

# 2021-22 Annual Report

## Chair's Report

It is a pleasure to provide my Chair's report for Kangaroo Island Business and Brand Alliance for 2022.

It remains an honour to work with the KIBBA Board and with our Executive Officer, Lizzie Trethewey together with Jeanette Holden from our office.

The past 12 months has seen a number of changes extending from our own KIBBA staff to elections bringing with them Labor victories at both a state and federal level. This period also saw the reopening of the Australian economy and our state border to welcome back international visitors, as with a rolling back of COVID-19 pandemic regulations.

In April we farewelled Shauna Black who finished in her role with KIBBA as our inaugural Executive Officer. For those of you whom may not know, Shauna was appointed as the EO for Kangaroo Island Brand Alliance before its amalgamation with Business Kangaroo Island to form KIBBA, supporting our member businesses on the Island for more than six years. Since the formation of KIBBA Shauna was responsible for supporting membership growth from 150 members (at amalgamation) to exceed 200 members last year, of which more than 50% remain brand partner members. Shauna supported our members (and the Island economy) through thick and thin and remains a true champion of the Authentic KI brand and our Island's unique value proposition. We were able to host Shauna for a small farewell event prior to her departure. We wish Shauna all the very best in her move off Island!

April also saw the appointment of our new Executive Officer, Lizzie Trethewey, who commenced in the role from 20 April. Lizzie grew up on the Island and completed her secondary and tertiary education in Adelaide. She then worked in senior positions for the Victorian Employers' Chamber of Commerce and Industry (VECCI), Australia Post and the former Deputy Premier's Office. Lizzie brings with her extensive experience in media, key stakeholder relations, communications and brand strategy as well as deep insight into government at all levels. We remain honoured to have Lizzie leading our KIBBA team.

Following the March state election Labor confirmed its pre-election pledge to reinstate the Outer Areas Registration Concession for vehicles on Kangaroo Island. Following the cancellation of the concession, KIBBA remained active in advocating to all levels of government to call for its reinstatement with this being identified as a priority within our SA Election Charter 2022 document.

Labor's vehicle registration pledge covers most vehicles, motorcycles or trailers that are usually kept and used wholly or mainly in outer areas. The benefit provides for a 50% reduction in registration fees for vehicles with a gross vehicle mass less than or equal to 4500 kg and a 40% reduction in registration fees for vehicles with a gross vehicle mass over 4500 kg. The commencement of this concession will achieve hundreds of dollars of savings for all Islanders just on their own motor vehicles, together with tens of thousands of dollars for some of our larger member businesses and is a fantastic result.

Our Board, together with Lizzie and our administration officer Jeanette Holden, continue to work tirelessly to advocate in support of our members in delivering initiatives and projects to help their industries at large.

The past year builds upon the success KIBBA has achieved in our short history:

- retaining annual membership total of 204 members, of which an increasing proportion are Brand Partners (now totalling 107);
- commencing delivery of our \$300k Collaborative Industry Recovery and Resilience Project (CIRRP) in partnership with AgKI and KITA;
- ongoing distribution of the updated version of the KI community directory free of charge to our members and residents of Kangaroo Island;
- updating our online digital directory for Kangaroo Island at [kangarooisland.org.au](http://kangarooisland.org.au);
- ongoing advocacy to all levels of government in relation to the importance of sustainable industry for KI in keeping with the Island's unique value proposition;
- strengthening our relationship with government and key stakeholder organisations within Adelaide and across South Australia;
- writing letters of support for our members' projects designed to grow local employment and investment on Island;
- retention/utilisation of KI Business Hub including moving our head office there; and
- further strengthening lines of communication (and connectivity) with Kangaroo Island Council, Department for Industry, Innovation and Science, and Business SA.

We have remained focused on growing our project portfolio and in advocating for housing development to support the Island's workforce. This is evidenced through KIBBA's recent attendance at the Kangaroo Island Housing Roundtable which was convened by Hon Leon Bignell MP and attended by Hon Nick Champion MP and Hon Nat Cook MP together with departmental heads and a select group of key Island stakeholders. KIBBA will continue to work with government and key decision makers to improve the wicked problem of housing on Island.

