

Working with the Adelaide Economic Development Agency



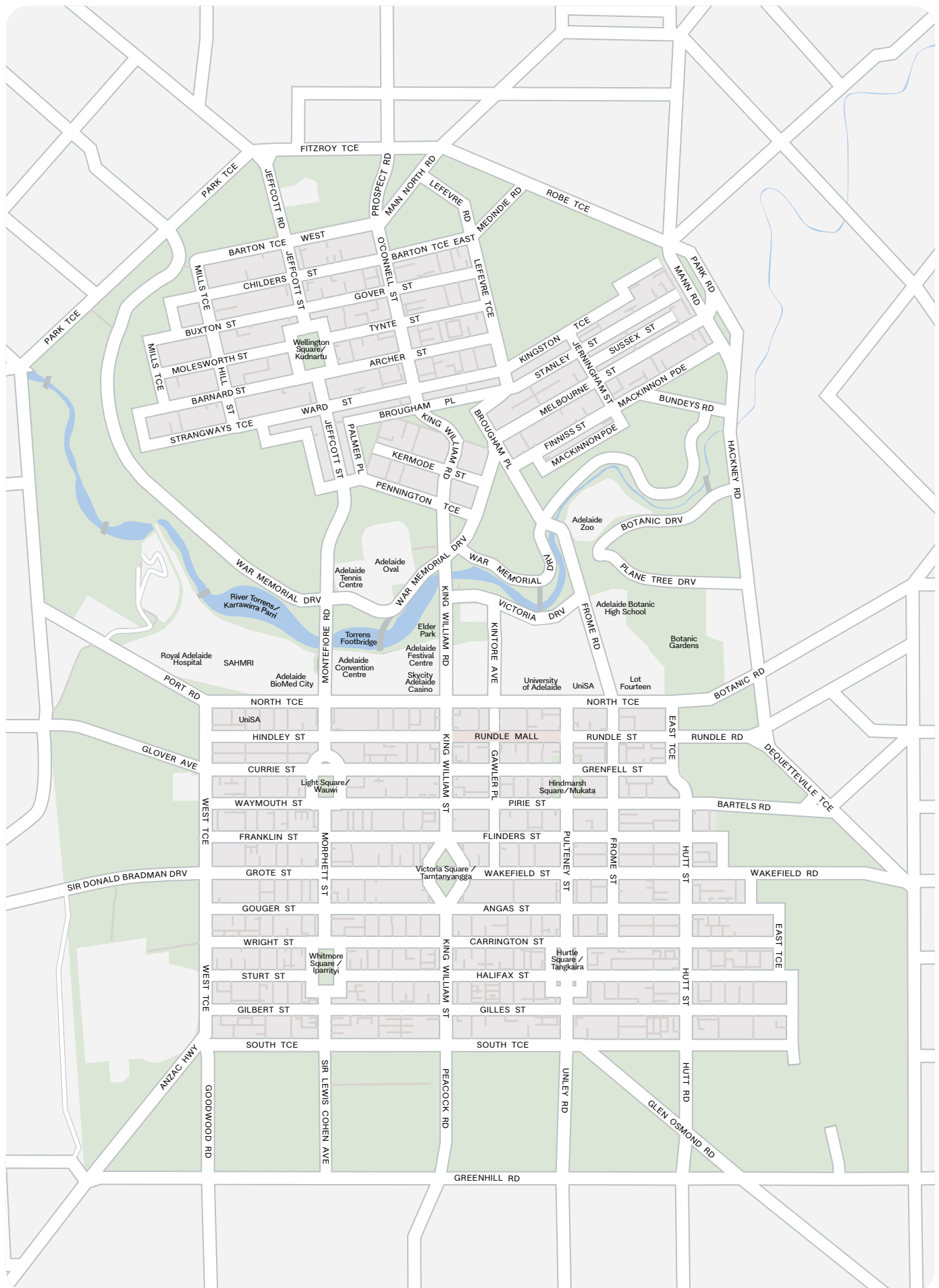
Acknowledgment of Country

Adelaide Economic Development Agency tampendi, ngadlu Kurna yertangga banbabanbalyarnendi (inbarendi). Kurna meyunna yaitya mattanya Womma Tarndanyako. Parnako yaitya, parnuko tappa purruna, parnuko yerta ngadlu tampendi. Yellaka Kurna meyunna itto yaitya, 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.



