

Councillor Martin - QoN - AEDA Funding Offers

Tuesday, 25 March 2025
Council

Council Member
Councillor Phillip Martin

Public

Contact Officer:
Anthony Spartalis, Chief Operating
Officer

QUESTION ON NOTICE

Councillor Phillip Martin will ask the following Question on Notice:

'Noting that AEDA has already communicated with various organisations supported by the Agency and the City of Adelaide to outline preliminary funding proposed for the 25/26 Financial Year, could the Administration provide to the elected body the complete list of organisations to have received such communications, the amounts proposed and the percentage increase or decrease on 24/25 funding to each organisation the coming year's offer represents?'

REPLY

1. AEDA's Strategic Partnership Program provides an opportunity to make medium-term investments into third party organisations that can assist in delivering on AEDA and Council's strategic objectives.
2. On 19 September 2024, the AEDA Board approved the Guidelines for the Strategic Partnerships Program for a three-year period, from 2025/26 to 2027/28. On 21 October 2024, AEDA opened the round for financial years 2025/26 to 2027/28 subject to budget approval through the annual City of Adelaide budget process. Applicants were able to apply for funding from \$75,000 up to \$330,000 per year for up to three years. The same process also sought applications for \$194k of funding to be applied in the 2024/25 financial year that had not been allocated through previous funding rounds.
4. Applications closed on 28 November 2024. Twenty-four proposals were received with the total funding request exceeding the available funding by nearly \$8 million.
5. Applications were assessed by a panel consisting of the Executive Manager, Business Growth & Investment Attraction, Executive Manager Rundle Mall and Associate Director, Park Lands, Policy & Sustainability, City Shaping, City of Adelaide.

6. Funding recommendations from the Assessment Panel were considered at the 12 February 2025 Board meeting. In regard to the \$194k for projects in the 2024/25 financial year, the Board allocated the following:
 - Additional funding of \$69,080 to Renew Adelaide
 - \$70,000 to MTP Connect
 - \$54,920 to ThincLab.
7. The funding pool for 2024/25 was \$1,107,840 and has been fully allocated. The budget request for 2025/26 is \$1,151,000 which reflects a 3.9% increase on 2024/25. At this stage the Board has allocated approximately 80% of the anticipated budget pool for 2025/26.
8. Funding allocations are outlined in the following table:

Applicant	2024/25	2025/26	Variance %
Business Events Adelaide	\$300,000	\$316,000	+5.3%
Festivals City Adelaide	\$107,500	TBD	TBD
MTPConnect	\$70,000	\$130,000	+86% (refer to commentary below)
Renew Adelaide	\$335,420 (being \$266k base funding and additional \$69k)	\$300,000	+12.6% increase on base funding
StudyAdelaide	\$240,000	TBD	TBD
ThincLab	\$54,920	\$165,000	+200% (refer to commentary below)
TOTAL FUNDING APPROVED	\$1,107,840 (Budget \$1,107,840)	\$911,000 (Budget \$1,151,000) Remaining \$240,000	+3.9% between 2024/25 and 2025/2026 budget

9. In regard to the above:
 - Funding decisions regarding Study Adelaide and Festivals City Adelaide for 2025/26 are yet to be determined.
 - The reason funding for ThincLab and MTP is greater in 2025/6 than 2024/25 is that the money received in 2024/25 was to kickstart their larger 2025/2026 projects. This funding responds to Council's Economic Development Strategy directions to upscale small businesses and to enhance Adelaide's reputation as a centre for health and education.
 - The Board determined to provide an extra \$69,080 for 2024/25 to Renew Adelaide in addition to their base funding of \$266,340 for 2024/25 recognising that organisation's ongoing discussions with the State Government regarding funding.
10. Business Events Adelaide, MTPConnect, Renew Adelaide, and ThincLab have been informed of the outcomes in relation to their application.
11. The following organisations have been notified that their applications were unsuccessful:
 - Core Hub
 - Family and Child Consultants
 - Handlebar
 - Lot 30
 - Master College
 - The Good Trouble G12roup
 - The Rundle Collective
 - Vigor Technology
 - YHA
 - Your Business Analysis Services.

12. The Board has sought additional information from other applicants and aims to conclude the allocation process at its April meeting.
13. The remaining organisations will be informed of the outcome of their application following the Board's anticipated decision in April 2025. These outcomes will be communicated to Councillors via the internal e-news channel.

Staff time in receiving and preparing this reply	To prepare this reply in response to the question on notice took approximately 5.5 hours.
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