



# MEMBERSHIP PROSPECTUS

2024



# WHO ARE WE?

**Kangaroo Island Tourism Alliance (KITA) is the peak industry association representing Kangaroo Island's tourism operators, and its food, wine, and beverage producers.**

KITA operates within the Visitor Economy of the region, worth \$187M per annum and supporting one in three jobs on the island. We fulfill the role of Regional Tourism Organisation (RTO) and link closely with Federal, State and Local Government, connected associations and industry.

As a not-for profit, membership-based, marketing and destination development organisation, we promote Kangaroo Island for both leisure and business and as the source of premium product and produce, both domestically and internationally.

We focus on targeted destination marketing; we help facilitate the access and dispersal of visitors to our region and provide member services such as advocating for local tourism issues, providing business networking and educational workshops to increase industry capacity and capability. We support and partner with our membership to collectively strengthen and grow our regional economy.

## **Our key objectives and purposes**

KITA represents its industry and works with its members and stakeholders to build a sustainable Island visitor economy that creates strong and positive outcomes across the whole Island. Driving visitation and visitor dispersal, along

with product knowledge, availability, and distribution increasing awareness that Kangaroo Island is a source of premium product and produce is key.

We support and partner with our membership to collectively strengthen and grow our regional economy.

## **Targeted destination marketing**

To promote Kangaroo Island nationally and internationally as a must visit destination, a place of unspoiled nature, authentic products and exceptional tourism experiences.

## **Industry development**

To support the development of our industry's capacity and capabilities by providing access to information, training and industry development opportunities.

## **Advocacy**

To represent, support and advocate on behalf of our association members, presenting a strong collective voice to key stakeholders, government departments, influencers, trade and media.

## **Events**

To support and promote leisure and business events, foster new events with the aim to generate year-round growth in visitation, provide vibrancy and reshape the reputation and appeal of the Island.

## **Governance and financial sustainability**

Solidifying KITA's work and building the internal team is of paramount importance for KITA to better deliver desired outcomes to all members.

## MEET THE TEAM



### MEGAN HARVIE

**Regional Tourism Manager**

megan@tourkangarooisland.com.au

Favourite beach: Stokes Bay

Favourite thing to do on KI: Fishing

You may not know that... I was one of the first girls allowed into Scouts in South Australia!

### JOLIE KIRBY

**Administration Officer**

jolie@tourkangarooisland.com.au

Favourite beach: Penneshaw/Hog Bay

Favourite thing to do on KI: Walking on the beach

You may not know that... I'm an identical twin!



### CAT HOWARD

**Membership & Marketing Officer**

catrina@tourkangarooisland.com.au

Favourite beach: Pennington Bay

Favourite thing to do on KI: Camping at Chapman River with my family

You may not know that... in high school, I won a state meat-pie making competition!



# MEET THE BOARD MEMBERS



**SUSI WHITEHEAD**

Chair

[chair@tourkangarooisland.com.au](mailto:chair@tourkangarooisland.com.au)

**KYLIE BAMFIELD**

Deputy Chair

[kylie@kangarooislandsprits.com.au](mailto:kylie@kangarooislandsprits.com.au)



**GERD BEURICH**

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**JOHN GREENSLADE**

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[sam@thecliffs.com.au](mailto:sam@thecliffs.com.au)

**Yael Katz**

[yael@westnet.com.au](mailto:yael@westnet.com.au)



# APPOINTED BOARD MEMBERS



**DARYL BUCKINGHAM**

daryl.buckingham@kicouncil.sa.gov.au

**TONY SANDEMAN**

anthony.sandeman@sa.gov.au



**WENDY CAMPANA**

wendy@wendycampana.com.au



# A SIX MONTH SNAPSHOT: SEPT – FEB

## INDUSTRY ADVOCACY

**38**  
Meetings

Access – Sea & Air

Dudley Trail

Cruise Ships

Penneshaw Harbour Precinct

KI Industry Associations

Workforce Planning

DMP

Regional Review

KI Consultative group  
TiCSA  
Sustainability



## MARKETING

### WEBSITE

**660,000**  
Views

**176,000**  
Users

### FANS

**94,300**  
Facebook

**55,600**  
Instagram



### EVENTS

Gutsy  
registrations  
and  
marketing  
planning



### EDMs

**3**  
Sent  
**8,636**  
Opens

**PUBLICATIONS** KI Visitor Guide

## INDUSTRY DEVELOPMENT

**29**

WIP &  
Member  
Comms

**8**

Letters  
of  
support

**32**

Producers supported  
through distribution

## MEMBER EVENTS & WORKSHOPS



Rezdy workshop  
Cruise workshop  
AGM

TOMM Business Breakfast  
Visitor Guide Launch

## RESEARCH & INSIGHTS

TOMM Visitor Survey  
TOMM Resident Survey

## GOVERNANCE & FINANCIAL SUSTAINABILITY



Prospectus Review

Research & Insight Data

Finance Budget Reviews

Board Governance

System Upgrades

# WHY GET INVOLVED?

KITA empowers its members with high impact marketing, advocacy, industry development and events support.

