

**STUDY OF**  
**ENTERPRISE EMPLOYMENT**  
**OPPORTUNITIES**  
**ON KANGAROO ISLAND**  
**2005/2006**

*South Australia Works*

Regions at Work Project

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## Executive Summary

### Background

This project is funded as a Regions at Work Programme, which is a priority programme of *South Australia Works*, established by the South Australian Government. In the Kangaroo Island region, the Kangaroo Island Employment, Education and Training Network (KIEET) identifies and implements Regions at Work Programmes with support from the Kangaroo Island Development Board (KIDB), and the Employment and Skills Directorate of the Department of Further Education, Employment, Science and Technology.

The 2004/2005 Regions at Work plan identified the need to improve employment opportunities for people with a disability on Kangaroo Island, and Consultant Elizabeth Johnswood, who has a background in Management of Disability Employment Services and of Rehabilitation Consultancy, was appointed to conduct a study.

### Project Objective

The aim of this project was to produce a short-list of Business Employment Enterprises for Kangaroo Island that could proceed to business feasibility plans. These businesses should have as one of their main goals, the employment of people who have a disability. Currently there are no such businesses on Kangaroo Island.

### Key Issues

Extrapolation from population studies indicates that up to **416** people on Kangaroo Island aged 15-59 years may consider themselves to have some level of disability.

Compared to the general population, people who have a disability are more likely to be unemployed or employed only part-time therefore special programmes or businesses are often set up to assist. While Kangaroo Island does have programmes in place, and some people with disabilities are employed in the open workforce, there are no specialized Disability Business Services.

Most employment on Kangaroo Island occurs in industries such as Agriculture, Forestry & Fishing and Accommodation, Cafes & Restaurants. An intellectual, physical, neurological, learning or psychiatric disability can severely hamper a person's ability to gain work in these areas unless a strategy, or an attitude, of affirmative action is in place. In some circumstances the best option is the supportive environment of a Disability Business Service or similar business.

Under the new Welfare to Work Programme from 1 July 2006 only those people who are assessed as being unable to work 15 hours or more per week at award wages with up to two years of assistance will be eligible for a Disability Support Pension. Therefore, it is likely that in the future on Kangaroo Island, there will be increased numbers of people with Mutual Obligation requirements who are seeking employment, and who have some level of disability, and require support to find and maintain employment.

## Approach

The recommendations in this Project Report are based on both quantitative and qualitative research. The consultant undertook:

- A review of publications and documents provided by KIDB and KIEET.
- Extensive research into other publications and documents to determine trends in disability employment, changing government policies, successful businesses
- Several meetings and close contact with the Disability Steering Committee to review progress, gain direction and make decisions
- Publicity about the project, in the form of a newspaper article and advertisement and placing of information posters around the island
- Extensive stakeholder consultation
- Consultation with the wider Disability Service Industry
- Telephone Survey of the Kangaroo Island community
- Statistical Evaluation of Business Ideas using
  - Weighted Criteria
  - Community Telephone Survey results

## Recommendations

The names of some businesses included in this Report have been kept private under The Privacy Act (1988), and are therefore known in the Report as Business A...Business B etc..

Now or in the near future, a Kangaroo Island business should be set up that has as one of its main goals the employment of people who have a disability.

This business should take the form of a traditional Disability Business Service or some form of 'hybrid' model that may be developed in association with a Disability Employment Agency and a business partner.

A 2<sup>nd</sup> stage study, which includes a Business Feasibility Plan, and further marketing research, is recommended before starting any such business.

Consultation and research led to a short-list of business ideas, which were further assessed using a Community Telephone Survey, and a method of Scoring called Weighted Criteria. This gave the final outcome, which is a graded list of 10 possible Business Employment Enterprises. All of these business ideas have some merit, and it is important to understand that the criteria used to assess the businesses were taken from a broad base; that is, they were developed using priorities broader than profit alone. A full and clear explanation of the decision-making is contained in Sections 5 & 6.

Businesses listed in descending order of recommendation:

### **Value-Adding Business**

For both quantitative and qualitative reasons the most highly recommended business is a Value-Adding Business.

This business would take Kangaroo Island primary produce and process it in such a way that it could be marketed as a more specialized item. Value-adding ideas that were explored included Pickled Chilli Marron, Smoked Marron, Gourmet Jams and Sauces, Handcrafted Chocolates and Skin Care Products. However, other food items may be of equal or higher value. Indications from the telephone survey suggest that people are keen to try new gourmet products that have a Kangaroo Island label.

Funds to assist a Value-Add Business may be available through the Food Processing in Regional Australia Programme, which is a competitive grants programme that offers matched funding of up to \$200,000. Establishment costs could be reduced if a rental opportunity could be negotiated with the managers of the Do Drop In. Alternatively, a new business may be able to negotiate with an existing business to use their industrial kitchen facilities, for example, during the night. As the Value-Add Business would not produce the primary product, it may be possible to enter into a partnership with a primary producer to value-add to their product. The primary producer may be encouraged to provide the infrastructure while the Business Service ran the business.

This business may start off small but could possibly grow into a larger business, and engagement of a manager who had a good business background would be advisable. The business could offer interesting, consistent employment for varying types of disability. It is likely to provide part-time employment for 3 to 5, in addition to one full-time manager, and it is feasible that employees could work towards business certificates through TAFE.

### **Purchase an Existing Business**

Second most preferred business idea was that of purchasing an existing and successful business. The business assessed in this report was Business A. This is an established business that consists of approximately 200 hectares of land, a farming enterprise, tourism business, and a business that manufactures food products from the primary produce. These products are sold at the wholesale and retail level.

It may offer the most employment positions of any of the businesses considered, as it currently provides full-time employment for 6 people. It could provide interesting and consistent employment for people within a wide range of disabilities.

Unfortunately, the cost of purchase is likely to be prohibitive, therefore it is not listed as first choice.

### **Internet Sales Business**

The third most favoured option was that of a Kangaroo Island Internet Sales Business, which would sell products and produce of Kangaroo Island through the internet, using a commercial internet auction site (Business B). Products and produce can be advertised and sold nationally and internationally on the auction site. Items that are typical of Kangaroo Island could be sold such as honey, eucalyptus oil and soaps, tea

tree oil, lavender oil products, skin care products, artwork, Kangaroo Island T-shirts, and jewellery. Establishment costs could be minimal, and extra stock and warehousing could be added as the business grows. Operating costs would be relatively low as no large amounts of stock are carried, and customers pay for the items at the time of purchase.

This business is unlikely to provide employment for more than a few people, but it is easy to start and relatively cheap to operate, and it was thought that employees would find the work interesting. Over 40% of people surveyed said that they are willing to purchase through Business B, so Australian-wide the customer base may be very large.

### **Salvage Shop**

The fourth most favored option was a Salvage Shop set up at the Kingscote refuse facility. It is likely that negotiations with council may result in the council assisting with the infrastructure and offering a good lease. Articles to be resold would be 'free' to the business, and most people surveyed said that they would be interested in purchasing from a Salvage Shop. Successful salvage shops are run in other districts.

The work may include sorting, checking, small repairs, warehousing, pricing and retail sales, and would likely provide part-time employment for 2 supervisors and part-time employment for 2-4 other workers. Various levels of disability could be accommodated as the tasks would be varied.

Some people may find it socially inappropriate that people with a disability are working at a rubbish site. However, in opposition to this viewpoint, there is also a growing recognition that those in our society who promote recycling, are doing a valuable job.

### **Other businesses reviewed and discussed in this report include (in descending order of recommendation):**

- Gardening Service
- Car Cleaning Business
- Household/Commercial Cleaning
- Mobile Car Cleaning
- Farmers Market
- Furniture Manufacturer

# 1 Introduction

## 1.1 Background to this Project

This project is funded through the Kangaroo Island Development Board as a Regions at Work Programme, a priority programme of *South Australia Works*.

*South Australia Works* was established by the South Australian Government in December 2003 to help to create work and learning opportunities for all South Australians. In order to fulfil this objective *South Australia Works* aims to provide assistance to South Australians facing difficulty in the labour market. *South Australia Works* comprises six programme priorities to assist employment and skill formation; Regions at Work, Indigenous Works, Experience Works, Youth Works, Industry Works and Public Sector Works.<sup>1</sup>

To achieve the objectives of *South Australia Works*, employment and skill formation networks have been established in 17 regions across South Australia. These networks identify and implement local solutions to employment and skill formation issues. The Kangaroo Island Employment, Education and Training Network (KIEET) represents the Kangaroo Island region. Through the Regions at Work Programme KIEET establishes an annual plan to develop initiatives that meet the specific needs of disadvantaged job seekers who reside on the Island.<sup>1</sup>

KIEET works closely with officers funded by the Employment and Skills Directorate of the Department of Further Education, Employment, Science and Technology and the Kangaroo Island Development Board (KIDB) who provide executive support services to the Network in respect of Regions at Work business. The officers have a key role in co-ordinating the development, and implementation of the Employment and Skills Formation Plan.<sup>1</sup>

The 2004/2005 Regions at Work plan identified the need to improve employment opportunities for people with a disability on Kangaroo Island. A preliminary investigation into the suitability of the old abattoir site as an Enterprise Park was undertaken and identified difficulties with the use of the site for this purpose, so the plan was revised to fund a study identifying enterprise employment opportunities for people with a disability on Kangaroo Island. Some preliminary work has been undertaken identifying Disability Business Enterprises in Australia and the types of activities they undertake, and this was made available for the current project.<sup>1</sup>

## 1.2 Project Objective

In order to improve employment opportunities for people with a disability on Kangaroo Island, this project seeks to identify business enterprises that would be suitable for further investigation, and to provide the necessary research to support further feasibility studies to be conducted in Stage 2 (subject to funding) for the preferred enterprise activity.

As such, the objective of this project is to produce a short-list of Business Employment Enterprises that could proceed to business feasibility plans: through review of the compiled Disability Business Enterprise list; through liaison and consultation with the Disability Business Enterprise Steering Committee (Steering Committee); and through liaison with key stakeholders including business people, community members (including a telephone survey), and government agencies.

