

Our Vision: *Kangaroo Island is a global beacon for its sustainability and prosperous community.*

Our Mission: *We will bring our business communities together with a common goal and vision to grow our economic prosperity sustainably for a vibrant and inclusive Island life.*

1. Brand stewardship – Building the Brand

Objective	Actions
1.1 Maintain, protect and promote the Kangaroo Island Brand Values	<ul style="list-style-type: none"> ● Promote and protect use of the trustmark. ● Maximise the Brand’s value proposition as an asset to Members ● Communicate brand values clearly and consistently via KIBBA and associated channels ● Continue to contribute to KI Social Media Alliance strategy
1.2 Kangaroo Island’s competitive advantage is reinforced by Brand Kangaroo Island	<ul style="list-style-type: none"> ● Work with members to demonstrate the value and understand leveraging potential of the Brand and trademark to their businesses ● Source funding for projects which assist members in adopting and leveraging the Brand and trademark ● Increase consumer awareness of the trademark ● Collaborate with KITA, AgKI, Kangaroo Island Council, RDA and other stakeholders on opportunities to promote the Brand

2. Grow local business capacity and capability

Objective	Actions
2.1. Gaps in business capacity and capability are identified and projects are designed, funded and delivered to address these gaps	<ul style="list-style-type: none"> ● Survey members to help identify where knowledge and capability gaps exist and design projects and initiatives in response ● Participate in the commercialisation of the Business Hub ● Maximise KIBBA’s partnership with Business SA giving members greater access to its resources ● Work with industry associations and government to ensure programs provided by government support and are suitable for Kangaroo Island’s specific regional needs

<p>2.2. Facilitate the development and improvement of Kangaroo Island businesses through information, networking, training and support programs</p>	<ul style="list-style-type: none"> ● Work with stakeholders to provide appropriate resources and training for members ● Regular networking opportunities for members provided ● Ensure member engagement and feedback is reflected in training and other development activities
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3. Advocacy and leadership

Objective	Actions
<p>3.1 KIBBA is considered by stakeholders to be the peak industry body representing the interests of KI businesses and industries.</p>	<ul style="list-style-type: none"> ● KIBBA engages regularly with members and other businesses and industries ensuring it is representing their interests ● KIBBA to strengthen connections with other Chambers of Commerce and Regional Brand Initiatives ● Positive partnerships are fostered with Kangaroo Island Council, Business SA, Regional Development Australia Adelaide Hills, Fleurieu and Kangaroo Island, Small Business Commissioner and other industry groups, to act as the representative voice of business on Kangaroo Island
<p>3.2 Stakeholders seek input from KIBBA on initiatives and policies designed to support economic prosperity on Kangaroo Island.</p>	<ul style="list-style-type: none"> ● KIBBA to investigate an MOU with relevant government departments outlining how both parties will work on solutions for issues impacting local businesses, such as affordable and accessible transport links, housing, workforce shortages, grant programs for micro and small businesses ● KIBBA to investigate an MOU with AgKI and KITA outlining how the three peak bodies will advocate for the interests of our members with 'one voice', with KIBBA leading the partnership where appropriate ● KIBBA's status as a leading chamber of commerce is recognised ● Kangaroo Island is recognised as its own region where advantageous to local business and industry

4. A sustainable, effective and efficient organisation

Objective	Actions
<p>4.1 KIBBA manages financial resources, guides strategy and implements initiatives of the Association to support economic</p>	<ul style="list-style-type: none"> ● Policies and governance methods are reviewed on a biennial basis ● The Board ensures its membership represents KIBBA's members and local industries ● Board Members provided resources and training as appropriate to strengthen their capacity to support KIBBA ● KIBBA culture demonstrates an ethos of collaboration, innovation, advocacy, and promotion of KI businesses, industries and the KI Brand

KI Business and Brand Alliance Strategic Plan 2023-2025

prosperity for Kangaroo Island's key industries and all Member businesses.

- The Board develops appropriate strategies to strengthen the understanding and recognition of the KIBBA brand.
- KIBBA has appropriate leadership, culture and processes to operate effectively
- Ensure KIBBA's value proposition remains attractive to members and prospective members to grow membership
- The Board to establish a commercialisation strategy to identify new sources of revenue
- Appropriate grant funding sources are identified and programs applied for
- KIBBA is run in a financially sustainable manner
- Board to review KIBBA's Vision and Mission statements

