



KANGAROO
ISLAND



Office of the Commissioner for Kangaroo Island

SERVICES STATEMENT

MARKETING, MEDIA AND PUBLIC RELATIONS

Background

The *Commissioner for Kangaroo Island Act* (the Act) places responsibility on the Commissioner to assist in the economic development of the Island. Central to assisting in economic development, is the need to promote Kangaroo Island - its people, products and experiences. There are numerous individual stories on the Island that capture the distinctive qualities of the Island and its people, and which convey the unique character of KI's products and experiences. There is the potential to increase the communication of these stories to broaden the promotion of KI's businesses, products and offerings to support economic development on the Island.

The Office of the Commissioner is seeking to engage services to support the Office, business operators on the Island, industry groups, and other stakeholders in regards to media, public relations, and marketing. Services will include activities to promote KI's businesses, products and experiences to support economic development.

Services will initially be sought for a 12 month period following which the Commissioner will evaluate the outcomes achieved and determine whether further services will be required and on what basis.

Services will be retained for up to 15 hours (2 days) per week.

Key Outcomes for the services

- Establishing a media, marketing and PR strategy in consultation with the Commissioner and her staff, key KI industry bodies and other stakeholders;
- Establishing key targets to ensure regular coverage of Kangaroo Island in print, radio, TV and social media;
- Assisting business operators and other stakeholders to promote and market their activities, achievements and key messages;
- Assist in the conduct of events and other promotional activities relative to the work of the Office of the Commissioner, events on KI and other related opportunities;
- Establishing relationships with media outlets and other avenues to ensure that the KI messages and marketing reaches as far as possible;
- Maintaining close working relationships with KI industry peak bodies, businesses and community stakeholders.



Office of the Commissioner for Kangaroo Island

Essential Requirements

The successful services contractor will have:

- Extensive knowledge and experience in media and marketing
- Highly developed written and verbal communication skills
- Knowledge and experience in social media
- Good contacts on KI and in media outlets within South Australia and nationally
- Ability to work on multiple tasks and meet deadlines
- Ability to manage a small budget

Special Conditions

Intra/interstate travel necessitating overnight absences may be required. It is anticipated that the contractor will be Island based.

Proposals for Service Provision

Those wanting to submit a proposal for the provision of services are required to submit a written proposal highlighting their knowledge, skills and experience relative to this services statement.