

## AEDA Strategic Partnerships Program 2025/26

### Application Guidelines

The Adelaide Economic Development Agency (AEDA) was established in January 2021 to stimulate the city's economic growth with a focus on attracting investment, growing our visitor economy, increasing the number of people living in the city, marketing the city as a whole and promoting Rundle Mall as Adelaide's premier shopping destination

AEDA developed a competitive funding program to enable the Agency to partner with other organisations to deliver innovative initiatives that increase economic activity within the City, enhance Adelaide's brand and contribute to a dynamic city experience. \$1,151,000 +GST has been allocated to the program in 2025-26.

#### **Purpose**

The Strategic Partnerships Program (City Building Stream) aims to fund proposals that substantially increase economic activity in one or more of the following:

- Increasing the number of people working and living in the city including students
- Supporting existing businesses to grow and attracting new firms
- Leveraging investment in the city's innovation assets to drive greater economic benefit for the CBD
- Positioning Adelaide as a world class events city
- Driving tourism initiatives that attract regional, national and international visitors
- Enhancing the value proposition of Adelaide as a destination to work, invest, live, study and visit.
- Decreasing shopfront vacancies in the city.

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 in establishing 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 AEDA to 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 the 2024/25 AEDA Business Plan.

# Strategic Partnership Program: City Building Stream 25/26

## Form Preview

### Eligibility Check

Before commencing this application, please ensure sure you've:

- Read through the [AEDA Strategic Partnerships Program - Application Guidelines 2025/26](#) to ensure that your organisation and activity meet the eligibility criteria;
- Read though [City of Adelaide Strategic Plan 2024-2028](#)
- Read the [Adelaide Economic Development Agency's 2024-25 Business Plan and Budget](#);
- Read [How to Work with AEDA](#); and
- Contacted Tiffany Katchmar, Executive Manager, Business & Investment, via (08) 8203 7779 to discuss your application prior to submission.

### Applicant Details

\* indicates a required field

#### Organisation Name \*

Organisation Name

#### Organisation ABN \*

The ABN provided will be used to look up the following information. Click Lookup above to check that you have entered the ABN correctly.

Information from the Australian Business Register	
ABN	
Entity name	
ABN status	
Entity type	
Goods & Services Tax (GST)	
DGR Endorsed	
ATO Charity Type	<a href="#">More information</a>
ACNC Registration	
Tax Concessions	
Main business location	

Must be an ABN.

#### Organisation Primary Address \*

Address

  

Address Line 1, Suburb/Town, State/Province, Postcode, and Country are required.

# Strategic Partnership Program: City Building Stream 25/26

## Form Preview

### Organisation Postal Address (if different from Primary Address)

Address

  

### Organisation Primary Phone Number \*

Must be an Australian phone number.

### Organisation Primary Email \*

Must be an email address.

### Organisation Website

Must be a URL.

### Application Contact \*

First Name

Last Name

### Applicant Contact Position \*

### Applicant Contact Primary Phone Number \*

Must be an Australian phone number.

### Applicant Contact Primary Email \*

Must be an email address.

## Proposal Details

\* indicates a required field

### Proposal Title \*

### Expected duration of project (years) \*

### Total Funding Amount Requested (ex GST) \*

# Strategic Partnership Program: City Building Stream 25/26

## Form Preview

\$

What is the total financial support you are requesting in this application?

### Funding Allocation

If the proposal is a multi year project, please identify how the funding will be allocated over the following financial years:

Financial Year	\$ (ex GST)
2024-25 (optional available funds \$194,000 to commence before 30 June 2025)	\$ <input type="text"/>
2025-26	\$ <input type="text"/>
2026-27	\$ <input type="text"/>
2027-28	\$ <input type="text"/>

### Assessment Criteria

\* indicates a required field

**What is the objective of the proposal? \***

**What is the problem/opportunity being addressed by this proposal? \***

**Please provide an overview of the proposal including key activities and deliverables. \***

**What are the success measures for this proposal and how will ROI be assessed? \***

**Please provide a delivery plan for this proposal including key milestones \***

**Alternatively, if you wish to upload a delivery plan upload, please attach the file below:**

Attach a file:

**How will this proposal enhance the applicant's ability to accelerate economic activity, increase visitation and/or improve Adelaide's brand positioning? \***

**What elements of the proposal offer a new approach or build on the learnings of similar activities delivered previously by the applicant or other organisations? \***

**Over the life of the partnership how would you look to deepen the relationship with AEDA and other organisations which accelerate economic activity in the City of Adelaide? \***

## Applicant Experience

\* indicates a required field

**Describe the history of the applicant, demonstrating a track record in managing similar projects to this proposal. \***

**Outline how you envisage collaboration with AEDA can enhance the delivery of this proposal or whether you envisage whether there might be additional collaborative opportunities that complement this proposal. \***

# Strategic Partnership Program: City Building Stream 25/26

## Form Preview

### Financial Information

\* indicates a required field

**Detail the financial viability/position of the applicant (this could include a copy of the applicant's most recent audited statements). \***

**If you wish to provide the most recent audited financial statement, please attach below:**

Attach a file:

**What is the funding contribution the applicant will provide to the proposal. If this funding is coming from other sources please identify those sources. \***

**Has the applicant received any funding from the City of Adelaide or AEDA in the past four years? \***

☐ Yes

☐ No

If yes, please provide for each year, the name of the project and the amount awarded.

**Project Name**

**\$ Amount Awarded**

Project Name	\$ Amount Awarded
	\$

### Other

**Is there any other information you would like to include to support this proposal?**

**Please attach any documents you consider relevant to this application.**

Attach a file:

### Declaration

\* indicates a required field

I certify to the best of my knowledge that the statements made in this application are true and correct.

I have contacted AEDA and discussed my proposal prior to lodgement of the application.

I consent to the collection, use and disclosure of information for the purpose of applying for Strategic Partnership funding.

I understand that should this application be approved for funding that the organisation will be required to enter into a Partnership Agreement with the Adelaide Economic Development Agency.

I am authorised to submit an application for the Strategic Partnership Program on behalf of the applicant organisation.

\*

☐ I agree

☐ I do not agree