

MEDIA RELEASE

Alexandrina Innovation Challenge 21 June 2021

Alexandrina is proud to announce the first wave of innovators who have been selected to compete in the 2021 Alexandrina Innovation Challenge Program starting in July.

The inaugural Innovation Challenge is set to accelerate the development of a leading entrepreneurial program for the creators, innovators and collaborators of the Alexandrina region.

This year's Program has attracted an inspiring field of entries vying to create a more Liveable, Green and Connected Alexandrina which is a key deliverable for the A2040 Community Strategic Plan. The successful applicants will undergo a three month program to develop their idea and pitch to a panel of judges.

The Program will be co-hosted with Startup Adelaide and will be looking to identify initiatives that are purpose-driven, innovative, scalable, sustainable, adaptable, future ready and environmentally aware.

This program comes at a time when we need to regenerate our entrepreneurial capability and create new opportunities for growth, employment and collaboration so that together we can unmask new economic prospects for Alexandrina.

We are proud to announce that the following individuals and/or teams will be taking the Challenge this year:

Ben Hewett and Will Miller
Vicki Mau and Steph Wheaton
Fiona Burrow
Kalani Bates
Harry Gaffney
Frances Rennell
Ben Kernahan
Ruth Mitchell
Chris Wilson

Glenn Rappensberg, CEO, is excited to see the diversity and depth of entrants for this year's challenge.

"We have been blown away by the calibre and span of ideas led by passionate members of our community – we can't wait to share in their progress and celebrate our first inaugural winner".

For the Alexandrina region to thrive, we need to embrace home grown creativity and seek innovative solutions that create opportunities, which positively impact our environment, local economies and

community wellbeing. The Innovation Challenge will also be chaperoned by a team of local mentors and an internal support crew.

Mayor Keith Parkes further commented that the partnership with Startup Adelaide is part of the state-wide innovation agenda and there is growing interest in the opportunities that exist within Alexandrina.

“Alexandrina has a proud history of creating new opportunities for our community and this year’s Alexandrina Innovation Challenge is the chance to open our minds to new ideas that will enhance our way of life” he said.

We wish all the teams every success as each power towards the Program showcase and panel of judges to select the overall winner in late October 2021.