



12 things that matter in life (and how to find them living here)

Kangaroo Island is one of Australia's largest islands, with an area some seven times that of Singapore (but with several million fewer residents!). The Island has more than 500 kilometres of stunning coastline and beaches, and nearly half its landscapes are free of development and home to some extraordinary wildlife.

Kangaroo Island is often described as a paradise, especially by its tens of thousands of annual visitors, though as a place to live it's remarkably real. In fact, there's a bumper sticker you'll spot on some Island vehicles – 'If you live on Kangaroo Island, you are better off than 99.9% of the world's population'. What does that mean and how can you measure it? Well, you can't measure it, but you can certainly value it – priceless.

What it means is affordable seafront, township or bush real estate, easy access to beautiful beaches, the chance to participate in satisfying and life-giving activities and the opportunity to belong and build real relationships in a place where business is routinely mixed with pleasure.

What it means is a summer evening picnic with friends at Emu Bay, joining the pilgrimage to the Stokes Bay fireworks, home-made soup at the Parndana Sports Club on Saturday night after sport, or a spur-of-the-moment decision to camp under the stars at Antechamber Bay.

What it means is joining DolphinWatch to play your part in marine conservation, getting your hands dirty at the annual tree-planting festival or picking grapes with mates as a fundraiser for your club.

What it means is running and growing a business or working in extraordinary natural environments, with world-class tourism operators, agricultural businesses that make the most of responsible management, premium produce and export partnerships, all from one of the most beautiful and restorative places on the planet.

For those who call Kangaroo Island home, it means a life with freedom, opportunity, space and time to choose your lifestyle and way of life – how you work, rest and enjoy yourself.

That's what it means to be better off than 99.9% of the world's population.

Planning for our future is achieved through integrating social, economic, and social environmental outcomes for the community while respecting the island's values.

Peter Clements, Mayor



Environments and wildlife beyond compare

Environment isn't just a word on Kangaroo Island. In every direction and on every day, you are immersed in nature.

Wherever you live on the Island, even in the towns, you can have regular contact with wildlife – wallabies, echidnas, kangaroos, koalas, goannas and an abundance of birdlife (with 267 bird species attracting bird watchers to our Island from all over the world).

In fact, it's almost impossible to avoid nature on Kangaroo Island – it's such a wild and unspoilt place. Thirty percent of the Island is protected in parks and Islanders maintain careful stewardship over the remainder. The local [Natural Resources Management Board](#) works alongside the community to provide strategic leadership for the management of vegetation, water and other natural resources.

Nature is at the heart of much of what happens on Kangaroo Island. So whether you are growing a crop, farming sheep, operating a bed & breakfast, or building a house – being

connected to the environment and using resources mindfully becomes second nature.

There are so many places and opportunities to enjoy the wildness here. Many and varied ecosystems thrive in its 4500 square kilometres and you can spend a lifetime exploring. Rugged coasts and cliffs line the south coast, where wind and waves that have not seen land since Antarctica will take your breath away. In a single one-hour drive along this coast you can experience coastal dunes, lush bushland and cool climate rainforest.

The calmer north coast offers a different perspective, of afternoon walks and clean, white swimming beaches.

If you're on (or in) the water, it's likely you will get more than a peek of migrating whales, fur seals and dolphins that thrive amidst reefs and sea meadows of global renown.

The Island's largest park, [Flinders Chase National Park](#), was founded almost a century ago after decades of lobbying by passionate members of the Royal Society of South Australia.



It became one of Australia's first national parks and remains a spectacularly diverse place to explore, with 400 native plant species, more than half of the Island's total. National parks cover the Island's length and breadth; [Seal Bay](#) is one of Australia's most popular visitor destinations, winning the 2016 award for best ecotourism location in South Australia and is a must-visit location on the tourist trail along with Remarkable Rocks, Admiral's Arch, Kelly Hill Caves and the famed Cape du Couedic lighthouse. Nature is a job creator here, with parks and wildlife experiences a big employer – not surprising considering our natural assets and leadership in ecotourism.

The [Kangaroo Island Wilderness Trail](#) was lauded by Lonely Planet as one of the best new openings in 2016. Media interest, trail and accommodation bookings and the launch of an [annual marathon](#) event demonstrate the growing appeal of adventure tourism, the merits of major investment, and the extraordinary appeal of this Island named after Australia's most famous inhabitant.

Our Mediterranean-style climate offers four distinct seasons to enjoy, each with its unique charms: bushwalking is bliss in lush and green winter (average temperatures 7-15°C); native wildflowers bring spring to life (average temperatures 10-21°C); so many beaches await you in summer (average



