

# Councillor Noon - MoN - AEDA to assist Council in realising new revenue opportunities

Tuesday, 28 May 2024  
Council

**Council Member**  
Councillor Carmel Noon

Public

**Contact Officer:**  
Anthony Spartalis, Acting Chief  
Operating Officer

## MOTION ON NOTICE

**Councillor Carmel Noon will move a motion and seek a seconder for the matter shown below to facilitate consideration by the Council:**

'Noting that the Adelaide Economic Development Agency's (AEDA) purpose is to work closely with businesses, industry groups, state government agencies and other relevant organisations, to deliver a range of programs designed to stimulate the city's economic growth:

That Council requests that AEDA Board consider a range of revenue opportunities that Council might consider adopting to address future budget shortfalls.'

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## ADMINISTRATION COMMENT

1. The identification of additional revenue sources is an adopted financial principle of the City of Adelaide, and responsibility to realise this sits across the organisation, not only with AEDA nor its Board. Existing non-rate revenue streams (for example car parks, parking management, golf course, service fees and charges) are managed and optimised by other parts of the City of Adelaide, as are matters relating to strategic and commercial property.
2. Identification of additional revenue streams can be auspiced under existing City of Adelaide strategic documents - the Strategic Plan 2024-2028 and Economic Development Strategy, and the AEDA Charter. Accordingly sourcing and securing additional revenue streams are contemplated under these overarching strategic documents, and the underlying financial principle providing the framework and rationale to undertake this work.
3. Nothing in the AEDA Charter specifically commits it to seeking out and identifying new revenue sources. Insofar as it is about supporting the City's economic growth the Charter focuses AEDA on positioning the City as an attractive destination for commercial and residential investment, supporting the growth and development of new and existing businesses, supporting growth along the value chain of the City's visitor economy, and promoting and supporting key retail areas including Rundle Mall.
4. However the Agency's engagement with businesses and investors across the City is an important function which may be able to be leveraged by the AEDA Board and the Administration to continue seeking sustainable revenue opportunities to build the City of Adelaide's non-rate income base.

Should the motion be carried, the following implications of this motion should be considered. Note any costs provided are estimates only – no quotes or prices have been obtained:

Public consultation	Not applicable
External consultant advice	Not applicable
Legal advice / litigation (eg contract breach)	Not applicable
Impacts on existing projects	Not applicable
Budget reallocation	Not applicable
Capital investment	Not applicable
Staff time in preparing the workshop / report requested in the motion	Not applicable
Other	Not applicable
Staff time in receiving and preparing this administration comment	To prepare this administration comment in response to the motion on notice took approximately 4.5 hours.

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