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MEDIA RELEASE

‘Our Local Alexandrina’ get together in the name of Innovation 7 May 2021

Alexandrina Council’s ‘Our Local Alexandrina’ held a networking event for over 50 local businesses on Wednesday 28 April at Bleasdale Vineyards in Langhorne Creek. The event provided local business operators an opportunity to get together and hear about outcomes from the ‘Our Local Alexandrina’ initiative and the ‘Our Local Innovation’ project.

Our Local Alexandrina (OLA) is a business support initiative launched in July last year in response to the outbreak of the Coronavirus pandemic. It is a consumer platform providing participating businesses much needed visibility and promotion seeking to profile local services, food and wine offerings, and everything in between. The platform aims to drive demand to local produce, increase visitor spending and encouraging collaboration across townships and between businesses. The OLA initiative forms part of Council’s Business Support Package which also included the Economic Development Recovery Grant Funding received by 12 local businesses recently.

Since its inception 9 months ago, OLA has undertaken a significant summer campaign, launching a dedicated website, displaying a series of outdoor banners around the region, activating social media channels and distributing post cards to thousands of visitors.

To help promote the OLA digital platform and engage the local business community, Council co-hosted the Our Local Innovation project with consultants working one-on-one with five local businesses over the past four months to help them be more innovative and collaborative in their operations. The results have been impressive and guests at the function heard from past participants including Leigh Warren.

As a proactive participant and supporter of Our Local Alexandrina and the Our Local Innovation project, Leigh Warren, General Manager of Bleasdale, spoke about the vineyard’s rich history - adapting, innovating and playing an important role in the South Australian wine industry since 1850. Bleasdale is a multifaceted business that services 18 export markets. Leigh spoke of his success through the Innovation Program that helped him step outside of the business and look at what needed to be done to be competitive on the world stage and become a world-class operation.

For further information about Our Local Alexandrina visit www.ourlocalalexandrina.com.au