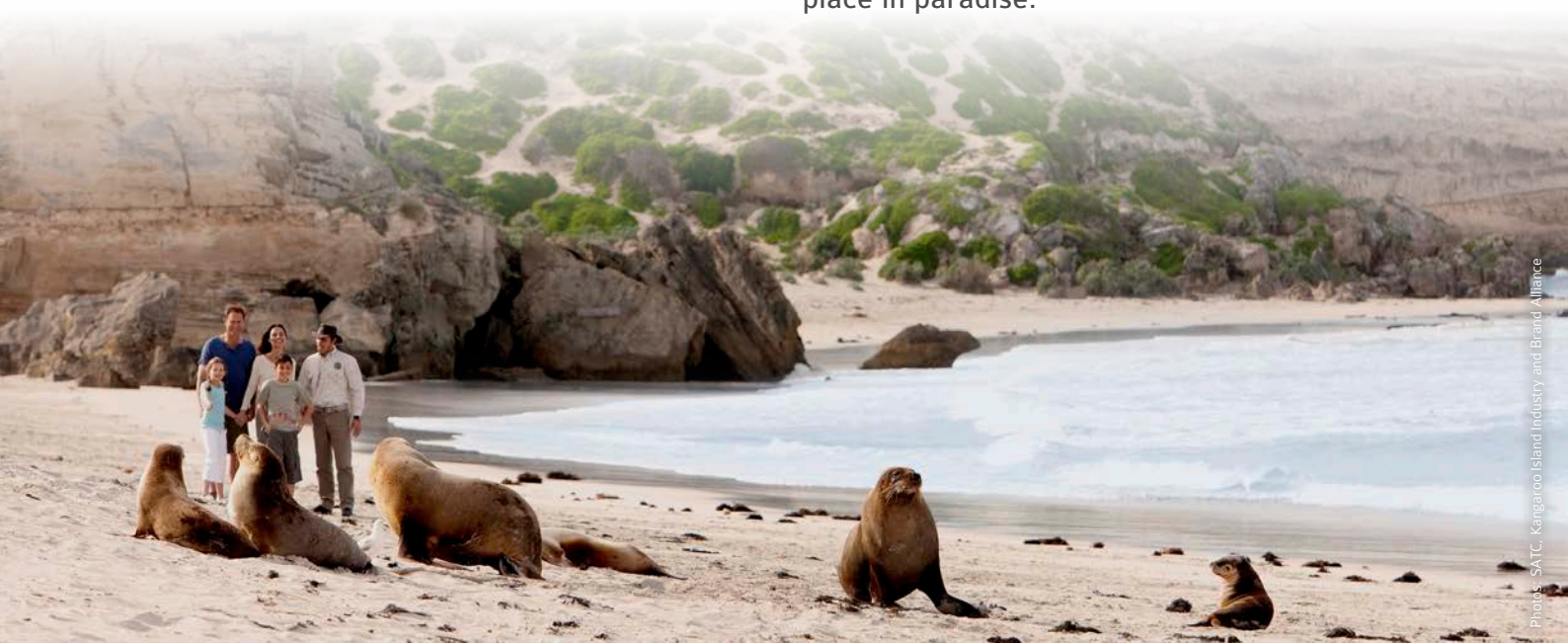
temperatures 15-27°C); and picnicking belongs to the still and warm evenings of autumn (average temperatures 12-22°C). Easterly breezes take the edge off typical southern Australian midsummer heat and the nearby sea keeps winter temperatures steady.

All over the Island, nature is so accessible. It isn't unusual to find yourself at a deserted white beach where your only company is a pelican and the sound of the waves; or in the bush, surrounded only by trees, the sounds of nature and wallabies foraging in the undergrowth. You will feel a million miles away from civilisation. In fact, this might be one of the few places left on Earth that you can find a space where no person has stood before.

“Sustainability of biodiversity is more than just a catch cry, it's a reality with all the myriad delights that bring.”

Tony and Phyll Bartram, Dolphin Watch

Perhaps now is the time to make the move to Kangaroo Island and fall in love with your own place in paradise.





Real connections with community

The word 'community' is talked about by many, but there's no doubt about what community is on Kangaroo Island.

Just as we are connected to nature, Islanders are inextricably linked to each other. Kangaroo Island is a place that provides the space and time to rebuild and reconnect with the people you love and to build new relationships. Our small Island population must work together to achieve its goals and the lifestyle we all want, so everyone's talents are appreciated and new people are welcomed.

Once you move here, you can expect an invitation soon after: to play lawn bowls, to join the [Walking Club](#), to bring your kids to netball or footy practice, to attend an art gallery opening or a farmers' market. The list of possibilities is endless and you can be as involved as you want to be. Whether your interest is in sport, the arts, the environment, taking up a leadership role in the business community, service clubs or volunteering, your contribution will be valued.

There are [regular events](#) on Kangaroo Island where you can celebrate the community spirit. They're not large and glitzy (but sometimes they are). For the most part they are run by volunteers and bring the broad spectrum of the community together, from farmers to childcare workers, bank staff to chefs. On weekends, many Islanders get involved in sport, as players and fans cheering from the sidelines – it's a great way to stay connected and catch up with one another.

There are two agricultural shows, one in Parndana and one in Kingscote. [Thoroughbred racing](#) at Cygnet River, the Picnic Race meeting and Kangaroo Island Cup Racing Carnival are terrific and enduring events for the Island and bring many visitors from the mainland. The Penneshaw Biannual [Easter Art Show](#) showcases Island talent. [Stokes Bay Fireworks](#) are a highlight in November and the Hospital Fete brings everyone out in March.



In recent times the Island has hosted opera under the stars, high-profile concerts, food festivals and even a surf carnival and music festival. We hosted our first full-length international marathon in the unparalleled environment of Flinders Chase and in 2017 the world's annual [Small Islands conference](#).