### 1.3 An Overview of Kangaroo Island

Kangaroo Island lies 16 kilometres off the coast of South Australia and has a population of approximately 4384 people.<sup>2</sup> Its population is quite isolated from mainland employment opportunities due to distance and the difficulties and cost of travel. The Island is considered a 'remote region' by the Department of Family and Community Services (FACS) and by the Department of Employment and Workplace Relations (DEWR), essentially recognising that the area faces unique service delivery and employment challenges.

During the week prior to Census Night 2001, 1929 people in Kangaroo Island were employed, representing 92.4% of the labour force. Of these, 1128 (58.5%) people were working full-time and 767 (39.8%) people were working part-time. At the time, 158 people were unemployed, representing 7.6% of the labour force. Of these unemployed people, 125 (79.1%) people were looking for full-time work and 33 (20.9%) people were looking for part-time work.<sup>3</sup>

Statistics are not available for the number of people with a disability who were employed, or who were unemployed and looking for employment. However, one can assume that in the population of disabled people, there is likely to be a greater proportion than the general population, who are employed only part-time, rather than full-time. Similarly, there is likely to be a greater proportion who are unemployed. In 2003, 156 or 3.6% of the population were receiving New Start Allowance and 144 or 3.3% were receiving a Disability Support Pension (DSP).<sup>2</sup>

Industries such as Agriculture, Forestry & Fishing and Accommodation, Cafes & Restaurants tend to employ proportionally more people on Kangaroo Island than on the mainland.<sup>2</sup>

In the 2001 Census, 39.4% of the population held post- secondary qualifications. 444 (22.9%) people were employed as Managers and Administrators. There were 233 (12.0%) people employed as Professionals. 194 (10.0%) people were employed as Associate Professionals. 213 (11.0%) people were employed as Tradespersons and Related Workers. 257 (13.3%) people employed as Intermediate Clerical, Sales and Service Workers. There were 232 (12.0%) people employed as Labourers and Related Workers.<sup>3</sup>

The median weekly individual income for people aged 15 years and over in the 2001 Census was \$300-\$399. The median age of people in the 2001 Census was 39 years.<sup>3</sup>

## 2 Methodology

The following methods were used to research and produce this report:

- Publication and Document Reviews
- Disability Steering Committee Meetings
- Publicity
- Consultation
- Telephone Survey
- Statistical Evaluation of Business Ideas using
  - Weighted Criteria
  - Telephone Survey results

## **3 Disability in the Workplace**

### **3.1 Federal Government Welfare to Work Programme**

The Federal Government has stated that the objective of the Budget measures for people with a disability is to ensure they are able to participate in the workforce as far as they are capable. After 1 July 2006, people who are newly seeking a Disability Support Pension will initially be referred for a Comprehensive Work Capacity Assessment (CWCA) to determine the extent of their capacity to work.<sup>4</sup>

Only those people who are assessed as being unable to work 15 hours or more per week at award wages with up to two years of assistance will be eligible for a DSP.<sup>4</sup>

The DSP will be directed towards the more severe and long-term disability conditions. People who are not able to work at award wages (and unlikely to reach that level during the next 2 years) will be granted the DSP. Historically, this has included people who have moderate to severe intellectual disabilities, or those who are severely physically handicapped. They may be productive members of the workforce, working part-time or full-time, but their productivity does not deliver them an award wage. People in this situation can receive a DSP, and will be encouraged to find employment, but will not be required to find employment.

If a person's CWCA has determined that they are capable of working 15 hours or more per week at award wages in the open labour market with up to two years assistance they will receive Newstart Allowance or Youth Allowance (subject to meeting the other eligibility criteria), rather than the DSP.

Those people who are assessed as being able to work between 15 and 29 hours a week will have an obligation to look for work of at least 15 hours per week. Those assessed as being capable of working 30 hours or more per week will be required to look for work of at least 30 hours per week.<sup>4</sup>

People who were already receiving a Disability Support Pension on 10 May 2005 will not be affected by the eligibility changes unless they lose entitlement under the current eligibility rules. However, these people are entitled, and encouraged, to volunteer for employment services.<sup>4</sup>

### **3.2 Work Options for People Who Have a Disability**

#### **3.2.1 Open Employment**

In Open Employment a worker with a disability is employed in a mainstream business and works alongside non-disabled colleagues. They may have a support worker with them as they train on the job, but may work without assistance when they are comfortable with the work. Alternatively, some level of on-the-job support may continue for as long as is necessary. Very often some level of off-the-job support, such as mentoring and practical support, may also continue to be provided by a Disability Employment Agency or other service within the Disability Sector.

### **3.2.2 Disability Business Service**

A Business Service is usually run by a not-for-profit, non-government incorporation such as a Disability Employment Agency. It is a business specifically set up to provide employment for people with disabilities. Business Services employ support staff to assist and supervise the employees who have disabilities. The employees receive Award Based Wages, which are calculated using a recognised wage assessment tool that is compliant with Standard 9 of the Disability Services Standards. In the past Business Services were called Sheltered Workshops.

Currently on Kangaroo Island, there is one Disability Employment Agency, Finding Workable Solutions Inc (FWS), which supports people in Open Employment. While FWS has previously operated a Disability Business Service on the Island there is currently no active Disability Business Service on Kangaroo Island.

## 4 Disability Workplace Options on Kangaroo Island

### 4.1 Overview of Disability on Kangaroo Island

The changes introduced under the Welfare to Work Programme will not have an immediate effect on the population of Kangaroo Island because the changes will only affect new applicants for the DSP and others whose disability has been reviewed. However over the coming years, as current teenagers and children with disabilities become adults, or as disabilities occur in current workers, the situation is likely to change. Presently a person in receipt of a Disability Support Pension has no obligation to seek employment; it is purely a voluntary decision. Due to the Mutual Obligation component of the Welfare to Work Programmes and changes to how eligibility for the Disability Support pension is assessed this situation has changed. It is highly likely that there will be an increasing number of people who have a disability seeking employment, and also seeking assistance to find and keep that employment.

In 2003 the Australian Bureau of Statistics conducted the Survey of Disability, Ageing and Carers. In this study disability was defined as “any limitation, restriction or impairment, which has lasted, or is likely to last, for at least six months and restricts everyday activities.”<sup>5</sup> This survey found that in South Australia 13% of the population aged between 0-59 years reported having a disability and this equates to approximately **520** people on Kangaroo Island.<sup>5</sup> Of this group, it is likely that approximately **416** people or 80%, are of working age, and approximately 20% are aged under 15 years.<sup>2</sup> Many of these 416 people who have a disability as defined in the 2003 study, will fall outside the criteria that would allow them to access a DSP (see Section **3.1**), and will therefore be employed or seeking employment. Employment levels amongst this group of people are likely to be below levels achieved by people who do not have a disability.

Of these 500 or more people on Kangaroo Island who consider themselves to have some form of disability, approximately **144** people are currently receiving the DSP.<sup>6</sup>

In addition, it is likely that approximately 40 students who are currently attending secondary school on Kangaroo Island, could benefit from some form of Disability Employment Assistance, or a Disability Business Service, as a transition program, and also when they leave school.<sup>7</sup>

The DSP is accessed for a variety of disabilities. People who have an intellectual disability generally make up 1-3% of a population.<sup>8</sup> Therefore it is likely that between 42 to 127 people on Kangaroo Island may have an intellectual disability. The Intellectual Disability Services Council of South Australia (IDSC), through Options Coordination, assists 25 people aged 10 yrs or over on Kangaroo Island. However, it is thought that many more people on Kangaroo Island may be eligible for the services, and the IDSC are involved in continuing outreach programs in an attempt to involve those who do not yet access their services.<sup>8</sup>

Other disabilities which can greatly restrict a person’s ability to gain, and retain a job, include physical disabilities, Autism Spectrum Disorder, Acquired Brain Injury, and

various learning disabilities, all of which are present on Kangaroo Island. Most employment on Kangaroo Island occurs in industries such as Agriculture, Forestry & Fishing and Accommodation, Cafes & Restaurants.<sup>2</sup> A disability, such as those mentioned, can severely hamper a person's ability to gain work in these areas unless a strategy, or an attitude, of affirmative action is in place. Also, other work alternatives may be the best option.

Likely, there are hundreds of people on Kangaroo Island who feel they have some form of disability. Some will be more severe and others less so, however, those with a disability clearly face greater obstacles when looking for work and maintaining a job, than those without a disability.

## **4.2 Past Disability Business Service (Kangaroo Island Car Wash)**

In the past, there was a Disability Business Service that ran on Kangaroo Island for approximately 6 years, closing in October 2002. It was called Kangaroo Island Car Wash, and it ran with a Staff Supervisor and other employees who had a disability. The start-up of this business was funded using Federal money through the not-for-profit incorporation, Fleurieu Work Scheme Incorporated (now known as Finding Workable Solutions Inc). It was first situated in the grounds of the Uniting Church, and later moved to premises on Murray Street, Kingscote. At the time of closing FWS notified government funding bodies that the option should remain open that a Disability Business Service could be started again on Kangaroo Island if the need arose and the circumstances were conducive.

### **4.2.1 Decisions which Contributed to its Closing**

When the business started, sustainability as a viable business was not the main goal as good support through Federal Government funding was available. In the changing disability employment environment, where employee wages and working conditions must meet the Disability Services Standards, business viability became an important issue.

Also, recruitment of employees and trainees with disabilities, was difficult because of the public perception of the business. That is, having started in church grounds, it was seen more as a 'charity group' not as a real 'job choice'. As such, young people with mild to moderate disabilities were not attracted to this business for training purposes or as an employment option. The number of employees that the business could attract, did not warrant advertising and expanding the number of car-wash customers. As a consequence, the number of vehicles booked for washing did not warrant expanding the employee base.

Regarding viability of the business, cars took too long to clean for the price that was charged and the Manager felt that customers would not tolerate dramatic price increases. This was not specifically tested however.

Tightening Environmental Protection Authority (EPA) standards regarding water management meant that the current premises would not continue to suit, and alternative suitable premises were not easy to find.