Image: Kuma Kaaru Dance Group, Creative City Still, Adelaide, 2019



AEDA supports the economic growth in the city (postcodes 5000 and 5006)

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The Adelaide Economic Development Agency works closely with businesses, industry groups, State Government agencies and other relevant organisations to stimulate the city's economy. It focuses on business support, visitor economy uplift, investment attraction, residential growth, marketing the city as a whole and promoting Adelaide's premier shopping strip, Rundle Mall. It centres Adelaide as a vibrant place to work, invest, live, study and visit.

The *Working with the Adelaide Economic Development Agency* guide provides an overview of the support services, programs, and partnership opportunities available, year-round, to help develop and grow your business.

AEDA is a dynamic agency that responds to economic conditions. Programs and partnership opportunities are communicated via our City Business EDM. Don't miss out, sign up at aedasa.com.au/CityBusiness.

Contact Us

Each support service, program and partnership opportunity is run by a team of specialists, and their contact details can be found in this guide. If you are not sure where to start, or for general enquiries, please get in touch.

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About AEDA

What is the Adelaide Economic Development Agency?

AEDA was formed as a section 42 subsidiary of the City of Adelaide (CoA) under the *Local Government Act 1999 (SA)*.

CoA recognised the need to accelerate economic growth in the city and, after significant stakeholder engagement and planning, AEDA was formed and commenced operation in January 2021.

AEDA is governed by a skills-based Board, which is responsible for setting the agency's strategic direction, as well as ensuring AEDA acts in accordance with the *Local Government Act (SA) 1999* and the AEDA Charter.

Vision

Our Adelaide. Bold. Aspirational.

Mission

To accelerate economic growth in the city by attracting investment, supporting businesses, growing the visitor economy, supporting residential growth, growing an annual events calendar, and marketing the city as a whole including Rundle Mall.

Strategies and Actions

AEDA's Strategic Plan 2024/25 – 2028/29 increases the emphasis AEDA will place on the:

- Increased marketing and promotion of the city to support investment attraction, boost visitor numbers and continue to develop a consistent brand to underpin marketing activities.
- Importance of events, identifying new tourism products and experiences that provide a reason for people to come to Adelaide and extend their stay, as well as increased promotion to intrastate markets.
- Enhancement of Adelaide as a centre for education and collaboration (goal three of Council's Economic Development Strategy), increased investment into programs to support businesses to grow and employ more people, and development of a targeted proactive investment attraction program.
- Development of Rundle Mall's role as South Australia's premier retail destination through new activations, refresh of marketing activity, brand attraction and activating laneways.

Refer to AEDA's 2024/25 – 2028/29 Strategic Plan for more details at:

[AEDA 2024/25 - 2028/29 Strategic Plan](#)

The AEDA Team

The AEDA team is comprised of industry specialists across a range of disciplines and backgrounds to support economic growth. Depending on the nature of your focus, you may work with a number of specialists to access the programs and initiatives to achieve your business goals. AEDA works closely with CoA and can help businesses connect with the council.

Helping Businesses to Start, Grow or Relocate

AEDA helps investors and businesses be successful in the city. From start-ups and established businesses, to those looking to relocate to Adelaide, AEDA can provide free and confidential services to support your business. Support is tailored to each business and its individual needs and can include:

- Assistance with site selection.
- Insights to understanding local industry capabilities and opportunities.
- Detailed data and insights about Adelaide's CBD and North Adelaide.
- Information to help you build your business case for establishing a business in the city.
- Free pre-lodgement and pre-design advice services for specific land sites, future development proposals and preparing development applications.
- Links and introductions to government agencies.
- Information on AEDA and CoA program and partnership opportunities.
- Small business advice and assistance.



Tiffany Katchmar
Executive Manager,
Business and
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Ph (08) 8203 7779

Data and Insights

AEDA provides timely, data-driven insights to support investors, business owners and decision-makers. An in-house team of experts analyse exclusive and third-party data to deliver professional reports on Adelaide's economic performance.