“There is a quality of life here that doesn't exist around the world. There is a stronger sense of community and place here than anywhere I've ever been.”

Yale Norris, Islander



Community isn't all about a role in public life or attending an event. More importantly, it's about your strongest connections. When you need your neighbours they will be there for you, whether you need a hand on the farm, a lift into town, your shopping collected or someone to talk to.

But on Kangaroo Island we also know how to respect each other's privacy. There is a delicate balance between looking out for each other and giving one other space – and there's certainly plenty of space when you need some time alone!

Your community is waiting for you – what are you waiting for?





A thriving creative culture

It has been estimated that one in ten of Kangaroo Island's adult residents produces art. The phenomenal natural environment attracts artists to the Island and inspires wonderful interpretations of the place and its people.

We are fortunate to have more than our fair share of photographers, writers, film-makers, designers, architects, musicians and many others who make a living from their craft. Many who live here immerse themselves in the bush or look to the ocean to find the tranquillity and space to explore expression, from early childhood well into the rich and productive years of the 'third age' of creative life.

Our Island's ancient geological and Indigenous heritage, stories of French and British exploration, whaling, sealing and post-WW2 settlement invite creative interpretation.

The forests, beaches and wild seas are populated with lighthouses, shipwrecks, ruined settlements and interwoven stories that are proudly shared and retold by tour guides and locals alike.

Local art installations and studios are commonplace across the Island. The Artist Collective and Art Society Group are hubs for meeting, sharing resources and regular exhibitions. Several commercial and community galleries provide a stimulating creative environment for visual arts, where you can learn, collaborate and contribute. Kangaroo Islanders understand that art doesn't have to be perfect, but it must be authentic; it must come from the heart.

Regular gallery exhibitions and enthusiastic involvement in South Australia's [SALA Festival](#) – including an annual exhibition at the National Wine Centre in Adelaide – keep our connection with the broader art world alive and thriving.



The local theatre group, [KI Players](#), stages a production in the Kingscote Town Hall annually and often a Junior Players' production for children. And if you don't picture yourself on stage or behind the scenes in theatre, you might want to grab a ukulele to join the KI Ukes or ponder prose and poetry with the Dudley Writers' Group.



"I had never thought I could be on stage in a theatre production; it just wasn't on my radar at all. It's so much fun I keep going back for more..."

Allan Henderson, Islander

Our Island is a muse for some and a source of inspiration for all. We cannot wait to see what you might create.





Some of world's finest food and drink

Local produce and beverages are vital ingredients in the Island lifestyle we love so much.

We're sociable about our food on this Island where it's so easy to know a grower or producer and learn whatever you like about what has been grown, raised or crafted.

You'll find regular farmers' markets in Kingscote and Penneshaw and Island produce stocked in the supermarkets. Locals have ready access to organic honey, genuine free-range eggs, locally-baked bread and pastries, sheep cheeses and yoghurt, local lamb, pig and goose, homemade sauces, chutneys and much, much more. The freshest seafood on the planet comes from the Island's unpolluted waters and sustainable aquaculture.

Boutique restaurants and cafes are scattered around the Island, offering a variety of cuisines, experiences and destinations. Hotels in the main towns are affordable and reliable. Choose to eat overlooking a grand bay, nestled in a bush setting, watching the ferry come and go, or by an open fire on a cold winter's night.

One of South Australia's first boutique distilleries makes unique liqueurs and spirits here and they are gaining an international reputation and garnering awards. Excellence in a sector inspires entrepreneurs, attracts talent and stimulates investment. Micro-breweries are producing beers with an Island flavour and more than a dozen wine labels are testament to this proclaimed wingrowing region. A handful of cellar doors complement our restaurants and cafes and make ideal destinations to enjoy local food, wine and million-dollar views.

We have a [professional industry association](#) that works with the Kangaroo Island's food and beverage businesses to bring produce to markets (and attract customers to them!), with forays into online retailing boosting opportunities for many of our boutique and farmgate producers and processors.



We know it's important to value, protect and promote what's unique about our food, beverages and agriculture. [The Kangaroo Island Brand](#) remains as unspoilt as the environment. In fact, biosecurity is paramount in a place where our historical isolation from the mainland has meant less disease. This has been great for our seed potato industry, that grows prized non-GMO crops, our canola growers who have an eye for the Japanese market and our sanctuary role for the last pure strain of Ligurian bees, supporting a honey industry that may well be the envy of the world.

You're welcome to join us for an intimate meal or a long-table celebration, or maybe even a week-long [gourmet safari](#). Come on over!



"There is something special about the waters...clean and unpolluted. The flavour of the fish is sweeter and tastier than any other."

Andrew Ferguson, Ferguson Australia Seafood





Healthcare for a lifetime

The Island is a country community blessed with an excellent suite of health services. The hospital in Kingscote is the centre of care and provides a wide variety of services, including emergency, mental health and maternity facilities. As a bonus, patients have one of the best views in town, overlooking the Kingscote jetty and fishing fleet!

Carnarvon and Anchusa aged care facilities are annexes of the hospital, as is the Cook Community Centre, which provides community and allied health services from resident and visiting staff and specialists.