Due to the small size of the outlet at the time (8 clients) FWS decided to concentrate on assisting people with disabilities to find Open Employment within the broader Kangaroo Island business sector, and this was successfully achieved.<sup>9</sup>

#### **4.2.2 Impact on Future Disability Employment Enterprises**

Lessons Learned:

- Business must be seen by the general public as a mainstream commercial business.
- Business must not run at a loss and the manager should have knowledge of how to run a business.
- It must be seen as an attractive employment choice by people who have a disability.
- There must be sufficient numbers of people with a disability to staff the business, or it must be flexible enough to be able to employ a mix of non-disabled people and/or people requiring minimal supervision.
- Long-term suitability of premises and regulations regarding type of business must be well researched and guaranteed.
- Workers with a disability must be employed under the same conditions as an able-bodied worker doing the same work. (Business must comply with the Disability Services Standards).
- There must be sufficient start-up funds available to ensure an adequate infrastructure for the running of the business from day one.<sup>9</sup>

### **4.3 Current Work & Assistance Alternatives**

Currently people with a disability on Kangaroo Island can only work in Open Employment with mainstream businesses, as there is no Disability Business Service.

Kangaroo Islanders have a tradition of looking after their own, and it is likely that many people who have a disability find their own employment, and work alongside their fully able-bodied workmates and receive no assistance from a Disability Employment Agency.

Others do seek the assistance of a Disability Employment Agency, but must often go onto a waiting list for this assistance. Disability employment assistance is not an entitlement, and service capacity is capped and aligned to a fixed contracted number of places. When a 'place' is available they are given assistance to find work, and may continue to receive support while working in their jobs. The level of support is tailored to the needs and requirements of the employee, the employer and the job.

Specialized disability employment support is supplied by only one provider on Kangaroo Island, Finding Workable Solutions Incorporated (FWS). As a Disability Employment Agency, FWS has programs in Open Employment, and also a Job Placement License with the Dept. of Employment and Workplace Relations (DEWR),

a Youth Programme for young people aged 15-24 years through Dept. of Further Education Employment Science and Technology, and through the Department of Education and Children's Services, a Futures Connect Programme for youth aged 12-15 years. In their Disability Open Employment Programme FWS, must wait until 'client places' are made available through the Department of Employment and Workplace Relations, and there is no guarantee that new places will be made available by DEWR. Demand for services already exceeds the capacity of the outlet. FWS have a waiting list of people who have a disability and would like to use their services to help find and maintain a job, and that list would likely be much greater if FWS actively advertised their services.

Those people with a disability, who are unable to receive assistance through FWS must find their own work or, in some cases where they meet the eligibility requirements, go through one of the other Government funded mainstream employment services of Job Network. There are two Job Network Agencies on Kangaroo Island, and both have people with disabilities referred to them, and depending on the CentreLink assessment, may be able to offer one-on-one assistance from the beginning. Presently, if a client is not referred for one-on-one assistance and does not find a job within 12 months, then one-on-one assistance will become available to them. One Job Network Agency also offers extra assistance through the Personal Support Programme. It is expected that both agencies will have more clients referred to them for case management when the new Welfare to Work Programme starts, 1 July 2006. These agencies do not have a continuous presence on the island, but do make regular visits to see clients.

Given the possible disability numbers, and the current job opportunities and assistance situation, it is reasonable to assume that the employment needs of many people with a disability on Kangaroo Island are not being adequately met.

## **4.4 Possible Work Alternatives**

Possible work alternatives for people who live on Kangaroo Island, and have a disability.

### **4.4.1 Open Employment**

People with a disability are currently employed in mainstream businesses that are a part of the Kangaroo Island business community. The work-style alternatives are Open Employment with no support, Open Employment with little support, Open Employment with a high level of support.

### **4.4.2 Disability Business Service**

Currently no-one residing on Kangaroo Island is able to access full support through a Disability Business Service run by a Disability Employment Agency. This is because specialized disability employment support is supplied by only one provider on Kangaroo Island, FWS, who at this time are only offering Open Employment Services. At present it may be difficult, but not impossible, to get funding from the Federal Government to (re)establish a Disability Business Service. However, if the need is great, and the need is demonstrated, a Disability Business Service may be the

best answer. If this is the case, FWS are willing to advocate strongly for the Service to be reinstated with the assistance of Federal Government funding.

#### **4.4.3 Hybrid Model**

Alternatively, a different model could be employed, where the business is not called a Disability Business Service; it is a business first, and it employs some people with a disability. It is possible that a business could be started, with the intention that a Disability Employment Agency play a major role in supporting disabled people employed by that business. This would be a form of Open Employment with varying levels of support on offer. There would be economies of scale for the Disability Employment Agency, in that one Support Staff member may be able to support two or more people on the job.

The question is, who would start/fund the business?

An incorporated body such as the Do Drop In, may be able to generate grants that could act as a Start-up Fund.

A Disability Employment Agency may be able to start the business, however not under the umbrella of a Disability Business Service, but as a stand-alone business that could then employ the clients on their books.

If it was thoroughly researched and had a good Business and Marketing Plan, then business people may be attracted to the idea of a partnership with a Disability Employment Agency.

As previously demonstrated, there may be hundreds of people on Kangaroo Island who consider themselves to have some form of disability. Some will be more severe and others less so, however, those with a disability clearly face greater obstacles when looking for work and maintaining a job, than those without a disability. Creative employment alternatives need to be available.

## 5 Results

### 5.1 Publication and Document Reviews

A review of information provided by the KIDB was undertaken. Information provided by the KIDB included:

- Project Brief for the provision of a *South Australia Works* Regions at Work Project 2004/2005.
- Notes relating to Enterprise Park Project, which was an analysis that pre-empted this project.
- Basic Community Profile of Kangaroo Island from the Australian Bureau of Statistics 2001 census.
- Kangaroo Island 2005 Regional Profile from the Government of South Australia, Department of Further Education Employment Science and Technology.
- Hard copy of information from an internet search of Disability Business Services and Disability Employment Agencies which included many, but not all, of those to be found around Australia.

The available information was considered when researching business ideas.

Continued internet searches revealed further information about Disability Business Services nationwide, details of Government policies and programmes, business ideas and more.

### 5.2 Steering Committee Meetings

The Steering Committee consisted of 4 people. It was made of staff of the Kangaroo Island Development Board, and individuals from the Disability Service Industry and the Community. At least one of the committee members had a disability. Their skills included financial, business management and disability sector knowledge. The Consultant met with, and was in contact with the Steering Committee to review developments, discuss plans and make decisions about different issues. These issues included development of the criteria used to assess a business, importance of each criterion, narrowing down the list of businesses, and development of the Community Telephone Survey.

### 5.3 Publicity and Consultation

#### 5.3.1 Publicity and Consultation

Publicity included an article and advertisement in The Islander newspaper, strategically placed posters around the island, asking for input, and attendance at some community meetings (**Appendix A** and **Appendix B**).

Also approximately 90 letters explaining the project and inviting input, were sent to Community Groups, to Business people on Kangaroo Island, and to Local and State Government Agencies. An example of this letter can be seen in **Appendix C**.

Following initial contact, more in depth follow-up meetings and telephone calls took place with interested individuals, groups and agencies. Information was gathered regarding what businesses were needed, why certain businesses had failed in the past, and business ideas that were currently present on Kangaroo Island, but could be improved. All of this information and feedback was used in the assessments undertaken using the Weighted Criteria (**Appendix D**) for choosing a business.

Those consulted include:

- Individuals who have a disability
- Parents of people who have a disability
- Kangaroo Island Disability Network
- Do Drop In Inc.
- Other Kangaroo Island community groups
- Many Kangaroo Island businesses
- Many mainland businesses
- Several mainland Disability Employment Services
- Executive Staff and Business Services at Finding Workable Solutions Inc.
- Kangaroo Island Job Network businesses
- Kangaroo Island Community Health Service
- CentreLink
- Intellectual Disability Service Council
- Kangaroo Island Community Education
- Kangaroo Island Council
- Kangaroo Island Tourism
- Mainland councils

#### **5.3.1.1 Do Drop In Inc.**

Consultation with the Management of the Do Drop In is mentioned separately because the Do Drop In may be an appropriate site that could be leased for the running of a small business. It is conceivable that a variety of the businesses researched could be run from this centre, if an appropriate lease could be negotiated.

The Centre's Vision is to provide a friendship Centre where people can meet who are young, aged, lonely or disadvantaged physically, socially, financially or emotionally to participate in craft-work if they so desire, or any other appropriate activity (eg gardening, drama, music).

Discussions with a member of the Management Committee of the Do Drop In Inc., took place after the Consultant had reviewed the draft copy of the Do Drop In Inc. Business Plan. This plan sets out goals that include the aim to increase the income of the centre by means other than grants, develop partnerships with existing groups and organisations with similar goals, and find a sustainable funding source.

The Centre is set in roomy grounds and has reasonable access for people who have a disability, if they can arrive by car. It has excellent toilet facilities that more than meet the requirements of the Disability Discrimination Act, 1992.

Therefore, it would seem that the Committee of the Do Drop In Inc would be open to business proposals. At this stage the centre is under utilized and it may offer an appropriate venue that could be leased for the running of a small business.

## 5.4 Community Telephone Survey

Research and consultation with the Steering Committee produced a short-list of business ideas:

- Value-Adding Business
- Internet Sales Business
- Salvage Shop
- Gardening Service
- Single-Bay Car Wash
- Cleaning Business
- Mobile Car Wash
- Farmers Market
- Furniture Manufacturer

A telephone survey was then developed in consultation with the Steering Committee, and the potential utilisation of the goods and services provided by the short-listed business ideas was researched through this survey of the Kangaroo Island Community (**Appendix E**). Telephone numbers were randomly chosen from the Kangaroo Island Telephone Directory 2004-2006.

227 people were spoken to and of those, 100 completed the survey, which took about 10 minutes over the telephone, and 127 declined to participate in the survey. Telephone calls were made throughout the day and in the evenings.

The results below list the response from the Community Telephone Survey. They do not, on their own, constitute the final recommendations. Information from this survey was used, in combination with other forms of assessment, to reach the final decisions about the recommended businesses. Most business ideas were included in the Telephone Survey, however, the purchase of an existing business was researched in other ways, including direct contact with the selling agent, who had good knowledge of the operation and profit margins of the business.

