EAST END MARKET COMPANY LIMITED BRG 275

The East End Market Co. Ltd. was incorporated in South Australia in 1875 to acquire the 3.5 acre site of Mr Richard Vaughan known as the East End Market, and located on East Terrace between North Terrace and Rundle Street. Mr Richard Vaughan had commenced market operations on the site in 1860, and in 1872 the market was formally recognised by a private act of Parliament, The East End Market Act 1872.

The growth of Adelaide's population soon led to the market site not being large enough for the wholesale fruit and vegetable markets, and an independent
"new market" was established in 1903 by The Adelaide Fruit and Produce Exchange Act 1903. The new market was also on East Terrace, but immediately to the south of The East End Market between Rundle and Grenfell Streets, and ultimately comprised some 5 acres. This market was owned and managed by an unlisted public company, The Adelaide Market Co. Ltd. Both markets independently operated the two wholesale markets until late 1986. In the early 1980's, both companies commenced restoration of their respective Rundle Street shops and offices in anticipation of the eventual relocation of the markets which had long outgrown the available space and facilities at the East End.

In September-October 1986, North East Adelaide Securities Pty. Ltd. (a consortium of N.Z.I. Corporation/Deak Morgan Ltd./and North East Adelaide Redevelopment Pty. Ltd.) gained control of the Company. The new funds injected were used to purchase the "new market" site from The Adelaide Market Co. Ltd., and the Company conducted the only wholesale fruit and vegetable market in South Australia, from its combined landholding of 3.1 hectares.

In October 1988, the market activities were relocated to Pooraka in premises constructed by the Adelaide Produce Markets Ltd., (an unlisted public company formed by growers, merchants and associates). The East End Market Co. Ltd. was to proceed with the co-ordinated East End redevelopment of the old market sites. The planning guidelines for redevelopment in the precinct were approved by Council and Government in December 1987; the new City of Adelaide Plan 1986-1991 established a separate East End Precinct to assist the restorations and redevelopments which were to occur on market relocation. The Garden East apartments and other developments have been erected in the 1990s.