

Brand Kangaroo Island

Brand
Partner
Guide

2014 / 15



KANGAROO
ISLAND



Introducing Brand Kangaroo Island

Brand Kangaroo Island brings our communities together with a shared vision to celebrate and promote what makes Kangaroo Island truly unique, and to grow our economic prosperity.

We believe by working together and promoting Kangaroo Island consistently, the impact will be greater and rewards more widespread throughout local business and the community.

We invite Brand Partners to join us in working together to promote our region for all our key industries, and to attract others to live in our community and invest in our region.

Our vision

To build a dynamic collaborative brand under which all of Kangaroo Island's products, experiences and businesses can work together to promote our region and grow our regional prosperity.

Our goals

1. Capture the essence of Kangaroo Island and tell a consistent story to the world
2. Generate a measurable difference to our region's prosperity by:
 - creating a higher profile for Kangaroo Island nationally and globally
 - attracting more customers to our region's products and experiences
 - ensuring our products and experiences are highly valued
 - generating growth for Kangaroo Island's businesses and thereby our community
3. Be a catalyst for greater connection and collaboration across Kangaroo Island and all its industries
4. Support community pride in what makes our place so special
5. Preserve what we promote – environmental stewardship and social resilience
6. Ensure we deliver consistently on our brand values and goals.

The Opportunity

At its core, Brand Kangaroo Island will give Brand Partners the framework and tools to consistently and more easily communicate Kangaroo Island's unique story. This will act to benefit both their own organisation and the region as a whole.

In doing so, we set a common platform on which businesses and industries can work together to promote and grow Kangaroo Island. This collaborative approach gives our many small businesses a strength and voice far greater than the sum of our parts. By working together, we can tell our story, stand out from the field and attract the custom that grows our prosperity.

How will it work?

Our regional brand will be owned and given life by the people, businesses and community that it's designed to benefit. The brand is designed to be inclusive and collaborative. It will be available for businesses, organisations, individuals and groups who believe in the power of working together to support our brand values and contribute to our regional prosperity.

Brand Partner benefits

Our Brand Partners will have the opportunity to work collaboratively with Brand Kangaroo Island and other partner businesses to promote and grow our region. Brand Partners will have the opportunity to:

- Use the Brand Kangaroo Island 'trust-mark/s' on their own advertising and promotional material to leverage awareness and credibility with consumers
- Have access to a range of brand materials, including brand stories, brand kits, image gallery, POS templates
- Receive support in using and maximising use of the brand trust-marks via the brand style guide and implementation toolkit
- Be actively promoted on the authentickangarooisland.com.au regional website, with links to the businesses own website and social media sites
- Be supported via the Authentic Kangaroo Island social media program running across multiple platforms

- Have access to the Authentic Kangaroo Island database and participate in regular electronic newsletters
- Take part in marketing and brand based workshops designed to support and grow regional businesses
- Participate in co-operative marketing activities of Brand Kangaroo Island
- Become a foundation member of the Brand Champions network, to work collaboratively to promote our region.

The real benefit of being part of Brand Kangaroo Island is having access to simple tools, which powerfully showcase the unique characteristics of Kangaroo Island and contribute to the quality of local products. The tools of Brand Kangaroo Island can be used for promotion to trade and consumers both nationally and globally.

Brand Kangaroo Island will work closely with key associations (Tourism Kangaroo Island, Kangaroo Island Food and Wine and Agriculture Kangaroo Island) and other groups to identify marketing initiatives that benefit industries and the region as a whole.

An annual program will highlight upcoming activities such as consumer and trade shows, media opportunities, visiting buyers' tours etc, where Brand Partners can participate on a co-operative basis.





Our brand message

Brand Kangaroo Island is the real Kangaroo Island, crystallised. It's founded on our shared values and linked to an insight that our customers find meaningful. Our unique regional story, told consistently.

Kangaroo Island is truly unique. With an unspoilt natural environment, immersive wildlife experiences, food and wine produced in a balanced nature, agricultural products which are safe and protected and art inspired by peaceful surrounds.

Kangaroo Island is a place of natural values, simple authenticity and personal connections. And it is an island, physically and spiritually disconnected from the mainland.

