leverage those moments with progressive and innovative initiatives, whether that be the utilisation of targeted trading hour exemptions (i.e. throughout Festival Season or winter campaigns) or investment into new events, festivals and campaigns. What is clear is that our Rundle Mall shoppers are yearning for new and iconic moments, and it is in this sentiment that we make our pledge! 2023 will be a year where we will be bold, try new things and create moments that will remain etched in the memories of all those who experience it for a long time.

I would like to extend my gratitude to the AEDA team and all of you for your work in 2022. Have a wonderful Christmas and see you in the new year.

Warm regards,
Andrew White
Executive Manager Rundle Mall



Rundle Mall Trends

In November 2022 total traffic was just slightly behind 2020 and 2021, and daily visitors were fractionally up on October 2022.

Black Friday Weekend was +27% busier than the next busiest day for the previous 12 months. Across the Black Friday Weekend total traffic was down -3.9% on 2021 but passer-by traffic was up +6.2% on 2021.

Total Traffic*

November YoY

-3%



Passer-by Traffic**

November YoY

-8%



* Total traffic describes the number of visitors to the main pedestrianised strip of Rundle Mall, each day. Total traffic is a relativistic score, to enable relative comparison. It is not an absolute measure of pedestrian traffic.

** Passer-by describes the total number of sensors triggered by the visitors passing through the Mall. It is influenced by the amount of time visitors spend in the Mall and how much they move around. Passer-by traffic is a score, to enable relative comparison, and is not an absolute measure of traffic.

Retail Sales

Retail Spend

\$127M

+5% on October 2022
+18% on YTD average



Overall Spend

\$387M

+2% on October 2022
+11% on November 2021



Data: SpendMapp, November 2022 data for postcode 500 & 5006

Rundle Mall in Action

ICC Men's T20 World Cup

The Australian and Bangladesh ICC Men's T20 World Cup squads arrived in Rundle Mall on Wednesday 2 November. Before kicking off the ICC Men's T20 World Cup semi-final at Adelaide Oval, we welcomed both teams with a bang with a Q&A with the team captains and shoppers had the opportunity to meet and greet their favourite players and score a cheeky autograph.

Rundle Mall Christmas windows

Flanked by a forest of twinkling trees, this year's iconic Christmas windows arrived along the length of the Mall on Friday 4 November, with tributes to a quintessentially Aussie backyard Christmas, the Night Before Christmas, a cheeky army of elves, and more.

This year, shoppers have the chance to spot Rundle Mall's tiniest new resident hiding in each window - Merry the Mall Mouse who snuck in to join in the festive fun and hidden a letter for shoppers to find and unscramble the word as you explore the window trail for the chance to win 1 of 10 \$50 Toyworld vouchers just in time for Christmas.

National Pharmacies Christmas Pageant

The National Pharmacies Christmas Pageant returned to the streets of Adelaide on Sunday 12 November. Merry the Mall Mouse Christmas activity sheets and Rundle Mall Christmas flyers promoting extended trading hours were handed out to all pageant goers. Visitors to the Mall that day also had the chance to win a \$30 Rundle Mall voucher from the Christmas Cracker window after the Pageant.

UNIQLO store opening

UNIQLO opened on Thursday 24 November in the Myer Centre Adelaide, with a traditional Japanese drumming performance, official ribbon cutting, exclusive offers, complimentary sweet treats by MasterChef's Callum Hann and gift bags for the first 1,000 shoppers who spent over \$100.

Store Movement

- Kennedy Parker - open
- Aurum Jewels - open
- Les Deux Coqs Extended Concession - open
- Just Gluten Free Bakery - open
- MiTiCo Coffee - open
- MamaKBoy - open
- REX Espresso - opens soon
- Ecolateral - closed

Black Friday

The biggest Black Friday Weekend

From Friday 25 to Sunday 27 November, Adelaide's biggest Black Friday weekend returned to Rundle Mall with its first ever 'bag drop' concierge and chauffeur service to help shoppers move 'hands free' between stores to snap up a sale.

The Rundle Mall Concierge, popped up under the Gawler Place Canopy, enticing shoppers to stay longer and later for the Mall's busiest and longest day of trading. The premium service offered shoppers a range of complimentary services including a safe and secure bag drop, a place to relax and rejuvenate in the Concierge Lounge, a complimentary cocktail to re-energise from the Espresso Martini Van in the Cocktail Lounge and valet service courtesy of the Rundle Mall buggy to drive shoppers to their favourite store or drop them to their car.

This new initiative attracted media attention from channels 7, 9 and 10 - with two live news crosses on Channel 9 at 5pm and 6pm on Friday night and live reads across key metro radio stations, including SAFM 107.1 & Nova 91.9.

To ensure shoppers continued to visit the Mall, despite the surrounding road closures due to Valo 500, our digital, video and out of home marketing strategy focused messaging heavily around:

- Positioning the Mall as the biggest destination for Black Friday shopping
- Unwrapping the biggest and best new brands in time for Black Friday (leveraging UNIQLO opening)

- Showcasing the breadth of range of stores you can only access if you come into the Mall
- Reinforcing the different ways you can get into the city

Custom content was created around how to get into the Mall this Black Friday weekend and was promoted through a pre-Black Friday eDM to 101K subscribers and on the Rundle Mall website.

The content detailed and reinforced the many options for getting to the city and challenged the perception that paid parking is expensive by collating parking offers and pre-book options. Messaging also focused on the ease of booking a parking bay, rather than circling a public car park with no guarantee of a space becoming available.



Black Friday Weekend in the city had a 5% overall increase in spending from 2021.