All businesses are invited to become a members of KITA.

KITA markets its members through its destination marketing functions. By choosing to become a member of KITA, your business will be included in all of our marketing activities (see Membership Levels). The more businesses featured, the greater the ability to showcase Kangaroo Island.

## Advocacy

- KITA plays a key role in advocacy for the island. KITA represents, supports, and advocates on behalf of our association members, presenting a strong collective voice to key stakeholders, government departments, influencers, trade and media. The KITA board are focused on driving positive change for our island community,

through collaboration and sharing in success

## Industry Development

- Engaging in mentoring programs
- Invitations to events, training, workshops, networking
- Monthly industry updates through the WIP (work in progress) newsletters, including grants
- Access to KITA's member portal

## Marketing

- A highly visited website
- An engaged social media environment
- Cooperative marketing opportunities
- Photography and Video access
- Media opportunities
- The KI Visitor Guide, discounts, maps and directory

## Events

- Gutsy Kangaroo Island - marketing support

# DON'T TAKE OUR WORD FOR IT...

*KITA has proven to be an invaluable support for our emerging business over the last two years.*

*Their unwavering dedication to showcasing all that Kangaroo Island has to offer and diligently spreading the word about small businesses such as ours has exceeded all expectations. A heartfelt appreciation to the KITA team!*

- Roanna Horbelt, RAD KI

*Kangaroo Island Tourism Alliance was an integral part of CABN's growth strategy. From when we first purchased, Cape Saint Albans through to our launch, KITA gave us time, support and valuable advice.*

*Projects like our completely off grid wellness escape don't happen without true partnerships and Community.*

- Michael Lamprell, CABN



# OVERVIEW OF BENEFITS





# WEBSITE

KITA's website, [tourkangarooisland.com.au](http://tourkangarooisland.com.au) attracts a high number of prospective visitors to the island with 1.1M views over the last 12 months, and 330,000 users. The website functions as an important planning tool for visitors either considering or booking their Kangaroo Island holiday with accommodation, attractions, and experiences plus places to eat and drink.

Having your business listed on this high traffic environment not only offers a significant digital footprint and visibility to visitors, it also provides direct conversion opportunities with direct links back to your own website. The most recent update also introduces an interactive map - a functional, informative planning tool for visitors to the island, which has attracted an additional 35,000 users.

Continuous improvements are made to the KITA website to improve the visitor experience and to provide increased exposure to our Members. It is our policy that every KITA member will be listed on the website.

The website is interactive and backlinked, ensuring the consumer has the greatest visibility of our tourism, food, wine, and beverage member businesses. Where a member has a consumer facing business, they will appear on the new Interactive Kangaroo Island Map.

Members will have the opportunity to leverage off these platforms by providing content, imagery, listing events and offering specials and deals.

## **Booking Functionality**

All members will have the opportunity to be connected to the new KITA booking functionality, through a Bookeasy connection. For those products and experiences that have on-line booking capability the connection allows KITA to show your live availability to consumers using the website, and book this within the site. Commission charged for this service is 15%, of which KITA will retain a certain percentage with the intention to re-invest back into the industry – projects that we can invest in to support the industry further.

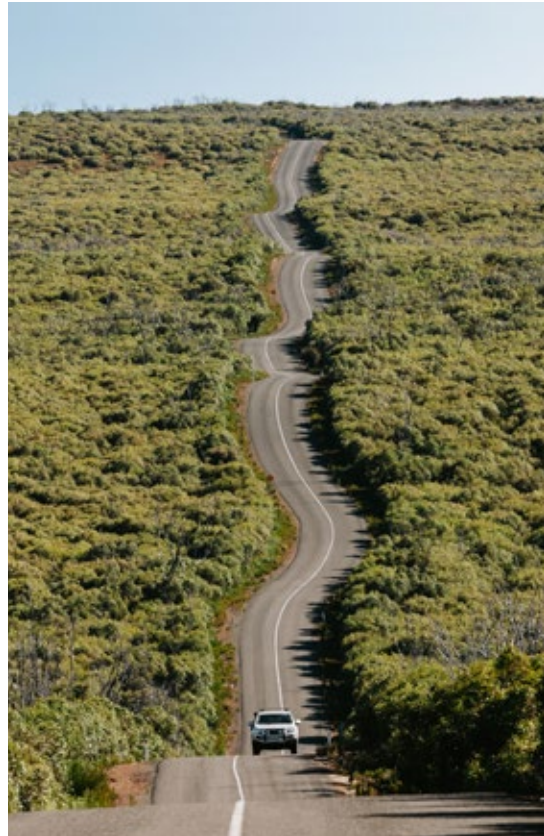
If you are interested in learning more about this opportunity please contact us.