A private [medical clinic](#) works closely with the hospital and a range of medical and health professionals. They are also a training clinic. Fortunately for the residents of the Island, a number of rural doctors have chosen the lifestyle of Kangaroo Island in which to raise their families, including those supporting the [Rural Women's GP service](#). They are truly all-rounders, constantly training to keep their high standards in service and patient care.

Unlike many country communities that face a scarcity of GP services, we are blessed with a number of dedicated doctors, some of whom also specialise in obstetrics, pediatrics, anaesthetics, minor surgery, emergency and general medicine.

In a world of 24-hour clinics and overflowing emergency rooms, there is comfort in knowing your GP well. On the Island you will not only know your doctor, but also probably the ambulance volunteers, the nurses and other staff at the hospital.

Other services include the pharmacy in Kingscote with a branch in Penneshaw, physiotherapy, dental, optometry, psychology and a broad range of travelling specialists who run regular clinics on the Island.

We have a number of health retreat, spa and resort operators who contribute to a diverse network of wellbeing providers and ventures on the Island.





In a health emergency, a team of volunteers offer the professional services of the South Australian Ambulance Service. If needed, this service can work with the Royal Flying Doctor Service to ensure you get to a mainland hospital promptly in a crisis. The establishment of the 'HeartSafeKI' program includes a network of public access defibrillators and community members trained in CPR, one of Australia's first 'heartsafe communities'.

Our Island is home base to many farming families, so healthcare isn't limited to men, women and children. We have a large [veterinary practice](#) that offers round-the-clock support for working animals, emergency assistance for our native animals and care for the many household pets that also call Kangaroo Island home.

It's hard not to live a great lifestyle on the Island, though with a caring community and world-class facilities and services, a move to Kangaroo Island could be an inspired choice for your physical, emotional and – some might say – spiritual wellbeing.



"We have all the ingredients for good health in spades - an active lifestyle, wholesome food, surrounded by a nurturing community all within an amazing natural landscape... and if needed, exceptional skills and care from our medical and emergency services."

Jayne Bates, Islander



Photos: SATC, Kangaroo Island Industry and Brand Alliance, Kangaroo Island Medical Clinic



Great schools, education and training

On Kangaroo Island, we embrace education from early childhood right through to vocational courses for adults.

The Island is home to South Australia's first school, with open air lessons delivered for a penny a day in Kingscote by Captain Bromley, way back in 1836.

From these humble beginnings, Kangaroo Island Community Education's (KICE) multi-campus school has emerged. The largest site is based in Kingscote with the other campuses at Penneshaw (R-9) and Parndana (P-12). All three campuses are interconnected into one school providing continuity and enabling students to select from a wider pool of subjects. Recent infrastructure upgrades include a new performing arts centre (Kingscote), multi-use recreation centres (Parndana and Penneshaw), vocational learning centre and commercial kitchen (Kingscote) and a food processing centre (Parndana).

Specialist staff and a dedicated team ensure every student is able to reach his or her full potential.

The Island provides unique opportunities for education and training, as well as KICE's close association with TAFE that provides Vocational Education and Training (VET) gives students skills and knowledge for work. This also includes access to apprenticeships while remaining within the school system. VET operates through a national training system; and is delivered, assessed and certified by registered training organisations.

Like everything on Kangaroo Island, school is integrated with the community. Businesses and community groups work closely with classes in diverse fields. For example, local businesses, from beekeepers to international hotels offer on-the-job career development through the VET system and the internationally renowned [Dolphin Watch program](#) had its roots at the school and maintains a close association.

TAFE offers regular courses designed to meet the needs of industry and students on the Island in many qualifications including barista, forklift operation and technological expertise. Under the Kangaroo Island Transformation



Project, bespoke business programs are being delivered in partnership with the Government of South Australia and Kangaroo Island Council, with dozens of businesses and people benefiting.

Those seeking tertiary qualifications and further education on the mainland are supported by various grants and bursaries, including from the [Kangaroo Island Country Education Fund](#) – a group motivated to invest in the Island’s young people and link vocational training with Island businesses in our thriving primary production and tourism sectors. Additional support is available through a special [workforce development project](#).

Kangaroo Island is an ideal place to test the potential for research and development with a focus on trade with China and other export partners.

Wherever your journey is leading you in life, we’re sure Kangaroo Island will be the ideal location for a lifetime of learning.

