

MEDIA RELEASE

Alexandrina Innovation Challenge 22 March 2021

South Australia's peak 'startup' body is partnering with Alexandrina Council to deliver the region's first accelerator program for commercial, environmental and social innovation.

Alexandrina's Mayor Keith Parkes and Glenn Rappensberg, Chief Executive Officer were amongst invited guests at Startup Adelaide's official relaunch of its strategic program at Adelaide's Innovation Factory and co-working space on Tuesday, 16 March. Startup Adelaide's priority is to help 'grassroots innovators' bridge the gap from early-stage ventures to 'senior ecosystem influencers'.

In perfect synergy with the regions A2040 Community Strategic 'Plan to Thrive', the **Alexandrina Innovation Challenge** is a regional accelerator Program for the creators, innovators, collaborators and entrepreneurs of the Alexandrina Region.

For Alexandrina to thrive we need to embrace home grown creativity and seek innovative solutions that deliver opportunities, which positively impact our environment, local economies and community wellbeing.

Glenn Rappensberg, CEO, is keen to open doors and create opportunity for economic prosperity through this partnership and the exciting program that will ensue.

"We have listened during the A2040 process and discovered that our community is full of passionate people with bold dreams, big ideas, and great aspiration for their lives, for their communities and for this world.

It is really important that we foster innovation and connect people through education and training, and provide resources for those who are looking to tackle challenges and proactively seeking to thrive in the future," he said.

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.

Mayor Keith Parkes further commented that the partnership with Startup Adelaide will bring valuable advice, resources and professional connections to understand and tackle some of the challenges associated with starting a new business or scaling up an existing enterprise.

"The Alexandrina Innovation Challenge offers an outstanding opportunity for early-stage startups and will shine a light on the diverse range of talent we have in Alexandrina," he said.

Whoever you are, whatever your idea, you can submit an entry to participate in the accelerator program that will help you to shape your idea into a business or prototype.

Successful applicants will undergo a program to develop their idea and pitch to a panel of judges. Applications are expected to open in May 2021, so keep an eye on Council's website and social media for upcoming dates and announcements.

Every town, every pocket of the region is unique. Every place and every person has a story to tell and the Alexandrina Innovation Challenge will open doors for both professional and personal development.

You can register your interest to stay updated for key dates and announcements using the form on Council's website at www.alexandrina.sa.gov.au/innovationchallenge

Photo Credit: 'Bhbe Creative'

Pictured below: Mayor Keith Parkes, Startup Adelaide Managing Director, Matt Anderson and Alexandrina Council Chief Executive Officer, Glenn Rappensberg. Photo Credit: 'Bhbe Creative'

