



MEMBERSHIP PROSPECTUS

2026

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 \$197M 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

What is your unofficial job title at KITA?
PA to the Regional Tourism Manager...

Strangest question you've been asked about Kangaroo Island?
From a cruise passenger... "can I walk to Seal Bay?"

What's your coffee order?
I drink tea!

JOLIE KIRBY

Administration Officer
jolie@tourkangarooisland.com.au

What is your unofficial job title at KITA?
Chief Organiser of Everything

Strangest question you've been asked about Kangaroo Island?
"Are there kangaroos on Kangaroo Island?"

What's your coffee order?
Soy latte



CAT HOWARD

Membership & Marketing Officer
catrina@tourkangarooisland.com.au

What is your unofficial job title at KITA?
Prompt Engineer & Follow Up Queen

Strangest question you've been asked about Kangaroo Island?
Whilst working at SeaLink, the team was once asked if you could see icebergs from the south coast!

What's your coffee order?
Almond milk latte

MEET THE BOARD MEMBERS



WENDY CAMPANA

Chair
chair@tourkangarooisland.com.au

KYLIE BAMFIELD

Deputy Chair
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GERD BEURICH

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JOHN GREENSLADE

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MICHAEL ESPOSITO

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SOPHIE CLARKE

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SAM ATKINS

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APPOINTED BOARD MEMBERS

TONY SANDEMAN

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DARYL BUCKINGHAM

daryl.buckingham@kicouncil.sa.gov.au

TRACY CROFT

tracy.croft@sealink.com.au



A 12-MONTH SNAPSHOT (JAN 25 – JAN 26)

INDUSTRY ADVOCACY

61
Meetings

Access – Sea & Air

Algal Bloom

Dudley Trail

Cruise Ships

Penneshaw Harbour Master Plan

KI Industry Associations

State Election Priorities

DMP

Regional Review

TOMM

Sustainability | KI Parks Consultative Committee | Bushfire Management Roads | Housing | Workforce | TiCSA

MARKETING

WEBSITE

1.2M
Views

286,000
Users

FANS

95,300
Facebook

56,700
Instagram

EVENTS

Gutsy: registrations, marketing & support

EDMs

12
Sent
13,820
Opens

PUBLICATIONS

Cruise Ship Prospectus | KI Visitor Guide

CAMPAIGNS & MEDIA

InDaily | Adelady | South Aussie with Cosi | SALife | CityMag | ClubMarine | Apple iPhone 17 Influencer Trip

INDUSTRY DEVELOPMENT

123

WIP & Member Comms

24

Producers supported through distribution

Experience Development Program
Experience Nature Tourism Fund
Cruise Ship Welcome Program
Distribution Read Program

MEMBER EVENTS, WORKSHOPS & PROGRAMS

AGM | TOMM Breakfast | Pub Chat
Ambassador Program
Tourism Summit | ATE Mentoring
Agritourism Workshop
Cultural Awareness workshop

RESEARCH & INSIGHTS

TOMM Visitor Survey

GOVERNANCE & FINANCIAL SUSTAINABILITY

Prospectus Review | Research & Insight Data | Finance Budget Reviews | Board Governance | Reference Groups

CONFERENCES

TiCSA Conference
Australian Tourism Exchange
ART Conference
Destination Australia
Digital Adelaide

WHY GET INVOLVED?

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

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...

Kangaroo Island Tourism Alliance has played an integral role in Kool Tours telling our unique and authentic story across Kangaroo Island and it being relayed throughout the world.

From initial discussions over sport and place, KITA has provided Kool Tours and our Elders with support and invaluable advice. From cruise ships to Sealink tours to international tours KITA is the leader of providing support to Kool Tours and Indigenous tourism throughout South Australia.

- Mark Koolmatrie, Kool Tours

As members of the Kangaroo Island Tourism Alliance, Kangaroo Island Oysters is grateful for the opportunity to collaborate with like-minded businesses and promote our unique offerings. KITA has been instrumental in helping us grow our presence, both locally and internationally, by connecting us with key tourism networks. The team at KITA have been incredibly supportive and always available. We value the ongoing support in fostering sustainable tourism and celebrating the rich, natural beauty of Kangaroo Island.

- Todd & Marisa Packer, KI Oysters

OVERVIEW OF BENEFITS



WEBSITE

Our site, tourkangarooisland.com.au attracts a high number of prospective visitors to the island with 1.4M views over the last 12 months, and 325,000 users. It is an important planning tool for visitors considering or booking their Kangaroo Island holiday with accommodation, attractions, experiences and 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 10,000+ views.

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 is 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 online interactive map.

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

Online Booking Functionality

All members have the opportunity to be connected to a booking widget on the KITA website, 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.

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 relevant and pertinent research and insights regarding the region
- 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)
- 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

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:

- Media library with imagery and video (subject to membership level)
- Toolkits and fact sheets
- Research and other relevant industry market intelligence
- The online KI Ambassador Training program; this tool has been developed largely for businesses that hire staff from off-Island, who would benefit from an introduction to the Island and its style of hospitality. It is also helpful for Islanders entering the tourism workforce to understand

the tourist experience and their expectations.