The upcoming year remains set to be a very busy period for KIBBA with closeout of our CIRRP project and the upcoming local government election. We will remain an active partner regarding the future arrangements for the Department for Industry, Innovation & Science's KI Business Hub, as with our support for opportunities to add value to our members and indeed to Island businesses overall.

KIBBA's financial results and reserves remain solid and underpin our ability to deliver projects and support for our members. Our staff and Board will continue to work hard to connect with (and listen to) our members.

As with last year's report, 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 each of you.

I would like to recognise the significant contributions of Peter Davis to the Board since our inception (as a founding Board Member) as he transitions into retirement, as with outgoing board members Blair Wickham and Lee-Anne Helyar.

I would also like to recognise Jenny Stanton whose recent appointment to our Board strengthens our understanding of the agricultural sector. Her insights will be highly valued.

Finally, I would like to acknowledge our valued members. Without your support we would be nothing.

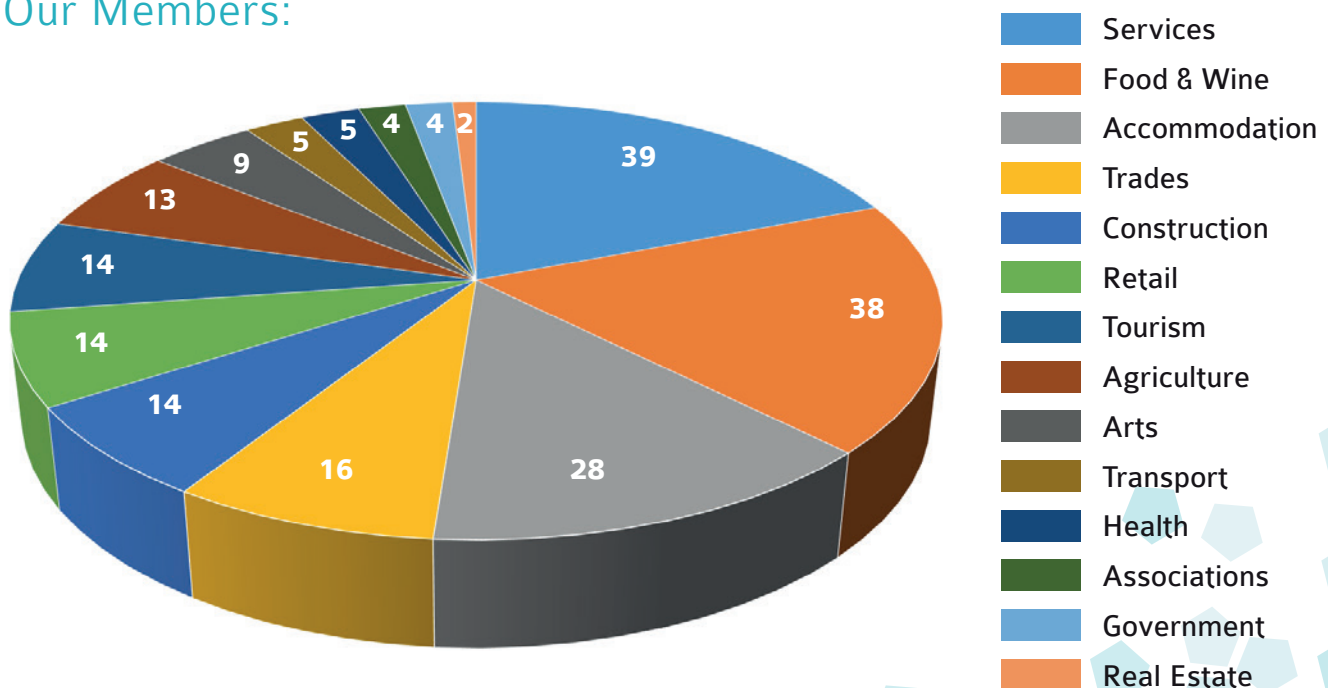
Rest assured KIBBA will continue to work tirelessly to support you, our greater membership and advocate for Island businesses. We look forward to continuing to play a central leadership role in the Island's ongoing recovery.

