

## TITLE

### **C189 BRAND KING ISLAND MANAGEMENT POLICY**

## DEPARTMENT

Corporate Services

## POLICY DIRECTIVE

For the establishment of the Brand King Island Management Group as a Special Committee of Council in accordance with s25 of the *Local Government Act 1993*.

## HISTORY

Council adopted its Brand King Island Management Policy at the Ordinary Meeting of Council held on 16 October 2007.

## POLICY

### **BACKGROUND**

Brand King Island carries significant intrinsic and explicit values, which can bring further economic development and benefit to the whole island. The name King Island is already best positioned to target food and tourism markets and has the potential to leverage off these to encourage population growth and investment.

To achieve successful management of Brand King Island, the Brand Management Group is comprised of local representatives from these four target markets: Food, Tourism, Population Growth and Investment. The Brand Management Group will work to implement the Brand Values and 3 Year Plan, and to develop a clear understanding of its sustainability. It is imperative that the Brand Management Group champions the values and ensures continued community support.

It is critical to build on the strengths of established perceptions of King Island through the quality and promotion of its dairy, beef, seafood and rainwater products, while ensuring any of these established perceptions are not compromised through implementing Brand King Island.

### **GOAL**

The purpose of forming a King Island Brand Management Group is to provide a basis for the ongoing development and implementation of Brand King Island.

### **OPERATING RULES**

1. The Brand King Island Managing Group (Group) will operate as a special committee of the King Island Council in accordance with s25 of the Local Government Act 1993.
2. The Group is to work on the following objectives:

- To develop Best Practice Guidelines for food and tourism sectors.
  - To promote King Island and its values.
  - To investigate funding opportunities for Brand King Island implementation.
  - To develop criteria and guidelines for each target sector to be able to promote itself under Brand King Island.
3. The inaugural membership of the Group will consist of Brand Champions that have been identified during the development of the Brand King Island Report. This is to include but not limited to a representative from:
    - King Island Council
    - King Island Tourism Incorporated
    - National Foods – King Island Dairy
    - Tasman Group Services
    - King Island Seafood
    - King Island Cloud Juice
  4. The Group is to meet at least twice a year and copies of the minutes are to be provided to each of the members and Council within 14 days of the meeting.
  5. The Group is to appoint a Chairperson for a two-year term.
  6. The Group is an advisory committee and is not permitted to hold a bank account or have any financial transactions.
  7. The Chairperson is the only person authorised to make any public comments or issue media statements on behalf of the Group.
  8. A quorum at a Group meeting is an absolute majority of eligible members.
  9. A vote of the Group is to be by show of hands unless the Chairperson considers another method more appropriate.
  10. For a motion to be passed it will require a simple majority of the eligible members present.
  11. Each of the eligible members is only entitled to one vote.

*Note: An “eligible member” is a representative of the business or organisation listed or any other member that has been ratified by the Group.*

## **ADDITIONAL INFORMATION**

Council appointed the following individuals as the inaugural members of the Group.

- Vernon Philbey – King Island Council
- Angela Williams – King Island Tourism Incorporated
- Amelia Michael – National Foods
- Lydia Horsbrough – Tasman Group Services
- Duncan McFie – King Island Cloud Juice
- Donna Whitehouse-Summers – King Island Seafood