



**KANGAROO  
ISLAND**

Business & Brand Alliance



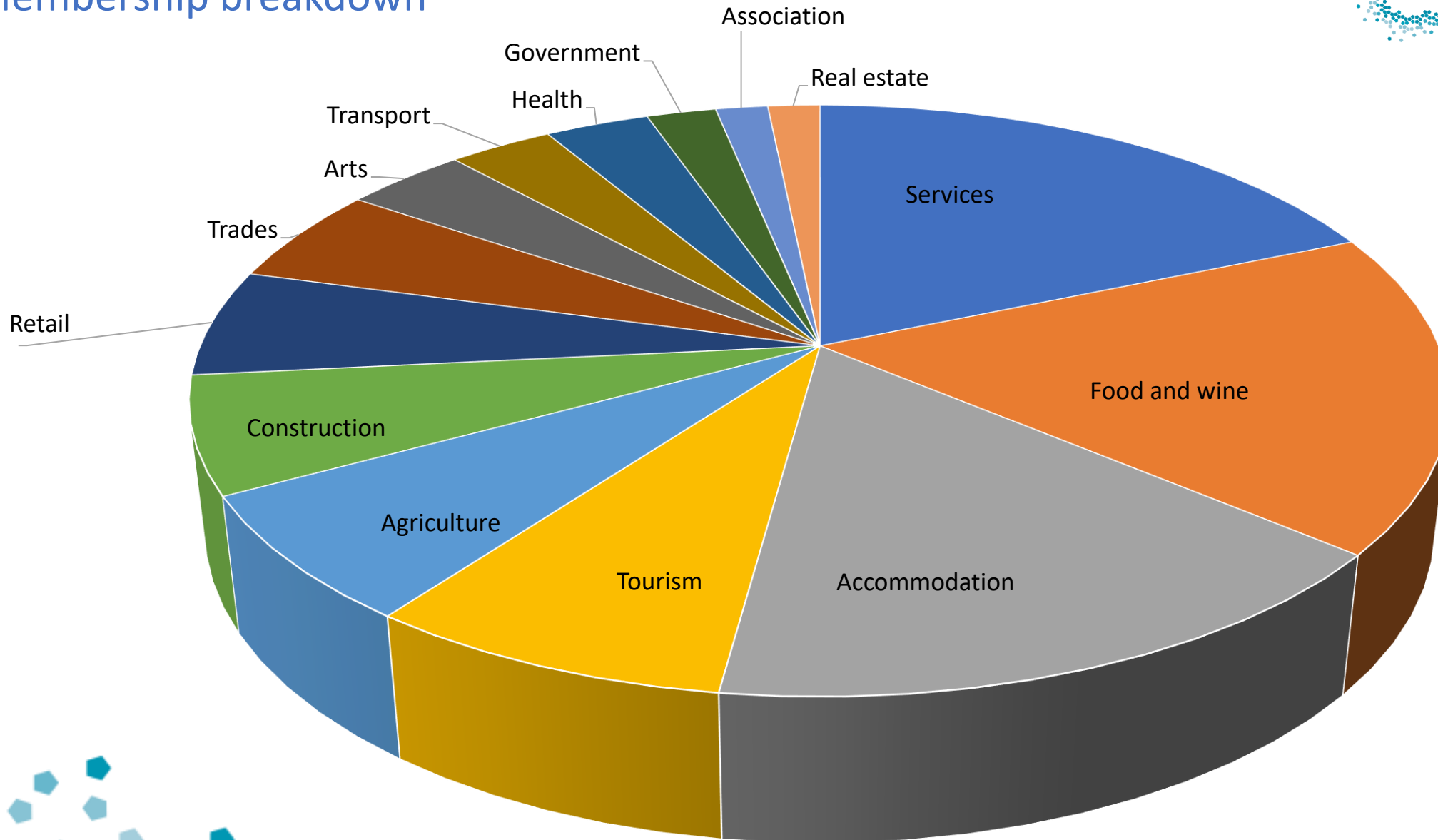


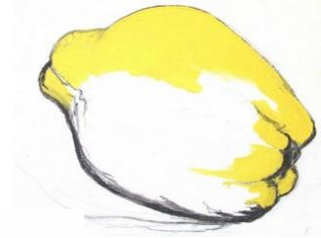
# Who we are

- New amalgamated association July 2019
- Now 188 members – from trades and services to accommodation and tourism experiences
- Board and Executive Officer
- Collaborating with AgKI and KITFWBA