Key metrics—such as footfall, customer expenditure, mobility and forward hotel bookings—are updated monthly via our interactive dashboards, helping you stay on top of city trends. AEDA also hosts business events and industry briefings and presents at local and national forums to share insights and connect stakeholders with growth opportunities.

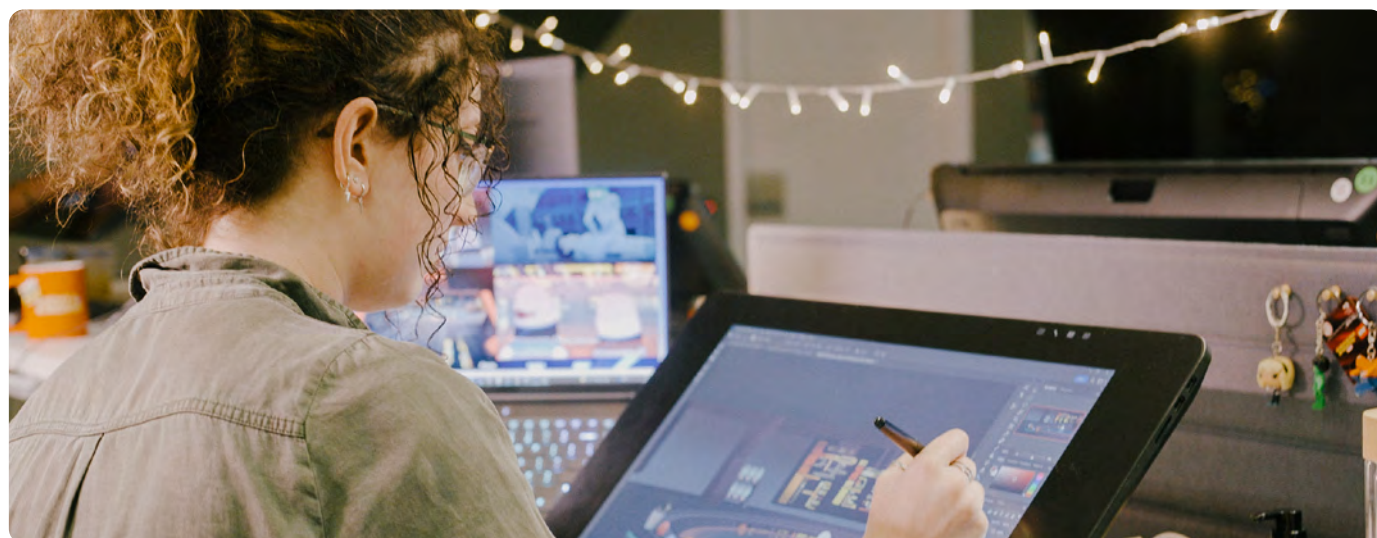


Jordon Tomopoulos
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Data and Insights



Assisting Businesses Invest in the City

The city contributes 18 per cent of Gross State Product and is a hub of innovation, featuring world-class precincts like Lot Fourteen—specialising in defence, space, high-tech, and creative industries—and BioMed City, the largest health and medical research precinct in the southern hemisphere. Adelaide boasts South Australia's largest concentration of commercial office space and serves as the central hub of the state's transport network, providing a vital connection point to helping you access the skills you need to grow your business.

Property Investment Support Services

AEDA's Business Growth and Investment Attraction team facilitates opportunities, locally, nationally and offshore, that contribute to the city's growth. The team works with State Government, the commercial property sector, peak industry groups, investors, development agencies and other key stakeholders to attract inbound investment into new developments and existing building stock. It can help with high-value major developments, expansions and acquisitions. Explore the city's property development pipeline.

Residential Development

Adelaide ranks among the world's most liveable cities. Between 2021 and 2046, the population for the CoA is forecast to increase by 10,580 people, a growth of approximately 42 per cent. To cater to this significant growth, AEDA works closely with property developers, community housing providers and government agencies to increase the level of residential stock in the city. It also helps streamline engagement with different parts of the city and introduce new housing projects into Adelaide's market. If you are considering developing multi-dwelling commercial and residential projects in the city, the AEDA team can assist.

