

News releases - Geoff Brock

Funding boost to promote Kangaroo Island's renowned brand

Geoff Brock July 20, 2016

The State Government is providing \$40,000 to further develop and promote the Authentic Kangaroo Island Brand.

The Authentic Kangaroo Island Brand was developed to promote the authenticity of Kangaroo Island's products and experiences.

The Kangaroo Island Industry and Brand Alliance (KIIBA) will use the funds to increase the use of the Authentic Kangaroo Island Brand by businesses and continue to increase the membership and member value.

Background

Kangaroo Island is an internationally recognised region for its natural values and assets including agriculture, tourism, food, wine and art and KIIBA works with brand members and local businesses to build their skills and knowledge to drive business growth.

This new program will deliver tailored workshops and mentoring by a brand consultant to build expertise across the Island's industries.

Quotes attributable to Regional Development Minister Geoff Brock

Kangaroo Island's pristine environment epitomises South Australia's clean, green reputation.

It is home to some of the world's most stunning natural landscapes and there really is nowhere else quite like it.

The State Government recognises the significance of tourism, food, agriculture and art to the region and is continually promoting and marketing Kangaroo Island on the international stage.

This project will deliver increased awareness of Kangaroo Island's unique and premium products.

The development of the Brand is key to the economic prosperity of Kangaroo Island and the impact will be widespread throughout businesses and the island's community.

It will promote all industries in the Kangaroo Island region to increase consumer recognition.

Quotes attributable to Kangaroo Island Commissioner Wendy Campana

Through the funding we will be able to continue to deliver benefits to the people and businesses of Kangaroo Island and showcase to the world this outstanding example of regional branding for our unique products and services.