

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

Tuesday, 28 July 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:
 - current City of Adelaide and AEDA Strategic Partners that have fixed three-year funding agreements
 - organisations that currently receive or apply for annual Council funding on a more or less regular basis (for example the Australia Day Council)
 - the criteria used to determine an organisation's eligibility for a multi-year Strategic Partner funding agreement
 - organisations currently funded annually that may be suitable for a three-year funding agreement.
4. Requests that the report be presented to Council at the October 20, 2026 City Finance and Governance Committee meeting and include options for eligible organisations to transition to three-year funding agreements during the 2026/27 financial year where this can be accommodated within existing approved budgets, and the governance, budget and reporting requirements that would apply to any proposed change from annual funding to a three-year funding agreement.'

ADMINISTRATION COMMENT

1. Funding for Strategic Partner agreements is allocated through a competitive assessment process, managed by the Adelaide Economic Development Agency (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. It should be noted 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.
4. Funding processes are reflected in publicly available guidelines and policies.
5. Organisations that currently have fixed three-year funding agreements through AEDA's Strategic Partnership Program (SPP) are:
 - 5.1. Business Events Adelaide
 - 5.2. Study Adelaide
 - 5.3. Renew Adelaide
 - 5.4. Festival City Adelaide
 - 5.5. AUSclerate (formerly known as MTPConnect)
 - 5.6. ThincLab.
6. No Strategic Partner organisations currently receive single-year funding via AEDA's SPP. 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).
7. 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:
 - 7.1. The degree to which the proposal delivers outcomes against one or more of AEDA's key program priorities including:
 - 7.1.1. Increasing the number of people working and living in the city including students
 - 7.1.2. Attracting new businesses to the city
 - 7.1.3. 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
 - 7.1.4. Positioning Adelaide as a world class events city by ensuring that events not only attract attendees but also encourage longer stays and repeat visits
 - 7.1.5. Driving tourism initiatives that attract regional, national and international visitors
 - 7.1.6. Enhancing the value proposition of Adelaide as a destination to work, invest, live, study and visit.
 - 7.1.7. Decreasing shopfront vacancies in the city.
 - 7.2. Other assessment considerations include:
 - 7.2.1. Organisational capability: the track record and capability of the organisation to deliver the proposal and its ability and willingness to be collaborative
 - 7.2.2. Measurability: the proposal has robust, measurable and quantifiable measures in place that enable ROI to be measured
 - 7.2.3. Innovation: the degree to which the proposal provides a new approach to accelerating economic activity, increasing visitation and/or improving Adelaide's positioning
 - 7.2.4. Financial viability: the degree to which the proposal and/or organisation is financially viable and sustainable with or without Strategic Partnership funding.
8. Whilst not funded through the SPP, the City of Adelaide has funded partnerships with other organisations. 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).
9. Should Council resolve to support the proposed motion, a report outlining applicants who regularly apply for and / or receive funding from Council (including AEDA and other community grant funds) will be prepared for Council, which can consider the merit of transitioning any of these to multiple year funding arrangements.

Should the proposed 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 -