



## Media Statement

### Adelaide Plains Council Business Breakfast

Adelaide Plains Council (APC), in conjunction with Regional Development Australia (RDA), hosted its first Business Breakfast event at the Mallala Hotel on Wednesday, 16 May 2018. The breakfast was a great success with 55 people in attendance, including local business leaders and representatives from the Adelaide Plains, government department staffers, Council Members and Council staff.

The primary purpose behind the Business Breakfast concept is to encourage local business leaders and representatives to connect with one another, opening up opportunities to leverage with all tiers of government as a means of stimulating the local economy and growing local investment. In time, it is hoped that the organic growth of a Business Council concept for the Adelaide Plains will become a reality.

The forum was facilitated by APC CEO James Miller, who also spoke about some of the investment and economic development currently occurring within the Council; touching also on what APC is doing to foster and facilitate growth. *Perfection Fresh* Managing Director, Troy Topp, gave an insightful address to the forum on some of the exciting advancements their business is currently developing, while RDA CEO, Anne Moroney, spoke of the strategic approach RDA performs in growing the economic base of the Adelaide Plains region.

The positive response and engagement from the small to large business sector on the Plains was extremely encouraging, and is critical for vibrant communities to work together. Ideas of business collaboration and local procurement are fantastic starting points for business growth, and there was a strong appetite to hold the event on a three-monthly basis.

To turn an idea of business collaboration into reality is one which businesses will want to drive rather than being instructed to partake in. APC hopes that the growth of a Business Council eventuates over time and results in a strong and collaborative business network.



APC CEO, James Miller (above left) and RDA CEO, Anne Moroney (above right) addressing guests.

Council will continue to work closely with the local business sector and promote the business programs that the RDA is leading. The appointment of a part time Economic Development Officer will also assist in strengthening connections between the region's employers, employees, government and non-government organisations to achieve economic prosperity.

James Miller

**Chief Executive Officer**