



RUNDLE MALL

PRECINCT



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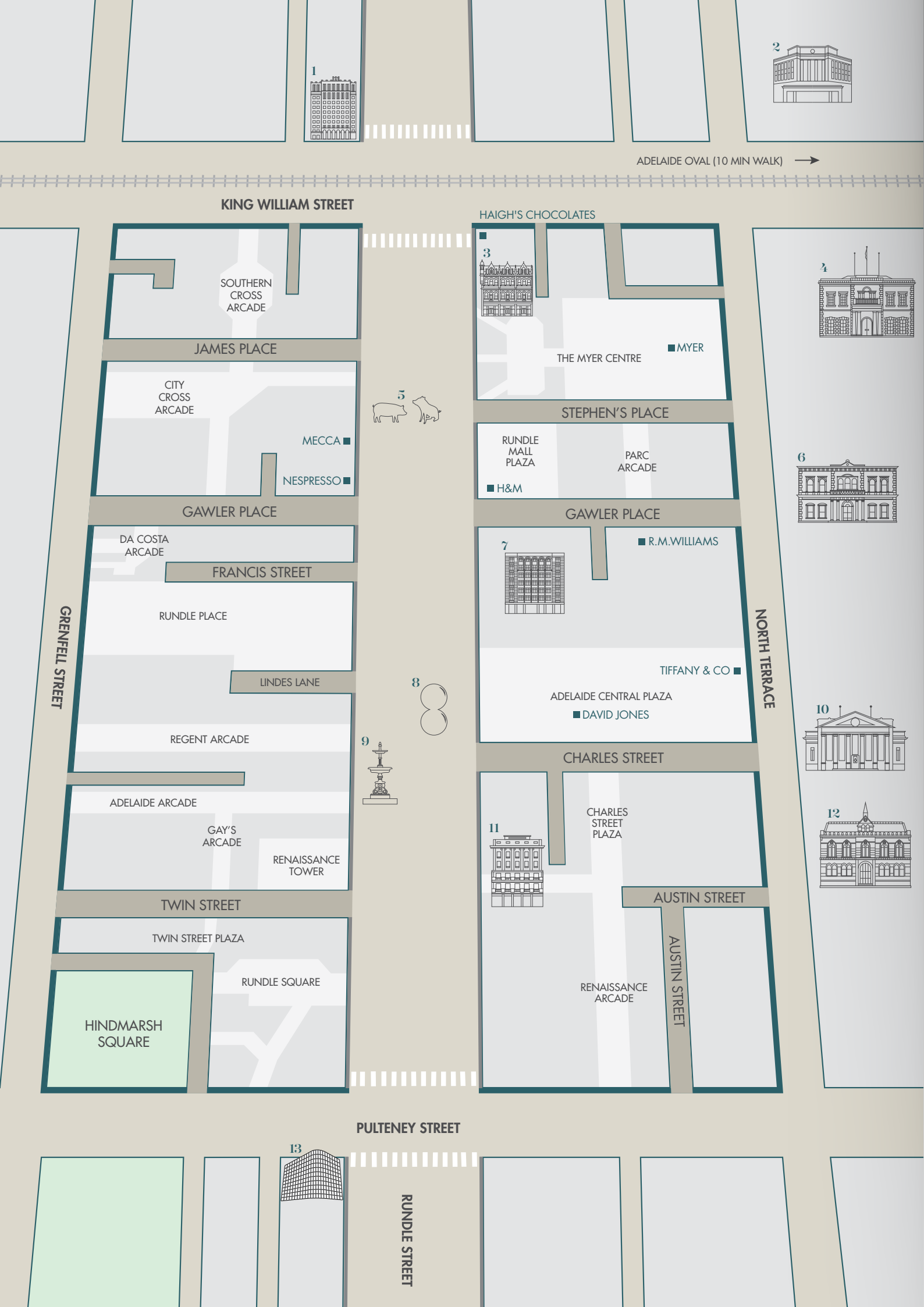
DISCOVER RUNDLE MALL

THE BEATING HEART OF ADELAIDE

The Rundle Mall Precinct is the iconic heart and soul of South Australia's retail sector. As one of the largest and busiest pedestrian malls in the country, it's the go-to hub for more than 400,000 visitors each week. Talented buskers, public art, the four bronze pigs and of course the iconic 'Malls Balls' fill the always lively space.

With its depth of character, diversity of personality and longstanding history, Rundle Mall holds an important place in South Australian hearts. With hidden gems and bustling lanes, places to meet, shop, eat and drink, you can experience the very best of Adelaide, all in Rundle Mall.





