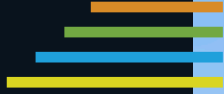


Your opportunity to partner directly with the Primary Producers of Kangaroo Island.

2023 - 2024 PARTNERSHIP PROSPECTUS



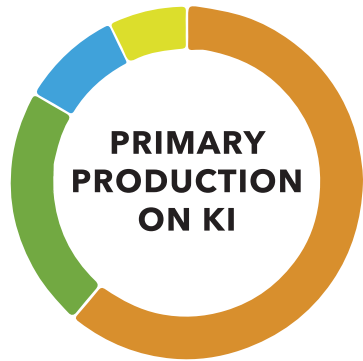
AGRICULTURE
KANGAROO ISLAND

www.agki.com.au

admin@agki.com.au

Po Box 794, Kingscote SA 5223

PRIMARY PRODUCTION SNAPSHOT



Cropping & Hay
22%



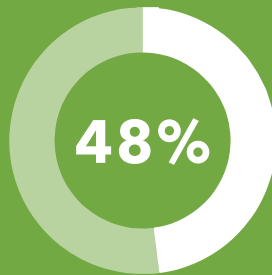
Eggs
9%



Livestock & Wool
61%

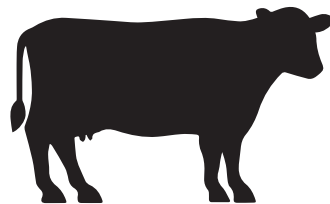


Potatoes, Wine,
Fruit & Veg 7%

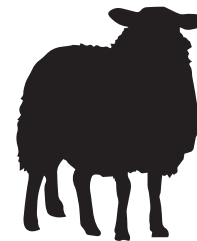


48% OF KI'S GRP

Primary Production generates \$99.9 million per year, out of Kangaroo Island's total Gross Regional Product of \$209 million.



**15,000
CATTLE**



**680,000
SHEEP**



**14,729ha
CROPS**



LARGEST SINGLE EMPLOYER

23% of all workers on KI are involved in primary production.



LIVESTOCK & CROPPING

is the single largest industry sector on KI.



BUSINESSES PER INDUSTRY

43.5% of all businesses on KI are involved in Primary Production.



In 2021 AgKI won the South Australian Landcare Farming Award.



LANDSCAPE

Farmers set aside over 17% of their land for conservation, an area equivalent to 85% of Flinders Chase.

* All figures cited here are based on the 2021 Census, with bushfire impacted properties still not fully stocked.

STRATEGIC PLAN SUMMARY



BACKGROUND

Agriculture Kangaroo Island (AgKI) is the peak industry body representing farmers on Kangaroo Island.

Agriculture Kangaroo Island plays an essential role in supporting primary production and agricultural development on Kangaroo Island.

We support our primary producer and industry members through advocacy, research, policy development, training and skill development.

AIM

To accomplish this vision and mission through supporting our members' success via advocacy and promoting best practice through education, research and demonstration.

MISSION

To deliver initiatives and support for primary producers on Kangaroo Island and underpin resilient and successful businesses.

VISION

A sustainable, profitable, resilient and thriving agricultural sector on Kangaroo Island.

OUR OBJECTIVES:

- To represent the interests of the members of the association.
- To facilitate the development and recognition of thriving, resilient and diverse primary industries on Kangaroo Island.
- To encourage economic, environmental and social sustainability of the sector.

BENEFITS OF BEING AN AGKI PARTNER

We look forward to working with you in 2023/24, maintaining and creating opportunities for your business and our members to engage and keep agriculture thriving on Kangaroo Island.

Our Partnership Packages offer fantastic opportunities for our partners to promote their business and relationship with AgKI all year round, including:

- Event naming rights
- Advertising and advertorials in our e-news and social media
- Attendance at member events
- Logos positioned on the AgKI website with links to your business website, and included in the monthly e-news

The benefits of your partnership include:

- Be associated with the peak body for farming, agriculture and primary production on iconic Kangaroo Island
- High visibility to all members of AgKI, with opportunities to promote your business and services.
- Attendance to AgKI events, providing further opportunities to interact and establish relationships with our members.
- Regular communication with our members via our e-news and social media about your products and services
- Membership to AgKI – receive all benefits of members as part of your partnership package
- Your partnership investment will also contribute to the future success of AgKI achieving our objectives
- Opportunities to present at regular networking events on the Island or online

If you have any questions or ideas on how your business might best partner with AgKI, please contact:

AgKI Executive Officer

E admin@agki.com.au

M PO Box 794 Kingscote SA 5223

Please note that all partnerships are subject to the AgKI Board's approval, must be paid in full at the time of acceptance and are non-refundable.

Full details of each partnership level and benefits are on the next page.



PARTNERSHIP PACKAGES 2023 - 2024

MEMBER EVENTS

AGKI CONFERENCE

LOGO

ADVERTISING

	PLATINUM PARTNER	GOLD PARTNER	SILVER PARTNER	BRONZE PARTNER	PARTNER
Naming Rights (separate package neg)					
Complimentary Tickets	4	2	2	1	1
Session / Speaker at the event	✓				
Trade Table	✓	✓	25% off list price	15% off list price	10% off list price
Banner behind speakers	✓	✓			
Banner on display	✓	✓	✓	✓	
Naming rights for appropriate event	✓	✓			
Session / Speaker at the event	✓	✓			
Free tickets	4 per event	2 per event	1 per event		
Banner on display	✓	✓			
Logo on AgKI Email footer	✓				
Logo on Website + Link to partners page	✓	✓	✓	✓	✓
Logo in AgKI E-News (Partners)	✓	✓	✓	✓	✓
Logo in Annual Ag Trials Book (back page)	✓	✓	✓	✓	✓
E-News Advertorials/Ads	10	5	3	1	1
Additional E-News Ads	50% off list price	50% off list price	30% off list price	20% off list price	10% off list price
Facebook Advertorials/Articles/Links	10	5	3	1	1
Ag Trials Booklet Full Page Ad	✓				
Ag Trials Booklet Half Page Ad	✓	✓			
Ag Trials Booklet - Name Listed	✓	✓	✓	✓	✓
SCHOOL AWARD					
KICE Ag Student Award (Naming)		✓			
MEMBERSHIP TO AgKI					
Includes Membership to AgKi	1 Membership	1 Membership	1 Membership	1 Membership	1 Membership
Available Partnerships	2	4	5	5	Unlimited
INVESTMENT (ex gst)	\$6,400	\$3,800	\$1,800	\$980	\$480

ADDITIONS

COMMS PRICELIST (PARTNERS)
e-News \$50 per article
Facebook \$10

COMMS PRICELIST (NON- PARTNERS)
e-News \$99 per article
Facebook \$20

OUR VALUES

Representation We lead and advocate in an informed, inclusive and relevant manner on behalf of our members

Integrity We are transparent, passionate, honest, open and respectful

Collaboration We value partnerships and working with our stakeholders to deliver better outcomes for agriculture on KI

Best practice Supporting and exploring agricultural innovation and sustainability (environmental, social & economic)

Community We value diversity and care for our people (our members, our team, our community)