**Brett Miller, Chairperson, KIBBA**



Jeanette Holden, Lizzie Trethewey & Shauna Black

**Our Members:**



## Board Members 2021-22

<b>Brett Miller</b>	Kangaroo Island Dental – Chair
<b>Maria Waters</b>	ATEC – Deputy Chair
<b>Sharon Kauppila</b>	Kauppila Builders
<b>Alice Teasdale</b>	Big Quince Print
<b>Phillipa Holden</b>	KI Spirit Yoga
<b>Blair Wickham</b>	Exceptional Kangaroo Island (resigned November 2022)
<b>Lee-Anne Helyar</b>	Expression in Colour (resigned November 2022)

### Appointed members:

<b>Stephen Morgan</b>	Kangaroo Island Oats
<b>Susi Whitehead</b>	KI Tourism Alliance
<b>Jenny Stanton</b>	Kangaroo Island Primal Harvest

## Affiliations & Networks

- Business SA
- Business Victor Harbor
- Kangaroo Island Tourism Alliance
- Agriculture KI
- Kangaroo Island Business Hub
- Business Council of Australia
- Kangaroo Island Council
- Regional Development SA



## Advocacy & Communication

- Advocated successfully for the re-introduction of **Outer Areas Registration Concession**
- Participated in **Small Business roundtable** with Minister for Small and Family Business Hon Andrea Michaels MP
- Took part in **Kangaroo Island Housing Forum** with Minister for Housing, Hon Nick Champion MP and Minister for Social Services Hon Nat Cook MP
- Sent letters of introduction to new **State Government Ministers** post State Election
- One-on-one meeting with **Minister for Housing, Trade and Investment** Hon Nick Champion MP
- Meetings with **Member for Mayo** Rebehka Sharkie MP
- Quarterly meetings with **Member for Mawson** Leon Bignell MP with AgKI and KI Tourism Alliance
- One-on-one meeting with **Shadow Minister for Regional South Australia** Hon Nicole Centofanti MLC and Hon Laura Curran MLC
- One-on-one meeting with **Shadow Minister for Trade and Investment** Heidi Girolamo MLC
- Quarterly meetings with **Kangaroo Island Council** supporting Small Business Commissioner's Small Business Friendly Council initiative
- Participation in **Kangaroo Island Sea Transport Roundtable** convened by Kangaroo Island Council

## Ongoing projects & engagements

- **Kangaroo Island Community Directory** – continued distribution of hard-copy directories at no charge to the community, preparation underway for 2023 edition
- **Continued roll out of Collaborative Industry Recovery and Resilience Project** – \$315,000 project with KITA and AgKI under the Local Economic Recovery banner
- **Sponsorship of Tourism Optimisation Management Model (TOMM)**
- **Kangaroo Island Social Media Alliance project** – with KI Tourism Alliance
- **Corporate2Community Resilient Ready Hub project**
- **Awards Partner of KI Employment Awards**

## Events & Communication

- Business SA Mentally Healthy Breakfast
- KIBBA Speed Networking
- Business SA Strength and Success Summit
- Luxe Branding Workshop
- Business SA Regional Chambers meetings
- Circulation of 2022 State Election Issues Paper to candidates
- Letters of Support to Members, applying for grant funding for projects
- 21 newsletters, updates sent to 480+ email addresses
- 15 Members' events posted on our website
- 23,843 unique visitors to our website and 47,411 page views (2021-22)

## Future projects

- Continued rollout of the **Collaborative Industry Resilience and Recovery Project (CIRRP)** into 2023, in concert with KITA and AgKI, with the #JustBuyKI project, Reimagine project and Chef's Table events to continue over the coming months
- **Strategic Plan 2022-2024** – a review of KIBBA's current strategic plan is underway with the new Board to finalise in early 2023
- **Foundation for Rural Regional Renewal** – Strengthening Rural Communities Program grants program application pending for "Improving access to resources to help Kangaroo Island's small businesses grow and thrive" project.



