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MEDIA RELEASE

A billion reasons why we love life in Alexandrina

25 June 2018

In exciting news for the financial prosperity and future of Alexandrina – our economy has recently reached the significant milestone of \$1 billion per annum. This achievement is testament to our hard working businesses and industries that provide products and services, employ local staff and enrich our communities through their business acumen and loyalty to the region.

In the period from July 2016 to June 2017, Alexandrina has generated \$1.028 billion in gross regional product, representing 1.02% of SA's gross state product.

Alexandrina Council Mayor Keith Parkes praised local business and industry.

"We consider this to be a significant achievement with a population of approximately 26,000 people. It compares favourably with other regional economies like the Barossa, Adelaide Hills and Mount Barker who have larger industry or population bases," he said.

Alexandrina's largest industries are primary production and tourism but the largest employer has become the health and social assistance sector.

"This demonstrates the diversity of our local economy which is largely built on small and micro businesses, while also reflecting the growing influence of demographic trends towards an ageing population, especially in southern Alexandrina," Mayor Parkes said.

In ten years, the Alexandrina community is projected to grow to more than 30,000 people, therefore being a destination of choice for new residents to the Fleurieu Peninsula. Alexandrina Council is looking to the future, currently implementing a new organisational structure to navigate these new opportunities of growth, innovation and leadership.

Alexandrina Council's Chief Executive Officer Glenn Rappensberg sees the structure as a step in the right direction.

"The organisational redesign will deliver exemplary leadership and services that are not only community-focused, but innovative in their application," said Mr Rappensberg.

The organisation will be supported in this transformation by a change management model that empowers all staff to be involved in the future, no matter what their role or level."

Council is working to grow its support for local economic development as this will deliver prosperity for the community at large.

Alexandrina Council aims to assist new and existing businesses to make enhancements in their productivity and innovation through a range of initiatives, as part of their 'Alexandrina Business Life – Shining a light on Alexandrina Business' brand.

Mayor Parkes encourages local businesses to be involved and take advantage of the opportunities presented by Council.

“Our emerging Alexandrina Business Life brand is building networks with local business through regular emails, economic development forums and breakfasts hosted in different townships around Alexandrina. We encourage all local businesses to join us at our next Business Breakfast in Mount Compass from 7.15am on Wednesday, 11 July 2018, he said”

Guest speakers at the breakfast will include an Alexandrina Cheese Company representative; and Rojina McDonald, author of fascinating new cookbook, 'Faces and Food of the Fleurieu.'

For further information visit www.alexandrina.sa.gov.au/business or call Council on 8555 7000.