

## QUESTION ON NOTICE

### Councillor Phillip Martin will ask the following Question on Notice:

'Noting that the Adelaide Economic Development Authority has repeatedly requested an additional two million dollars a year to fund initiatives stemming originating from its Strategic Plan, could the Administration advise if these initiatives have been determined, what the individual amounts are, to whom they would be allocated and how would they be allocated and if criteria and a process has been determined for each allocation to measure their effectiveness?'

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## REPLY

1. As part of Council Member engagement regarding Adelaide Economic Development Agency (AEDA) funding, Administration developed four funding scenarios for the 2026/27 budget based on priorities identified by AEDA. These address targets of the Economic Development Strategy (EDS) and AEDA Strategic Plan (Strategic Plan) to varying degrees defined by funding envelope options.
2. Scenarios have been shared with Council Members and the Audit and Risk Committee in several workshops:
  - 2.1. City Finance and Governance Committee meeting [26 August 2025 – Item 5.1](#)
  - 2.2. City Finance and Governance Committee meeting [9 December 2025 – Item 5.1](#)
  - 2.3. Audit and Risk Committee meeting 6 February 2026 [[Item 6.4 – Attachment A](#)]
3. In each scenario initiatives to meet the objectives of the relevant EDS or Strategic Plan outcomes were identified and prioritised assuming a different base-funding envelope in each scenario.
4. High-level costs were estimated for the initiatives to inform the discussion and indicate and clarify AEDA priorities against relevant strategic objectives.
5. Once the 2026/27 base-level AEDA funding envelope has been confirmed, the estimates will be developed in more detail, and specific delivery outcomes established.
6. With the proposed AEDA funding model (whereby identified priorities are managed within a fixed base allocation), the AEDA Board would be tasked with prioritising any such initiatives or activities, ensuring alignment with the AEDA Strategic Plan, the EDS and the City of Adelaide (CoA) Strategic Plan 2024-2028.
7. Where funding through AEDA underpins any contestable process, appropriate evaluation criteria will be applied (not dissimilar to processes already in place for events and festivals funding, and CoA's events funding). Any new contestable processes which might be introduced by AEDA to deliver on strategic

priorities would necessarily be presented to Council who ultimately approve the subsidiary budget as part of the overall CoA Budget.

- 8. The AEDA Board has begun deliberation around development of the 2026/27 AEDA budget through feedback to Administration from its 11 February 2026 meeting. The continuing 2026/27 budget development process will be considered again at its 11 March 2026 meeting and further feedback provided as necessary.

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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