

Deputy Lord Mayor, Councillor Martin - QoN - Burnside Response

Tuesday, 9 September 2025
Council

Council Member
Councillor Phillip Martin

Public

Contact Officer:
Anthony Spartalis, Chief Operating
Officer

QUESTION ON NOTICE

Deputy Lord Mayor, Councillor Phillip Martin will ask the following Question on Notice:

'Could the Administration through AEDA, advise Council:

- if it has detected any impact to foot traffic or sales in Rundle Mall following the opening of the expanded Burnside Village,
- the quantum of any financial impact, and

the details of its strategy, including costs, being implemented to position Rundle Mall as the State's premier retail and commercial shopping precinct?'

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REPLY

Foot Traffic

1. AEDA consistently monitors the external trading environment for Rundle Mall - be that the Burnside Village expansion, investment into other suburban retail precincts, the continued rise of online retail or economic conditions.
2. As of August 2025, year-to-date foot-traffic in Rundle Mall is 17% above 2019 pre-COVID levels. Over the past twelve months AEDA has observed a 10% decline in foot traffic across the City of Adelaide, however Rundle Mall foot traffic has experienced a smaller decline of 6% over the same period. Since the opening of the expanded Burnside Village in May 2025, Rundle Mall foot traffic has fallen by 4% in annual terms, compared to a decline across the City of Adelaide of 10%.
3. Overall expenditure in Rundle Mall increased by 7% nominal (5% if adjusted for inflation) in annual terms between May 2025 and July 2025 (the latest available data). Overall expenditure in Rundle Mall has been bolstered by a 17% increase in annual terms to hospitality categories through January to July 2025.

Positioning Rundle Mall

4. Recognising rapid shifts in the trading environment and consumer behaviour — including the rise of online shopping and competition from suburban centres — the AEDA Board endorsed the Rundle Mall Place Strategy & Precinct Roadmap in July 2023. Grounded in consumer research and stakeholder engagement, the strategy is designed to future-proof the precinct by repositioning Rundle Mall beyond traditional retail, with a strong focus on food, beverage and the night-time economy, while reinforcing its role as South Australia's premier retail and commercial destination. Consequently, a refreshed Christmas strategy has been developed and a marketing and events strategy is nearing completion.

5. Since its endorsement, the roadmap has guided initiatives including Adelaide Fashion Week, MallFest (Fringe), and brand partnerships such as AFL Gather Round. These activations have successfully broadened Rundle Mall's appeal, particularly through food-led and dining experiences, with the Colours of Asia contributing to a record 680,000 visitors across three days in March 2025.
6. To continue funding this approach in 2025/26, AEDA will receive \$4.138 million through the Rundle Mall Separate Rate (Levy), generate \$380k through casual leasing, secure \$100k for the City Sessions project, and receive a \$200k Council contribution to implement a new Christmas concept.
7. Proposed actions in 2025/26 to position Rundle Mall as the State's premier retail and commercial shopping precinct include:
 - 7.1 Refining the Rundle Mall brand and launch a new brand campaign focused on the core strategy of "Shop, Explore, and Experience" including delivering targeted marketing activities aligned with the strategy. (\$415k)
 - 7.2 Marketing and Activations (\$2.087m) including:
 - 7.2.1 Implementing an events and festivals strategy that reinforces Rundle Mall's brand positioning, reflects the vision to "Energise Adelaide's City Life", and supports the goal to "Enrich the City's Economy."
 - 7.2.2 Creating initiatives that elevate brand positioning, enhance market competitiveness, and promote Rundle Mall as the state's leading experience driven retail, dining, and entertainment precinct.
 - 7.2.3 Commencing delivery of a new Rundle Mall Christmas Strategy aligned with the Rundle Mall vision and brand, complementing the City of Adelaide and Adelaide Central Market Authority Christmas strategies.
 - 7.2.4 Extending Rundle Mall's activity beyond standard shopping hours by delivering activations in places like James Place, hosting night markets in the Mall, and by promoting extended trading campaigns during key events such as festival season, AFL Gather Round, and other exclusive CBD events and festivals.
 - 7.3 Commencing planning for the Rundle Mall 50th anniversary celebration in 2026.
 - 7.4 Forging brand partnerships and implement targeted PR and marketing initiatives to elevate the Rundle Mall experience, enhance its brand identity, and attract new tenants.
 - 7.5 Managing a Rundle Mall Concession and Commercial Management Program that reinforces the Mall's brand and place positioning while optimising revenue to fund other marketing, events, and activations.
 - 7.6 Maintaining an increased investment into safety and security (\$318k).
8. In 2024/25, Council invested \$5.9 million in upgrading Charles Street. Capital works in 2025/26 include the \$1.5m James Place upgrade and \$1.169m Sound System upgrade. Additional funding will be required to progress the Twin Street upgrade projects and other planned actions under the Place Strategy, including an appropriately scaled 50th Anniversary celebration.

Staff time in receiving and preparing this reply	To prepare this reply in response to the question on notice took approximately 5.5 hours.
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