

MEDIA RELEASE

The Alexandrina region delivers award winners in the 2022 SA Tourism Awards 4 November 2022

At the 2022 South Australia Tourism Awards held at the Adelaide Convention Centre last night, the Alexandrina region featured heavily with Kimbolton, Beach Huts, Carriage of Occasion, De Groot Coffee and Big Duck Boat Tours all receiving wins in their categories.

This is an outstanding result for the local tourism businesses who participated in the Business Alexandrina award readiness mentoring program delivered in partnership with the Tourism Industry Council SA (TiCSA) this year. This is the second year that Business Alexandrina has partnered with TiCSA to deliver this program.

Nine businesses participated in the Award Readiness Mentoring Program with six making submissions and achieving finalist status.

The goal of the mentoring program was to elevate tourism businesses providing them with the tools and skills needed build a more resilient, customer centric business plan. The Business Alexandrina team supported the businesses by facilitating industry mentors, providing access to the co-working space at the business hub, marketing and planning workshops, meetings with the Business Hub's Experts in Residence including Fleurieu Peninsula Tourism. As well as weekly updates providing useful information and encouragement to maintain momentum throughout the program.

The winners were in the following categories

- Kimbolton – Tourism Wineries, Distilleries and Breweries (Gold)
- Carriage of Occasion – Tour & Transport Operators (Silver)
- Beach Huts Middleton – 4-4.5 Star accommodation (Silver)
- Spirit of Australia (The Big Duck Boat Tours) – Ecotourism (Silver)
- De Groot Coffee – Excellence in Food Tourism (Bronze).

Alexandrina Council, CEO, Nigel Morris shared his congratulations to our Alexandrina based winners as well as finalist, Food Builder Anita Robins.

"It is great to share in their success and we see that the ongoing delivery of the Business Alexandrina program is an important part of Alexandrina's Economic Development Strategy going forward.

Alexandrina Council was the first local council to establish a partnership with Tourism Industry Council to strategically support its local businesses. This support has produced a record number of finalists for Alexandrina in the SA Tourism Awards for the second year in a row.

I am proud to see our Business Alexandrina Team supporting local businesses and that we also received industry recognition in the Tourism Development Program winners for the 2022 Local Government Professionals Leadership Excellence Award earlier this year," he said.

To find out more about Business Alexandrina, visit www.businessalexandrina.com.au

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