

Councillor Martin - QoN - Adelaide Fashion Week

Tuesday, 28 April 2026
Council

Council Member
Councillor Phillip Martin

Public

Contact Officer:
Anthony Spartalis, Chief Operating Officer

QUESTION ON NOTICE

Councillor Phillip Martin will ask the following Question on Notice:

'Could the Administration advise:

1. What the budget Council and AEDA have allocated to Adelaide Fashion Week in each of the past 3 financial years, the percentage of any decrease or increase and the quantum and percentage increase proposed for the 26/27 Draft Budget?
2. Why an external public relations entity was engaged by AEDA to undertake PR tasks for Adelaide Fashion Week in the 25/26 financial year, the number of occasions in the past three years on which an external contractor has been engaged for Adelaide Fashion Week, the number of tender processes that accompanied such engagements and the total budget amount allocated to the external provider/s?

REPLY

1. Adelaide Fashion Week budget for the past three years has been:
 - 1.1. 2023/24 \$300k
 - 1.2. 2024/25 \$310k
 - 1.3. 2025/26 \$489k
2. This is a 63% increase over that period. When preparing the 2025/26 budget, the AEDA Board acknowledged the increased investment required to deliver a professional event that showcases Adelaide's fashion industry and provides a focus on the City as a place for fashion retail activity.
3. The proposed budget in 2026-27 is \$502k representing an increase of 2.6% on 2025-26.
4. A public relations firm with specific expertise in supporting fashion events was engaged in 2023/24, 2024/25, and 2025/26 to complement the in-house public relations and marketing work undertaken by AEDA.
5. External suppliers are used to support event delivery of specialist expertise that AEDA does not employ in-house. These could be for items such as specialist PR or event management.
6. Council's Procurement Policy allows for the establishment of preferred supplier panels following an open tender process.

7. An open tender process (T2023/0032) closed in July 2023 and invited potential suppliers (of services, including advertising, event management and PR) to submit proposals for consideration to be included on Council's panel. 18 submissions were received and suppliers were evaluated against relevant criteria. Based on the results of the evaluation process, nine suppliers were successful in being added to a panel and offered standing supply contracts for a two plus one year period.
8. The external PR company engaged for Adelaide Fashion Week in 2025/26, and to be engaged in 2026/27, is on the preferred supplier panel.
9. The total budget allocated to the contractor for PR Services over the last three financial years is \$42,297 (\$12,297 in 2023/24, \$15,000 in 2024/25 and 2025/26).

Staff time in receiving and preparing this reply	To prepare this reply in response to the question on notice took approximately 5.5 hours.
--	---

- END OF REPORT -