

AEDA

Strategic Partnership Program

Application Guidelines
FY 2025/26



Acknowledgment of Country

Adelaide Economic Development Agency tampendi, ngadlu Kurna yertangga banbabanbalyarnendi (inbarendi). Kurna meyunna yaitya mattanya Womma Tarndanyako. Parnako yailtya, parnuko tappa purruna, parnuko yerta ngadlu tampendi. Yellaka Kurna meyunna itto yailtya, tappa purruna, yerta kuma burro martendi, burro warriappendi, burro tangka martulyaiendi. Kumarta yaitya miyurna iyangka yalaka ngadlu tampinhi.

The Adelaide Economic Development Agency acknowledges that we are located on the traditional Country of the Kurna people of the Adelaide Plains and pays respect to Elders past, present and emerging. We recognise and respect their cultural heritage, beliefs and relationship with the land. We also extend that respect to visitors of other Aboriginal Language Groups and other First Nations.

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Adelaide Economic Development Agency

The Adelaide Economic Development Agency (AEDA) invests in external organisations on behalf of the City of Adelaide (CoA), to deliver initiatives that increase economic activity within the City.

Before commencing an application via SmartyGrants, make sure you have:

- Read Council's [Funding Programs Policy](#) which details the framework for how CoA provides and manages funding to individuals and organisations applying for support.
- Read these Guidelines in full.
- Contacted the relevant staff member as detailed in Table 1 - Funding Category.

Purpose

The Strategic Partnership Program is administered by AEDA, a subsidiary of CoA. The Strategic Partnerships Program aims to fund proposals that substantially increase economic activity in one or more of the following:

1. Increasing the number of people working and living in the city including students.
2. Attracting new businesses to the city.
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.
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.
5. Driving tourism initiatives that attract regional, national and international visitors.
6. Enhancing the value proposition of Adelaide as a destination to work, invest, live, study and visit.

Projects will need to be able to demonstrate clear outcomes attributable to the funding received, contain quantifiable success measures and an ability to demonstrate ROI.

Importantly, the Strategic Partnerships Program aims to support the development of new, relationships between AEDA and other organisations that accelerate economic activity in the City of Adelaide as well as providing a means to deepen and strengthen existing relationships by building on and extending previously funded activities. For example, additional benefits could include:

- Offering AEDA connections and introductions to new businesses (locally, nationally and internationally) who may be interested to establish in the City.
- Offering AEDA's current and relevant data to city businesses and potential investors, aiding their decision-making processes.
- Connecting AEDA's capacity of offering marketing support and business support to businesses operating in the visitor economy.
- Connecting opportunities to AEDA to pursue opportunities to increase institutional investment in city residential projects, including student accommodation, vertical retirement living, and build-to-rent developments.
- Bringing opportunities to partner with the State Government, universities, associations, community and advocacy groups to activate and upgrade precincts to stimulate investment, visitation and maximise opportunities.

More broadly this program is designed to support the outcomes of the CoA Strategic Plan 2024-2028 and AEDA Business Plan FY 2024/25.

Who Can Apply

To be eligible to apply you must:

- Have a current Australian Business Number (ABN).
- Be a legal entity.
- Not be insolvent, or have owners/directors that are undischarged bankrupts.
- Be up-to-date with any acquittals or reporting requirements for which your organisation has received funding from the City of Adelaide or AEDA.
- Be willing to build the relationship with AEDA by co-designing additional opportunities through the life of the partnership.