Kangaroo Island is a place that allows you to reconnect with the things that really matter in life – personal relationships, wild nature, real hand-made food and wine, agricultural products grown in balance with nature, and authentic people and experiences.

Kangaroo Island.
Discover the
things that really
matter in life.

Our brand values

At the core of our brand are its brand values, which support our brand message. They capture what the brand stands for, the values we share in common across our industries. They attract customers and grow our prosperity.

Our brand values

Connected to unspoilt nature

Nature is fundamental to our concepts of humanity and wellbeing; it is why communities like Kangaroo Island's rise up to protect and preserve it. Our secluded beaches, pristine ocean, well managed national parks and prolific wildlife all reflect Kangaroo Island's soul. And a connection to nature is at the heart of much of what happens on Kangaroo Island – our products, experiences and lifestyle are all inspired by our unique environment and natural features.

Authenticity

A truly authentic experience has become a rare commodity in a world of convenience. A sense of authenticity permeates our regional culture, our local characters, and the holiday experiences and products we offer. And Kangaroo Islanders understand that authentic doesn't mean perfect.

Personal relationships

Increasingly, people want to become re-engaged with their daily lives and to know the people in it – family, friends, community, neighbours and people they do business with. Kangaroo Island is a place that provides the space and time to rebuild and reconnect with these people.

On Kangaroo Island strangers wave to each other. Locals share their passion for what they do and why they do it – whether it's family farming handed down through generations, making handmade artisan food and wine, volunteer work for the environment and wildlife, or art inspired by the surroundings.



Seclusion (Island)

Kangaroo Island is first and foremost an island, a place apart. It is one of the few remaining destinations where people can genuinely get away from it all. And our products and experiences are isolated from everyday routines, the commonplace and many mainland diseases.

Peaceful/Restored

People are seeking to scale back and restore balance in their lives. They want to get back in touch with nature, relax and eat healthy foods. Kangaroo Island is an antidote for stress and busyness. It offers an escape and a restorative peace, through a holiday experience. Plus it offers healthy, natural and genuine products created on the Island that nourish the mind and body.

Our Brand Identity

The Brand Kangaroo Island identity reflects the simple fact that Kangaroo Island is different to any other region in South Australia, and for that matter most other regions around the world – it is an island.

The biggest influence on everything that Kangaroo Island offers, grows, enjoys and influences is the fact that it is physically separated from mainland Australia.

The Island's attractions and produce are diverse. Kangaroo Island provides many experiences... a holiday experience,

a food and wine experience, an agricultural experience and the unique experience of living and working on the Island.

It is full of life and vibrancy and the home of amazing stories and experiences that are all surrounded by the sparkling blue waters of the Great Southern Ocean.

It was inevitable that our new identity would sparkle with pride, convey our sense of place, our diversity and celebrate what is important in life.

Brand Kangaroo Island will be a strong, recognisable brand that is consistently associated with products that represent the values of the region.

The Brand Kangaroo Island trust-mark attached to businesses or products will reassure our customers that the product is an authentic Kangaroo Island product, which supports our shared brand values.





Brand Partner criteria

The criteria for our Brand Partners have been developed to ensure we deliver on the Brand Kangaroo Island vision – to collaborate to promote our region and grow our regional prosperity. Hence they aim to be highly inclusive.

Products bearing the Kangaroo Island mark will demonstrate the quality and unique points of difference that production on Kangaroo Island brings.

Brand Partners may be businesses, organisations, associations, informal groups or individuals (e.g. sole traders).

1. Origin

A fundamental consumer expectation of place brands is authenticity in place of origin. Therefore, the product is sourced, substantially delivered, produced or transformed on Kangaroo Island.

An applicant must meet at least one of these schedules:

- Unprocessed products are fully grown or produced on Kangaroo Island or sourced from surrounding waters

- Value-added products contain a significant amount of the ingredients or components sourced from Kangaroo Island (minimum 50%)
- Where ingredients or components are sourced elsewhere, Kangaroo Island is the final place in which the product is significantly transformed. Kangaroo Island ingredients are used whenever commercially available
- For Tourism and other services, a significant proportion of the business is based on, or delivered on, Kangaroo Island (30%)
- There is a demonstrated substantial relationship with Kangaroo Island.

