



4.11.2021

MEDIA RELEASE

A unique approach to Economic Development for the Alexandrina Region

4 November 2021

Alexandrina Council is now seeking feedback on its much anticipated draft Economic Development Strategy that focuses on the emerging theory of regenerative economics to secure a sustainable future for our amazingly diverse region.

Community input has been key to developing the draft Strategy through our strategic management planning process. We are now seeking community and industry feedback on this important 'informing strategy' for our new Community Strategic Plan, namely A2040 – our vision to thrive!

When we first asked the Alexandrina community how it would like to grow, we heard a clear desire for healthy and sustainable growth, balancing the need for progress with deep respect for heritage and the environment.

This draft Strategy is 'regenerative' and will help Council in building a resilient economy which sustains our people, environment, culture, and history. The five year Strategy will come to life over four key action areas:

- Leadership and advocacy:
Council will advocate for key economic infrastructure to support local businesses and tourism.
- Investment attraction:
Council will spread the word about our amazing Alexandrina, to attract new investors, businesses, residents and visitors.
- Town building:
Council will enhance the unique history and character of each township to help to attract new residents and growth.
- Business and industry development:
Council will build on the strengths of our major industries – including agriculture, tourism and healthcare – to create jobs.

Extensive work has lead us to this exciting stage to present the draft Strategy, including an external review of the Alexandrina Economic Development Strategy 2016-2022 in late 2019. This important review took place over an eighteen month period as a result of delays due to the COVID-19 pandemic. It was important that the review assess emerging economic impacts associated with the public health pandemic and be informed by the recently adopted Community Strategic Plan (A2040).

The newly drafted Economic Development Strategy 2022-27 is focused on the economic activity required to be a Liveable, Green and Connected community.

Mayor Parkes is excited to see the draft strategy out for consultation.

“The Economic Development Strategy will be an important navigation tool to guide Council’s focus, efforts and resources to ensure a sustainable thriving economy that meets the needs of our residents, families, businesses and other stakeholders into the future,” he said.

Chief Executive Officer, Glenn Rappensberg commented that COVID19 has provided an opportunity to reset Council’s approach to economic development.

“We have achieved so much in the last 18 months establishing Business Alexandrina, the Business Hub and targeted support programs for the tourism sector in their time of need. I am proud to be at this stage releasing the Economic Development Strategy for feedback. This helps inform the A2040 Plan to ‘Thrive’ and highlights how our community’s aspirations can be addressed. It is important we hear from all sectors of the community as it will help guide the actions underpinning the themes and associated directions” he said.

For further information on the draft Strategy and to provide feedback visit www.mysay.alexandrina.sa.gov.au/drafteds

Consultation is open from Thursday, 4 November until 30 November 2021.