The gathered statistical data was used with the Scoring and Weighted Criteria for ranking appropriate businesses. Information about the Weighted Criteria follows in **Section 8.6**. The complete data from the Community Telephone Survey is contained in **Appendix F**.

### 5.4.1 Single-Bay Car Cleaning

50 people surveyed (50%) said they would use a Car Wash and Detailing Service situated in Kingscote or Penneshaw. Of those 50 people who said they would use the

service, 43 said they would use the service if it was situated in Kingscote and 11 said they would use a Car Wash and Detailing Service situated in Penneshaw, some saying they would use either site.

People who said they would use the service were asked what they would expect to pay and were allowed to choose their own figure without prompting.

For a wash and dry, 72% would expect to pay \$15 or less, 12% would expect to pay over \$15, and 16% had no opinion.

For a wash, vacuum and inside clean, including windows, 62% said they would expect to pay \$30 or less, 22% said they would expect to pay more than \$30, and 16% had no opinion.

Of those people who said they would use the service 2% said they would use the car wash weekly, 4% said they would use it fortnightly, 50% said they would use it monthly and 42% said they would use it less than monthly and 2% were unsure. 74% said they would be likely to use the car wash throughout the year, 18% said they would not, and 8% were unsure.

#### **5.4.2 Mobile Car Cleaning**

Out of all people surveyed 24% said they would use a Mobile Car Wash and Detailing Service, 74% said they would not use it, and 2% were unsure.

Those people who said they would use the Mobile Car Wash were asked what they would expect to pay and were allowed to choose their own figure without prompting.

For a wash and dry, 50% of people would expect to pay \$15 or less, 33% would expect to pay over \$15, and 17% were unsure.

For a wash, vacuum and inside clean, including windows, 50% of people would expect to pay \$30 or less and 29% would expect to pay over \$30, and 21% were unsure of what they would pay.

Of those people who said they would use the mobile car wash, no one said they would use the Mobile Car Wash weekly, 4% said they would use it fortnightly, 50% said they would use it monthly and 46% said they would use it less than monthly. 75% of those who said they would use a car wash, said they would be likely to use it throughout the year and 21% they would not, while 4% were unsure.

#### **5.4.3 Gardening Service**

Only 11% of the 100 interviewed currently pay for assistance in keeping their home or business garden and lawns tidy and 89% do not. 25 of those people who do not currently receive assistance, and 2 of those people who do currently receive assistance, said that they would be interested in having garden maintenance done by a professional team at a negotiated price. Therefore 27% of all people interviewed would be interested in using a new service.

39% of people who are currently using a service or who would be interested in using a new service, said they would only need a lawn mowing service, 61% said complete

garden maintenance, and 11% said they would also use a landscaping service. None stated that they would use the service weekly, 17% said they would use it fortnightly, 36% said monthly and 47% said they would use the service less than monthly. 64% of all people who currently use a service or who would use a service said they would use it consistently throughout the year, and 36% said they would not. Of these 36% some stated that they would use it depending on the season – spring and summer being seen as times of greater use.

#### **5.4.4 Cleaning Business**

Only 6% of the 100 interviewed currently pay for any assistance with cleaning their house or business. However, 30% of the 100 interviewed said they would be interested in having their home or business cleaned by a professional team who carry full insurance and police clearance.

Those who have assistance, or who would be interested in having assistance were asked how much would they expect to pay for a service which included vacuuming, cleaning bathroom and toilet, and dusting counters and shelves. 21% would expect to pay less than \$20/hour, 41% said they would expect to pay \$20-\$30/hour. Some people quoted for the whole job, rather than by the hour, with 26% saying they would expect to pay \$40-\$60 for the whole job and 12% that they would expect to pay \$60 - \$100 for the job.

16% would use the service weekly, 28% fortnightly, 34% monthly and 22% said they would use the service less than monthly.

#### **5.4.5 Farmers' Market**

89% of all respondents, said they would attend a monthly Farmers Market held between October to May, and selling produce, crafts and other products, and 11% said they were unlikely to attend any markets. Of those who said they would attend the market, 90% said they would attend the market if it was held in Kingscote, 48% if it was held in Penneshaw, and 82% said they would attend the market if it was held in Cygnet River. Obviously, some people were happy to attend the market in more than one area.

Of those who said they would attend the market, 10% said they would not attend the market if it was held in Kingscote, 52% said they would not attend the market if it was held in Penneshaw, and 15% said they would not attend the market if it was held in Cygnet River. 3% were unsure about if they would attend the market, if it was held in Cygnet River.

If the market was held between Oct and May there would be 8 markets in each cycle. Out of all who said they would attend, 16% said they would attend all the markets, 37% would attend most, 47% said they would attend a few. Many people said that they would attend the first one and if it was good, that would determine how often they would continue to attend, stressing that the first market would need to be very interesting, worthwhile and all it promised to be. Some people were very keen on the idea of organic produce being available.

#### 5.4.6 Salvage Shop

Those surveyed were told that a Salvage Shop may be set up at the Kingscote Refuse site. This shop would sell goods salvaged from collection of unwanted items. It may sell everything from building materials to ornaments. They were then asked if they would be likely to visit such a shop. 83% answered, “yes”, and 17% answered, “no.” In addition, 79% of all people interviewed said that they would be likely to buy from the salvage shop (95% of those who expect to visit the shop).

2% of all people interviewed said they would visit the shop weekly, 7% fortnightly, 30% monthly, 36% less than monthly, and 8% were unsure about how often they would visit. 17% felt that they would not visit the Salvage Shop.

#### 5.4.7 Value-Add Business Ideas

Those surveyed were asked if they would buy any of the following products which would be value-add products produced using some or all local produce. Respondents were also asked if they thought the products would sell on the mainland.

- **Skin care products containing Kangaroo Island honey.** 56% of those interviewed said they would buy the product themselves and 90% said they thought that it would sell on the mainland.
- **Pickled chilli marron tails.** 55% of those interviewed said they would buy the product themselves and 94% said they thought that it would sell on the mainland.
- **Smoked marron tails.** 59% of those interviewed said they would buy the product themselves and 93% said they thought that it would sell on the mainland.
- **Jams or Sauces.** 83% of those interviewed said they would buy the product themselves and 96% said they thought that it would sell on the mainland.
- **Handmade Chocolates.** 72% of those interviewed said they would buy the product themselves and 80% said they thought that it would sell on the mainland.

#### 5.4.8 Manufacturing Simple Timber Furniture

People were asked if they would be likely to purchase simple timber furniture such as bookshelves and tables that had been made on Kangaroo Island. 64% said they would buy the product themselves and 49% said they thought that it would sell on the mainland. Many people qualified their answers; some stating that they would want the furniture to be inexpensive; others that the furniture should be an artisan piece of native timber. Many people felt that the furniture that would sell on the mainland would need to be speciality furniture of native timbers, if they were to compete.

#### 5.4.9 Internet Sales Business

89% of those interviewed said that they knew about the specific internet auction site mentioned (Business B), and they were able to describe how it functioned. 44% of those interviewed said that they would buy something through the site, and 56% said that they would not.

## 5.5 Evaluation of Each Business Using Scoring and Weighted Criteria

Apart from the use of the **Community Telephone Survey**, businesses were also evaluated and **Scored** against 12 criteria of varying importance (Weighted Criteria **Appendix D**). A more in-depth explanation of the weighting of criteria and scoring against those criteria, follows:

### 5.5.1.1 Weighted Criteria

The criteria and their weightings were developed in consultation with the Steering Committee. Each criterion was given a 'weighting' between '1' and '10' according to its perceived level of importance, '1' being of low importance and '10' being of high importance.

Criteria were weighted in line with the goals of the Project Brief.<sup>1</sup> For example, the criterion measuring community demand through use of the Community Telephone Survey, received a high weighting of '9'.<sup>\*</sup> Also, perceived as important by the Steering Committee, were criteria measuring such things as the quality of the job, and the number of people with a disability that the business could employ, and consistency of employment. 'Criteria that required a high level of financial examination received a lower weighting because in-depth business analysis was not a part of this project (a business plan may follow in a 2<sup>nd</sup> stage project). Criteria and their individual weightings are displayed in Table 1 .

**Table 1 - Evaluation Criteria and their Weightings**

| CRITERIA   | WEIGHTING |
|--|-----------|
| * Demonstrated demand for service (product), (this criteria included the results of the Community Telephone Survey).   | 9         |
| Proven success in other similar regions.   | 5         |
| Establishment costs/ adequate infrastructure available.  | 7         |
| Availability of raw materials.   | 6         |
| Operating costs.   | 5         |
| Number of people, who do not have a disability, it can employ.   | 5         |
| Number of people with a disability that it can employ.   | 8         |
| Provision of consistent employment.  | 8         |
| Suitability for different types of disability.   | 7         |
| Fits within the spirit of the Disability Discrimination Act, 1992 (any business that did not fully meet the requirements of the Act were not considered; this criteria was used to gauge businesses that may go beyond merely meeting the requirements). | 9         |
| Provision of fulfilling employment.  | 6         |
| Good workplace environment.  | 7         |

### 5.5.1.2 Scoring Businesses against Each Criterion

Following development of the 12 criteria, each business was scored against each criterion, receiving a **Score** between '1' and '10' for each criterion. The method of scoring against the criteria is displayed in **Appendix G**.

This **Score** of each business for each criterion was multiplied by the weighting for each criterion. This gave each business a **Total Score** for each criterion.

**Total Scores** of each criterion, for each business, were tallied to give each business an over-all **Final Score**. Businesses were then ranked according to their **Final Score**.

Those businesses with the highest **Final Scores** were ranked at the top of the list of recommended businesses as can be seen in **Table 2**.

Scoring a business against each of the criterion in this study was both a quantitative and a qualitative exercise. Some details could be supported by statistical evidence such as the results of the Community Telephone Survey, and the sales reports etc. of Business A. However, other decisions were made through research and discussion with interested parties and stakeholders, and ultimately are the recommendation of the Consultant.

## 6 Recommended Businesses

Businesses are listed in descending order according to their Final Evaluation Score with the highest scoring business, and therefore the mostly highly recommended, listed first. A discussion about the recommended businesses follows the list.

