

## Chairpersons' report for AGM 2020

As chair of KIBBA I am delighted to provide this report which highlights some of KIBBA's milestones, achievements and challenges as we continue to deliver services for our members and promote Brand Kangaroo Island.

It has been an honour to work with the KIBBA Board and with our Executive Officer, Shauna Black over the past year.

Almost a year ago today we celebrated our inaugural "Meet the Chair" event at KI Brewery at which around fifty attended. Since that time, we have been confronted with the unexpected - fire, COVID-19, global markets in turmoil, escalating trade tensions with China and unprecedented stimulus measures at a state and federal level. This period also saw a discontinuation of the Commissioner for Kangaroo Island role (for which I would like to once again recognise the significant contributions made by Wendy Campana and her OCKI office), as with the creation of a Kangaroo Island Local Recovery Coordinator role currently headed by Rob Manton with whom KIBBA continues to work closely.

In response to these challenges we have seen our members and the Island community at large come together and support each other.

I am especially proud of how our organisation has met these challenges and worked collaboratively with key stakeholders including our former Commissioner of KI, sister associations (AgKI and KITFWBA), government departments (in particular DTTI and DIS), Business SA, ATEC, RDA and with Rob Manton and his team in support of the Island's response and recovery efforts.

Of particular note, I would like to highlight strong membership growth (and retention) which, as at time of writing this report, comprises 187 members and includes 100 Brand Partners.

Our Board was delighted to celebrate the launch of new digital KI Community Directory in collaboration with Junction (and through support from KICE and KI Council) which is housed online at [www.kangarooisland.org.au](http://www.kangarooisland.org.au) and in launching the new Kangaroo Island Community Directory in parallel with our AGM, with 2,500 copies of the directory to be printed for our members and the KI community at large at no charge.

Our Board remains actively involved as a member of the KI Recovery process, attending KI Recovery Meetings and through participating in the former Economic & Tourism Reference Group (Bushfire Recovery) – with my thanks to Maria Morgan and Sharon Kauppila for their input/attendance. We also continue to work collaboratively with AgKI and KITFWBA to jointly advocate for priorities for the Island's businesses and producers at a local, state and federal level; efforts from which I have no doubt helped to secure the establishment of KI Business Hub (through DIS) launched on 30-October for which KIBBA looks forwards to be actively involved. This collaboration also recently led to the submission of a joint funding proposal via the Local Economic Recovery Plan (LERP) in the hope to secure \$300k in support of priority projects to support our membership and the Island's economic recovery.

KIBBA maintains a leading hand in advocating for our community to buy local through initiatives including our "#JustBuyKI Project". Core elements of this project include networking and training events including the Harvard One-Page Business Plan, the new Kangaroo Island Community Directory and have been supported through funding contributions via OCKI, Awesome Foundation McLaren Vale, Port Clinton General Store and ATEC amongst others.

Our organisation played a key role in supporting the administration and delivery of 37 x Biz Rebuild vouchers (totalling \$45,500) to support our members and local businesses whom have been profoundly impacted by recent Island fires in combined effort with KITFWBA and AgKI and made

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possible through the funding support of the Business Council of Australia. We also strengthened our ability to protect our brand internationally achieving success in our trademarking project. Our trademark for our Kangaroo Island brand has been formally accepted in China for priority products including wine, spirits and alcoholic drinks (excluding beer), honey, condiments, marinades, seasonings, spices and edible salt, though unfortunately we were unable to extend this to cover confectionary, wheat flour, crushed oats and oat based foods due to objections from Chinese authorities.

Our financial position remains sound through strong membership growth (and retention), and through the fantastic efforts of Shauna to help KIBBA secure funding from external sources to support project delivery for member benefit.

I do not have enough words to acknowledge the amazing work and efforts that my fellow Board members have made over the past 12 months and want to extend my heartfelt thanks and gratitude to you each. My sincere thanks also go to Shauna for her ongoing diligence and support!

A huge thankyou to Jayne Bates who recently confirmed she would not be seeking nomination for another year as Board member – Jayne remains a champion of the Kangaroo Island Brand and true custodian for our brand values and what KIBBA is all about.

Finally, I would like to acknowledge our members and Island businesses doing it tough, particularly those reliant on tourism, pubs, restaurants and face to face trade.

Rest assured KIBBA will continue to work tirelessly to support you, our greater membership and advocate for Island businesses and our industry at large and look forwards to continuing to play a central leadership role in the Island's recovery ongoing.

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**Brett Miller**

**Chairperson, KIBBA**