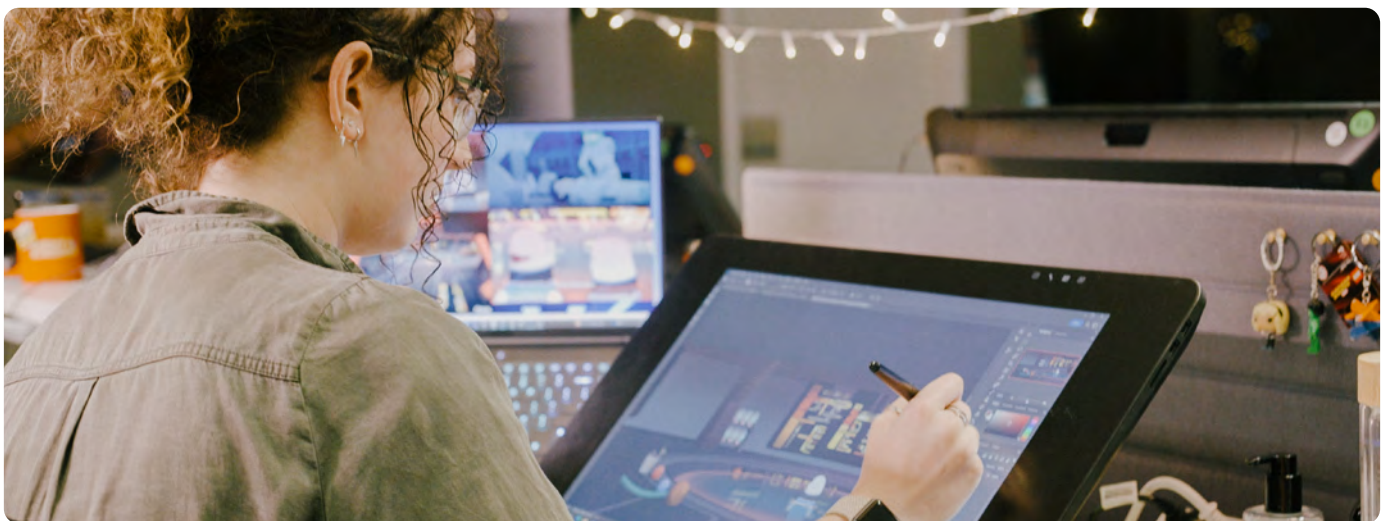
What will not be funded

AEDA will not fund:

- Fundraising activities
- Contingency costs
- Current Council employees or former employees who ceased employment less than six months before applying.
- Program or project costs that are covered by other State, local or Federal governments or philanthropic funding.
- Delivery of proposals that do not have an impact within the City of Adelaide boundary.
- Accredited training or proposals that have a significant focus on delivery of non-accredited training.
- Proposals that are primarily concerned with research.
- The funding request is for reimbursement of funds already spent.
- Delivery of events and festivals (as there are other funding opportunities available through AEDA and the City of Adelaide for those activities).
- Proposals from an applicant who undertakes canvassing or lobbying of CoA Elected Members, AEDA Board Members and/or employees of the CoA and its subsidiaries in relation to the funding request.
- The application does not meet the identified priorities of the city as detailed in the CoA Strategic Plan 2024-2028 and AEDA Business Plan 2024/25.
- The funding request contravenes an existing CoA Policy or Operating Guideline.

As an exception to the City of Adelaide Funding Programs Policy is that AEDA will allow organisations to seek funding for core business activities. This is based on past experiences and to help foster the best possible applications from the most suitable organisations.

Ineligible applications will not advance to the assessment stage and applicants will be notified.



Funding Category

Please refer to the below table for information and guidance on what might be funded.

Funding Category	Tier 1: "City Building Stream"
Funding Available	Funding provided through the program will be in the range of \$75,000 to \$330,000 + GST per applicant per annum.
Funding Pool	\$1,151,000 + GST per FY
Project Delivery	Proposals can be for either single year funding (which must be delivered within 2025-26) or for a multi-year period of up to three years. Multi-year projects will need to demonstrate how the partnership between AEDA and the applicant can evolve over that time.
Call for proposals	Applications for funding will open on 21 October 2024 and close at 4:00 pm (CST), 28 November 2024. While it is expected that all funding will be allocated through this round, if there are unexpected funds, AEDA may open a further funding round in early 2025.
How to apply	<p>Interested organisations are required to contact AEDA on either contact below to discuss the details of their proposal. AEDA may then determine that a meeting is required to further discuss the eligibility and suitability of an application. Applicants will be required to complete an online application form via SmartyGrants by 4:00 pm (CST), Thursday 28 November 2024.</p> <p><i>Contact Details:</i></p> <p>Tiffany Katchmar Executive Manager Business and Investment t.katchmar@aedasa.com.au Ph (08) 8203 7779</p>
Agreement and acquittal	Successful applicants will be required to enter into a funding agreement with AEDA. Reporting requirements will be structured to reflect the nature of the proposal being funded. All successful applicants will be required to complete an acquittal report via the Smarty Grants Portal.