2. Standards

In order to provide a consumer quality reassurance, Brand Partners will:

- A. participate in and adhere to the appropriate independent and established accreditation systems and standards (where they exist), as nominated by the appropriate industry association or peer group (see Appendix A)

AND

- B. provide evidence of public and/or product liability insurance of \$5 million or more.

3. Uphold the values of Brand Kangaroo Island

Brand Partners will support the values of Brand Kangaroo Island and strive to run their business in a way that helps contribute to the six brand goals.

Many operations may be currently active in some but not all value areas and in becoming a Brand Partner agree to strive to make a contribution to all values and goals.

Notes

A business may choose to apply for one or more of its products rather than the whole business.



Brand Partner fees

In order to develop the resources to promote the region collaboratively through Brand Kangaroo Island, Brand Partners will pay an annual fee with a tier that's based on the number of employees.

Level 1: \$250, less than 5 FTE

Level 2: \$500, 5–20 FTE

Level 3: \$1,000, more than 20 FTE

- Brand Kangaroo Island supports and works collaboratively with the region's industry associations. Members of recognised associations (currently Tourism Kangaroo Island, Kangaroo Island Food & Wine Assoc and Agriculture KI) will receive a (single) \$50 reduction on the Brand Partner fee.
- The following brand activities attract additional costs:
 - premium level promotion on the Brand Kangaroo Island website
 - access to additional images beyond the basic image gallery
 - participation in collaborative marketing activities undertaken by Brand Kangaroo Island
 - participation in media and in-bound buyer activities (at a reduced rate or FOC basis, as agreed on a case-by-case basis).

Brand ownership and management

To be true to the brand vision, ownership and management of Brand Kangaroo Island must be impartial, collaborative and inclusive of all of our region's major industries.

Brand Kangaroo Island is owned and managed by the newly formed Kangaroo Island Brand Alliance, a not-for-profit incorporated body, with a charter to undertake collaborative initiatives to grow our regional prosperity.

The Brand Alliance comprises a management board with representation

from Kangaroo Island Council, Tourism Kangaroo Island, KI Food and Wine Association, Agriculture Kangaroo Island, and from the arts, retail and other sectors where formal industry associations do not currently exist.

The management board will be comprised of representatives nominated by the Industry Associations and Brand Partner representatives, elected by Brand Partners at the AGM.

The Kangaroo Island Brand Alliance owns the Brand Kangaroo Island physical brand asset and trademark; approves and licenses use of the brand; manages financial resources; guides strategy; and implements major initiatives to support each of the region's key industries (developed in collaboration with the region's representative industry associations).

Join us

Brand Kangaroo Island welcomes Brand Partners at any time. To join, simply contact us or complete the Brand Partner Application form and we will be in contact very soon.

Website: www.authentickangarooisland.com.au

Email: info@authentickangarooisland.com.au

Office: 43 Dauncey Street, Kingscote SA 5223

Postal: PO Box 9, Kingscote SA 5223

Phone: + 61 8 8553 4525

Brand Partner Application

Contact Name _____ Position _____

Company/Organisation _____ ABN _____

Company/Organisation Type ☐ Business ☐ Incorporated Association ☐ Individual/Sole Trader
(only tick one box) ☐ Unincorporated Association/Group ☐ Other Organisation

Business Address _____ Postcode _____

Postal Address (or as above) _____ Postcode _____

Phone Number _____ Mobile _____

Email _____ Website _____

Industry (Main activity – only tick one box)

☐ Agriculture ☐ Art & Culture ☐ Food & Wine ☐ Retail & Services ☐ Tourism
☐ Other _____

Business/Organisation Description

Brand Kangaroo Island welcomes Brand Partners who meet the criteria outlined in the Brand Partner Guide and who actively support our shared brand goals and values.

