

Councillor Martin - MoN - AEDA 26/27 Budget Allocation

Tuesday, 14 April 2026
Council

Council Member
Councillor Phillip Martin

Public

Contact Officer:
Anthony Spartalis, Chief Operating
Officer

MOTION ON NOTICE

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

'That Council;

Endorses the proposed three year strategy to increase the operational budget of AEDA by \$2.1 million per annum and asks the Administration to:

1. Add to the draft 26/27 Budget and Business Plan an amount of \$742,000 in excess of the current allocation (2025/26), representing the first instalment of the strategy, and
2. Assist AEDA to develop an alternative option to their proposal to spend in excess of one third of the increase above on the Rundle Mall Birthday celebrations, noting this expenditure would likely mostly benefit Rundle Mall traders and could be more appropriately funded through the Rundle Mall levy.'

ADMINISTRATION COMMENT

1. The proposed motion relating to the \$2.1 million AEDA budget increase over three years is consistent with Administration's proposal to support additional economic development activity through AEDA. This funding proposal is embedded in the current AEDA base budget for 2026/27 through a proposed \$742,000 increase on last year's budget.
2. It is currently proposed in the draft 2026/27 AEDA budget that \$250,000 be allocated to promoting and celebrating scheduled "50 Years of Rundle Mall" activity. This is in addition to, and does not form part of, expenditure generated by the Rundle Mall Separate Rate.
3. The Rundle Mall Marketing Levy (Separate Rate) is explicitly raised for managing and marketing the Rundle Mall precinct; running events, activations and promotions; and enhancing the Mall's brand, footfall and economic performance. It could be argued that "50 Years of Rundle Mall" anniversary celebration aligns with this, and benefits Rundle Mall traders rather than the majority of commercial and residential ratepayers across the city.
4. With this perspective, it would appear that the activity should therefore be funded through the Rundle Mall levy, rather than from the AEDA budget appropriated from Council for economic development across the whole council area.
5. The AEDA view is that the "50 years of Rundle Mall" is positioned as a whole-of-CBD (or even whole-of-state) celebration which benefits all rate payers, not just Mall traders. This view sees Rundle Mall as defining Adelaide as a whole, and driving foot traffic, spend, trader participation, and activation across the city.
6. If the "50 Years of Rundle Mall" activity is funded through the Rundle Mall levy rather than AEDA's budget appropriation, the \$250,000 could be re-directed towards other priority 2026/27 economic development activity identified by the AEDA Board.

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	The changes discussed refer to activity in the 2026/27 budget
Budget reallocation	The changes discussed refer to activity in the 2026/27 budget. If reallocation of funding was resolved by Council the AEDA Board would be responsible to re-prioritise activity
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 5.5 hours.

- END OF REPORT -