



Adelaide Central Market Food Business Incubator session 18/03/2015

Talking points: Nick Begakis AO - Chairman.

Premise: if the customer won't come to the market, the market should go to the customer

1. How to leverage / connect with 228,000 workers into city daily – who need replenishment daily – who cannot shop at The Market because of their mode of transport
2. 228,000 each day – we know how they come and what they do when they are here - potential demand
3. Central Market is the supply
4. We will soon be able to 'talk' to 500 companies in the Rundle Mall employing 5,000 through RMMA [details to be worked out].
5. Aim is selling more products from the traders to customers who we would never attract – not everyone wants to or can come to the market
6. Aim is also to sell more than 'coffee and cake' to tourists
7. Aim is also to introduce the Central Market to those who may have never been, never visited
8. Plan is for entrepreneurs to set up businesses to sell to the workers in the city who are all in offices - sell more produce from traders, not for traders to do any of this, unless they want to
9. We still have the other strategies of keeping our current customers, enticing back those we have lost by inviting them to rediscover the market and generating new customers from within our ½ hour catchment radius (almost half of Adelaide's population).
10. This is not the only 'sales' strategy, just one..

TELL US WHAT YOU NEED TO BE SUCCESSFUL ...We can then tailor assistance to suit;

1. We can license the use of our brand and logo which has huge recognition and awareness and a specific value set
2. Enterprise Adelaide can also provide some assistance - talk to us
3. We can link you with a software portal which we will discuss later
4. We can provide market data
5. Maybe some temporary space
6. And of course link you with willing traders

⇒ BUT IF WE ASSIST YOU IN THESE WAYS, ALL PRODUCT USED IN YOUR ENTERPRISE MUST BE SUPPLIED BY CENTRAL MARKET TRADERS

Ideas to be floated – not extensive but designed to get you, entrepreneurs, thinking of possibilities and opportunities – and to have a conversation about ideas, about concepts;

1. Market produce run daily into offices – deliver by, say, 10:00am [order on-line]
2. NOTE - we have an ‘aggregator entrepreneur’ right now who has signed up some 15 traders for his version of ‘click and collect’. Ryan Kris – talk to him about how you can hang your idea off his portal.
3. Click & Collect from market of general market produce [order on line]
4. Click and Deliver into offices – deliver by 3:00pm [order on line]
5. Click and Deliver to Railway Station at North Terrace for collection [order on line]
6. Click and Deliver to Hotels in the City [order on line]
7. Market sample bags [a la Christmas hampers] – for collection or delivery locally or globally [order on-line or on-site]
8. Recipe of the day – develop for collection or delivery [order on-line] (example here; <http://www.chefday.com/>)
9. Innovative value added food offerings – developed from “raw” materials from traders
10. Tourist show bag of long life market goodies – deliver to local hotel or post globally
11. Central Market Produce Stall in Rundle Mall [one, maybe 2] – in discussions
12. Central Market Produce Stall – mobile – for other outdoor venues and locations
13. Lunch Boxes for collection and for delivery [order online] – in discussions
14. Lunch Boxes for resale by others – in discussions

15. Regional representation - entrepreneurs /aggregators to put a plan together to start businesses in the Market to represent a region, a la KI stall
16. How to use Gouger St footpath
17. How to use Grote St footpath area around traffic lights
18. Sale of season products such as Christmas Trees, Easter rabbits and eggs, Mothers and Father's day, Halloween and more.
19. Chef aggregator from Central Market products
20. Best use of The Tower – competition
21. Southern part of Adelaide has higher density of senior citizen, higher socio-economic demographic, in households of 1+2, interested and informed in fresh food and delicious meals – upmarket “meals on wheels”
22. If you have a unique value added product - talk to us about having a small stand for a week or two at The Market to test consumer reaction
23. Adelaide Central Market Cafe Concept. Look around at the products available from The Market - use of the brand is available - talk to us

ACMA regional strategy

1. Port Lincoln and Eyre Peninsula
2. Clare Valley and lower Flinders Ranges
3. Adelaide Hills
4. Barossa and Eden Valleys
5. McLaren Vale
6. Fleurieu Peninsula and Langhorne Creek
7. Limestone Coast and the Green Triangle Region