# Membership breakdown





## Amalgamation – June 2019, compared to June 2020

Total Membership 150 ➡ 188

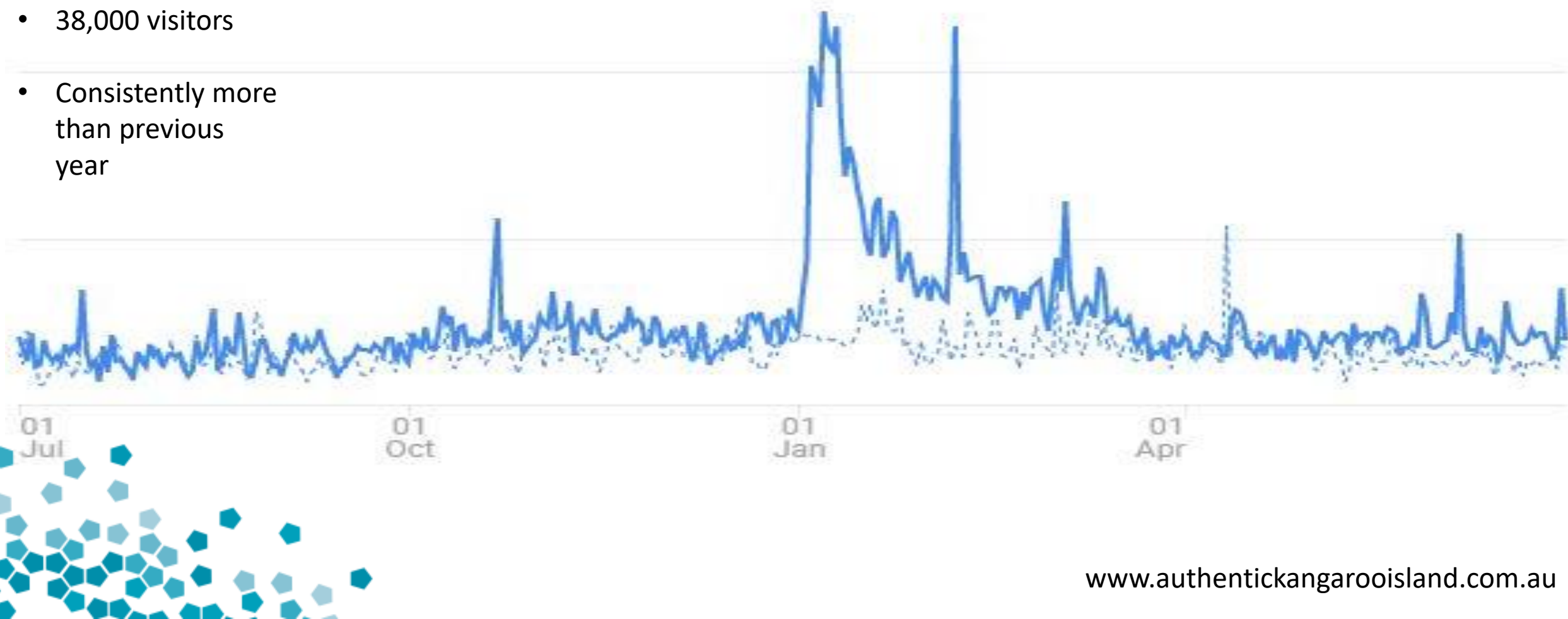
Members gained since June 2019 ➡ 57

Brand Partners 94 ➡ 100

Membership revenue \$22,905 ➡ \$34,936

## Authentic KI website - July 2019 – June 2020

- 33,000 unique visitors
- 38,000 visitors
- Consistently more than previous year





# Bushfires and COVID-19

- Direct conversations with Small Business Commissioner for SA immediately after fires
- Working directly with BizRebuild to bring 10 x \$2000 vouchers and 10 x \$500 vouchers to our members.
- Assist BizRebuild with work on West End accommodation project



# Bushfires and COVID-19

- Re-direct final \$30,000 of Building Better Regions Fund grant to bushfire projects
- Dozens of letters of support for members seeking grant funding.
- Represent KI business on the Local Recovery Committee.
- Liaise with Business SA to deliver information sessions in early days of COVID lockdown





# Bushfires and COVID-19

#JustBuyKI recovery project

1. **Harvard One-Page Business Plan** – completed
2. **Business Safety and Resilience workshops** – completed and ongoing
3. **KI Community Directory** – digital completed, print under way
4. **JustBuyKI campaign** – awaiting funding through LERP
5. **Business-to-Business Speed Dating event** – delayed due to COVID
6. **Business Entrepreneurship and Leadership Programs** – awaiting funding through LERP, may be delivered by others
7. **One-on-One Business Advisory** – KIBBA advocacy led to this being funded by RDA and now Federal Govt (through Business SA).



# Current and future

- KI Community directory

Digital delivered August 2020

Printed delivered November 2020

- Working at and with the new Kangaroo Island Business Hub
- Implement CIRRP project with other associations
- Seek administration assistance and office space.
- More collaboration with other AgKI and KITFWBA
- New strategic plan
- Continue the International Trademarking Project
- Continue to build KISMA





Thank you  
for your ongoing  
support.



# Kangaroo Island Community Directory 2020



[www.kangarooisland.org.au](http://www.kangarooisland.org.au)