Welcome to Adelaide

The Welcome to Adelaide program supports staff of companies relocating to the CBD or North Adelaide transition into city life. The program aims to increase awareness and usage of services such as UPark and North Adelaide Golf Course, as well as to drive visitation to Rundle Mall, Adelaide Central Market and other nearby businesses. AEDA can tailor a Welcome to Adelaide solution to suit any business.

Supporting Business

AEDA invests in external organisations, on behalf of CoA, to deliver initiatives that increase economic activity within the city that aligns with the Agency's priorities through its Strategic Partnerships Program. AEDA works closely with Strategic Partners including ThincLab, University of Adelaide, MTP Connect and Renew Adelaide to provide support programs and services to city businesses and entrepreneurs.

Importantly, the Strategic Partnerships Program supports the development of new relationships between AEDA and other organisations that accelerate economic activity within the city and North Adelaide, as well as being a means to deepen and strengthen existing relationships by building on and extending previously funded activities. Partnership activities range from intensive mentoring programs to help businesses to scale to attracting conferences to be hosted in Adelaide.



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Major Projects

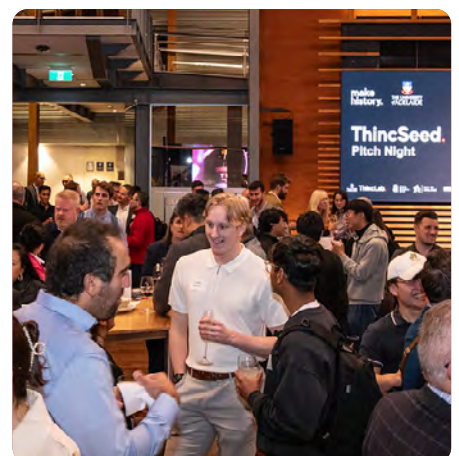


Dominic Pangallo
Property Investment
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Welcome To Adelaide



Strategic Partnership Program

Gaming

AEDA is supporting the next generation of games developers in South Australia. As of December 2024, South Australia accounted for 11 per cent of Australia's game development workforce, reflecting the state's increasing prominence in this sector. From local start-ups for international names, AEDA is committed to growing the state's thriving gaming ecosystem.

Opportunities and Grants

Renew Adelaide – Rent-free Space

AEDA has engaged not-for-profit organisation Renew Adelaide to help entrepreneurs access flexible, rent-free spaces in the city to trial new business ventures before committing to a commercial lease. Renew Adelaide connects property owners with vacant spaces to entrepreneurs and business owners through flexible, rolling 30-day licence agreements. Many successful business ventures have accessed this service to start a business which, in turn, revitalises underutilised areas of the city.

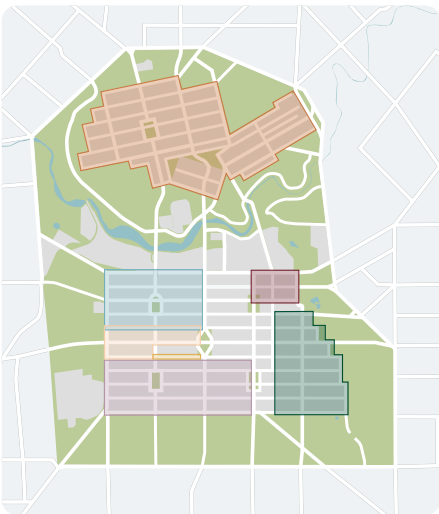
Renew Adelaide periodically seeks expressions of interest from potential business owners to develop their ideas in rent-free space.

To find out more, visit renewadelaide.com.au



Precincts

AEDA funds seven precinct groups across the city. These incorporated associations deliver activities that support economic activity in their local areas. Details can be found at cityofadelaide.com.au/business/support-resources/precinct-groups.



Precinct Groups Boundary Map

Adelaide West End Association
City South Association
East End Co-ordination Group
Gouger Street Traders Association
Grote Business Precinct
North Adelaide Precinct Association
Hutt Street Traders Association

Gaming

Renew Adelaide recently announced its 300th venture since its inception in 2010.

These include:
Seed and Stone, Frida Las Vegas, Homeboy and Rundle Collective.