## A Message from the Executive Officer

Firstly, I would like to thank the KIBBA Board and members for warmly welcoming me into the Executive Officer role earlier this year. I have really enjoyed reconnecting with many of you in my capacity as EO as well as meeting a lot of new faces. I'd also like to thank Shauna Black my predecessor for assisting in a smooth transition to the role. Although I've been in the role for fewer than 10 months, when thinking back over that time I'm surprised by all the activity that has taken place. With the rollout of much of the CIRRP activity delayed due to COVID restrictions, the last few months has seen these projects really get underway. This includes the #JustBuyKI project, which was kicked off with a successful speed networking event in September and you will see the associated marketing and social media campaign go live in the lead up to Christmas. The Reimagine project, which is reviewing the Authentic Kangaroo Island brand, is also now underway with many of you filling out a survey giving us your views. We will have an update for our members on this project in the new year. I also look forward to finalising KIBBA's revised strategic plan with the Board in the new year, which will help identify our priorities and drive the direction of our work over the next year.

KIBBA has also recently moved our office to the Business Hub in Kingscote. Being based in the Business Hub makes a lot of sense, with the building a literal 'hub' with the space used for meetings, training and workshops our members and other businesses can access. If you're walking past, please pop in and say hello. I'd also like to thank Kingscote Travel for allowing us to share their space over the past year or so. The team there was incredibly welcoming to me, which made my early days at KIBBA much easier.

I want to make sure our members and prospective members alike continue to see value in KIBBA membership, so if you have any feedback or suggestions as to how KIBBA's value proposition could be strengthened please get in touch. In the meantime, I look forward to continuing to work with the Board, Brand Partners and Business Members to make KIBBA a strong voice for local businesses.

**Lizzie Trethewey, Executive Officer**



## Brand Partners

15 Knots  
About Thyme Kitchen  
Agriculture Kangaroo Island  
American River Service Centre  
Art Museum of Kangaroo Island  
Aurora Ozone Hotel  
Battle of Bosworth - Springs Road  
Kangaroo Island  
Bay of Shoals Wines  
Bellevista  
Big Quince Print  
By Blu  
Cactus Kangaroo Island  
Café Scrumptious  
Cape View Cottage  
Century 21 Kangaroo Island  
Clifford's Honey Farm  
Craig's Plumbing  
Darry Fraser Books  
Drunken Drone  
Dudley Wines  
Ecopia Retreat  
ELBRAC Meats  
Eleanor Downs  
Emu Bay Fishing Charters  
Emu Bay Holiday Homes  
Emu Bay Lavender  
Emu Ridge Eucalyptus  
Enchanted Fig Tree  
Exceptional Kangaroo Island  
Expression in Colour Painters  
False Cape Vineyards  
Ficifolia Lodge  
Fine Art Kangaroo Island  
Fire and Smoke KI  
Flavours of Petite Provence  
Fryar's Kangaroo Island Free  
Range Eggs  
Hamilton and Dune  
Hanson Bay Wildlife Sanctuary  
Hazyblur Wines  
Ikora Rey Pty Ltd  
Island Beehive  
Island Electrics  
Janine Mackintosh Artist  
Kangaroo Island and Co  
Kangaroo Island Bee Wrap  
Kangaroo Island Beekeeping  
Company  
Kangaroo Island Brewery  
Kangaroo Island Business Hub  
Kangaroo Island Coffee Roasters  
Kangaroo Island Council  
Kangaroo Island Dental  
Kangaroo Island Fresh Seafoods  
Kangaroo Island Hire a Guide  
Kangaroo Island Holiday Rentals  
Kangaroo Island Living Honey  
Kangaroo Island Marine  
Adventures  
Kangaroo Island Medical Clinic  
Kangaroo Island Oats  
Kangaroo Island Olive Oil Co & The  
Figgery  
Kangaroo Island Olives  
Kangaroo Island Outdoor Action  
Kangaroo Island Pure Grain  
Kangaroo Island Pure Rain  
Kangaroo Island Real Estate  
Kangaroo Island Sea Salt  
Kangaroo Island Source  
Kangaroo Island Spirits  
Kangaroo Island Stall @ Adelaide  
Central Market  
Kangaroo Island Star Beach House  
Kangaroo Island Support  
Coordination  
Kangaroo Island Tiny Homes  
Kangaroo Island Trails  
Kangaroo Island Transfers  
Kangaroo Island Wool  
KAR Management - The Oyster  
Farm Shop  
Kauppila Pty Ltd General Builders  
KI Players Inc  
KI Seaside Inn  
KI Tourism Food Wine and  
Beverage Association  
Kiland  
Kingscote Travel  
Lathami Lodge  
Latitude36  
Lifetime Private Retreats  
Lighthouse Café  
LS Beez  
Mercure Kangaroo Island Lodge  
Millie Mae's Pantry  
NRG Building  
Oceanview Eco Villas Kangaroo  
Island  
Organiq  
Penneshaw IGA  
Penneshaw Progress Association  
Primal Harvest  
Rabbit Warren Bakery  
Raptor Domain  
Sea Dragon Lodge  
Sealink Kangaroo Island  
Seaside Beauty  
Southern Ocean Lodge  
Stormbird Press  
Stowaway KI  
The Growth Collection  
Thorn Park on Kangaroo Island  
Topdeck at Snelling  
Western KI Caravan Park  
Workskil Australia