Assessment Criteria and Weightings by Category

Criteria	Consideration	Weighting
Delivery of priorities	<p>The degree to which the proposal delivers outcomes against one or more of AEDA's key program priorities. These include:</p> <ol style="list-style-type: none"> 1. Increasing the number of people working and living in the city including students. 2. Attracting new businesses to the city. 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. 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. 5. Driving tourism initiatives that attract regional, national and international visitors. 6. Enhancing the value proposition of Adelaide as a destination to work, invest, live, study and visit. 	35%
Organisational capability	The track record and capability of the organisation to deliver the proposal and its ability and willingness to be collaborative.	25%
Measurability	The proposal has robust, measurable and quantifiable measures in place that enable ROI to be measured.	15%
Innovation	The degree to which the proposal provides a new approach to accelerating economic activity, increasing visitation and/or improving Adelaide's positioning.	15%
Financial viability	The degree to which the proposal and/or organisation is financially viable and sustainable with or without strategic partnership funding.	10%
Total		100%



How To Apply

Before commencing an application, you must contact the Executive Manager Business and Investment. Please refer to Table 1 for contact details. AEDA and CoA use [SmartyGrants](#) as the platform for the online application process.

You must register if you are a new SmartyGrants user. If you already have a SmartyGrants account, you can use existing details to login and complete an application. Your application form can be saved and updated at any time until you click 'submit'. Applications must be received by the closing date and deadline.

Late applications will not be accepted.

Applications may be redirected to an alternative AEDA or CoA funding program during the assessment process if it is deemed more appropriate for the nature and scale of the activity proposed. If this occurs the applicant may be required to submit a new application to meet the priorities of the identified funding program.

AEDA and CoA understand that the formal application and acquittal processes through the SmartyGrants ICT platform do not meet everyone's access needs and provides support to individuals or groups to ensure the funding programs are accessible on a case-by-case basis. Please refer to Table 1 for contact details.

Supporting documentation

The following information will be required either during the online application process, or after applications are approved and, before any funding payment is made. Please ensure you have this information prior to commencing the application process.

1. The applicant organisations Australian Business Number (ABN) and GST status where applicable.
2. A clear budget with income and expenditure forecasts, including all confirmed partners and other contributions.
3. Certified copies of the applicant organisations most recent audited financial statements or other documentation to demonstrate the financial viability of the organisation.
4. A copy of the organisation's Public Liability Insurance Certificate of Currency (minimum \$20 million).
5. A copy of the organisation's Professional Indemnity Insurance Certificate of Currency (minimum \$20 million).
6. A copy the organisation of Return-to-Work SA certificate of registration or similar employee insurance (if paid staff are employed).

Multiple Applications

Separate applications must be submitted by organisations applying for funding for multiple proposals/program i.e. one application per proposal/program with the exception of a series of activities recurring events. Applicants may only receive funding for one proposal.

Funding Pool

Total \$1,151,000 + GST per financial year

Duration of Funding

Proposals can be for either single year funding (which must be delivered within 2025-26) or for a multi-year period of up to three years.

Assessment and Approval

Once submitted, applications will be assessed according to:

- Eligibility criteria;
- Assessment criteria; and
- Available funding.

All questions in the application form must be answered and any required attachments provided in order for the application to be assessed.

The success of an application is determined by merit against the assessment criteria, and then applications are assessed in competition with other submissions. Applications will be assessed by a minimum of two AEDA/CoA staff and may also include external representees.

Applicants who meet eligibility and assessment criteria are not guaranteed funding.

The success of an application is determined by merit against the assessment criteria and in competition with other submissions.

Funding recommendations will be presented to the General Manager, AEDA and AEDA Board for consideration and approval.

Part Funding

The Strategic Partnership Program is highly competitive, and AEDA receives more funding applications than it can support. Successful applications may be awarded full or partial funding. This decision is carefully considered with the view of maintaining the integrity of the application.

Notification and Funding Conditions

All applicants will be notified of the outcome of their application in writing via email.

Successful applicants will be required to:

- Enter into a funding agreement with AEDA and CoA detailing benefits in return for the investment as well as mutually agreed Key Performance Indicators (KPI's).
- Adhere to the funding agreement terms and conditions.
- Provide copies of any outstanding documents as mentioned in the supporting documentation.
- Provide a tax compliant invoice for payment.
- Notify AEDA of any changes to the Program for which a variation form may be required to be completed.
- Ensure that the benefits agreed upon are met.
- Regularly communicate and provide updates to AEDA and CoA.
- Acknowledge and promote AEDA and/or CoA on any marketing and communication materials including social media.
- Work with AEDA and/or CoA as required to facilitate additional promotional opportunities.
- Provide evidence to AEDA and CoA of benefits met.