Opportunities and Grants



Jin Kim
Business and Industry
Engagement Advisor
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Support for Tourism Operators

AEDA supports tourism industry growth through strategic collaboration with key stakeholders to identify and leverage opportunities that shape the future of Adelaide's visitor economy. We work with a broad range of operators, including accommodation providers, tour companies, attractions, and event organisers, to strengthen offerings and enhance the overall visitor journey.

We lead tourism development for the region of Adelaide in collaboration with neighbouring councils and work closely with local and national partners to ensure informed, sustainable growth. Our team supports industry by facilitating connections with the City of Adelaide and broader networks to encourage business development and new investment.

AEDA also delivers joint destination marketing campaigns with partners such as the South Australian Tourism Commission (SATC), Expedia and RAA, targeting intrastate, interstate, and international markets. We contribute to the long-term tourism and experience development strategy for Adelaide, with a focus on improving the visitor journey across both physical and digital touchpoints, from pre-trip planning through to in-destination engagement.

We support a diverse visitor base, including tourists, residents, students, business events delegates, and those visiting friends and relatives (VFR), ensuring Adelaide remains a welcoming and compelling destination for all.

For information regarding tourism partnerships, and to be added to the City Tourism mailing list, please contact Gemma Nelson.



Gemma Nelson
Tourism Industry
Development Advisor
g.nelson@aedasa.com.au
Ph (08) 8203 7489



Adelaide Visitor Information Centre

The Adelaide Visitor Information Centre is located at 25 Pirie Street, at the rear of the City of Adelaide Customer Centre.

Open on weekdays from 9:00am to 5:00pm, the centre is staffed by knowledgeable and enthusiastic volunteers who provide assistance to local, interstate, and international visitors, including students. Services include the provision of brochures, maps, event guides, directions, and support with journey planning.

On weekends, the Visitor Information Centre expands its reach with a mobile presence with a branded bicycle located in Rundle Mall, offering on-the-spot visitor support in one of the city's busiest pedestrian thoroughfares. AEDA also manages the Adelaide Greeters program, which delivers free, personalised orientation walks of the city. Sessions typically run for two to three hours and provide an engaging introduction to Adelaide for new arrivals.

Tourism operators are encouraged to provide AEDA with the latest information about their products and services to ensure staff are up to date with relevant and timely recommendations. Promotional materials may also be submitted and are considered on a case-by-case basis. AEDA is currently progressing the development of a technology-enabled Visitor Experience Centre, to be located within the North Terrace cultural precinct. This initiative forms part of a broader strategy to enhance visitor servicing through innovative, accessible, and experience-led solutions.



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Australian Tourism Data Warehouse (ATDW)

ATDW is the national platform for digital tourism information. AEDA encourages eligible tourism businesses across accommodation, hospitality, events and other categories to create a listing for their business or event. These listings are used by websites across the country to promote local businesses and help attract new customers, including AEDA's own website ExperienceAdelaide.com.au, SouthAustralia.com, Australia.com and more.

Use the link provided to see if your business is eligible.

ATDW

Tourism Data and Insights

AEDA can access the latest data to find out facts, figures and tourism insights for the city. A range of tourism insights are available on our website, or our team can help connect you with additional information via third parties.



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Tourism Insights



Events and Festivals Funding and Promotion

City-based events and festivals add vibrancy and excitement to the city and help attract local, interstate and international visitors.

AEDA provides funding programs to financially support eligible groups and organisations to assist in the staging of events and festivals that drive visitation, spend and support for local businesses as well as increase the profile of the city as a tourist destination.



Paula Stankiewicz
Event Sponsorship and
Attraction Advisor
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Events & Festivals Funding Opportunities

Annual Events and Festivals Sponsorship Program

Organisers planning a public event or festival within the CoA boundaries are invited to apply for a range of different grants and funding opportunities. Applications are subject to eligibility and assessment criteria and available funding. Commercial organisations/businesses are **ineligible** to apply.

Applications open in March each year.

If you would like to be added to the mailing list, or to be advised when the next round opens, please email sponsorship@aedasa.com.au.



Promotional Opportunities for Your Event

Each week, Experience Adelaide's What's On email newsletter is sent to more than 142,000 subscribers, providing them with inspiration for things to eat, see and do in the city. The events included in the EDM are selected from the What's On webpage. Events selected each week are listed at AEDA's discretion and not all events can be included.