## SOCIAL MEDIA

In addition to the website, KITA's social media channels have a combined 150,000 followers (55.5k on Instagram and 94.4k on Facebook), with a total reach of more than 6 million per year.

Our online and social media channels have become pivotal to our destination marketing activities and are a strong platform from which to drive value for our members.

Members are encouraged to submit photographic and/or video content to KITA for consideration for organic posting. Email us for a copy of our submission guidelines or find it under 'Resources' in the Members Portal.



## MEMBERS PORTAL

The KITA Members' Portal contains a significant number of resources for members, all which are accessed via secure login via the TidyHq Membership signup process. This includes access to:

- Our media library with imagery and video (subject to membership level)
- Toolkits and fact sheets
- Research and other relevant industry market intelligence
- The online Kangaroo Island Ambassador Training program, this tool has been developed largely for businesses that hire staff from off Island, who would benefit from an introduction to Kangaroo Island and its style of

hospitality. It is also helpful for Islanders entering the tourism workforce to understand the tourist experience and their expectations

Members receive a discount to the Ambassador program, the pricing is as follows.

- 1 seat: \$25 (no discount)
- Up to 6: \$150.00 (\$100 for members)
- Up to 19: \$475.00 (\$165 for members)
- 20 or more: \$500.00 (\$300 for members)

Platinum members receive free unlimited access to the Ambassador program

## INDUSTRY DEVELOPMENT, TRAINING, TOOLS & RESOURCES

With this being a key focus of our industry association, we provide frequent opportunities for industry development.

This includes:

- Invitations to regular networking opportunities for businesses to build connections and find opportunities for partnerships and packaging opportunities
- Access to regular training and business development workshops across a range of business development areas
- Opportunities to engage in business mentoring programs
- Discounted membership access to the Kangaroo Island online training program (the Ambassador Program)
- Access to relevant and pertinent research and insights regarding the region
- Monthly updates via the KITA eDM newsletter

## COOPERATIVE MARKETING

Being a member of KITA provides great opportunities to participate in collaborative marketing opportunities.

This includes opportunities for:

- Representation and capacity development to attend international and domestic tourism trade events such as Australian Tourism Exchange
- Ability to provide content to KITA's consumer campaign newsletters
- Ability to provide KITA with content for their Trade Newsletter
- Invitations to participate in collaborative marketing activities, for example TV, Imagery and Video shoots, Digital Marketing and other key consumer events as deemed appropriate and valuable
- Assistance with leveraging strategic marketing campaigns run by Tourism Australia, South Australian Tourism Commission and other key stakeholder organisations
- Opportunities to be included in South Australian Tourism Commission/Tourism Australia media and trade emails

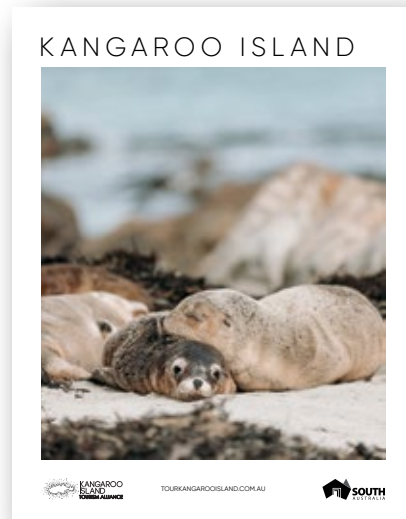


## VISITOR GUIDE

In collaboration with HWR Media, Kangaroo Island Tourism Alliance produces the Official Kangaroo Island Visitor Guide. Presented in both hard copy and via digital platform, the guide is an essential piece of visitor collateral. We offer our members the following benefits to advertise in this highly regarded annual publication:

- Up to a 15% discount on applicable advertising (see Membership levels)
- Inclusion in a dedicated business listing in the back of the guide
- Featured on maps throughout the guide if they have a consumer facing product

- Opportunity to have dedicated Facebook and Instagram story on 'Authentic Kangaroo Island' social media



## INDUSTRY NEWSLETTER

Our monthly newsletter "The WIP" is packed to the brim with industry news, opportunities, workshops and training and more. It is a great way to keep both you and your team aware of the happenings in the region.