1. Value-Adding Business
2. Purchase of Existing Business
3. Internet Sales Business
4. Salvage Shop
5. Gardening Service
6. Single-Bay Car Cleaning
7. Cleaning Business
8. Mobile Car Cleaning
9. Farmers Market
10. Furniture Manufacturer

See **Table 2**.

**Table 2 - FINAL EVALUATION OF BUSINESSES**

Recommended Businesses are ranked across columns 1 to 10. The criteria that were used to assess businesses are listed down the rows 1 to 12. The column titled ‘Criteria Weight 1-10’ lists the weighting (or level of importance) of each criterion. Under each Recommended Business there are two scores: The column titled ‘Score’ gives the value that business scored on that particular criterion; the column titled ‘Wght Score’ is a result of multiplying the ‘Score’ column by the ‘Criteria Weight’ column, and gives the Total Score that business received on that particular criterion. The bottom row titled ‘Final Score’ is a result of adding all the Total Scores of each criterion, for each business.

|                    |                           | RANKINGS 1 TO 10     |              |            |                   |            |                |            |              |            |                   |            |                    |            |                   |            |                  |            |               |            |                        |            |
|--------------------|---------------------------|----------------------|--------------|------------|-------------------|------------|----------------|------------|--------------|------------|-------------------|------------|--------------------|------------|-------------------|------------|------------------|------------|---------------|------------|------------------------|------------|
| CRITERIA           |                           | Criteria Weight 1-10 | 1            |            | 2                 |            | 3              |            | 4            |            | 5                 |            | 6                  |            | 7                 |            | 8                |            | 9             |            | 10                     |            |
|                    |                           |                      | Value-Adding |            | Existing Business |            | Internet Sales |            | Salvage Shop |            | Gardening Service |            | Car Clean Business |            | Cleaning Business |            | Mobile Car Clean |            | Farmer Market |            | Furniture Manufacturer |            |
|                    |                           |                      | Score        | Wght Score | Score             | Wght Score | Score          | Wght Score | Score        | Wght Score | Score             | Wght Score | Score              | Wght Score | Score             | Wght Score | Score            | Wght Score | Score         | Wght Score | Score                  | Wght Score |
| 1                  | Demand for Service        | 9                    | 8            | 72         | 9                 | 81         | 8              | 72         | 10           | 90         | 7                 | 63         | 9                  | 81         | 9                 | 81         | 8                | 72         | 10            | 90         | 9                      | 81         |
| 2                  | Other Regions             | 5                    | 6            | 30         | 10                | 50         | 6              | 30         | 6            | 30         | 8                 | 40         | 6                  | 30         | 6                 | 30         | 6                | 30         | 10            | 50         | 2                      | 10         |
| 3                  | Set-up Costs              | 7                    | 8            | 56         | 1                 | 7          | 8              | 56         | 8            | 56         | 8                 | 56         | 8                  | 56         | 10                | 70         | 8                | 56         | 10            | 70         | 6                      | 42         |
| 4                  | Availability of Materials | 6                    | 7            | 42         | 7                 | 42         | 7              | 42         | 10           | 60         | 9                 | 54         | 9                  | 54         | 9                 | 54         | 9                | 54         | 10            | 60         | 5                      | 30         |
| 5                  | Operating Costs           | 5                    | 7            | 35         | 3                 | 15         | 10             | 50         | 10           | 50         | 10                | 50         | 10                 | 50         | 10                | 50         | 10               | 50         | 10            | 50         | 3                      | 15         |
| 6                  | No. non-dis Employed      | 5                    | 6            | 30         | 10                | 50         | 4              | 20         | 6            | 30         | 6                 | 30         | 6                  | 30         | 6                 | 30         | 6                | 30         | 4             | 20         | 4                      | 30         |
| 7                  | No. Dis Employed          | 8                    | 8            | 64         | 8                 | 64         | 6              | 48         | 8            | 64         | 8                 | 64         | 10                 | 80         | 8                 | 64         | 8                | 64         | 6             | 48         | 6                      | 48         |
| 8                  | Employment consistency    | 8                    | 10           | 80         | 10                | 80         | 10             | 80         | 10           | 80         | 8                 | 64         | 8                  | 64         | 8                 | 64         | 8                | 64         | 5             | 40         | 8                      | 64         |
| 9                  | Suitability               | 7                    | 10           | 70         | 10                | 70         | 7              | 49         | 7            | 49         | 7                 | 49         | 7                  | 49         | 7                 | 49         | 7                | 49         | 7             | 49         | 7                      | 49         |
| 10                 | The Act                   | 9                    | 10           | 90         | 10                | 90         | 10             | 90         | 6            | 54         | 8                 | 72         | 8                  | 72         | 6                 | 54         | 8                | 72         | 8             | 72         | 8                      | 72         |
| 11                 | Fulfilling                | 6                    | 10           | 60         | 10                | 60         | 10             | 60         | 10           | 60         | 10                | 60         | 10                 | 60         | 10                | 60         | 10               | 60         | 5             | 30         | 10                     | 60         |
| 12                 | Environment               | 7                    | 10           | 70         | 10                | 70         | 10             | 70         | 6            | 42         | 6                 | 42         | 6                  | 42         | 6                 | 42         | 6                | 42         | 6             | 42         | 10                     | 70         |
| <b>FINAL SCORE</b> |                           |                      |              | <b>699</b> |                   | <b>679</b> |                | <b>667</b> |              | <b>665</b> |                   | <b>660</b> |                    | <b>652</b> |                   | <b>648</b> |                  | <b>643</b> |               | <b>621</b> |                        | <b>571</b> |

## 6.1 Value-Adding Business

### 6.1.1 Description

A value-adding business would take Kangaroo Island primary produce and process it in such a way that it could be marketed as a more specialized item. Produce which may lend itself to value-adding include marron, yabbies, barramundi, honey, and horticultural products.

Other Kangaroo Island produce that is already involved in value-adding includes lobster, abalone, trout, eucalyptus oil, lavender oil, lobster and native fruits.

The following products that were researched in the Community Telephone Survey were used as examples of Value-add Products, and are not recommended as the only choice of products that could be produced and marketed. An in-depth study including business plan and marketing research is suggested before launching any such business.

### 6.1.2 Demand for Service

The community were surveyed and asked if they would buy any of the following products which would be value-add items that included locally available produce, and also asked if they thought the items would sell on the mainland? In general there was a lot of interest shown in the items tested, and respondents were very positive about the appeal of island products.

Many stories about small regional companies are documented, by government initiatives such as the SA Food Centre and can be viewed on internet websites, and also in some lifestyle magazines.

Some of these regional Australian businesses can be viewed at:

[http://www.bayliesofstrathalbyn.com.au/products\\_main.html](http://www.bayliesofstrathalbyn.com.au/products_main.html)

<http://www.adelaidehillsfood.com.au/fruitwise/index.html>

<http://www.pudforallseasons.com.au>

#### 6.1.2.1 Pickled chilli marron tails

55% of those interviewed said they would buy the product themselves and 94% said they thought that it would sell on the mainland. One Kangaroo Island café indicated that this item is occasionally produced by them when they have an excess of marron, and that it sells well.

#### 6.1.2.2 Smoked marron tails

59% of those interviewed said they would buy the product themselves and 93% said they thought that it would sell on the mainland. A small business is running on Kangaroo Island producing and selling smoked fresh-water trout. The smoked trout is available in local supermarkets. A business smoking marron tails may be able to operate in a similar fashion. Although it proved a popular idea with those who participated in the telephone survey, this product has not been produced and tested.

#### 6.1.2.3 Gourmet Jams and Sauces

83% of those interviewed said they would buy the product themselves and 96% said they thought that it would sell on the mainland. Many people said that they already

buy such products, referring to the native jams already produced on Kangaroo Island, and to the jams and sauces purchased at charity trading tables. Rather than compete with the current Kangaroo Island producer, it would be preferable to find a new product to produce, even if it contained traditional fruits such as apricots or strawberries. If this was the case, the fruits may need to be brought from the mainland, adding to the cost. Alternatively, plantings of native fruits or traditional fruits may be included as part of the business.

#### **6.1.2.4 Handmade Chocolates**

72% of those interviewed said they would buy the product themselves and 80% said they thought that it would sell on the mainland. It is likely that something about the chocolate would need to highlight Kangaroo Island. For example, the chocolate centre could be flavoured with Kangaroo Island native berries (muntries or native currants), or the chocolates could be shaped like kangaroos and other native animals, and the packaging should have a distinctly Kangaroo Island appeal to it. Also, a new technique enables a photographic image to be reproduced directly onto the chocolate.<sup>10</sup> It may be possible to then package the chocolates on Kangaroo Island for sale in tourist outlets.

#### **6.1.2.5 Skin-care products containing Kangaroo Island honey.**

56% of those interviewed said they would buy the product themselves and 90% said they thought that it would sell on the mainland. Honey has recently been in the news because of its natural antibiotic characteristics. The use of honey has been demonstrated to have excellent healing powers on the skin.<sup>11</sup>

The consultant had discussions with Gisela Robinson who had a successful small business selling skin-care products she produced on Kangaroo Island. These products contained Kangaroo Island honey and bees wax. Ms Robinson is no longer making and selling her Homemade Skin Cremes, as she has retired from this business. However, the creams were popular and Ms Robinson had a mail-order business sending her products around Australia and the world. Homemade Skin Cremes were made with only organic products and Ms Robinson now believes that it is very difficult to source enough organic sheep-wool fat, which was used as the base for the creams.

It may be easier if a non-organic base was used in a skin cream, with the addition of a small amount of organic honey. A manufacturer could still advertise the use of Kangaroo Island Organic Honey in the creams.

Ms Robinson indicated that she would be interested in consulting to a skin-care business that was offering employment to people who have a disability, but only if that business used purely organic products.

