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PRIMARY INDUSTRIES & REGIONS SA
PIRSA

Funding to grow Kangaroo Island’s beverage industry

Primary Industries and Regions SA will provide a \$48,000 grant to help transform Kangaroo Island’s beverage industry, drive sales and promote local produce.

Funding will go towards a 12 month project which will help businesses better understand market opportunities, improve collaboration and distribution.

The Office of the Commissioner for Kangaroo Island will manage the project and employ a dedicated project coordinator who will work with KI producers to improve the promotion and expansion of their products on the Island and in Adelaide.

As part of the program, a KI Tourism Beverages Trail will be considered in collaboration with current tourism operators, local businesses and food producers.

Background

Kangaroo Island’s food and beverage industries are essential for the region’s economic development and sustainability.

Despite awareness of KI premium produce, evidence has suggested that levels of commercial support both on the island and in mainland markets are below expectations.

This project is an excellent example the State Government’s economic priority *Premium food and wine produced in our clean environment and exported to the world*, which is delivering positive outcomes for our primary industries and regions.

For more information go to www.kangarooislandcommissioner.sa.gov.au.

Quotes attributable to PIRSA Deputy Chief Executive Mehdi Doroudi

For Kangaroo Island’s beverage producers, this project has the potential to unlock significant growth and is an opportunity to promote the island’s unique product offerings—driving sales and generating long-term demand.

The funding for this project is part of the transformation we’re seeing on Kangaroo Island and will make a real difference to the local business community – boosting economic opportunities and driving an increase in sales across a range of our premium beverages.

Quotes attributable to Kangaroo Island Commissioner Wendy Campana

This is a great opportunity both for Kangaroo Island as means to promote its premium beverage products, and for producers to leverage a more collaborative approach to marketing and distribution.