AMBASSADOR PROGRAM

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

DON'T TAKE OUR WORD FOR IT...

"The Kangaroo Island Ambassador Program is an outstanding learning experience. We use this program for all our new staff to deepen their understanding of Kangaroo Island, equipping them with the knowledge to confidently share the island's unique history, natural beauty, and local attractions.

It empowers our team to engage with and educate our valued customers at Kangaroo Island Outdoor Action, Little Sahara Adventure Centre, and The Kangaroo Island Ligurian Bee Co.

This well-structured and easy-to-use resource fosters a greater appreciation of the island's

incredible offerings, ensuring we provide visitors with an informative and memorable experience.

Additionally, it greatly benefits our new staff—especially those coming from all over the world—by preparing them for life on Kangaroo Island. It helps them understand what to expect and gives them insights into island life, making the transition smoother and more rewarding."

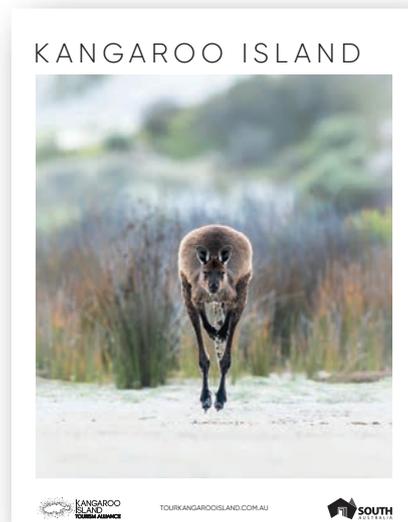
- Emily Schwark, Kangaroo Island Outdoor Action

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 “THE WIP”

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



Christmas Platters Sorted!

Make it easy with a seafood or BBQ platter featuring the island's freshest local produce — from oysters to beautifully prepared seafood. Just order ahead and collect from the Penneshaw Pub, 23–25 December. A relaxed, delicious island Christmas, sorted.

[View the menu](#)

PLATINUM TILE

LITTLE SAHARA

HIT THE DUNES THIS SUMMER

Experience sandboarding and tobogganing at Little Sahara, where stunning dunes create the perfect setting for outdoor fun.

Suitable for all ages, our easy-to-use boards make it simple to enjoy the landscape at your own pace. Hire a board for \$37 and a helmet for \$10, a memorable way to explore Kangaroo Island together this festive season.

[Let's go!](#)

MEMBERSHIP LEVELS



ELIGIBILITY CRITERIA

- Applies to Platinum, Introductory Platinum (new), 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
- 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
- Level 3 access to KITA Media Gallery
- 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.
- Opportunity to provide feedback through industry surveys

*Excludes Producer, Business and Supporter membership

INTRODUCTORY MEMBERSHIP \$300^{+GST}

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
- Digital Engagement Report available on request once a year

NOT-FOR-PROFIT MEMBERSHIP \$300^{+GST}

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

- Opportunity to provide content for quarterly eDM as per fee schedule
- Digital Engagement Report available on request once a year
- Site meeting with KITA staff upon request

SILVER MEMBERSHIP \$600^{+GST}

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

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

GOLD MEMBERSHIP \$1900^{+GST}

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
- Digital Engagement Report available on request once a year
- One site meeting with KITA staff per year

NEW INTRODUCTORY PLATINUM MEMBERSHIP \$3000^{+GST}

In addition to the standard benefits, Introductory 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
- Digital Engagement Report available on request twice a year
- Guaranteed site meeting with KITA staff annually, to align marketing, plan eDM content, and assist with industry related activity
- This membership is valid for 12 months only.

PLATINUM MEMBERSHIP \$4200^{+GST}

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
- Digital Engagement Report available on request twice a year
- Guaranteed site meeting with KITA staff annually, to align marketing, plan eDM content, and assist with industry related activity

Platinum Membership Governance

Platinum Membership represents the highest level of strategic partnership with Kangaroo Island Tourism Alliance.

To ensure the integrity, value and premium positioning of this level, Platinum and Pre-Platinum Memberships are allocated through a formal [Expression of Interest](#) process and are subject to Board approval.

Platinum Membership is merit based and not restricted by sector or numerical limits. Read the policy here.

[View the Platinum Policy here.](#)

PRODUCER MEMBERSHIP \$350^{+GST}

- 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.
- Opportunity to provide feedback through industry surveys
- 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

BUSINESS MEMBERSHIP \$350^{+GST}

- Exposure to over 200 member businesses.
- Networking opportunities.
- Better understanding of the needs and opportunities of Island based businesses.
- Access to monthly newsletter (the WIP)
- One dedicated business profile article in the monthly WIP newsletter
- One business listing in corporate section of tourkangarooisland.com.au
- Invitation to industry functions and networking events.
- Voting Rights and Nomination Rights for the Board.
- Access to closed Facebook Group
- Opportunity to provide feedback through industry surveys

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

megan@tourkangarooisland.com.au
0488 035 887

or

Cat Howard
Marketing & Membership Officer

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0433 762 992