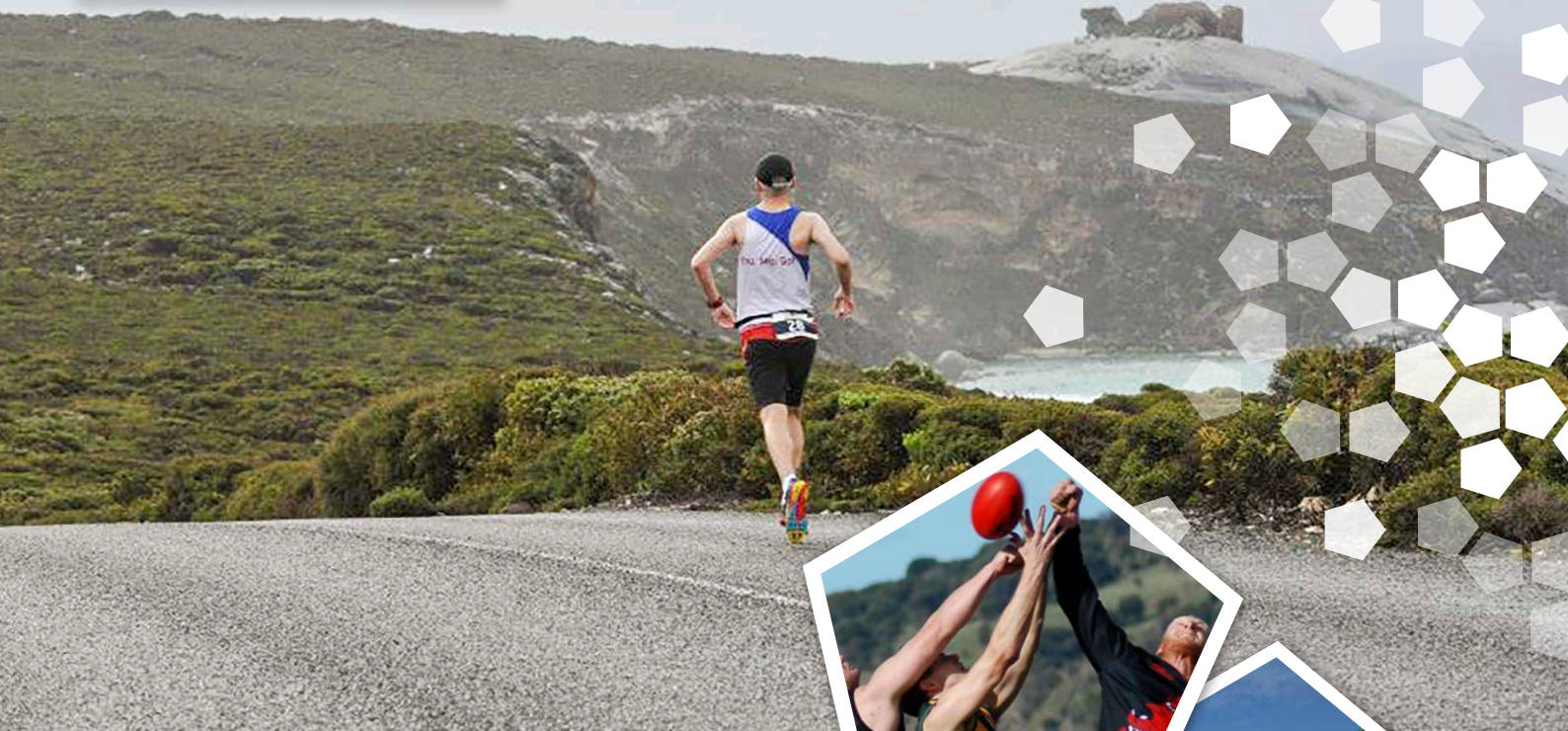


“As a parent of a Year 12 student I’m extremely grateful for the professionalism and dedication of the teachers at KICE and the hard yards they put in to help students achieve their goals. The facilities are excellent and the school provides a diversity of activities beyond the traditional subjects including music, art and drama. In some ways the remoteness of the Island benefits the students, providing an identity which makes them a bit special.”

Pip Masters, Parent



Photos: Shauna Black, Sue Attridge



Sporting chances and the great outdoors

At any and every age there are many ways to get exercise and enjoy outdoor recreation and sport on Kangaroo Island.

This Island of fewer than 5000 people supports five (yes, five) sports clubs. Those clubs play in Australian Rules football and netball through the winter, with multiple teams and grades. Most of those clubs also field summer sports teams in cricket, basketball, softball and tennis. And they offer more than just the opportunity to play sport: add new skills to your resume by learning to coach or umpire, bring your talents to the club by mentoring younger participants and expand your social networks with like-minded people.

The [Kangaroo Island Yacht Club](#) is a lot of fun. It's affordable and accessible, even if you've never sailed before. Three bowling clubs field six teams in the summer pennant plus regular competition and recreation days in lawn bowls. Teams from most sports have opportunities to travel and compete or play on the mainland.

There are social sports – such as 8-ball and darts – non-competitive sports such as gymnastics and calisthenics for children, taekwondo, two private gyms and a dance studio to help you keep fit. There is lots available for kids, too, including swimming and dancing.

Work is starting on the development of an international standard, links-style golf course resort near Pennington Bay with holiday accommodation and residential apartments – yet another attraction for our national and international visitors who also enjoy three golf courses on the Island.

But if the great outdoors is where you feel most at home, you can join a number of clubs for fun and fitness such as the [Walking Club](#), the [Bicycle Users Group](#), the [Hunt Club](#) or the [Pony Club](#) or [Dragon Boating](#).

Regular swimmers enjoy the [Kingscote Tidal Pool](#) for safe and reliable ocean swimming, there are some stunning surf breaks and of course the fishing is excellent all around the



Island's extraordinary coastlines and estuaries. The more adventurous can find sand-boarding, quad-biking and trailbike riding. Or if you really want an adventure, sign up for the [five-day wilderness trail trek](#). If you'd like to camp out but don't want the weight of a pack on your back all day, the local caravan park provides a daily pack transfer to each stage for walkers camping on the Trail.

Visitors and locals alike consider Kangaroo Island one of nature's playgrounds. Once you've lived here for a while, you might find yourself giving active life a more than sporting chance.