### **6.1.3 Establishment and Operation**

Funds to assist a Value-Add Business may be available from the Australian Government. These can be applied for through the Food Processing in Regional Australia Programme which is a competitive grants programme that offers matched funding of up to \$200,000 to help small to medium food producers operating in rural and regional Australia to value-add food-related produce or commodities. Applicants must be operating in the farming, seafood/aquaculture, or food processing industry in

rural and regional Australia and must be proposing a commercially viable project that will benefit the region. Eligible projects may include on-farm processing or regionally based processing. They may draw ingredients from a single source or they may draw from a number of sources in the region. They may involve adding value to fresh, semi-processed or processed food, as well as food ingredients.<sup>12</sup>

Also available is FoodBiz, which is a toolkit for South Australian food producers designed to help them build better businesses. It recognises that small food businesses often are good at some things, but not others. Each model is designed to help food businesses get on their way to filling their knowledge gaps.<sup>13</sup>

Establishment costs could be reduced if a rental opportunity could be negotiated with the managers of the Do Drop In. Do Drop In stakeholders have been approached and are eager to see the building used for purposes such as the provision of work to people with a disability. At this stage facilities at the Do Drop In can be rented for only \$30 per day, but there may be a need to negotiate an industrial upgrade of the kitchen facilities.

Alternatively, a new business may be able to negotiate with an existing business to use their industrial kitchen facilities, for example, during the night.

Items required may include a kitchen/production centre set up with industrial equipment, a good computer, broadband connection, packaging/bottling products, and a packing and storage room that may need to be refrigerated. A vehicle could eventually be purchased, however employees could use their own vehicles at first. Packaging would need to be brought to the island.

As the Value-Add Business would not produce the primary product, it may be possible to enter into a partnership with a primary producer to value-add to their product. The primary producer may be encouraged to provide the infrastructure while the Business Service ran the business.

A quality product could be sold locally and on the mainland. Marketing would need to expand off island.

#### **6.1.4 Employment**

This business may start off small but could possibly grow into a larger business. When it was small it would likely provide part-time employment for 3 to 5 people on a consistent basis, in addition to one full-time supervisor. The employment would suit different types of disability, and be interesting with an excellent work environment if the use of the Do Drop In could be negotiated, or another similar site. It is feasible that employees could work towards business certificates through TAFE.

## 6.2 Purchase of Existing Business – Business A

### 6.2.1 Description

This is an existing business that consists of approximately 200 hectares of land, a farming enterprise, tourism business, manufacture of food products from the farming produce and wholesale and retail sales of those products. Sales include retail door sales, and wholesale sales to Kangaroo Island businesses and mainland businesses. It is a growing business with good sales records and good sales prospects. Another potential revenue is through the genetic value of the livestock.

### 6.2.2 Demand for Service

The demand for the food products of Business A are clearly established, and are impressive. This business has a good track record. Full details of business records are available, and would need to be reviewed if this project moved to a second-stage Business Plan Project. Events such as Tasting Australia are bringing more of a world focus to South Australia's fine foods, and demand for Business A's products should continue to grow.

Examples of successful farming enterprises run as a Disability Business Services can be seen in the Wimmera Wool Factory in Horsham, which sells ultra-fine wool to the world, and also a barn-laid egg farm, run by LEPSH Inc. in Pt Lincoln.

### 6.2.3 Establishment and Operation

This business is well established, and growing. The infrastructure is all in place, however the purchasing price is high. Cost benefit studies would be needed to determine if profits would out-way interest payments on a large loan. A large mainland-based Disability Service Provider may be attracted to consider the purchase.

For further information about the purchase of this business contact should be made with Elders Real Estate in Kingscote.

### 6.2.4 Employment

It is relatively easy to estimate the number of people with a disability that this business could employ because its employment numbers are already established. It may offer the most employment positions of any of the businesses considered. It currently provides full-time employment for 6 people. Conceivably it could provide part-time employment for well over 6 people with disabilities and full-time employment for up to 3 non-disabled people. It may be able to employ up to 12 people with a disability part-time, with 3 other staff working in the business, but also supervising those with a disability.

This business would also be suitable for a wide range of disability. Virtually every disability could be catered for from intellectual to physical. As it is a farm business, it would be a very attractive job choice because Kangaroo Island is a farming community. People with a disability would feel a true part of the community working in a successful farming enterprise. Employment would be consistent and fulfilling, and in a good working environment.

## 6.3 Internet Sales Business

### 6.3.1 Description

A Kangaroo Island Internet Sales Business would sell products and produce of Kangaroo Island through the internet, using a commercial internet auction site (Business B). Through an Internet Sales Business, products and produce can be advertised and sold nationally and internationally. This site would promote Kangaroo Island products as something unique, for which it was worth paying a premium.

Items that are typical of Kangaroo Island could be sold such as honey, eucalyptus oil and soaps, tea tree oil, lavender oil products, skin care products, artwork, Kangaroo Island T-shirts, and jewellery.

The commercial internet auction site would take a cut of the profits, and if the item did not sell, it could be re-listed for free. The 'insertion fee' for listing an item begins at approximately 30c. On top of this, a percentage of the final price of the item is also charged, for example, 5.25% for items costing up to \$75. Items can usually be sold at a fixed price or auction-style and can be listed for up to 10 days, and are often accompanied by a photograph of the item. Sellers usually include the cost of postage, when advertising the item, and buyers pay for the postage. Buyers can pay for their items via direct bank deposit or through a safe online service.

To begin selling on a commercial internet auction site, one needs to register as a seller with the site. There are simple instructions to follow, which explain how the business works, and these instructions take one through the registration, preparation of the item for sale, running the sale and then distributing the item to the buyer.<sup>14</sup>

### 6.3.2 Demand for Service

A test sale of Kangaroo Island organic honey was conducted. 1 bottle of honey was advertised for 1 week. The item did not sell, but valuable feedback was obtained. Interest in the purchase was shown within 24 hours, and 2 inquiries were received over the week. Those inquiring were interested in purchasing larger amounts of honey than 1 bottle, which was relatively expensive to post on its own.

Anecdotal evidence (magazine articles) is available that suggests that this style of business has provided viable opportunities in other areas of Australia. A plus point for an Internet Sales Business is that it can be conducted from almost any premises. The fact that we are on Kangaroo Island is no deterrent as the market is Australia-wide or world-wide, and customers pay for the postage.

89% of those interviewed said that they knew about the internet auction site named (Business B) and were able to describe how it functioned. 44% of those interviewed said that they would buy something through Business B. If these numbers are extrapolated to the adult Australian population, a Kangaroo Island Internet Sales Business could have up to 6 million potential customers Australia-wide.

Currently some Kangaroo Island products are available on the internet through various individual sites, but no broad use of Business B, a commercial internet auction site, is used. A key to successfully selling products on the internet may be the use of

Business B which is known worldwide and may be a better way of selling than through individual internet sites.

### **6.3.3 Establishment and Operation**

Establishment costs could be minimal, and extra stock and warehousing could be added as the business grows. The articles sold would all be sourced from Kangaroo Island, and one would need to set up wholesale prices from the Island producers.

Requirements to set up an Internet Sales Business would include general office set-up with a good computer, broadband internet connection, a digital camera, storage and packing room, mailing boxes and bags and labels. Items could be purchased from the wholesaler on an 'as-needs' basis until the business grows bigger. A vehicle could eventually be purchased, however employees could use their own vehicles at first.

Operating costs would be relatively low as no large amounts of stock are carried, and customers pay for the items at the time of purchase.

### **6.3.4 Employment**

This business would likely provide part-time employment for a 2-3 people (both disabled and non-disabled) on a consistent basis. The management side of the business would have components of information technology, business management and contact with wholesalers. There would be few physical demands, and components of the job could involve quietly working alone in stable surroundings. It is feasible that employees could work towards certificates in Information Technology and Office Management through TAFE. The other side of the business would involve collecting, packing and posting, and have few intellectual demands.

It is likely that if this business were successful the employees would find it to be very fulfilling, especially if a good work environment such as the Do Drop In was used as a base. It is also a business that one person could decide to run themselves from their own home. If the business grew, others could be employed.

## **6.4 Salvage Shop**

### **6.4.1 Description**

The Kangaroo Island Council are interested in setting up a "reuse activity" at the Kingscote refuse facility, as recommended in their Integrated Waste Management Plan.<sup>15</sup> This business would have salvage rights to items brought to the Kingscote refuse site and could resell everything from washing machines to fencing iron. In addition it could make compressed fire logs incorporating recycled paper and sawdust, and also sell firewood (probably bagged).

Ratepayers who were dropping off their hard rubbish would be directed to leave it in an accessible area where items could be assessed and placed in the Salvage Shop if suitable. A Supervisor could be certified to check electrical appliances for resale. The shop would be most successful if it ran to the same hours of the refuse site. Currently these hours are: Daily 9.30am – 4.30pm.

### 6.4.2 Demand for Service

Those surveyed were told about the Salvage Shop, then asked if they would be likely to visit such a shop. 83% answered, “yes”, and 17% answered, “no.” In addition, 79% of all people interviewed said that they would be likely to buy from the salvage shop (95% of those who expect to visit the shop).

2% of all people interviewed said they would visit the shop weekly, 7% fortnightly, 30% monthly, 36% less than monthly, and 8% were unsure about how often they would visit. 17% felt that they would not visit the Salvage Shop. Both males and females said that they were likely to visit the shop and purchase from it.

Extrapolating the statistics of the telephone survey to the population of Kangaroo Island (approximately 2591 aged 15-64 years), this may equate to over 2000 people visiting the shop, with over 200 visiting at least fortnightly, 600 visiting approximately once per month and a further 700 or more visiting occasionally. This may equate to over 14,000 customer visits per year [(200x 26) + (600x 12) + (700x 3)].