Experience Adelaide What's On

Other Grants and Available Funding

There may be other grants available through CoA that your organisation can consider. See more information at the link provided.

City of Adelaide Grants



Marketing the City

The AEDA Marketing team provides guidance and support for all Agency initiatives while delivering citywide campaigns, including a tailored marketing program for Rundle Mall.

AEDA works collaboratively to take advantage of opportunities to cross promote campaigns and initiatives.



Michael Rossi
Executive Manager,
Marketing

m.rossi@aedasa.com.au

Ph (08) 8203 7814

Citywide Marketing

AEDA's citywide marketing takes various forms throughout the year, including campaigns designed to promote ongoing events and festivals in the city.

Opportunities to be involved in citywide marketing are communicated via the City Business and City Tourism EDMs.



Stay Connected

A range of channels are managed by the AEDA Marketing team to keep stakeholders abreast of the latest city information.

City Business Newsletter	Subscribe to the City Business newsletter for the latest news, resources, incentives, grants, opportunities and initiatives relevant to city businesses.	aedasa.com.au/CityBusiness
City Tourism Newsletter	The City Tourism newsletter is a dedicated newsletter for the city's tourism sector.	aedasa.com.au/CityTourism
What's On Newsletter	The What's On newsletter provides a weekly snapshot of events and festivals in the city to more than 140,000 subscribers.	ExperienceAdelaide.com.au/SignUp
Websites	With around 40,000 views each month, ExperienceAdelaide.com.au is a valuable resource to keep across city information, including: • Things to see and do, where to eat and drink and what's on/events. • Accommodation and other information for travellers. • Living and studying in the city.	ExperienceAdelaide.com.au
	A second website, aedasa.com.au, houses information for city businesses, including: • Doing business and investing in Adelaide. • Opportunities and grants. • Data and insights. • Business news.	aedasa.com.au
Social Media	These social media channels provide news and information for businesses and city visitors.	LinkedIn: @aedasa Facebook / Instagram: @ExperienceADL
AEDA operates customised channels to promote Rundle Mall as South Australia's premier shopping precinct and communicate with key stakeholders.		
Rundle Mall Website	Provides visitors with information on shopping, dining, events, and services available in the Rundle Mall Precinct. Commonly used to help visitors plan their visit, discover current promotions, and stay updated on upcoming events or new store openings.	RundleMall.com
Rundle Mall Newsletters	Two newsletters are distributed to keep the community informed about the Rundle Mall Precinct and its 700+ businesses and services. The Rundle Mall stakeholder newsletter provides regular updates on public holiday trading hour exemptions, event details, marketing opportunities, monthly reports, and meeting invitations. Meanwhile, the consumer email newsletter highlights the best of the Precinct—featuring new store openings, upcoming events, special offers, and sales—delivered straight to customers' inboxes.	
Rundle Mall Social Media	Facebook: @RundleMallSA	Instagram: @RundleMall LinkedIn: @RundleMall

Doing Business in Rundle Mall

While the AEDA team does not manage leasing for buildings within the Rundle Mall Precinct, it can connect you with the appropriate representative if you are interested in leasing a specific tenancy or space in the Mall.

To discuss opening a business in Rundle Mall, or for a tour of the prospective retail/business space, contact Andrew White.



Andrew White
Executive Manager,
Rundle Mall
a.white@aedasa.com.au
Ph (08) 8203 7140

Events and Activations

There are spaces for events and activations throughout Rundle Mall suitable for every purpose, including new product launches, brand awareness, giveaways and installations. These spaces reach thousands of people every day.

Each year, Rundle Mall hosts more than 300 events and activations, adding vibrancy to an already bustling precinct. These spaces can be booked for days, weeks or months, with a range of flexible options to suit every business.

For more information about events, activations or flexible Mall leasing in Rundle Mall contact Tania De Palma.



Tania De Palma
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700+ Retailers	300+ Non-retail service businesses	\$1.07B 2024 annual expenditure in Rundle Mall
468.7k Main trade area population	19 Average visits per year, per customer	77% Residents shop in Rundle Mall
\$1,332 Average early spend in Rundle Mall	85% of all discretionary retail expenditure in the City of Adelaide	54M+ Visitors a year