## Business Members

- A & G Willson Earthmovers Pty Ltd
- Advance Kingscote
- AI-Assist
- Andrey and Leonie Geci
- ATEC
- AW&KJ Partners
- Baliga Maintenance n Professional Painters
- Bank SA
- Barney Lewis Painting Services
- Bayview
- Bedford Industries
- Birchmore IT Consulting
- Botanical Enigmerase
- Brigalow Partners
- Bush Organics Kangaroo Island
- Business Victor Harbor
- Cape Wattle Enterprises T/A Snellings View
- Clearview KI
- Dynamic Business Creative
- GC & RR Connell Pty Ltd
- Hann's Landscaping
- Healthy Outlook KI
- Ingrams Store P/L
- Island Chalet
- Island Earthworks
- Island Flooring
- Island Panel Works
- Johnson Structures
- Josh Sheppard Electrical
- Kangaroo Island Accommodation
- Kangaroo Island Boat Hire
- Kangaroo Island Ciders
- Kangaroo Island Computers and Appliance Repairs
- Kangaroo Island Film Company
- Kangaroo Island Hire and Scaffolding
- Kangaroo Island Landscape Board
- Kangaroo Island Organics
- Kangaroo Island Pest Solutions
- Kangaroo Island Produce Pty Ltd
- Kangaroo Island Promotion Developments Pty Ltd
- Kangaroo Island Shoes & Souvenirs
- Kangaroo Island Technology Solutions
- Kangaroo Island Test and Tag
- Kangaroo Island Tidal Treasures
- KI Accounting
- KI Antennas
- KI Bytes
- KI Connect
- KI Dragonfly Guesthouse
- KI Event Hire
- KI Freight Services
- KI Refrigeration
- KI Tucker Box
- Kingscote Dental Surgery
- Kingscote Gift Shop
- Lemon Tree Cottage
- MJ & EM Northcott
- NBN Co
- Nepean Motors
- Olivia Florance Legal
- On the Spot Window Tinting
- Phillis Assoc-Architects
- Rebekha Sharkie MP Member for Mayo
- Reusably
- Rick Morris
- Roberto Di Massa
- Salon 49
- Sawarri Murray Greys
- Sea Shells Penneshaw
- Sha Menz
- Shed Boss Fleurieu
- Simply Bea
- Soaked
- Southern Rock Electrical
- Spirit Yoga KI
- Spring Hills KI
- Steed Surveyors and Land Divisions
- Stokes Bay Cliffs
- Studio Foster
- Sunrise on Falie
- TAFE SA
- Telstra
- The Grass Tree KI
- The Joinery Shop
- Tricky Earthworks
- Turner Fuel
- Turner's Tyre Service
- Ugly Dog Transport
- Vardon Legal
- VAST Painting and Decorating
- Victor Harbor Cranes
- Vivonne Bay General Store & Bottle Shop
- Weber Frankiw Surveyors
- WFI Insurance
- Wilderness Baby
- Willson Contracting
- Yumbah Aquaculture