

## Kangaroo Island Industry & Brand Alliance (KIIBA)

### Chairman's Report 2018

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 2018.

I have been on the Board since its inception in September, 2014. In May 2016, I was appointed by the Board as Chairman. My term officially came to an end recently and we have advertised for a new Chair. We are keen to hear from any of you who feel you could bring your skills and experience to the Board.

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.

Our Manager Shauna will tell you more about what our office has been doing this past year. I want to keep my address relatively short and speak to you particularly about the proposed amalgamation with Business Kangaroo Island.

Firstly, 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 administrative assistance from 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), Rick Morris (AgKI), Nick Hannaford (Arts Industries), Alice Teasdale (BKI) and Greg Miller (KIFWA). Elected Board members Jayne Bates and Phillipa Holden will continue for another year. Retiring members Peter Wyatt, Brett Miller and Donna Gauci have renominated so our Board remains substantially the same as last year. This continuity will be valuable as we head into the possible amalgamation but more on that in a minute.

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 95 members of the KI Industry and Brand Alliance. 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. With your support, the Alliance 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.

I would now like to highlight some of the significant achievements of the past year:

### **Kangaroo Island Social Media Alliance**

KISMA continues to be a flagship for the Kangaroo Island Brand. It was launched in October 2015 as a collaborative project between the Brand, KI Food and Wine Association and Tourism Kangaroo Island. Our Facebook page now has more than 75,000 followers and our Instagram 20,000. This makes us a leader in destination marketing, not just in South Australia but nationally. Our material and posts are regularly shared and used by SA Tourism Commission and Tourism Australia.

### **Open All Year**

While the project proper has finished, the valuable work goes on. Shauna and Millie have added more assets to the portal at [www.seasonalkangarooisland.com.au](http://www.seasonalkangarooisland.com.au). Hundreds of people all around the world have now used the portal, downloading photos, fact sheets, business tools and videos to use in their own business and to promote the Island. If you haven't been there yet, please check it out. The assets are free for you to download and use. The Alliance has recently committed funds to ensure this portal remains for at least the next three years.

### **Commissioner**

The Commissioner for Kangaroo Island continues to support our aims. Though her budget has been tightened, she has found \$30,000 to help the Alliance to register the "Kangaroo Island" corporate

mark in a dozen overseas jurisdictions. This will be a valuable piece of work that will benefit our exporting members for many years.

The Alliance has also worked closely with the Office of the Commissioner to ensure the work of the office can continue in these days of uncertainty and beyond. Our association, with others, has sent a clear message to the State Government that the work of the Commissioner has been valued here and the achievements of that office must not be allowed to wither.

### **Website**

Our website was launched in January 2017. Its benefits include a streamlined approach for Members. You can all manage your own listings, so please login so you can update events, opening times, photos and more. Our website has been strengthened this year. It now houses the Seasonal Kangaroo Island portal and the "12 Reasons Why" page - so valuable for those trying to attract staff to Kangaroo Island.

### **Airport**

Those of you who have visited the new airport will see the incredible Brand presence that greets you on arrival and then flows through the terminal. The Alliance was very proud to work with the KI Council and Big Quince Print to bring that to fruition. It's a great way for visitors to have their first impression of our Brand Values.

### **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;
- Kangaroo Island Food, Wine and Tourism Awards;
- SALA exhibition at the National Wine Centre;

**The PIRSA Brand Cluster Project** and the **Graphic Design Project** have combined to bring our Brand strongly into focus for Members and for Consumers. Many of you will have benefited from one or both of these projects.

There is growing consumer awareness of the "Authentic Kangaroo Island" Brand. Issues such as the honey substitution scandal earlier this year have given our members a chance to promote their genuine products.

Our newest members have come from perhaps surprising places but the Brand is such that people are seeing increasing value in joining their voices to ours to sell Kangaroo Island to the world.

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 Alliance.

Tony Nolan,  
Chairman

