

**Kangaroo Island Industry & Brand Alliance (KIIBA)**

**Chairman’s Report 2017**

It is my pleasure to deliver the Chairman’s report for the Annual General Meeting of the Kangaroo Island Industry & Brand Alliance (the Alliance) for the year ended 30 June 2017.

I have been on the Board as the representative of the Kangaroo Island Food and Wine association since the Board’s inception in September, 2014. In May 2016, I was elected by the Board as Chairman.

The Alliance is still only a couple of years old but has achieved great collaboration in its short history and continues to work with the four major industry groups – Tourism Kangaroo Island, the Kangaroo Island Food and Wine Association, AgKI and Business Kangaroo Island – to further the protection and promotion of the Authentic Kangaroo Island brand and grow prosperity for all industry groups on the island.

The Alliance also continues to enjoy support from the Commissioner for Kangaroo Island (and her office). Our two offices continue to be a conduit by which information can be shared across the Island’s many diverse industries.

The Alliance was established to be an active, independent, apolitical, not-for-profit organisation, which brings all industries and the Kangaroo Island community together forming a collaborative body to deliver on agreed goals:

The Alliance’s goals are to:

* Capture the essence of Kangaroo Island and promote a consistent story to the world
* Generate a measurable difference to regional prosperity by:
  + Creating a higher profile for Kangaroo Island nationally and internationally;
  + Attracting more customers to the region’s products and experiences (volume growth);
  + Ensuring our products and experiences are highly valued (premium price)
* Be a catalyst for greater connection and collaboration across Kangaroo Island and all its industries.
* Support environmental stewardship and social resilience
* Deliver consistently on our brand values and goals.

Contained within this report is a summary of the activities and achievements over the past year in pursuit of the stated goals of the Alliance.

On behalf of the Alliance and the Island community generally I would like to thank all those who have contributed through the year to help us meet our goals and make the Island a better place to work and live.

I would particularly like to thank the staff of the Alliance. Shauna Black has continued in the role of Manager and Public Officer, with assistance from Alex May (on maternity leave) and now her new assistant Millie Speed.

I must also mention our board members who have given their time and energy and engaged in thoughtful debate throughout the year. Nominated from industry groups were Pierre Gregor (TKI), Carly Bussenschutt (AgKI), Nick Hannaford (Arts Industries), Sandra Lampard (BKI) and Greg Miller (KIFWA). Elected Board members Donna Gauci and Brett Miller will continue for another year. Retiring member Jayne Bates has renominated and we have a new nomination from Phillipa Holden (KI Natural Resources Management Board).

There is one position vacant for which any financial member can nominate tonight.

Elected members Craig Wickham and Christine Berry have decided not to nominate. Craig has been a foundation Board member of the Alliance and KIFA before that and we thank him for his many hours of valuable experience. We can be sure he will continue to support the Alliance and continue to be a great ambassador for Kangaroo Island through the tourism industry. Christine has brought the voice of primary industry to the table and is now concentrating on exciting new ventures with Kangaroo Island Wool.

Thank you all for your commitment to the aims of the Alliance.

Also thank you to all of our members. Without you there is no association. There are now 85 members of the KI Industry and Brand Alliance. We have seen particular growth from the Arts sector and from the Retail and Services sector. Each of you engages at various levels and we hope you can continue to take advantage of the opportunities of your membership and grow the Authentic Kangaroo Island brand for the benefit of the whole Island and its community and economy.

Of course, as with all great initiatives, the work is never finished and I foresee a future where the Alliance is central to the economic growth of Kangaroo Island. With your support, it becomes a stronger and more united voice for Kangaroo Island each day.

As a Member, your input, feedback and participation are crucial for the Alliance to achieve its goals.

Please find attached copies of the audited Balance Sheet and Income Statements for the year.

I would now like to highlight some of the significant achievements of the past year and then tell you about our plans for the coming year.