The direct value to members includes:

- Hearing all about what your industry association is focusing on and delivering for you as its valued member
- Learning about any upcoming opportunities, such as grants, training, workshops or networking events.
- Advertising upcoming events through our dedicated events calendar (including your own events)
- Promoting yourself directly to other KITA members through our Member Update section
- Staying up to date with industry news from our key stakeholders such as SATC, PIRSA, DEW, RDA, SAWIA and Food SA

## FEE FOR SERVICE OPTION – EDM

KITA has a substantial email database of consumers interested in Kangaroo Island. We email these consumers quarterly, with a focus on the upcoming season.

**Platinum members** will have access to all four campaigns within this membership season, including:

4 x Platinum tiles  
2 x Gold tiles

**Gold members** will have access to two campaigns within the membership season, including:

2 x Gold tiles

Gold members are eligible to upgrade their listing(s) to a Platinum tile (additional cost).

**Introductory members** have access to one campaign during the season, including:

1 x Gold tile

### Silver, Introductory and NFP

**members** are eligible to purchase Gold or Platinum tiles (pricing table below) in all four campaigns.

**Producer members** will have access to one dedicated producer-only eDM during the membership season.

*All content (imagery, video and written) must be delivered by the campaign timeline and is subject to KITA review and approval. Cat will be in touch early in the membership season to discuss.*

Size	Peak Spring & Summer	Off-peak Autum & Winter
Gold	\$150	\$75
Platinum	\$300	\$150

### GOLD TILE



#### Bring some magic to your KI getaway

Have you experienced this enchanting dining experience? Immerse yourself in a whimsical sensory journey that draws inspiration from the Island's breathtaking landscapes, local culture and rich history. Experience the charm of The Enchanted Fig Tree with a 3-day self-drive package.

[Learn More](#)

### PLATINUM TILE



#### THE RACE THAT STOPS THE ISLAND

The SeaLink Kangaroo Island Racing Carnival is a fun, relaxed country-style horserace meet held from February 15 to 17, and is a must-do event this summer!

Held over two days, punters can enjoy trackside entertainment, colourful marquees, 'Fashions on the Field' competition as well as local food and wine. There will be range of trackside pop up bars including the ever popular Kangaroo Island Spirits Cocktail Bar, Pirate Life beer bar as well as the Dudley Wines sparkling bar.

[Find Out More](#)



# MEMBERSHIP LEVELS





## ELIGIBILITY CRITERIA

- Applies to Platinum, Gold, Silver, Introductory and Not For Profit members only.
- Be a tourism, food, wine or beverage provider with at least one product and or experience which is available to a Kangaroo Island visitor.
- Partner with KITA to achieve our aims and objectives to grow and drive regional economic outcomes.
- Be committed to delivering customer service excellence.
- Agree to the KITA Code of Ethics and have the required licenses and insurances necessary to operate.
- Businesses wishing to work closely with the association and wanting to leverage this level of membership are also encouraged to apply.

## STANDARD BENEFITS

These benefits apply to all levels of membership\*.

- Access to support to optimise your listing on the Australian Tourism Data Warehouse
- Your business listed on the website (including the interactive map if you are a consumer facing business)
- Eligibility for Bookeasy connection
- Subscription to the WIP Newsletter and consumer eDM
- Eligibility to be considered for organic posts through Social Media channels
- Level 3 access to KITA Media Gallery
- Discounted access to Ambassador training program
- Priority invitation to and discounted inclusion in industry events, including training and industry opportunities
- Discounted advertising of up to

15% in the Kangaroo Island Visitor Guide

- Inclusion on maps and the business directory index in the Visitor Guide
- Opportunity to provide a news story for publishing on the website with editing oversight by KITA staff
- Invitations to exclusive member-only events
- Access to collaborative marketing activities, including trade and consumer events, and other destination marketing initiatives.
- Opportunities to be involved in trade activity, media and PR.
- Access to closed Industry Facebook page.
- Priority access to industry distribution program.