"I had played netball on the mainland for 30 years but it was only when I came to Kangaroo Island that I learned to coach and umpire, and about club administration. Now I have a National C Badge in umpiring to add to my list of skills and I have the satisfaction of mentoring young umpires in a sport which has given me so much."

Shauna Black, Netball umpire





Make yourself at home

A house on the beach? Why not! Kangaroo Island has some of the nation's most affordable beachfront property. It comes in all sizes and styles, and that's just the beaches!

The settlements along the north coast from Kingscote to Stokes Bay offer calmer and warmer conditions.

Less than half an hour's drive from Kingscote you can access the north coast in places like Emu Bay and Bay of Shoals. Closer to Penneshaw are the beachside communities of Island Beach, Sapphire town, Baudin Beach and historic American River.

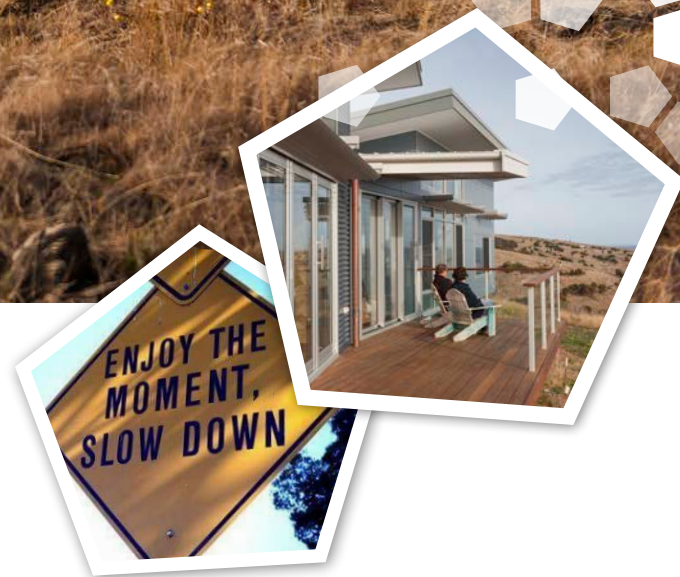
You might prefer the wild Southern Ocean in a settlement like D'Estrees Bay or Vivonne Bay.

The heartland of the Island offers lifestyle blocks and farms of various sizes, many with large tracts of remnant bush, and it's serviced by the township of Parndana.

Every facet of planning, designing and building your own home can be done successfully on Kangaroo Island, whether you want to move in after buying a home, or you're ready to build your dream home.

Once you have made up your mind to settle down, the Council will work to make you feel welcome and process your paperwork and approvals as swiftly as possible – one of the benefits of a smaller community can be the more direct access to people in the know.

Our Island takes its community seriously and is committed to residential builders, surveyors, civil and structural engineers, architects, lawyers and the many trades and services connected to new homes. Our real estate agencies know every nook and cranny on the Island and can easily connect you to your dream location, new home or commercial business premises.





Our redeveloped airport and regular ferry services will continue to stimulate population growth and visitation for this internationally renowned ecotourism hotspot. To meet anticipated demand, there is plenty of land suitable for new housing available for development in and around Kingscote, Penneshaw, American River and Emu Bay and the local council will continue to welcome new residents, providing support for new and existing homeowners – and for the people who will design and build their homes!

To ensure we can cater for every Islander's needs, in the short, medium- and long-term, a [housing advisory board](#) has been established with representatives with experience in public housing, the rental market, real estate, and social and community housing.

For those of us who have fallen in love with the Island, the maxim holds true: home is truly where the heart is.



"We have plenty of good quality land zoned for residential development in all townships, including Kingscote. As a council, we are committed to working with people wishing to build or renovate. Beyond the paperwork, important as that is - we look to facilitate relationships between planners, architects, real estate agents and builders to keep things moving and take the hassle out of making the Island home."

Andrew Boardman, CEO Kangaroo Island Council





Work and career opportunities abound

Kangaroo Island has long held opportunities for people keen to work in tourism and agriculture. Significant increases in economic activity mean that these seasonal industries are growing alongside a plethora of enterprises that need people to work year round.

It's an exciting time to be working on the Island, with two new jobs a week forecast for the next five years. New infrastructure investment is creating short-term work during the construction phase and long-term in operations. Direct jobs span the tourism, hospitality, farming, forestry industries and the many trades and services to maintain developments into the future.

Major projects are at various stages of development, with associated job creation, including the expansion of the airport, a new golf course, a major resort, a wharf precinct development in Kingscote, forestry, port development and expansion of housing and accommodation options.

Many – if not all – of our industries and services are growing to meet increasing demand, from national and international visitors, new residents and investors.

The Island's [Commissioner](#) is leading an ambitious growth and employment initiative known as the transformation program that is getting businesses ready for growth and creating hundreds of new jobs for years to come. This supports skill development through training, coaching, mentoring, traineeships and apprenticeships and provides vital accommodation, housing, community support and other services.

There are many well-resourced opportunities for people seeking work on the Island, including residents; people who are outside the term of their apprenticeship or trainee program; those who have been retrenched; young people who have been unemployed for a long time; those from culturally and linguistically diverse backgrounds; older workers; and women who are getting back into work and 'unretirees'.



