

Councillor Martin - QoN - Commercial Events funding program

Tuesday, 8 April 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 the Commercial Events funding program table, could the Administration advise;

1. How many and which of the recipients were not based in South Australia
 2. How many event applicants shared the same or similar ownership/directors and
 3. If the events were profitable with or without funding from AEDA?
-

REPLY

1. The Commercial Events and Sponsorship Program provides funding to for profit organisations to deliver events and festivals that increase visitation to the city. Funding is provided in two categories:
 - 1.1. Small and medium: Assessment focuses on local area activation, visitation and economic benefit, and environmental considerations.
 - 1.2. Medium to large: Assessment focuses on visitation and economic benefit, cultural contribution in showcasing local artists/artisans amplifying Adelaide's status as a UNESCO City of Music, access and inclusion and environmental considerations.
2. In both categories, the capabilities and financial viability of the event/festival and the applicant are considered.
3. In relation to question one: How many and which of the recipients were not based in South Australia?
 - 3.1 Of the 22 events and festivals awarded funding in 2025, 5 recipients have their main business location registered interstate according to the Australian Business Register.
 - 3.1.1 Made In India Pty Ltd, Sunny Pathak, **Holi Festival**, VIC
 - 3.1.2 St Jerome's Laneway Pty Ltd, Jessica Parker, **Laneway Festival**, NSW
 - 3.1.3 The Adela Group Pty Ltd, James Manning, **Gresham Street Gateway Festival**, VIC
 - 3.1.4 Head First Acrobats Pty Ltd, Thomas Graham, **Fool's Paradise**, VIC
 - 3.1.5 The Garden of Unearthly Delights Pty Ltd, Sarah Stewart, **The Garden of Unearthly Delights**, VIC
 - 3.2 Of these, two recipients have offices in South Australia:
 - 3.2.1 Made In India Pty Ltd, Sunny Pathak, **Holi Festival**, 3/55 Gawler Place, Adelaide, SA
 - 3.2.2 The Adela Group Pty Ltd, James Manning, **Gresham Street Gateway Festival**, 27 Gresham Street, Adelaide, SA

4. In relation to question two: How many event applicants shared the same or similar ownership/directors?
 - 4.1 AEDA does not request details on entity ownership/directorship. However, the following information is known to us:
 - 4.1.1 **Gluttony, Lucky Dumpling and Our Sound** share the same or similar ownership/directors.
 - 4.1.2 **A Decade in Gilbert Place and Home Base: Footy at Gilbert Place** share the same or similar ownership/directors. These events are a local collaboration with surrounding venues that will directly benefit from the event. These venues include Shotgun Willie's and Memphis Slims, owned by the Gonzo Group, as well as High Spirits (independently owned) and Hains & Co itself.
5. In relation to question three: If the events were profitable with or without funding from AEDA?
 - 5.1 The purpose of the Commercial Events and Festivals Sponsorship Program is to provide support to events and festivals delivered by commercial event operators and private businesses.
 - 5.2 Activities undertaken as a result of receiving funding may contribute to a profit or financial surplus for an applicant which is acceptable. This is consistent with the City of Adelaide's Funding Policy.
 - 5.3 At the application stage AEDA seeks information to understand the viability of the event and sustainability of the applicant. The following is considered:
 - 5.3.1 Financial capability and viability forms part of the assessment criteria ensuring effective management of budgets and financial commitments. As part of the application process applicants must provide a budget and demonstrate responsible use of AEDA/CoA funds.
 - 5.3.2 Evidence of a budget surplus is desirable to demonstrate financial sustainability and ensure the ongoing success and profitability of operators.
 - 5.3.3 Post-event, applicants are required to provide a projected vs actual budget as part of the acquittal process.
 - 5.4 All successful applicants, apart from two, indicated a breakeven situation or profit as part of their application budget. The removal of AEDA funding from those budgets would potentially result in ten events not achieving a profit.
 - 5.5 Feedback from the inaugural program in 2024 shows events are continuing to see an increase in costs, particularly in security and other key operations like electricity, plumbing, waste and cleaning.

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

- END OF REPORT -