**Kangaroo Island Social Media Alliance**

KISMA continues to be a flagship for the Kangaroo Island Brand. It was lunched just on two years ago as a collaborative project between the Brand, KI Food and Wine Association and Tourism Kangaroo Island. Our Facebook page now has more than 71,000 followers and our Instagram 14,000. This makes us a leader in destination marketing, not just in South Australia but nationally. Our material and posts is regularly shared and used by SA Tourism Commission and Tourism Australia. We continue to manage almost 100% engagement, even with the growth in followers and interaction – something our competitor platforms cannot claim. Have you liked our platforms yet? Are you engaging with the Authentic KI followers using your business Facebook page?

Financing the project is an ongoing challenge. We have had support from PIRSA and the KI Council but we must look harder at how we can sustain this important marketing tool.

**Open All Year**

This large and multi-faceted project has been hosted by the Alliance and work done collaboratively with Tourism Kangaroo Island and has now been finalised. The over-arching aim of the project was to increase visitation in the “off-season”, which can benefit Kangaroo Island businesses in a number of ways: by providing consistent employment in order to attract and keep better staff; increase income in the quieter times; and smooth out the troughs and peaks for business here.

The project has provided many important benefits and some excellent legacy and learnings.

The Brand has some small funds to continue the work of Open All Year byt continuing to add images to the portal – seasonalkangarooisland.com.au. If you haven’t been to the site yet, it has a wide range of photographic and marketing material – all freely available for you to use.

**New website**

Our new website was launched in January. It’s benefits include a streamlined approach for Members. You can all manage your own listings now. Please login so you can update events, opening times, photos and more. The new website also streamlines administration so that new Members can sign up and pay online.

**Events**

The Alliance has supported a number of events which showcase Kangaroo Island and its businesses. This past year they have included:

* Adelaide Central Market pop-ups;
* Tasting Australia;
* Kangaroo Island Food, Wine and Tourism Awards;
* SALA exhibition at the National Wine Centre;
* Agriculture KI biennial conference
* Kangaroo Island Field Day.
* La Boca food, beverages and art promotion

**Industry Group Mapping**

With the Office of the Commissioner for Kangaroo Island, the Alliance continues the process of looking at ways to streamline and co-ordinate services for all industry associations, such as finances, secretariat, digital services etc.

**In 2017-18:**

We’re well into the financial year now and work continues on many of the projects listed above.

As part of understanding and promoting the Brand, we have engaged in two important projects.

**The PIRSA Brand Cluster Project** provided funding for the Alliance to work with three industry groups to help them to understand and increase the use of the Kangaroo Island Brand. We were fortunate to engage previous Alliance manager Cath Williams, who worked closely with our members in the free-range egg industry, honey industry, and wool and grain industries.

Many businesses have benefited from mentoring and understanding more about their own Brand and how it fits within the Kangaroo Island Brand. The fruits of this work will be fully seen in the next six months and I’m sure if you speak to people in those industries they can tell you how valuable it was for them.

The **Graphic Design Project** was funded with a small grant from the Office of the Commissioner for Kangaroo Island. Every member was given the opportunity to help add the “Authentic Kangaroo Island” or “Proudly Kangaroo Island” Brand to their marketing. Graphic designers Ginny Grant and Emma Stapleton contacted all Brand members and achieved great results. The trademark is now on numerous letterheads, business cards, product labels, email signatures, websites and brochures. This is important for consumer recognition, correct use of the trademarks and improving protection for members against those who would steal the Kangaroo Island brand for non-Island products.

I look forward to the day when there is true consumer recognition of the brand and its trademark; when customers are expecting to see the trademark, ensuring consumer confidence and complete integrity of the Kangaroo Island products and services they are purchasing.

This financial year, we aim to also update all the Brand collateral, so that we can fully communicate what our Brand is, what it stands for and how to use it well – for our members, prospective members and consumers.

A key message for all Members is that we are working for you every day and we value your input.

We are here to back you up by promoting and protecting the brand, building consumer recognition and providing you with the tools and guidance so you can be a fully participating member of the Brand team.

Tony Nolan,

Chairman