Of course, you don't need to come to the Island with a profession; you might want to come for a change. There is every chance you will get to do something for money that you've never done before! There are many seasonal jobs, and opportunities for training you might never have considered elsewhere. If you are reliable, enthusiastic and ready to give it a go, you might find yourself doing anything from milking sheep at the dairy, to waiting tables at a restaurant or café, taking groups on a tour, or managing a project for the [Kangaroo Island Council](#).

Of course, in this small community you might not always get to work at exactly what you are qualified to do, at least not full-time. Having more than one job and getting experience and training in new skills is common here but there is also flexibility and time to enjoy your new lifestyle. And even if you are really busy with work, there's no better place to be busy.

You can work effectively and efficiently without having to negotiate peak hour traffic here, or pay for parking. In fact, without a single traffic light or roundabout, we almost promise you will never use the word "traffic" again! And the beach and bushland is never far away for after-work down-time.

"The workforce program connected us to opportunities at the airport. We got support with making the connection, the meetings with BMD site manager Shane and staff, and financial support to help with travel for our medicals and safety gear – all these came together to help us to start confidently. We are really looking forward to getting more skills and experience that will lead to more opportunities like this."

Jai Buick and Leroy Turner, Job seekers

Photos: Kangaroo Island Industry and Brand Alliance, Kauplia Builders, Sue Arledge, Office of the KI Commissioner



Learn more: www.kangaroolandjobs.com.au



A place for local and global business

Just as a community we need to support each other on a personal level, we also understand that we need to support different businesses and industry sectors on the Island.

Considering the size of our population, we are blessed with a great variety of retail and service businesses. And most of them offer more than one service.

There are opportunities to find a niche and build your own business here. It's the kind of place where your hobby or passion might become your business, with the right nurturing; a place where an entrepreneurial spirit can be indulged and then burgeon. The Kangaroo Island Commissioner's 'transformation project' provides mentoring, technical and marketing support for new and established businesses, creating a richer competitive environment and attracting the people to the region who are keen to start and succeed at something new.

Our airport is being expanded and the number of tourists visiting the Island is projected to increase dramatically in the next couple of years. Opportunities for new and expanding businesses are huge. We have more than \$170 million of major projects in the pipeline, including a golf resort, 200-bed resort at American River, wharf redevelopment and exciting developments in forestry and renewable energy (our Island already has an end-to-end electric car charging network!).

These projects and many others in the pipeline provide extraordinary opportunity for direct and associated job creation and business growth. In addition to the Commissioner's growth-focused transformation program, business development comes with significant support, with organisations such as the [Kangaroo Island Industry and Brand Alliance](#); with a vision to 'build a single, collaborative brand under which all of Kangaroo Island's products, experiences and businesses can work together to promote our region and grow regional prosperity'.



Those who use the Authentic Kangaroo Island and Proudly Kangaroo Island trustmarks ascribe to the [brand values](#). The alliance's management board comprises representatives from each industry association and elected community members.

Industry bodies include, Agriculture KI, Business KI, the Kangaroo Industry & Brand Alliance, Kangaroo Island Food and Wine Association and Tourism KI. Each group advocates for its members and keep these important parts of the Island economy in good health. Industry groups naturally intersect to deliver growth projects like [Open All Year](#), a targeted approach to encouraging visitation 12 months of the year, and the [Kangaroo Island Social Media Alliance](#) connects people globally, building lifetime customers.

The Island was one of the first to be serviced by the National Broadband Network, via satellite, and the [Kangaroo Island Council](#) has established a high-speed microwave broadband network for business use. This business-friendly council also supports local SMEs with a procurement policy that favours local services and supplies, and makes allowances for the extra costs that freight and business size might confer.

The Island has been designated a special region for economic development. Through the office of the [Commissioner for Kangaroo Island](#), a board for economic growth has been appointed to advise on tourism, agriculture, food and beverages, education and other major sectors.



Its strategic decision-making will continue to advance and strengthen the Island's global position, especially across Asia and Europe where we have long-standing relationships.

In this context, there is always a focus on helping local businesses make the most of opportunities that arise, by advocating for training and ensuring locals understand what is required to compete for large tenders. It has sponsored high-profile speakers to bring their messages to inspire local operators.

Business supports business on Kangaroo Island. Bring your ideas, products, services and experiences to us and we will be the first to applaud your success!

“With the exciting plans for the Island.. we look forward to a glowing and growing future for everyone. The plethora of opportunities for businesses on Kangaroo Island is unprecedented”.

Tony Willson, A and G Willson Earthmoving





Farming opportunity from land and sea

Once you become familiar with the stunning environments of Kangaroo Island's landscapes and coasts, its success in primary production makes a lot of sense.

Unprecedented investment in physical and social infrastructure and promotion is opening up new markets and growing employment in value-added products, services and experiences for those who cannot get enough of Kangaroo Island's primary produce. Entrepreneurs are seeing the opportunity to create new businesses, partnerships and products. Farmers and those in the seafood industry are discovering new export pathways to explore.

Agriculture began on the Island in 1836, with sheep from the First Fleet landing only days after the first settlers landed at Kangaroo Island. Woolgrowers and other young farmers are coming back to the Island, following in the footsteps of family and bringing new technical and business skills to the second largest industry sector on the Island.

