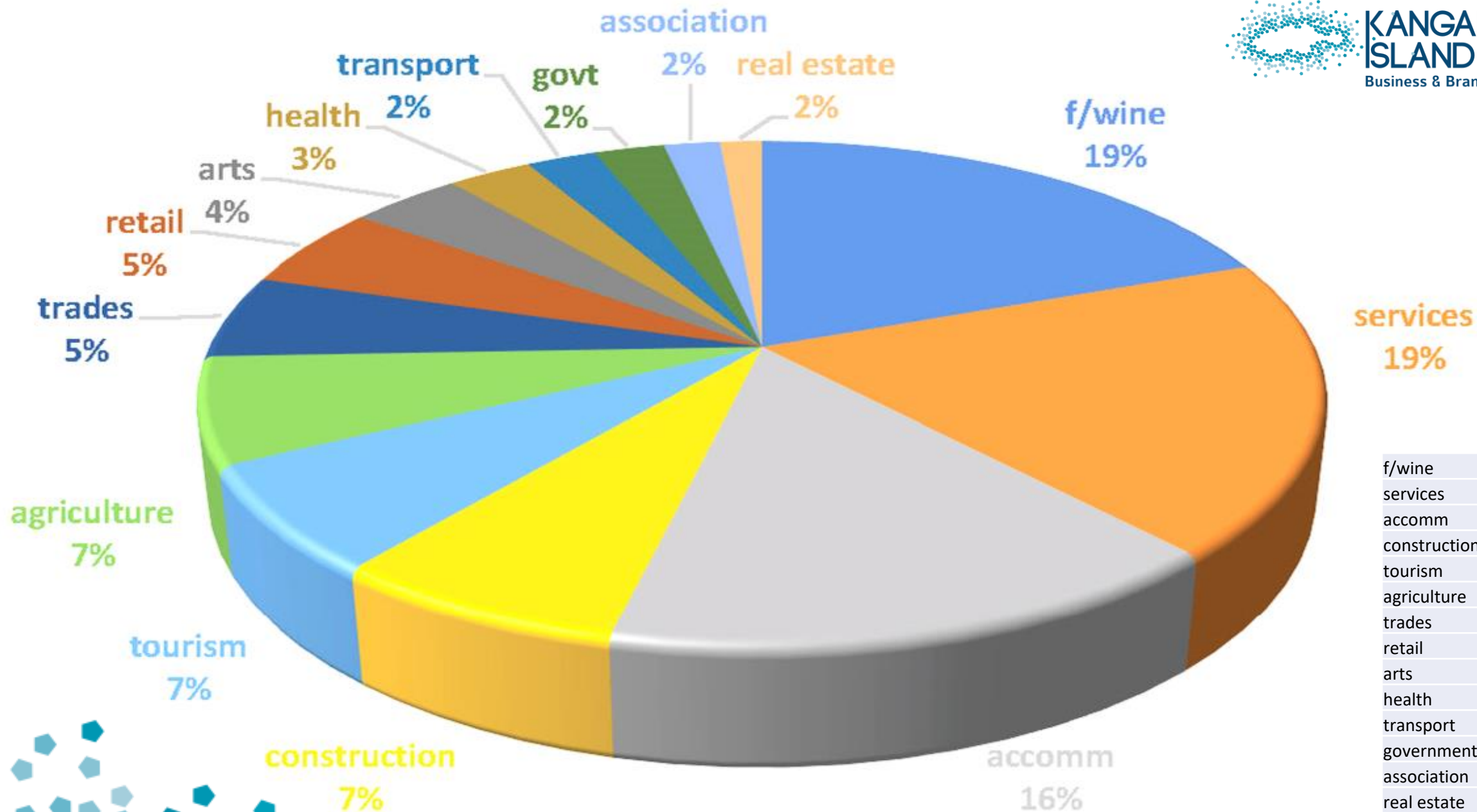




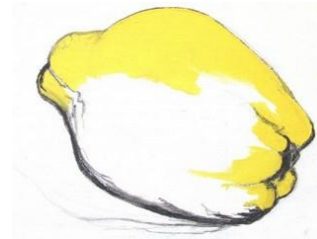
**KANGAROO
ISLAND**

Business & Brand Alliance





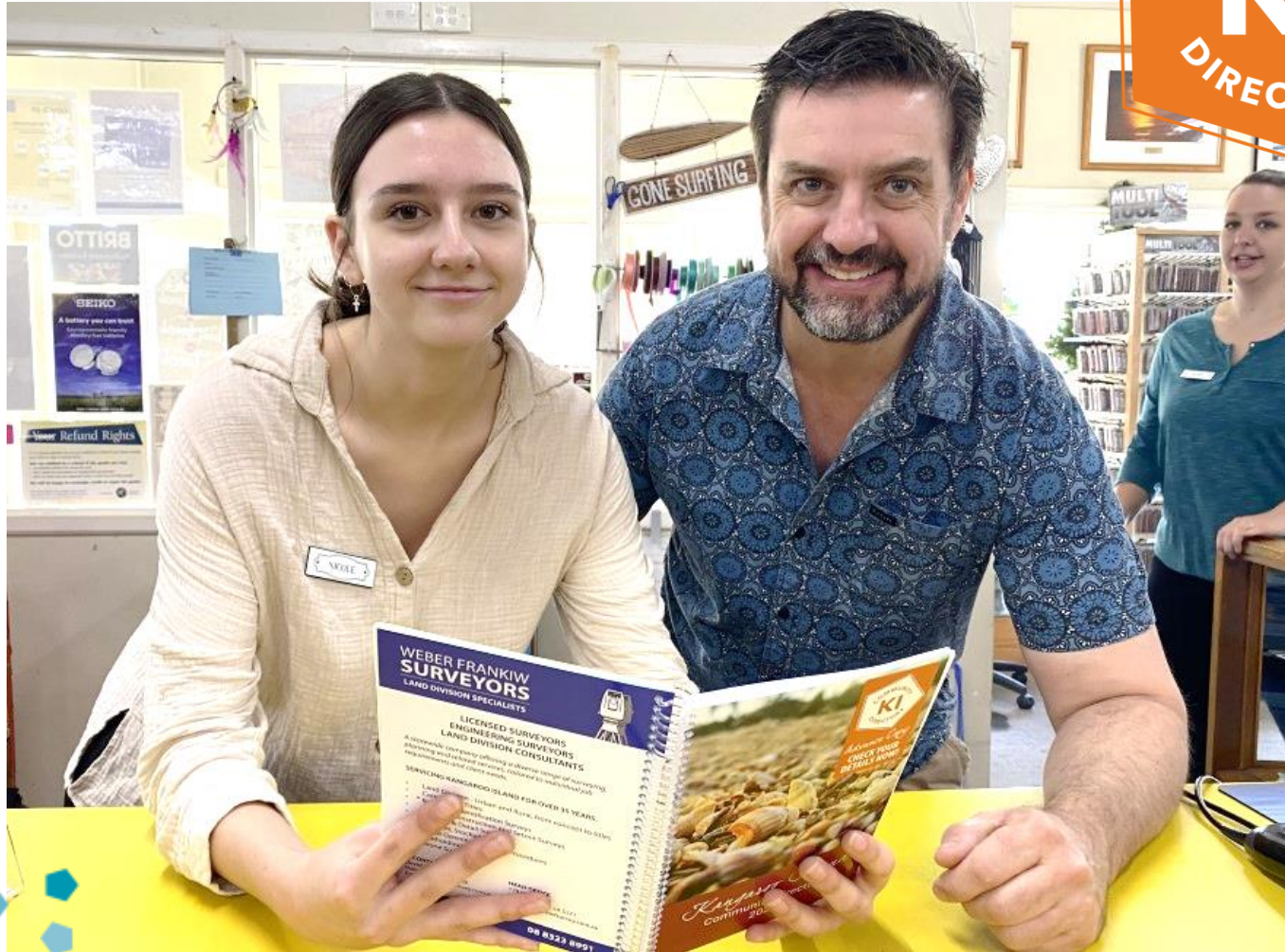
f/wine	40
services	39
accomm	32
construction	15
tourism	14
agriculture	14
trades	11
retail	11
arts	8
health	6
transport	5
government	5
association	4
real estate	3



Quick snapshot

	Total Membership	Brand Partners	Membership revenue
2019	150	94	\$22,905
2020	188	100	\$34,936
2021	204	112	\$37,028

KI Community Directory, launched August 2020.



- Hundreds distributed around the Island
- Print run and updates continuing
- First time local resources have been used to print
- Next edition due in November 2022

KI Community Directory, launched August 2020.



- Averaging 50-60 visitors a day
- 11,000 visitors in first 9 months
- 75-80% finding us by Google Search



Election 2022

- Survey September 2021
 - 92 responses
- Identified key issues for our membership
- Plan to reproduce similar for Federal and Local elections



Key collaboration

- Kangaroo Island Business Hub
- Business SA
- Kangaroo Island Council
- Business Victor Harbor
- Regional Development Australia
- Kangaroo Island Tourism Alliance
- Agriculture KI
- Liaison with NBN Co and Telstra



Important events and ongoing work

Liaising with KICE and Dept of Innovation and Skills re vocational and training issues facing employers

Kangaroo Island Social Media Alliance

90,000 Facebook followers

- 6.2 million impressions

43,000 Instagram followers

- 6 million impressions

TOTAL social media value \$2,132,000