A successful Salvage Shop is run by a Disability Business Service (Gambier Contracts) near the Mt Gambier Refuse Facility, however Mt Gambier’s population is about 30,000. Other local councils that are running, or planning similar facilities are Alexandrina Council and Mt Barker Council. There are many interstate examples of similar successful operations; i.e. Eaglehawk Recovery and Sales Yard<sup>15</sup> and Minibah Recycling.<sup>16</sup>

### 6.4.3 Establishment and Operation

The Kangaroo Island Council are interested in following the recommendations of the Integrated Management Plan. These recommendations include:

...a reuse activity at the Kingscote facility which would be operated by a disability industry in the private sector. To make the offer attractive, council needs to construct a small site office and shed where products that require protection from the weather can be stored. It is suggested that a paved floor and a three sided meal shed be constructed, preferably out of old materials to be in the theme of reuse. An allocation of \$20,000 has been made for this structure.<sup>17</sup>

Council is interested in negotiating for a third party to run the facility, and the details of the above recommendations would need to be negotiated. The council is now in the process of seeking approval to develop the site themselves including the infrastructure for the Salvage Shop, and will run the shop themselves if no other body applies to do so. A business would need to approach the council with a proposal. If given approval a lease is likely to be 5 years or more, and grant partnerships are a possibility for assistance with the construction and the operations.

A toilet block should also be negotiated. Council staff have stated that the infrastructure plans need to go through the Development Application process which will have a compulsory comment phase from the EPA. This process alone may take up to 12 months.

#### **6.4.4 Employment**

The work may include sorting, checking, small repairs, warehousing, pricing and retail sales.

This business would likely provide part-time employment for 2 supervisors and part-time employment for 2-4 other workers. Various levels of disability could be accommodated as the tasks would be varied. The work is likely to be quite fulfilling to the right employees, however, the work conditions are likely to be less than satisfactory due to the proximity of the communities' rubbish. Some may find it socially inappropriate that people with a disability are working at a rubbish site. However, in opposition to this viewpoint, there is also a growing recognition that those in our society who promote recycling, are doing a valuable job.

### **6.5 Gardening Service**

#### **6.5.1 Description**

A gardening service could offer regular full garden maintenance to local residents, businesses and absentee owners. It could also supply one-off assistance. The service would likely offer lawn-mowing, pruning, weeding and trimming, and supply of fertilizing, compost and mulching. A team would work together under a supervisor.

#### **6.5.2 Demand for Service**

The Disability Employment Agency, LEPSH Inc. runs a successful gardening service in Port Lincoln, as do FWS in Victor Harbor, and Bedford Industries in Adelaide. Bedford Industries run a business called Adelaide Property and Gardens that employs over 130 people with a disability. Part of their success is due to having on-going regular contracts, and offering a full range of horticultural, landscaping and revegetation services. Apart from assisting individual householders with their gardens, many gardening services run by Disability Business Services also have larger contracts such as those with councils and retirement villages.

There already are some local gardening services on Kangaroo Island, however feedback from local Property Management businesses and from other rental property owners indicates that there is a need for a top quality, reliable team who would work at a negotiated price and produce an invoice for the work.

Only 11% of the 100 interviewed in the Community Telephone Survey currently pay for assistance in keeping their home or business garden and lawns tidy. However, 27% of all people interviewed would be interested in using a new service. Extrapolating the statistics of the telephone survey to the population of Kangaroo Island, as there are approximately 2455 dwellings on Kangaroo Island, this may equate to a gardening service being required for approximately 663 dwellings.<sup>18</sup>

No-one stated that they would use the service weekly, 17% said they would use it fortnightly, 36% said monthly and 47% said they would use the service less than monthly. 64% of all people who currently use a service or who would use a service said they would use it consistently throughout the year.

Extrapolating the statistics of the telephone survey to the number of dwellings on Kangaroo Island, and considering only those who may use the service consistently (64% or about 424 households), then 17% (72) may use it fortnightly, 36% (153) may use it monthly, and 47% (199) less than monthly. This may equate to approximately 3900 individual gardening jobs for the year, or approximately 75 per week  $[(72 \times 26) + (153 \times 12) + 199]$ .

This figure is only an estimate extrapolated from the results of the Community Telephone Survey, however even taking a conservative view of the results, leads one to believe that there would be enough work available on the Island to support another good quality Garden Service.

### **6.5.3 Establishment and Operation**

The service could be run from a home office, and staff could be picked up on the way to the first job. However, a central place of business would be preferable. It is possible that an equipment shed could be constructed at the Do Drop In.

In order to employ several people a vehicle and a trailer would be necessary or a dual-cab utility, in order to transport staff to jobs. Other capital expenditure would include telephone answering service and mobile phone, lawn mowers, grass-cutters, and other garden implements. Products such as mulch and fertiliser could be purchased if required.

It is likely that the business could service the areas of Kingscote, Cygnet River, and Emu Bay on some days, then the areas of Penneshaw, American River, and Island Beach on others. Parndana could also be included if there was sufficient interest.

The service would be marketed to all businesses, especially property management businesses, and government agencies and to local and holiday house owners.

### **6.5.4 Employment**

This business would likely provide part-time employment for several people. Alternatively it may offer full-time employment for a few people. It is likely that one supervisor would work full-time. However, the amount of work available could be reduced in the winter.

People with a physical disability may find this work difficult, however many would find the outdoor work to be fulfilling and enjoyable. People with some disabilities (eg Autism Spectrum Disorder) may find the constantly changing environment challenging. The distances travelled, and lack of readily available toilet facilities may offer further difficulties. However, working at the same type of work each day in a supportive team, would suit many. It is feasible that members of the gardening team could gain a TAFE Certificate I or II in Horticulture.

## 6.6 Car Cleaning – Single Bay

### 6.6.1 Description

A single bay car cleaning service would be set up to meet the EPA Standards. If such a service was available on Kangaroo Island it is possible that the EPA would ‘encourage’ all businesses with commercial vehicles to use the service. Businesses in Adelaide have a cement slab, tiled walls, and high-pressure hoses. Water is captured and recycled and then treated, for example, in a septic tank. Vehicles can be given a cleaning service using attendants, or at times it may be able to run as self-serve.

### 6.6.2 Demand for Service

This business could be expensive to set up, but can be profitable if there are the numbers to support the business. Numbers are determined by the population size and uptake of the use of the service, by the level of competition, and by the speed with which the cars can be cleaned. It is unlikely that Kangaroo Island could ever support more than one service of this kind, therefore to be the first would be a great advantage, and virtually rule out competition. A car cleaning business ran on Kangaroo Island in the past and reasons for its closure are discussed elsewhere in the report (Section 4.2).

50% of people surveyed said they would use a Car Wash and Detailing Service. Most people said that they would use the service monthly (50%) or less than monthly (42%), and only 6% said they would use it weekly or fortnightly. 74% said that they were likely to use it throughout the year.

Extrapolating the statistics of the telephone survey to the population of Kangaroo Island (approximately 2500 of driving age), this may equate to 8886 washes per year. Figures may be less if it is assumed that not everyone has a car. Nonetheless, of the 100 spoken to in the survey, 50 did say that they would use a Car Wash on Kangaroo Island, therefore supporting the notion of over 8000 washes per year (see below). Whether or not this could be achieved is a matter that would need to be researched in a future study that would include, among other things, a time-flow analysis.

Using statistics from the Australian Bureau of Statistics, 2001 Census, Catalogue No. 2001.0 and the results of the *Community Telephone Survey*.

|  |             |
|--|-------------|
| Approximate Kangaroo Island population:  | 4384        |
| Approx. Kangaroo Island population aged between 15-64 yrs                        | 2591        |
| Approx. Kangaroo Island pop <sup>n</sup> who may use car wash (50% of 15-64 yrs) | 1296        |
| Approx. numbers using Wash weekly/fortnightly (1296x 6%)                         | 78          |
| (equivalent number of washes per year: 26x 78x 74%)                              | <b>1500</b> |
| Approx. Kangaroo Island pop <sup>n</sup> who may use Wash monthly (1296x 50%)    | 648         |
| (equivalent number of washes per year: 12x 648x 74%)                             | <b>5754</b> |
| Approx. Kangaroo Island pop <sup>n</sup> who may use Wash 3 per year (1296x 42%) | 544         |
| (equivalent number of washes per year : 3x 544)                                  | <b>1632</b> |
| <b>Approximate Number of washes per year (1500+ 5754 + 1632)</b>                 | <b>8886</b> |

The owner/manager of a self-serve car wash bay in Victor Harbor reported that he recouped his expenditure in a few years. However, the Victor Harbor car wash has

several self-serve bays with only 1 attendant, and the population of the Victor Harbor area is about 6 times that of Kangaroo Island.

### **6.6.3 Establishment and Operation**

FWS, a Disability Employment Agency, run a Car Washing Business in Mount Barker. This business is run as a Business Service and employs one supervisor and other staff who have a disability. They charge \$8 for a wash and dry and \$8 for an inside clean. This is well below the amount charged by commercial car cleaning companies in Adelaide, although they have the same standards. FWS operate this business both as a fixed service at their business address, and as a mobile service. The mobile service attends work-place sites and cleans business cars in situ.

A commercial car wash business in Adelaide will clean cars while-you-wait, or people can drop their cars off and collect later. They charge \$13 for a wash and dry and \$35 to include inside vacuum and window clean.

#### **6.6.3.1 Kingscote/ Penneshaw**

Among those questioned in the survey, more were likely to use a service if it was situated in Kingscote. In Kingscote the service could receive more private patronage, and also possibly, patronage from eco-tourism companies and government agencies. Alternatively, the business could be set up in Penneshaw where it would conceivably receive work from bus companies, and from people ready to leave Kangaroo Island for the mainland.

#### **6.6.3.2 Business C Site**

Business C is situated on Telegraph Road in Kingscote. This site has a washing bay that was designed to meet EPA standards, although the current status of the washing bay may need some upgrading. Preliminary discussions have taken place with owner/manager, regarding the possible use of this site as a separate Car Wash Business. Points discussed included the need for a lease arrangement, access for Business C trucks, and building of an office structure. Management at Business C were interested in continuing the discussions further.

#### **6.6.3.3 Council Depot Site**

One alternative is to approach Council, with a proposal to share/lease the council's own car-cleaning facility. This will be a new facility to be built at the council depot on Acacia Drive in Kingscote. Although it is a little out of the way, it would not require the huge capital outlay of a purpose-built facility. One council member has been approached about this idea (with positive feedback). However, approaches to council staff, were not well received. After a thorough investigation council would make the final decision, however they would seek input from their staff when making that decision. Staff concerns are summarized below:

- Council would be unlikely to spend any more on the set-up than was required just for their use.
- Public liability issues.
- Positioning of the wash at the depot, that the area that best suited a commercial enterprise might not be best for council.
- Council may have reduced access to the facility in that it would likely need to be fenced off from the rest of the depot.