Kangaroo Island produces some of Australia's best wool and lamb; we grow wheat, canola and other staples, we farm olives and oils, cheeses, beef, wine and spirits, marron, fish and shellfish, and produce cosmetics. We are also home to the world's only pure strain of Ligurian honeybees, with the Island declared a bee sanctuary since 1885.

You certainly won't go far on the Island without seeing sheep, with two-thirds of Island farmers growing wool and lamb. This includes one [wool company](#) whose successful gate-to-garment partnerships in Europe and Asia build on a dedication to sustainable agriculture and quality management that is a hallmark of many primary producers on the Island.

The GM-free environment and a dedication to excellence are also the foundation of [producers](#) who have secured an export premium for bulk grains and legumes, demonstrating the benefits of traceability through the 'value chain', including shipping and delivery (and the job creation that comes with it).



Since the first sheep and crops were farmed here in the 1830s, we have worked hard and looked out for one another in our farming communities. Success here is thanks to steady leadership, innovative approaches to land management and robust business models. We make the most of and support strong connections with communities here and on the mainland, helped by our peak agricultural association, [Agriculture KI](#), the marketing support of the Authentic KI brand and alliances with the [Kangaroo Island Food and Wine Association](#), which actively share our produce with the world. We have large and small stock agencies on the Island, critical partners for any farming enterprise.

The continued growth of online retailing is dramatically increasing global export opportunities for value-added products and fresh produce and the expansion of our airport to take larger jets is projected to magnify this growth.

If you're looking for a change and see the future as we do in primary production on Kangaroo Island, we welcome you to help build our premium brands – and build our international reputation for excellence.



“It’s a perfect climate for living, producing and growing. The environment hasn’t been changed and that gives us total involvement in the natural system. This is heaven on earth”

Richard Trethewey, Farmer & Chair, Kangaroo Island Natural Resources Management Board





Tourism, our window to the world

For many, Kangaroo Island is love at first sight. For some, it's the beginning of a long-term relationship, with repeat visits leading to a life on the Island for good.

Kangaroo Island is one of the world's premier ecotourism destinations and it's hard to separate so much that is good about the Island from its wilderness and wildlife. It's why people come here and the major reason the locals wouldn't live anywhere else.

Whether backpackers, tour groups, luxury travellers, families, visitors in campers or caravans – people come from Europe, Asia, all over the world for their own Island experience.

Tourism is our greatest job creator and one of the best ways to connect your future with the Island's. About two-thirds of businesses on the Island participate in tourism in some way; it's Kangaroo Island's great economic multiplier. Every part of the tourism sector is evolving as Kangaroo Island becomes better known to the world. The excitement is real.

Wildlife and nature-based tours and stays make the most of our many parks and protected areas, including the world-renowned [Seal Bay](#) and [Flinders Chase National Park](#).

Artisan food and cellar door experiences can be found the length and breadth of the Island, including restaurants and cafes and bustling [farmers' markets at Penneshaw](#) and Kingscote that celebrate the diversity and quality of local produce and provide access to some of the Island's highlights to thousands of people from cruise ships that regularly visit. Our arts and crafts are inspired by nature, and cram galleries, studios and markets, bringing colour to cafes and life to our heritage and museums. Our interpretive centres, trails and museums celebrate and share the Island's fascinating history, including many well-known places named by early British and French explorers.

For those who want to increase the heart rate, there's adventure tourism of almost endless variety, from quad-biking, sandboarding and mountain biking; to paintballing, caving, fishing in or on waters that have some of the most spectacular places for diving or snorkelling in Australia.



Kangaroo Island is a paradise for nature-loving hikers, with an extensive network of trails across so many different landscapes. We have walks ranging from 30-minute strolls to the five-day experience of the [Kangaroo Island Wilderness Trail](#) that was recently lauded as one of the world's top new destinations and is now taking bookings years in advance.

Tourism operators and those who work in the sector have excellent support. Interest has been boosted through the global marketing from Tourism Australia, which recently featured Kangaroo Island in its campaign, '[There's Nothing Like Australia](#)'. Members of the state-wide [South Australian Tourism Industry Council](#) are given access to world-class professional networks, programs and resources for destination marketing.

We are world-renowned and locally connected. [Tourism KI](#) is our local industry association, with a primary objective of working with the South Australian Tourism Commission and other on-Island strategic partners in developing and growing Kangaroo Island as a sustainable tourism destination. It advocates on behalf of industry, seeks to monitor and improve the visitor experience and is one of the key marketing bodies responsible for promoting Kangaroo Island to the world both through domestic and international marketing activities.



We have enough connection in our community to ensure every visitor knows who can help and who is best to refer for accommodation, places to eat and drink or things to see and do.

Kangaroo Island is truly special. Almost everyone who works here in tourism wants you to feel at home. So, if you're interested in working in or joining the tourism industry, there are few places better in Australia to call home than Kangaroo Island.

"There really aren't enough adjectives to describe the beauty of Kangaroo Island. In fact, words can almost spoil the moment".

Isaac Bober, Island visitor



Photos: SATC, Kangaroo Island Industry and Brand Alliance, KI Ocean Safaris, Office of the KI Commissioner