



MEDIA RELEASE

DO YOU WANT TO JOIN THE TRIBE?

28 September 2017



As part of the KI Transformation Project, and funded via the Commissioner for Kangaroo Island, Kylie Bamfield from Tourism Kangaroo Island and Megan Harvie from the Food & Wine Association have completed a month-long Digital E Champions Course with Tourism Tribe.

Too many people, reading that sentence would be challenging, however to those of you involved in the hospitality and tourism sectors on Kangaroo Island, it's important for you to learn more.

Tourism Tribe is an online community that connects tourism operators, industry and digital experts in a supported learning environment.

A business can access it via a paid subscription.

Once you have signed up, you can watch tutorials, attend webinars (online learning), post questions, read articles and access experts to assist with your digital marketing. You can look at it at www.tourismtribe.com/

The aim of the Digital E Champions Course was to train Kylie and Megan to become regional digital specialists, so that they in turn could utilise their new knowledge in a learning program to be initially offered to ten Island businesses.

"The program has been funded via the Commissioner's office as part of the Transformation Project, and is yet another example of the extensive work being undertaken to continuously improve the capacity of Island businesses in the digital arena," Kylie Bamfield said.

The Commissioner for Kangaroo Island agreed.

"For Island businesses to stand out in the overcrowded tourism sector in 2017 and further forward, it is imperative they equip themselves with digital knowledge, so utilising the training that Kylie and Megan have received is going to benefit other Island operators as well," Wendy Campana said.

In the next couple of weeks, Island businesses that fulfil certain criteria will be invited to sign up for this Digital Improvement Program, to assist in areas such as improving your digital footprint; developing a website and learning more about Search Engine Optimisation, Google Analytics and content management; how to be more active on social media; how to explore online distribution systems and more.

For further information, contact Kylie Bamfield at TKI: 0438 828 296 or Megan Harvie at the Food & Wine Association: 0488 035 887.

This media release has been prepared with support from the Office of the Commissioner for Kangaroo Island.