How to Acquit

All successful applicants will be required to provide a detailed written report on all outcomes and applicable KPIs relating to the activity funded by AEDA and CoA.

A link to an acquittal form will be provided via SmartyGrants at the conclusion of the program. Acquittal reports will be required according to the agreed timeframes.

As per the Funding Programs Policy, applicants with outstanding debts or acquittal reports will be ineligible to apply for any further funding from Council or its subsidiaries.

Useful Links

Applicants are encouraged to take a look at the information via the links below, as the application process includes requirements mentioned in these documents.

- [City of Adelaide Strategic Plan 2024-2028](#)
- [AEDA Business Plan FY 2024/25](#)
- [Funding Programs Policy](#)
- [Children and Vulnerable Persons Policy](#)
- [City Boundary Map](#)

Important Dates

21 October 2024 | Sponsorship applications open.

28 November 2024 | Sponsorship applications close 4:00pm ACST.

December 2024 /January 2025 | Applications assessed by AEDA/CoA staff.

February 2025 | Funding recommendations presented for consideration and approval.
Applicants notified of funding request outcome.

Additional Information

Child Protection Policy/Vulnerable Person Requirements

As per the Funding Programs Policy, where your proposal involves working with children, young and vulnerable persons, you must attach a copy of your Child Protection Policy/Vulnerable Persons Policy to the application as part of the application's compulsory support material.

If you are yet to develop a formal Child Protection Policy or Vulnerable Persons Policy, you will be requested to outline how you intend to comply with relevant legislation.

Applicants must ensure all people working or volunteering with children as part of the proposal have a valid Working with Children Check.

Canvassing and Lobbying

Councillors are in regular contact with community members about Council matters. To ensure the fair and equitable distribution of funding to the community, you should refrain from communicating with any AEDA or CoA employees, Elected Members or AEDA Board Members during the assessment process of your submitted funding application, in any way that may provide an unfair advantage to your application.

Departure from Guidelines

AEDA may, by resolution, where it is justified in the circumstances, determine that the Guidelines or application form will not apply to a particular proposal.

Contact Us

For more information and to discuss the eligibility of your request, please contact:



Tiffany Katchmar
Executive Manager
Business and Investment
t.katchmar@aedasa.com.au
Ph (08) 8203 7779

Glossary

Throughout this document and application form, the below terms have been used and defined as:

Acquittal:

Information provided by a funding recipient that ensures the funds have been administered responsibly and in line with the funding agreement and conditions of the funding program. This will inform the extent to which the funded activities were delivered, and the nature of the outcomes achieved.

Adelaide Economic Development Agency (AEDA):

Means the Adelaide Economic Development Agency (ABN 76 182 348 329) supports the economic development of the city as a subsidiary of the City of Adelaide.

Applicant:

Is the person or organisation applying for funding from AEDA and CoA.

City of Adelaide (CoA):

Means The Corporation of the City of Adelaide (ABN 20 903 762 572) trading as the City of Adelaide.

City of Adelaide Boundary:

Areas of the city including postcodes 5000, 5001 and 5006.

City Businesses:

Businesses within the City of Adelaide boundary.

Core Business Activities:

Is the normal activities and costs of a business that are necessary to maintain its operations. Using the example of Council and its subsidiaries, this includes customer service, accounting, rent and utilities, maintenance, stock management, and permanent salary costs.

Funding:

Is the act of providing resources to finance a need, program, or project. While this is usually in the form of money, it can also take the form of effort or time (in-kind) from an organisation or company.

Funding Agreement:

A document outlining the funding conditions accepted by either the Council or a subsidiary (dependent on which is managing the Funding Program) and the funding recipient prior to the provision of funding.

In-Kind Support:

In-kind support includes real project costs provided free of charge, such as; volunteer labour, administrative support, rent-free accommodation, donations of materials or equipment, and the provision of guidance or advice.

Operating Guidelines:

A document pertaining to the specifications of an individual Funding Program or offering.

SmartyGrants:

The online system and database that Council uses to receive, assess, monitor, acquit, evaluate, and record funding submissions.

Sponsorship:

A sum of money given to assist eligible organisations in delivering activities in exchange for rights and benefits offered in return for the sponsorship investment.

Terms and Conditions:

Special and general arrangement, rules, requirements, standards etc. Forming integral parts of a contract or agreement.

Vulnerable Persons:

Refers to people who may be at risk of exploitation due to their dependency on others.