\*Excludes Producer and Business membership

## INTRODUCTORY MEMBERSHIP \$200<sup>+GST</sup>

Eligible for new memberships only for a 12 month period. In addition to the standard benefits, Introductory Membership benefits include:

- Guaranteed site meeting with KITA staff
- Access to the KITA eDM with one gold tile within the 12-month period. Can upgrade to Platinum per fee schedule
- Looker analytic reports available upon request once per year

## NOT-FOR-PROFIT MEMBERSHIP \$200<sup>+GST</sup>

In addition to the standard benefits, NFP Membership benefits include:

- Opportunity to provide content for quarterly eDM as per fee schedule
- Looker analytic reports available on request once per year
- Site meeting with KITA staff upon request

## SILVER MEMBERSHIP \$400<sup>+GST</sup>

In addition to the standard benefits, Silver Membership benefits include:

- Opportunity to provide content for quarterly eDM as per fee schedule
- Looker analytic Reports available on request once per year
- Site meetings on request with KITA staff
- Please note – Membership in this category covers all products under the one ABN only

## GOLD MEMBERSHIP \$1500<sup>+GST</sup>

In addition to the standard benefits, Gold Membership benefits include:

- Access to the KITA eDM, with 2 x gold tiles within the 12-month period. Gold members can upgrade their tile to a platinum tile as per fee schedule
- Secondary listing position (second always) on the website and interactive map
- Level 2 access to the KITA Media Gallery assets
- Looker analytic reports once per year, providing analytic performance
- One site meeting with KITA staff per year

# PLATINUM MEMBERSHIP \$3500<sup>+GST</sup>

In addition to the standard benefits, Platinum Membership benefits include:

- Priority access to the KITA eDM, with 4 x platinum tiles and 2 x gold tiles within the 12-month period
- Free unlimited access to the online KI Ambassador Training Program
- Premium listing position (first always) on the website and interactive map
- Level 1 access to the KITA Media Gallery assets
- Platinum feature tile to be placed at the top of each page of the website that corresponds to the product
- Quick link in WIP
- Host industry networking event
- Famil and media opportunities – priority recommendations
- Looker analytic reports - twice per year, providing analytic performance
- Guaranteed site meeting with KITA staff annually, to align marketing, plan eDM content, and assist with industry related activity





## PRODUCER MEMBERSHIP \$250<sup>+GST</sup>

- Priority access to our dedicated Producer-only eDM, one edition in this twelve month period with key calls to action.
- Priority access to the KITA distribution program.
- Subscription to the WIP industry newsletter and consumer eDM.
- Eligible to be organically promoted through social media channels.
- Business listing on the association's websites.
- Priority invitation to and discounted inclusion in industry events, including industry training opportunities.
- Invitations to exclusive member-only events
- Access to letters of support for grants and awards submissions (based on merit).
- Access to collaborative marketing activities, including trade and consumer events, and other destination marketing initiatives.

### Eligibility Criteria (Producer only)

- Be a Kangaroo Island producer that does not have either their own retail outlet or a farm gate/cellar door.
- Be committed to delivering authentic Kangaroo Island produce/products.
- Be willing to partner with KITA to achieve our aims and objectives to grow and drive regional economic outcomes.
- Be committed to delivering product excellence.
- Agree to the KITA Code of Ethics and have the required licenses and insurances necessary to operate.
- Please note – Membership in this category covers all products under the one ABN

## INDUSTRY SUPPORTER \$100<sup>+GST</sup>

This membership package is for individuals who have a vested or personal interest in knowing what activities, projects and initiatives KITA is undertaking. Key Benefits include:

- Subscription to WIP industry and consumer newsletters.
- Receive invitations to networking events and training and development opportunities

## BUSINESS MEMBERSHIP \$250<sup>+GST</sup>

- Exposure to over 200 member businesses.
- Networking opportunities.
- Better understanding of the needs and opportunities of Island based businesses.
- One dedicated business profile article in the monthly KITA newsletter
- One business listing in corporate section of [tourkangarooisland.com.au](http://tourkangarooisland.com.au)
- Invitation to industry functions and networking events.
- Voting Rights and Nomination Rights for the Board.

### Eligibility Criteria (Business only)

- Be prepared to work with and support Kangaroo Island Tourism Alliance members in the interest of supporting their business development, capacity, capability and other aspects such as succession planning.
- Be committed to delivering product excellence.
- Agree to the KITA Code of Ethics and have all of the required licenses and insurances necessary to operate.





## HOW TO BECOME A MEMBER

Complete the online Membership Application Form - please note that the membership level that you select will need to be paid for at the time of application.

The Kangaroo Island Tourism Alliance Constitution requires that all applications be considered by the Board.

Applications who do not agree to adhere to the Code of Ethics or do not indicate they are compliant with the appropriate licenses and Public Liability insurances will not be considered eligible.

Successful applicants will be notified by email.

For membership applications that are rejected by the Board, which have been paid in full at the time of application, will be refunded.

If you have any questions at all about membership, please do not hesitate to contact:

**Megan Harvie**  
Regional Tourism Manager

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0488 035 887

or

**Cat Howard**  
Marketing & Membership Officer

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