PRECINCT MAP

The Rundle Mall Precinct is the heart of South Australian retail, hosting 16 arcades and centres and more than 700 retailers. Situated between the city's buzzing East End and vibrant West End, it lies in close proximity to Adelaide's busy food and nightlife precincts, hotels, central business district and cultural highlights, such as Adelaide Oval, East End's lively Rundle Street and the Adelaide Central Market.

KEY LANDMARKS

MAYFAIR HOTEL	1
RAILWAY STATION	2
BEEHIVE CORNER	3
GOVERNMENT HOUSE	4
PIGS	5
STATE LIBRARY	6
EDMENTS BUILDING	7
MALL'S BALLS	8
FOUNTAIN	9
ART GALLERY OF SA	10
HOTEL RICHMOND	11
UNIVERSITY OF ADELAIDE	12
LANTERN	13

RUNDLE MALL SNAPSHOT

Australia's oldest pedestrian
mall, officially opened
SEPT 1, 1976

over **700**
flagship brands,
fashion labels and
speciality retailers

300
non-retail businesses

16 arcades
and centres

4 major
department
stores

5000+
car park spaces
within **100m**

WHO'S IN THE MALL?

main trade
area population
428,500*

average of
400,000
visitors every week

average
visits
per year **16***

employing approx
5,000
retail and office workers

24^m
annual visitors

\$1,347*
average electronic yearly
spend in Rundle Mall



METROPOLITAN ADELAIDE MAP

Rundle Mall sits proudly as the Adelaide city centrepiece, drawing crowds from all corners of the state. Playing a critical role as the city’s social hub, it’s strategically located for tourists and locals alike, connecting the cultural North Terrace boulevard, the East End, West End, Convention Centre, Central Business District and Adelaide Oval. With all roads leading to Rundle Mall, it’s easily accessible for everyone, with the choice of bus, tram, train or car.

MAIN TRADE AREA

Approximately **79%** of the main trade area residents visit Rundle Mall on average 16 times a year, with a total trade area made up of **957,900** residents, and a main trade area of **428,500** residents.

The average household income of Rundle Mall’s main trade area is higher than the Adelaide average, with an affluent main trade area spending 10% more per year in retail, and 29% more on apparel than the average Adelaidean.

Residents within the trade area show substantial engagement with premium offerings. With an increasing demand for luxury products, consumers have strong brand affinities with the Department Stores, where they can access some of the high-end fashion and brand labels they desire.

KEY CUSTOMER PROFILE

- Between 35–44 years old.
- Always want the very best for themselves and their children.
- Lead a premium, contemporary lifestyle.
- Professionals with a love for fashion who shop online and in store at high-end and international boutiques, looking for luxury fashion, jewellery and accessories.
- Premium domestic travellers – love to visit new cities, staying in luxury hotels like the Intercontinental and boutique hotels such as Mayfair, Crowne Plaza and Sofitel. They also love to dine out.
- Look for healthy foods and to live well – eat organic, natural and vegetarian food.
- House proud, likely to shop for overseas houseware and decorative retail, plus international premium furniture.



RETAILERS

With a mix of unique boutiques, global brands, buildings and businesses old and new, the ever-eclectic Rundle Mall has become Adelaide's premium and most popular shopping destination.

{ RUNDLE MALL HAS OVER **700** SPECIALITY STORES }

With over 700 flagship brands, fashion labels and speciality stores, the Precinct showcases global labels including H&M, Tiffany & Co, Nespresso and Apple, in addition to iconic South Australian businesses like Jurlique, R.M.Williams and Haigh's Chocolates.



EVENTS & ACTIVATIONS

Adelaide's Rundle Mall is made for events and activations. With a pleasant Mediterranean-like climate, custom-built spaces like the Gawler Place Canopy, and constant high foot traffic, the Precinct can embrace events and activations year-round. Adding vibrancy to an already buzzing space, outdoor promotions, pop-ups and activations prove popular and successful time after time.

IN 2018, RUNDLE MALL HOSTED

467 EVENTS, PROMOTIONS
& POP-UP ACTIVATIONS.

KEY ANNUAL EVENTS AND ACTIVATIONS INCLUDE:

- Adelaide Fringe Festival & Adelaide Festival
- Tasting Australia "Urban Pantry"
- Vogue Fashion Festival
- Christmas in the City



Image: Vogue Festival 2018, Rundle Mall

EXPLORE ADELAIDE

THE CITY OF ADELAIDE

Bursting with culture, flavours, events and entertainment, Adelaide is a vibrant, safe and sophisticated city that shows off a picturesque colonial heritage. Ranking in Lonely Planet's top five must-see destinations in the world¹, and *Vogue's* top 10 places to travel in summer², the city's allure is getting stronger.

