

Councillor Couros - MoN - Reinstatement of the AEDA Commercial Events Fund for Economic and Cultural Activation

Tuesday, 11 June 2024
Council

Council Member
Councillor Mary Couros

Public

Contact Officer:
Anthony Spartalis, Acting Chief
Operating Officer

MOTION ON NOTICE

Councillor Mary Couros will move a motion and seek a seconder for the matter shown below to facilitate consideration by the Council:

'That Council:

1. Formally acknowledges the essential role of events and festivals in driving economic and cultural growth. Recognise that events and festivals are vital to the economic and cultural development of our CBD and North Adelaide.
2. Acknowledge the role of the Adelaide Economic Development Agency (AEDA) in fostering these activities.
3. Approves the inclusion of \$500,000 for the AEDA Commercial Events and Sponsorship Fund in the Quarter 1 Business Plan and Budget Review to support projects that activate city areas and North Adelaide increasing cultural and economic activity.'

ADMINISTRATION COMMENT

1. At the Special City Finance and Governance Committee meeting held on 28 May 2024, the Committee resolved (in part) the following recommendations to Council:
 - 2.3 *The reinstatement of the AEDA Commercial Events and Sponsorship Program (\$500k) be reallocated to Strategic Partnerships (\$175k) and Events and Festival Sponsorship (\$325k).*
 3. *Notes that the funding allocations to support External Grant Funding programs will be monitored by Administration over the first quarter of 2024/25 and be prioritised for review as part of the Q1 Business Plan and Budget Review.*
2. Recommendation 2.3 followed discussion with the AEDA Chair, who supported direction of funding for the Commercial Events and Sponsorship Program to Strategic Partnerships and Events and Festivals Sponsorship where AEDA believes the impact from these programs would be more positive.
3. It is also clear from the resolution at point 3, that where capacity and / or savings are identified through the quarterly Business Plan and Budget Review process, these are to be prioritised toward External Grant Funding programs. AEDA's Commercial Events and Sponsorship Program is one of these programs and Council has the discretion to direct funding toward this from identified savings or improvements to Council's budgeted operating position.

4. It may be possible to identify another \$500k in savings to fully reinstate the Commercial Events and Sponsorship Program. However, this would be in addition to the \$4.6m in savings and / or opportunities already identified to fund \$4.7m of new initiatives and newly adopted strategies to progress the City of Adelaide Strategic Plan 2024-2028, and the \$3.2m in identified savings to fund 1.5% of rates revenue to upgrade Park Lands Buildings and to reduce the increase in general rates for existing ratepayers from 6.9% to 5.9%.
5. Notwithstanding the savings and efficiencies realised in recent years, there will become a point where services delivered by Council will begin to be impacted.

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.

- END OF REPORT -