Sponsorship for the 2021 KI Employment Awards

Monthly newsletters accessible for members to post news and be featured as Meet a Member – 472 email addresses

Website news posts and events – 800+ subscribers

Regular email updates to members as required
e.g. COVID-19 updates



Future projects

CIRRP – Collaborative Industry Recovery and Resilience Project - \$315,000

- a. Reimagine bushfire affected regions on Kangaroo Island, with KITA.
- b. Just Buy KI – B2B projects, to be launched in early 2022
- c. Supporting industry associations – funding distributed
- d. Chef's Table – EOI underway – with KITA
- e. Artisan meat processing – with AgKI.



Future projects

Reusably – a circular economy of reusable coffee cups and food bowls

Working with stakeholders: Local cafes and restaurants, KICE, KI Business Hub, Do It Reusably

Launch planned for February 2022



Future projects

Supporting Housing and Employment Solutions on Kangaroo Island

Funding pending from Black Summer Bushfire Recovery grants

Developing a suite of tools to assist in housing shortages

Also, to upgrade a number of tools to assist employers to attract people to live on Kangaroo Island - including the “12 Things”



Future projects

Luxe Branding masterclass

Wednesday, February 2, 2022. TBC

With Regional Development Australia, and AusIndustry.

- Why people buy premium and luxury products
- What producers need to do to understand markets they are well positioned to target
- How to engage them.





Thank you
for your membership
and your ongoing support.

