

Brand Kangaroo Island values

At the core of our brand are its brand values, which support our brand message. They capture what the brand stands for, the values we share in common across our industries. They attract customers and grow our prosperity.

Authenticity

A truly authentic experience has become a rare commodity in a world of convenience. A sense of authenticity permeates our regional culture, our local characters, and the holiday experiences and products we offer. And Kangaroo Islanders understand that authentic doesn't mean perfect.

Personal relationships

Increasingly, people want to become re-engaged with their daily lives and to know the people in it – family, friends, community, neighbours and people they do business with. Kangaroo Island is a place that provides the space and time to rebuild and reconnect with these people.

On Kangaroo Island strangers wave to each other. Locals share their passion for what they do and why they do it – whether it's family farming handed down through generations, making handmade artisan food and wine, volunteer work for the environment and wildlife, or art inspired by the surroundings.



Connected to unspoilt nature

Nature is fundamental to our concepts of humanity and wellbeing; it is why communities like Kangaroo Island's rise up to protect and preserve it. Our secluded beaches, pristine ocean, well managed national parks and prolific wildlife all reflect Kangaroo Island's soul. And a connection to nature is at the heart of much of what happens on Kangaroo Island – our products, experiences and lifestyle are all inspired by our unique environment and natural features.

Seclusion (Island)

Kangaroo Island is first and foremost an island, a place apart. It is one of the few remaining destinations where people can genuinely get away from it all. And our products and experiences are isolated from everyday routines, the commonplace and many mainland diseases.

Peaceful/Restored

People are seeking to scale back and restore balance in their lives. They want to get back in touch with nature, relax and eat healthy foods. Kangaroo Island is an antidote for stress and busyness. It offers an escape and a restorative peace, through a holiday experience. Plus it offers healthy, natural and genuine products created on the Island that nourish the mind and body.



Our Aims

- To collaborate and build networks with other industry associations, agencies and government bodies on Kangaroo Island, and representative associations on the mainland, in order to further the economic interests of Members and the Kangaroo Island economy
- To facilitate the development and improvement of Kangaroo Island industry and businesses through information, networking, training and support programs
- To represent the voice of industries and the business community of Kangaroo Island as a positive advocate to all spheres of Government
- To own, manage, protect and promote the "Authentic Kangaroo Island" and "Proudly Kangaroo Island" trademarks
- To develop Kangaroo Island, by use of the Trademarks, as an internationally recognised region for its natural values and assets including but not limited to primary industry, tourism, food, beverages, arts and community
- To recognise, by means of the Trademarks, regional products and services that embody the Brand Values of Kangaroo Island
- To manage financial resources, guide strategy and implement initiatives to support economic growth and sustainability for Kangaroo Island's key industries and all Member businesses

What KIBBA is delivering

- Managing the Authentic and Proudly Kangaroo Island Trademarks to grow our Brand our Brand Partner Businesses.
- Promoting local businesses via Digital Business Directory
- Reprinting the beloved KI Community Directory in 2024, including business and community listings
 - KIBBA has been granted \$38,000 in funding from Bendigo Bank's Community Enterprise Foundation to complete this project
- Delivery of \$315,000 Local Economic Recovery projects
 - Reviewing and revamping the Kangaroo Island brand to make it more attractive for local businesses to adopt
 - Working with KITA to deliver the Chefs Table project, filling unique dining experience gaps on the Island
 - Delivering #JustBuyKI campaign including Speed Networking event, social media and print marketing campaign and business 'famil' tour, helping local businesses to connect and learn from each other as well as promoting businesses to Islanders and visitors alike
- Strengthening our partnership with Business SA to give our members access to its Business Advice Hotline, Consultancy Services, training opportunities, networking and expert speakers
- Delivering Wellbeing Strategy Workshops in early 2024 enabling local businesses to develop a dedicated Wellbeing Strategy for their workplace
- Updating authentickangarooisland.com.au to make it easier for members to use and access resources
 - KIBBA was granted \$10,000 of funding from the Foundation for Rural and Regional Renewal's Strengthening Rural Communities program to complete this project
- Supporting the Kangaroo Island Social Media Alliance to grow our audience
 - Co-established in 2016, @Authentic Kangaroo Island has one of South Australia's most visible social media presences on Facebook and Instagram
- Collaborating with the Office for Small and Family Business on resources for local businesses and the on-going sustainability of the Kangaroo Island Business Hub
- Regular meetings with other industry associations AgKI and KITA to advance issues common to our member businesses
- Regular meetings with State and Federal Government representatives, Regional Development Australia, Kangaroo Island Council and other stakeholders to advocate for issues important to our members
- Regular Meet the Board and other networking events to give members an opportunity to hear from us and discuss topics important to you
- We continue to actively seek collaboration, opportunities and advantages for our members and to celebrate our Kangaroo Island Brand and our partners at every opportunity

