



## Office of the Commissioner for Kangaroo Island

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### KANGAROO ISLAND'S CHINA ENGAGEMENT BUSINESS CASE

#### PROJECT BRIEF

#### INTRODUCTION

Food and wine producers and farmers on Kangaroo Island are interested in determining the manner in which they could engage with China and explore the opportunities emerging from the new Trade Agreement that the Federal Government has entered into.

It is clear however that the current volumes of product produced on Kangaroo Island, and in South Australia generally, are not at the desired levels for capturing the China market due to its size and the opportunity for niche markets needs to be better understood.

Kangaroo Island has a market potentially for education and research and development given that in the one location the Island has industries such as farming, fishing, food and wine production and tourism. In addition through State Government, Local Government and community engagement the Island offers exposure to the management of native birds and animals, marine environments and native vegetation. In essence the Island could be a “one stop shop” for a range of education and research and development business operations that if developed could also bring additional tourism exposure to the Island also. There is no other location in South Australia that could provide, in the one location, exposure to these various industries and natural environmental management.

#### PROJECT OUTCOMES

This project brief seeks to have an advisor prepare the business case for China engagement by the Island taking into account its unique offerings. The case or strategy should highlight:

- The economic position and potential for Kangaroo Island in terms of the various China markets, including the pros and cons for engagement;
- Opportunities for Kangaroo Island through education and research and development as a unique South Australian offering;
- The business model or models and stakeholders that could be engaged to realise the business case and the contribution the various stakeholders could make;
- A broad implementation plan for securing support from the businesses on the Island, the State Government, SA Universities and China Universities

## **METHODOLOGY**

In developing the business case it is proposed that the advisor will:

- Consult with the key industries on Kangaroo Island and relevant State Government departments and other stakeholders, persons agreed during the conduct of the project
- Prepare a draft of the business case for discussion with the Commissioner and other persons she deems appropriate prior to finalisation