

**Council Member**  
Councillor Hou

Public

**Contact Officer:**  
Clare Mockler, Chief Executive  
Officer

## MOTION ON NOTICE

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

'That Council:

1. Investigate the opportunity for re-activating the Adelaide Promoter program with the aim to engage members of Adelaide's international and multicultural business communities to advocate for the City of Adelaide as a destination to live, invest, study and visit.
2. Investigations to consider this program that would aim to be budget-neutral to Council and could include training, promotional and other opportunities for all promoters. A report is expected to come back to council for consideration on or before March 2023.'

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## ADMINISTRATION COMMENT

1. The International Promoters Program (IPP) was approved as a pilot program to be undertaken in 2020 comprising 2 information sessions primarily for those interested in promoting Adelaide in China.
2. The first information session in February 2020 included general background about the City of Adelaide, Council's Strategic Plan overview, international engagement priorities, international relationships and sectors for international activity. This was followed by another session in August 2020 that provided information about actions Council was taking to accelerate economic growth in the city and Carbon Neutral Adelaide initiatives, as well as large developments such as Realm, 83 Pirie Street and Adelaide Biomed City that were underway or proposed at the time.
3. No metrics were developed for the pilot program and we are unaware of any contemporary metric that could be used to measure the cost benefit of the program for the city.
4. The City of Adelaide, through the Adelaide Economic Development Agency (AEDA), provides funding through strategic partnerships with StudyAdelaide and Business Events Adelaide (formerly known as Adelaide Convention Bureau) to promote Adelaide and support student and visitor growth in the city in line with the Objects and Purposes of AEDA's Charter. AEDA has an investment attraction function and works with State Government departments on investment, tourism, migration and skills attraction opportunities for the city..
5. To inform and foster Chinese trade and investment opportunities AEDA remains a member of Australia China Business Council (SA) (ACBC). AEDA has also had a representative on the ACBC South Australian Executive Committee member for the past 2 years. This has helped provide an informed view on challenges and opportunities to foster stronger trade opportunities.

6. Should this motion be approved, Administration will investigate opportunities for a future IPP program, to be considered at a Council workshop or similar by March 2023.

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	City of Adelaide is currently reviewing its Sister City relationships, International Engagement Plan, and International Opportunities Assessment Framework, which may impact and be impacted by this motion.
Budget reallocation	Some establishment costs may be required There may be some costs for maintaining and administering the program
Capital investment	Not applicable
Staff time in preparing the workshop / report requested in the motion	Staff time to prepare the report will come from existing resources
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.