



Adelaide Central Market Strategy 2018-2022

Vision	To be the world's leading food and produce market				
Mission	To operate sustainably and successfully as a group of prosperous Traders, Board and management team that provides a diverse and exciting cultural shopping experience that enhances our precinct, city and state.				
Our Values	Enjoyable	Professional	Innovative	Unique	Sustainable
Strategic Themes	Our Customers	Our Traders	Our Business	Our Precinct	
Strategic Objectives	To put our Customers at the centre of all that we do to provide them with an authentic, unique & memorable shopping experience.	To build & support a market 'family' of diverse, passionate, professional & knowledgeable Customer focused Traders.	To build a financially sustainable Adelaide Central Market that is well managed & aspires to best governance standards.	To make a valuable contribution to the economic, social & cultural wellbeing of our precinct, city & state.	
Strategic Initiatives	<p><u>1.1</u> Develop a seasonal customer service strategy that aligns with the seasons – Summer, Autumn, Winter, Spring.</p> <p><u>1.2</u> Align trading hours to customer shopping preferences.</p> <p><u>1.3</u> Continue to develop relationships with regions & explore opportunities to work together.</p>	<p><u>2.1</u> Provide an environment for traders to showcase the best, unique local and international produce.</p> <p><u>2.2</u> Develop a strategy to help traders to deliver the best overarching customer service.</p> <p><u>2.3</u> Develop a strategic blue print for the market floor.</p>	<p><u>3.1</u> To work in an interdependent way with the Adelaide City Council (ACC) to ensure local governance statutory and compliance obligations are met, and where possible exceeded.</p> <p><u>3.2</u> Engage with TAG 3 times per year to review the strategic plan and performance of the market.</p> <p><u>3.3</u> Develop a market culture of continuous improvement that ensures the long-term prosperity of the market.</p>	<u>4.1</u> Work with the ACC to support a socially and culturally diverse precinct.	
Milestones	<ul style="list-style-type: none"> Work with TAG to develop a new Trading Hours framework that is aligned with current shopper preferences/trends. 	<ul style="list-style-type: none"> Finalise and approve a tenancy fit-out standards manual Dec 2020. 	<ul style="list-style-type: none"> Review and approve GM and Executive Team Annual Business Plans June 2019. 	<ul style="list-style-type: none"> Develop a concise narrative, position and vision regarding the Arcade Development Oct 2019. 	



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	<ul style="list-style-type: none">• Framework developed by Jul 2020.	<ul style="list-style-type: none">• Trader Customer Service Manual Feb 2021.• Establish a Blue Print Working Group who will hold responsibility for the design of a new Market Floor Blue Print.• Working Group established by Jun 2019. Blue Print developed by Feb 2020.	<ul style="list-style-type: none">• Formally table relevant proposal e.g. budgets, directly to CoA. Administration for presentation to Council meetings for ratification 2019-2022.• Engage informally with The Mayor, Councillors, and TAG twice a year to review strategic milestones 2019-2020.	<ul style="list-style-type: none">• Formally present vision/position/narrative. Dec 2019.• Ensure ongoing dialogue with ACC regarding the Market Arcade Development 2019-2022.• Chairman to engage on behalf of ACMA at relevant meetings and provide quarterly written reports back to ACMA 2019-2022.
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