

# KING ISLAND ECONOMIC RECOVERY STRATEGY

## Business Sustainability

### Gather information on pre-COVID and current economic drivers to inform key actions and measure success

- Subscribe to SpendMapp and Neighbourlytics to facilitate periodic measurement of local expenditure and community prosperity before and after COVID-19
- Use data provided through .id Profile / Cradle Coast Authority to identify baseline and track changes within King Island's economic and community profile.

### Conduct a Buy Local campaign to encourage money being spent on Island, or at least in Tasmania

- Define the benefit of \$1 spent on-Island vs \$1 spent off-Island
- Market that benefit to residents and visitors
- Showcase local businesses and goods/services available by using Brand Tas image/story pairings on Chamber of Commerce website

### Distribute new business health survey

- Objective is to identify the key pain points for King Island businesses, and potentially their employees, so that action can be focussed
- Talk to Business Tasmania first; is this something they are already looking at? Do they have data they can share?

## Employment

### Restoring previous FTE employment levels (estimated 10% drop since restrictions commenced)

- Public sector projects, e.g. The Hub, can be structured to include as many local trades as possible, including local apprentices, to increase employment and skills on-Island
- Bringing tourism numbers as close to pre-COVID levels as possible, and progressing to achieve the Island's pre-COVID potential, will increase the need for skilled staff in tourism and hospitality ventures particularly.

### Improving job security, demonstrated through higher proportion of permanent vs casual positions

- Increasing financial stability for businesses is an essential step in this task.
- Define the benefits to the economy and community of having increased job security and share that information with businesses and workers.

### Increasing access to skills development and training opportunities on-Island

- Consider how to conduct a skills assessment of the Island, what skills are already here and what gaps exist.
- Public sector investment can include proportion of local apprentices and trades to be included in workforce, with private sector encouraged to match.
- Identify the barriers to tertiary and trade qualifications being achieved on-Island and develop a plan to overcome them.

## Investment Attraction

### Promote existing investment opportunities in the private sector

- Complete the Business Prospectus, with a new section highlighting businesses and suitable land already for sale
- Talk to proponents of known, planned investments and identify whether they want to be involved or not, and if so how
- Identify existing businesses for sale and establish how they could be included in the business prospectus
- Engage with local, regional and state government to identify possible support / incentives available to private sector investors and include this detail in the prospectus

### Pursue opportunities for public sector investment

- Interest free loans and accelerated depreciation may make it feasible for local, regional or state government to invest in the Island
- The King Island Hub project has the potential to activate more business around it, e.g. by accelerating the connection of mains sewage to the Harbour precinct, or re-awakening the end of Main Street and improving the connection to Edward St and Netherby Rd businesses.

## Destination Management

### Develop and implement "front of mind" marketing while travel is restricted

- Hero images with few words to highlight what King Island has to offer, leaning towards space to move, fresh air, good food.
- Newsletter stories on events (FoKI, Long Table) to encourage future bookings.
- Competition to past visitors, shared in newsletter, KITI social media and operators' social media: share your best photo of King Island for the chance to come back.

### Ensure "safe" tourism and a warm welcome for visitors

- Work with airlines and state government to establish a process whereby residents and visitors can be reasonably sure that tourists will not bring COVID-19 with them.
- Strive for a balance between promoting King Island as a safe destination without pinning our brand on being COVID-19 free.

### Start content development for use in marketing now and in the future

- Call out to operators, residents, and known photographers/videographers of the Island for video footage that aligns with WxNW, Tourism Tas and/or Tourism Australia.
- Identify gaps in our image library and our partners' libraries, and commission gap fills.

### Improve conversion rate of enquiries to bookings

- Update the KITI website to enable online bookings for accommodation, tours, etc.
- Provide practical support to operators on accepting online bookings through their own sites and the KITI site.

### Grow our market presence

- Increase proportion of King Island operators on Australian Tourism Data Warehouse.
- Continue improvements to KITI website, including SEO, metadata, etc.
- Link to larger organisations where possible e.g., through use of hashtags.

## Brand Development

### Build on and develop new partnerships with state and industry partners

- Formalise involvement of King Island Dairy, King Island Meat Processing, Greenhams, JBS and lobster processors in the KIBMG
- Continue developing image / story pairings in Brand Tasmania template; encourage use of these pairings in Brand Tas campaigns / social media
- Work with on-Island and state industry groups to shape policy towards supporting local producers in addressing shared needs

### Maintain and build awareness of King Island brand

- Chamber of Commerce and KITI using Brand Tas image/story pairings to showcase their members, e.g. on websites, in newsletters
- Talk to industry partners about their messaging on King Island products and identify how our producers and operators can support that messaging with
- Get pricing for a "King Island" sticker and negotiate with producers (inc. beef and cheese) to add to their packaging, so that any product from this Island is known to be from here.

### Measure the direct and indirect value of KI's "known" products

- Use in lobbying for support regional producers and manufacturers
- Use to promote the government and investor support of producers on the Island, e.g. KI Dairy, KI Meat Processing

Reliable internet and mobile telephone access, at speeds which facilitate work, study, and entertainment, are essential for the success of this strategy.