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## MEDIA RELEASE

# Alexandrina to launch business program and hub to bolster local economy

24 August 2020

It is an exciting time for business enterprises in Alexandrina, with Council launching the Business Alexandrina Program - a dedicated business program for the region which includes the establishment of the Business Alexandrina Hub (The Hub) in Goolwa.

Both the Business Alexandrina Program and The Hub are now open with an official launch planned for 15 September. The Hub project was made possible with funding from the Department of Industry, Innovation and Science as part of the Drought Communities Funding Program and Alexandrina Council.

The Business Alexandrina Program will support the 2,169 registered businesses operating across Alexandrina region focusing on key sectors retail/tourism, health services and agriculture sectors. The program will target the immediate needs of our business community to encourage growth, COVID-19 recovery, support, collaboration and opportunity.

Running from both The Hub and satellite sites, the Alexandrina Business Program will include:

- Targeted workshops, events, training to increase business capability
- Advisory and information services through in-house residents
- Co-working and meeting space
- Opportunity to be part of the Business Alexandrina network
- Access to key industry insights, resources and networks.

There are already several events scheduled for September 2020, in Goolwa and Strathalbyn. Visit the new dedicated website [www.businessalexandrina.com.au](http://www.businessalexandrina.com.au) for more information on what the events can offer your business and to find out more.

The Hub, located at 12 Cadell Street, Goolwa, provides co-working spaces supported by high speed internet connectivity, meeting rooms, training facilities and access to the adjoining Centenary Hall multi-function space.

With a range of membership and casual-use options available, Council expect a good uptake from businesses seeking the convenience of an office space without being in a position to lease a whole room or building on a more permanent basis. Casual rates and member fees and benefits can also be found on Council's website. Bookings are essential and subject to availability, and can be made by emailing [business@alexandrina.sa.gov.au](mailto:business@alexandrina.sa.gov.au)

Alexandrina Mayor Keith Parkes is confident the new Alexandrina Business Program and launch of The Hub will provide a much needed boost to businesses recovering from the impacts of COVID-19 and support those that would like to take advantage of collaborative and networking opportunities.

"Our region is one that relies on local businesses to support a range of industries, many of which have been susceptible to the effects of the recent pandemic. The launch of the Business Alexandrina Program and Business Hub is a conscious initiative made by Council to support local business in general, but it has come at a great time to provide unique, new opportunities to learn, grow and take advantage of a fantastic network of like-minded business people.

"I look forward to seeing local businesses benefitting from the program and finding practical application to their business function through the impressive new Hub," he said.

Senator Andrew McLachlan CSC will officially open the project at its formal launch on 15 September 2020. To keep up-to-date on programs and training at The Hub, visit Council's website.

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