Join Us Now

Find out more about the benefits of membership by:

Visiting www.authentickangarooisland.com.au Emailing info@authentickangarooisland.com.au

Phoning our Executive Officer (Lizzie Trethewey) on 0459 633 421



KIBBA MEMBERSHIPS

MEMBERSHIP LEVELS	KIBBA PARTNERSHIP (\$2,000pa)	KIBBA BRAND PARTNER (\$550pa)	BUSINESS MEMBER (inc. members formerly known as Associate Members) (\$200pa)	INTRO OFFER (\$75pa) (available to new KIBBA members, valid for 12 months)
MEMBERSHIP BENEFITS	Talk to us about partnering with Kangaroo Island's peak industry body and the trusted custodian of the Kangaroo Island Brand to promote your business. We have several sponsorship opportunities available including the naming rights of KIBBA's AGM, sponsorship of events held throughout the year and a monthly newsletter. *			
Exposure via KI Online Directory with a general banner ad (Appears randomly throughout directory, including search results, index. Max of 10 businesses featured.)	✓			
Exposure via printed KI Community Directory with a full-page ad+	✓			
Discounted access to Business SA consultancy services	✓	✓		
Own web page on "Authentic Kangaroo Island" website (incl access to update business info)	✓	✓		
Quarterly reporting: Authentic KI website and KI Online Directory	✓	✓		
Access to projects funded specifically for the "Authentic Kangaroo Island" Brand (i.e. graphic design, brand cluster)	✓	✓		
Access to promotion via "Authentic Kangaroo Island" social media channels	✓	✓		
Use of licenced trademark "Authentic Kangaroo Island" or "Proudly Kangaroo Island" and associated collateral	✓	✓		
Access to Letters of Support	✓	✓		
Discount for advertising in printed and online KI Directory	✓	✓	✓	
Participation in member surveys (check benefits / events / advocacy issues) x 2 p/yr	✓	✓	✓	
Upgraded listing in Online Community Directory	✓	✓	✓	

 KANGAROO ISLAND Business & Brand Alliance	KIBBA PARTNERSHIP (\$2,000pa)	KIBBA BRAND PARTNER (\$550pa)	BUSINESS MEMBER (inc. members formerly known as Associate Members) (\$200pa)	INTRO OFFER (\$75pa) (available to new KIBBA members, valid for 12 months)
2 x complimentary tickets to each Membership Event (eg Business Breakfast)	✓	✓	✓	
Opportunity to advertise in Monthly Newsletter	✓	✓	✓	
Free access to Business SA Business Advice Line	✓	✓	✓	
Collaboration with other member businesses (incl member-only discounts)	✓	✓	✓	
Access to EO support	✓	✓	✓	
Advocacy to Government (Local, State & Federal) for economic & business development on Kangaroo Island	✓	✓	✓	✓
Opportunity to provide feedback to stakeholders (local, state, fed govt)	✓	✓	✓	✓
Regular News, Views and Grant information	✓	✓	✓	✓
Access to the KIBBA Facebook Group	✓	✓	✓	✓
Access to networking, education & info events	✓	✓	✓	✓
Access to Farmers' Markets		✓		

*Sponsorship opportunities available to all KIBBA members as well as non-members. Please contact KIBBA to discuss how we can develop a sponsorship package to best support your business' objectives.

Sponsorship opportunities include:

- KIBBA's Annual AGM (held around November)
- KIBBA's monthly eNews
- Other ad hoc events such as networking events, Meet the Board events, trainings and workshops

+ The KI Community Directory will be reprinted in early 2024. Subsequent reprints will be subject to funding.



