



Success stories

## Wilderness Workspace

Collaboration and Co-Innovation for Recovery and Resilience in Mallacoota



## New ways of working

Mallacoota businesswomen, Meg Allan and Mary O'Malley have teamed up to facilitate the establishment of the Wilderness Workspace - a transformative initiative of the Mallacoota community for supporting social and economic resilience in the aftermath of the devastating fires.

## It's not business as usual

Meg and her partner Luke operate Magantu Marine – a niche lobster and fishing business with long family heritages. They lost key infrastructure in the devastating Black Summer fires.

Mary and husband Larry were in the process of relocating their film production business, Primal Vision, to Mallacoota when the fires struck.

Whilst both Meg and Mary are rebuilding and pivoting their own very different businesses, they have also recognised a bigger need and opportunity.

"Our community's recovery plan has

highlighted many vulnerabilities such as an ageing population and limited prospects for young people. With broader industry shifts impacting our key tourism and seafood sectors, we need to do things differently to build the future we collectively want", says Meg.

"Our recovery plan also identifies many exciting opportunities. It also reflects the prospects in a digitally connected world for new ways of working, learning, doing business and collaborating", says Mary.

## Supporting innovation

After extensive research and consultation Meg and Mary have refined the concept and preliminary business case underpinning the Wilderness Workspace.

They describe it as a multi-purpose coworking, learning and innovation space which, through key strategic partnerships and programmes, will build a culture of collaborative co-working, lifelong learning, knowledge exchange and enterprise-thinking couched in social benefit and be the key enabler for a slew of community endorsed recovery and resilience projects and provide the glue

for social and economic resilience into the future.

"The strategic insight and guidance from our EP Strengthening Business Service facilitator – Dr Nicola Watts - has been invaluable. Nicola has helped us join a lot of dots for building more resilience into our own businesses and our broader business ecosystem," say Meg and Mary.

"The ongoing support from the Entrepreneurs' Programme has helped us refine the Wilderness Workspace concept and business model and facilitated important connections." Meg Allan – Owner, Magantu Marine

## Investment ready

"It's still early days, but we have finalised a business plan for Stage 1 of the Wilderness Workspace which is investment ready and endorsed by our community. We are now looking forward to bringing it to life".