

Deputy Lord Mayor, Councillor Noon - MoN - Strategic Partner Funding Agreements

Tuesday, 9 June 2026
Council

Council Member
Deputy Lord Mayor, Councillor
Carmel Noon

Public

Contact Officer:
Anthony Spartalis, Chief Operating
Officer

MOTION ON NOTICE

Deputy Lord Mayor, Councillor Carmel Noon will move a motion and seek a seconder for the matter shown below to facilitate consideration by the Council:

'That Council:

1. Notes that a number of City of Adelaide and Adelaide Economic Development Agency Strategic Partners are supported through fixed three-year funding agreements.
2. Notes that there are long-standing organisations that provide ongoing strategic, cultural, economic, community or city-shaping value to the City of Adelaide, but are currently required to apply for Council funding on an annual basis.
3. Requests that the Administration provide a report to Council identifying:
 - o current City of Adelaide and AEDA Strategic Partners that have fixed three-year funding agreements;
 - o long-term organisations that currently receive, or regularly apply for, annual Council funding;
 - o the criteria currently used to determine whether an organisation is eligible for a multi-year Strategic Partner funding agreement;
 - o whether there are organisations currently funded annually that may be suitable for consideration under a three-year funding agreement; and
 - o the governance, budget and reporting requirements that would apply to any proposed change from annual funding to a three-year funding agreement.
4. Requests that the report include options for Council's consideration prior to the 2026/27 Business Plan and Budget process.'

ADMINISTRATION COMMENT

1. Funding for Strategic Partner agreements is allocated through a competitive assessment process, managed by AEDA, which is oversubscribed each year. Provision of funding beyond the first year is dependent on Council's annual budget process and satisfactory delivery of the Strategic Partner's program of works.
2. The City of Adelaide uses competitive funding processes so that any organisation able to address the Strategic Partnership program's purpose has an opportunity to be considered for three year funding. This ensures that proposals are competitive and provide value for money, rather than allocating funding to a static list of recipient organisations.
3. These processes are reflected in publicly available guidelines and policies.

4. Organisations that currently have fixed three-year funding agreements through AEDA's Strategic Partnership Program (SPP) are:
 - 4.1. Business Events Adelaide
 - 4.2. Study Adelaide
 - 4.3. Renew Adelaide
 - 4.4. Festival City Adelaide
 - 4.5. MTP Connect
 - 4.6. ThincLab.
5. No Strategic Partner organisations currently receive single-year funding via AEDA's Strategic Partnerships program. Therefore there are no Strategic Partnerships in place (or potential) which could be considered for transition to a three-year funding agreement (noting each year's funding depends on Council including Strategic Partnership funding in each year's budget).
6. The criteria used to determine whether an organisation is eligible for a multi-year Strategic Partner funding agreement - program eligibility and assessment criteria can be found on the AEDA website [link [BI24-022-Strategic-Partnerships-Program-FY-2025.26 FA-Digital 01.11.24-VER-2.pdf](#)]. In summary, assessment criteria include:
 - 6.1. The degree to which the proposal delivers outcomes against one or more of AEDA's key program priorities including:
 - 6.1.1. Increasing the number of people working and living in the city including students.
 - 6.1.2. Attracting new businesses to the city.
 - 6.1.3. Leveraging investment in the city's innovation assets and entities (for example Lot Fourteen and BioMed City) to drive greater economic benefit for the CBD.
 - 6.1.4. Positioning Adelaide as a world class events city by ensuring that events not only attract attendees but also encourage longer stays and repeat visits.
 - 6.1.5. Driving tourism initiatives that attract regional, national and international visitors.
 - 6.1.6. Enhancing the value proposition of Adelaide as a destination to work, invest, live, study and visit.
 - 6.1.7. Decreasing shopfront vacancies in the city.
 - 6.2. Organisational capability: the track record and capability of the organisation to deliver the proposal and its ability and willingness to be collaborative.
 - 6.3. Measurability: the proposal has robust, measurable and quantifiable measures in place that enable ROI to be measured.
 - 6.4. Innovation: the degree to which the proposal provides a new approach to accelerating economic activity, increasing visitation and/or improving Adelaide's positioning.
 - 6.5. Financial viability: the degree to which the proposal and/or organisation is financially viable and sustainable with or without Strategic Partnership funding.
7. Whilst not funded through the SPP, the City of Adelaide has funded partnerships with organisations that are strategic in nature. For example, the Australia Day Council has a 1+1+1 year funding agreement (effectively a three-year funding agreement, noting the annual decision to include it in Council's budget).
8. Should Council resolve to support this motion a report outlining applicants who regularly apply for and / or receive funding from Council (including AEDA) will be prepared for Council, which can consider the merit of transitioning any of these to multiple year funding arrangements. Given the timing it is unlikely this would be presented before Council's consideration of the final 2026/27 Business Plan and Budget in June.
9. Note that multiple year funding commitment narrows the pool of organisations receiving funding from the City of Adelaide, by effectively limiting the opportunity to access annual funding in favour of longer term funding commitments.

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	4 hours
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 6.5 hours.

- END OF REPORT -