Please provide details of how your organisation meets the three core Partner criteria:

1. Origin

The product/service must be sourced, substantially delivered, produced or transformed on Kangaroo Island. The applicant must meet at least one of these schedules. Please indicate which of the following criteria the applicant meets:

- ☐ Unprocessed products are fully grown or produced on Kangaroo Island or sourced from surrounding waters.
- ☐ Value-added products contain a significant amount of the ingredients or components sourced from Kangaroo Island (minimum 50%).
- ☐ Where ingredients or components are sourced elsewhere, Kangaroo Island is the final place in which the product is significantly transformed. Kangaroo Island ingredients are used whenever commercially available.
- ☐ For Tourism and other services, a significant proportion of the business is based on, or delivered on, Kangaroo Island (30%).
- ☐ There is a demonstrated substantial relationship with Kangaroo Island.

Do all of the applicant's products/services meet the criteria above?

- ☐ Yes
- ☐ No, Please specify _____

Is the application for (only tick one box):

- ☐ The entire business
- ☐ Selected product/s or experience/s only. Please specify products/experience _____



2. Professional Standards

In order to provide a consumer quality reassurance, Brand Partners will a) participate in and adhere to the appropriate independent and established accreditation systems and standards (where they exist), as nominated as detailed in Appendix A and b) maintain public and/or product liability insurance of \$5 million or more.

Please details which accreditation systems the applicant adheres to: _____

Please provide evidence of public and/or product liability insurance of \$5 million or more.

Name of Insurance Companies & Policy Type	Policy Number(s)	Expiry Date	Limit of Liability

3. Uphold the values of Brand Kangaroo Island

Brand Partners support the values of Brand Kangaroo Island and strive to run their business in a way that helps contribute to the brand goals.

Please detail how the applicant supports the goals of Brand Kangaroo Island:

Contributes to a measurable difference to our region's prosperity _____

Supports greater connection and collaboration across Kangaroo Island and all its industries _____

Supports community pride in what makes our place so special _____

Preserve what we promote – environmental stewardship and social resilience _____

Please outline how the applicant supports the values of Brand Kangaroo Island:

Connection to unspoilt nature _____

Authenticity _____

Personal relationship/connections _____

Unique Island characteristic _____

A sense of peace/restoration _____

Brand Partner fee

Based number of employees (full-time or equivalent – only tick one box)

- ☐ Level 1: \$250, less than 5 FTE
- ☐ Level 2: \$500, 5–20 FTE
- ☐ Level 3: \$1,000, more than 20 FTE

Are you a member of the following existing Industry Associations (a single \$50 reduction in Brand Partner fee will apply)?

- ☐ Tourism Kangaroo Island
- ☐ Kangaroo Island Food and Wine Association
- ☐ Agriculture Kangaroo Island

Return to:

Email: info@authentickangarooisland.com.au
Office: 43 Dauncey Street, Kingscote SA 5223
Postal: PO Box 9, Kingscote SA 5223
Phone: + 61 8 8553 4525

What happens now?

We will assess your application and be in touch very soon. Eligible Brand Partners will receive a tax invoice and licensing agreement to complete the application process.



Appendix A: Brand Partner criteria – Standards

The following independent and established accreditation systems and standards that exist for each industry have been identified in partnership with Kangaroo Island's local industry associations:

Industry	Sector	Primary Accreditation System
Tourism		Australian Tourism Accreditation Program (ATAP), ECO certification, AAA Tourism Star Rating and other independent tourism accreditation programs approved by Tourism Kangaroo Island on a case-by-case basis. Compliance with relevant transport, accommodation, food handling and licensing accreditation procedures.
Agriculture	Meat Production	Meat and Livestock Australia
	Wool	Australian Wool Exchange (AWEX)
	Grain	Aust Grain Industry Code of Practice
	Seafood	HACCP Program and/or Food Safety Aust and NZ, PIRSA Registered Fish Processor; Appropriate Fishery Licence.
	Aquaculture	PIRSA Aquaculture Licence; HACCP and/or Food Safety Aust and NZ
	Horticulture	Fresh Care Accreditation
Food		HACCP Accreditation or Food Safety Aust and NZ and a demonstrated commitment to gaining HACCP Accreditation.
		Free Range Eggs: Humane Choice Accreditation
Wine		Wine Aust Corp Act; Food Safety Aust and NZ
Spirits		Not applicable
Arts		Not applicable



For more information about
Kangaroo Island visit

authentickangarooisland.com.au



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