With rolling hills to the east and beaches to the west, Adelaide is thoughtfully and purposefully designed for life where you can embrace all the experiences of a cosmopolitan capital city that's in perfect balance with nature.

The perfect place to live, visit, work and play, Adelaide is increasingly becoming a preferred destination for businesses, students, residents and visitors, consistently voted amongst the most liveable cities in the world.

ADELAIDE SNAPSHOT

WHO'S IN THE CITY?

over **115^k**
city workers*

86^k
students at city schools,
universities and colleges^

1.4^m
currently living in the
Adelaide Metropolitan Area†

60^k
Chinese residents
living in Adelaide†

over **24^k**
people living in the city†

313,187
average daily city visitors^

RETAIL SPENDING

\$22.5^{bn}
total retail spend†

retail sales up
3.3%
vs 2.6% nationally**

\$10^{bn}
food retailing†

\$1.5^{bn}
clothing, footwear and
personal accessories†

\$1.5^{bn}
cafes, restaurants and
catering services†

*City of Adelaide, Land Use and Employment Census
^Approximate City of Adelaide estimation

†Australian Bureau of Statistics
**Mastercard Spending Pulse Report 2017



Adelaide Convention Centre, Adelaide

ARTS, CULTURE & ENTERTAINMENT

Parallel to Rundle Mall is North Terrace, the cultural boulevard and epicentre of Adelaide's major educational, social and artistic institutions, including the Art Gallery of South Australia which draws nearly 80,000 people each year and the South Australian Museum – one of the most visited in Australia.

Known as Australia's Festival City, over 400 major nationally and internationally recognised events are held in Adelaide each year bringing \$75m in visitor

expenditure annually from the top 10 festivals alone.

Festivals include the Adelaide Festival, the Adelaide Cabaret Festival (the largest in the world), Adelaide Fringe, WOMAdelaide and iconic sporting events including the Superloop Adelaide 500 and the Santos Tour Down Under. Plus, designated as the first and only City of Music in Australia, Adelaide joins the prestigious UNESCO Creative Cities Network.

80,000

people visit the Art
Gallery of SA each year

\$75^m

visitor expenditure
from festivals

VISITOR ECONOMY

Our South Australian visitors taste some of the world's best food and wine, see spectacular sport, indulge in cultural experiences, participate in festivals and always enjoy a friendly welcome. And when it comes to shopping, Rundle Mall is the first port of call.

\$6.8^{bn}

total visitor expenditure
as of December 2019

452^k

international visitors each rolling
year as of December 2018

7.1^m

total visitors

274%

Chinese visitor expenditure
growth since 2011

15^{mins}

from airport

INBOUND TOURISM (2013-17)

China
+122%

UK
+14%

USA
+78%

Singapore
+36%



INTERNATIONAL STUDENTS

International students are eager to benefit from South Australia's globally renowned education, with the University of Adelaide consistently ranking in the top

one per cent of universities worldwide, plus the long-established and esteemed public universities – the University of South Australia and Flinders University.

6%

average increase in number
of international students
since 2015

35,700

international university
students enrolled
in 2017

15,365

Chinese students,
up 10% 2016-17

Chinese students equate to

43%

of total international
student enrolments

INVESTMENTS

CITY DEVELOPMENT

The City of Adelaide has undergone unprecedented development in recent years. The Adelaide Festival Plaza, Adelaide Casino, Adelaide Convention Centre and our world-class Adelaide Oval are all part of a renewed Riverbank sports and recreation precinct, attracting millions of visitors each year.

\$610^m

Oval development

\$3.6^{bn}

existing and planned
developments in CBD

\$610^m

Adelaide Festival
Plaza redevelopment

HYPER-CONNECTED CITY

Adelaide's scale, size and layout provides a valuable edge when it comes to smart city initiatives. The Ten Gigabit Adelaide project is an Australian first, providing unparalleled access to low-cost, high-speed data networks.

It will benefit city-based businesses, providing improved productivity and operational efficiencies to more than 1,000 commercial buildings across the CBD.

RUNDLE MALL DEVELOPMENTS

At the heart of the city, Rundle Mall continues to grow with frequent updates of its own. The City of Adelaide enhances and supports positive outcomes within the Precinct, as a highly successful Mall it's a catalyst for the neighbouring cultural, dining, entertainment, business and transport, ultimately adding vibrancy within the wider City of Adelaide.

\$30^m Rundle Mall upgrade	\$40^m Rundle Plaza	\$385^m Rundle Place	\$16.96^m Gawler Place upgrade
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RUNDLE MALL
PRECINCT

GET IN TOUCH

Rundle Mall Management Authority
info@rundlemall.com