- The business may not produce enough revenue to cover the extra cost of maintenance etc to the council.

#### **6.6.3.4 Airport site**

Although not tested in the survey, the business could also be set up at the Airport where rental cars could be cleaned, and conceivably, cars travelling through to Penneshaw for the ferry may call into the airport for cleaning. Eco-tourism companies may also use the service here. It may be possible to lease land from the council, and this has been discussed with the Airport Manager. At this stage land can be leased at a cost of \$1.50 to \$1.85 per sq M per year, payable quarterly in advance, and a site beside the main gate may be available. A car rental company looked into using this site for their own washing bay and decided it was not cost effective for them, however they may not have been planning to wash cars other than their own. The airport gets approximately 60,000 people passing through per year.

#### **6.6.4 Employment**

A commercial car cleaner in Adelaide generally has a team of about 8 people working 6-7 hours shifts. This is a busy car wash that constantly has cars moving through the system. Each car takes about 30 mins to wash and vacuum and they start on a new car about every 15 mins.

FWS work with one supervisor and several cleaners when they are washing and cleaning cars in the Adelaide Hills area. The supervisor position is a hands-on position.

A Kangaroo Island business would likely provide part-time employment for several people. It is likely that 1 supervisor would work full-time.

The amount of work available is likely to slacken off in the winter. People with a physical disability may find this work difficult, however many would find the outdoor work to be invigorating and fulfilling.

The work environment may be good if a roof was built over the bay, or only fair if there was no roof. Toilet facilities would need to be adequate, and this may be a large added expense.

## **6.7 Cleaning Business**

### **6.7.1 Description**

A House & Business Cleaning Service should offer clients a professional service with staff who have police clearance, and are fully insured and covered under WorkCover. It may take a team approach to the cleaning jobs. The Service would likely concentrate on the Kingscote area, however fully booked days could also see the service visiting Penneshaw, American River, Island Beach and Parndana.

For insurance reasons it is likely that the staff would use the business's own products and cleaning tools.

If commercial businesses were also cleaned it is likely that some early hours, or late hours work would be required as well as the daytime cleaning of homes.

### **6.7.2 Demand for Service**

Only 6% of the 100 interviewed for the Community Telephone Survey currently pay for any assistance with cleaning their house or business. However, 30% of the 100 interviewed said they would be interested in having their home or business cleaned by a professional team who carry full insurance and police clearance.

Extrapolating the statistics of the telephone survey to the population of Kangaroo Island, as there are approximately 2455 dwellings on Kangaroo Island, this may equate to a house cleaning service being required for up to 737 dwellings.<sup>18</sup> However, even if there was only a 10% uptake of cleaning services, (that is, if current usage increased from 6% to 10%) this could mean that services were required for up to 100 dwellings not yet receiving cleaning services.

The survey showed that 16% would use the service weekly, 28% fortnightly, 34% monthly and 22% said they would use the service less than monthly. If these percentages are applied to the 100 dwellings mentioned above, then a new house cleaning service may be able to attract the following level of business: cleaning 16 houses on a weekly basis, and an additional 28 fortnightly, 34 monthly, and 22 a few times throughout the year. This equates to approximately 2000 cleaning jobs per year. Obviously a time-flow chart would be necessary to determine how many jobs could actually be completed per day.

### **6.7.3 Establishment and Operation**

This business could be run from a home office however it would require the purchase of a vehicle that could transport workers and equipment (eg a station wagon). Good quality cleaning equipment and products would also be needed, and a telephone with answering service and a mobile telephone.

Those who have assistance, or who would be interested in having assistance were asked how much would they expect to pay for a service which included vacuuming, cleaning bathroom and toilet, and dusting counters and shelves. 21% would expect to pay less than \$20/hour, 41% said they would expect to pay \$20-\$30/hour. Some people quoted for the whole job, rather than by the hour, and 26% said they would expect to pay \$40-\$60 for the whole job and 12% said they would expect to pay \$60 - \$100 for the job.

A typical cleaning business run in Adelaide would have all their work guaranteed, and all employees would have police security checks. Usually they would quote on a job rather than work to hourly rates, and they bring their own cleaning products and equipment. Prices are usually dearer for 'one-off' cleans, and cheaper if a property is cleaned regularly, such as once per week or fortnight. In Adelaide, if a property is cleaned regularly, a customer may expect to pay approximately \$55-70 for a 3 bedroom/ 1 bathroom house, and approximately \$50 -60 for a 1bedroom/ 1 bathroom house.

Judging by the level of interest in accessing cleaning services, it seems that the success of the business would not be dependent upon demand. Instead, the limiting

factors appear to be the combined pressures of time to do the job and travel between jobs, number of employees requiring payment, and the amount the customers would be willing to pay.

#### **6.7.4 Employment**

A Kangaroo Island business would likely provide part-time employment for several people who have disabilities, because some would work early morning/day shifts and some would work day/evening shifts. It is likely that 2 supervisors would work full-time, 1 for each shift. The work may be consistent, however there is a possibility that it may drop off during the non-holiday periods. People with a physical disability may find this work difficult. Some people would find this work fulfilling, while others may not. People who have a disability that requires a steady constant environment may find this work challenging. It is likely that employees would often work under some degree of time-factor pressure.

### **6.8 Car Cleaning – Mobile**

#### **6.8.1 Description**

A Mobile Car Cleaning Service would be set up to meet the EPA Standards. This would be achieved through the use of a mat that allows the recycling of water. At the end of the day the water would be then pumped into a septic tank. If such a service was available on Kangaroo Island it is possible that the EPA would ‘encourage’ all businesses with commercial vehicles to use the service.

The business would likely operate in the Kingscote vicinity, although travel to Penneshaw or Parndana may be feasible if a full workload was booked for that day.

#### **6.8.2 Demand for Service**

Profitability would be determined by a number of factors, including the population size and uptake of the use of the service, the speed with which the cars can be cleaned, and the level of competition. It is unlikely that Kangaroo Island could ever support more than one service of this kind, therefore to be the first would be a great advantage and virtually rule out competition.

A Mobile Car Wash would not be able to clean as many cars as a fixed-place car wash due to the travel time, however savings on property rental would be made.

Out of all people surveyed 24% said they would use a Mobile Car Wash and Detailing Service, 74% said they would not use it, and 2% were unsure.

Of those people who said they would use the Mobile Car Wash, no one said they would use the Wash weekly, 4% said they would use it fortnightly, 50% said they would use it monthly and 46% said they would use it less than monthly. 75% of those who said they would use a Mobile Car Wash, said they would be likely to use it throughout the year and 21% they would not use it throughout the year, while 4% were unsure.

Extrapolating the statistics of the telephone survey to the population of Kangaroo Island (approximately 2500 of driving age), this may equate to 4142 washes per year.

Figures may be less if it is assumed that not everyone has a car. Nonetheless, of the 100 spoken to in the survey, 24 did say that they would use a Mobile Car Wash on Kangaroo Island, therefore supporting the notion of approximately 4000 washes per year (see below). Whether or not this could be achieved is a matter that would need to be researched in a future study that would include, among other things, a time-flow analysis.

Using statistics from the Australian Bureau of Statistics, *2001 Census, Catalogue No. 2001.0* and the results of the *Community Telephone Survey*.

|   |             |
|---|-------------|
| Approximate Kangaroo Island population:   | 4384        |
| Approx. Kangaroo Island pop <sup>n</sup> aged between 15-64 yrs                 | 2591        |
| Approx. Kangaroo Island pop <sup>n</sup> who may use Wash (24% of 15-65 yrs)    | 622         |
| Approx. Kangaroo Island pop <sup>n</sup> who may use Wash fortnightly (622x 4%) | 25          |
| (equivalent number of washes per year: (26x 25x 75%))                           | <b>485</b>  |
| Approx. Kangaroo Island pop <sup>n</sup> who may use Wash monthly (622x 50%)    | 311         |
| (equivalent number of washes per year:(12x 311x 75%))                           | <b>2799</b> |
| Approx. Kangaroo Island pop <sup>n</sup> who may use Wash 3 per year (622x 46%) | 286         |
| (equivalent number of washes per year: (3x 286))                                | <b>858</b>  |
| <b>Approximate Number of washes per year (485+ 2799+ 858)</b>                   | <b>4142</b> |

### 6.8.3 Establishment and Operation

This business could be run from a home office however it would require the purchase of a vehicle that could transport equipment and workers (a van or dual cab ute or sedan with trailer).

Information has been obtained from an Adelaide based franchise mobile car-care company, although it is not recommended that a business on Kangaroo Island should be started as a franchise. The company contacted stated that their recommended start-up requirements total about \$7,000 and are as follows:

- Water Tank
  - 3 tier with tray on top
  - 2 tier with frame and rails to hold bottles
- Pressure Cleaner
- Vacuum – Wet/Dry
- Shampoo Unit
- Generator
- Commercial Speed Buff
- Water catchment Mat
- Small wares
  - (inc fire extinguisher, hose, reel, safety switch box, 3 tier ladder)
- Chemical Starter Kit
- Signage on Van
- Legal Fees
- Franchise Agreement
- Business Registration

Spillsafe make the Spillsafe Portable Wash Mat, which would meet EPA Standards. It comes in a standard size of 6m x 2.5m and complete with a pump box, dry cell 12 volt battery and charger. The mat is designed to meet EPA standards by catching and recycling or storing the water used for washing. Wastewater can be pumped directly on to a lawn or garden area, or placed through an Oil/Water Separator and then placed down the sewer system. Spillsafe also make an Oil/Water Separator.

Those people who said they would use the Mobile Car Wash were asked what they would expect to pay and were allowed to choose their own figure without prompting. For a wash and dry only, 50% of people would expect to pay \$15 or less, 33% would expect to pay over \$15, and 17% were unsure.

For a wash, vacuum and inside clean, including windows, 50% of people would expect to pay \$30 or less and 29% would expect to pay over \$30, and 21% were unsure of what they would pay.

A Disability Service runs this business in Adelaide where they charge \$16 per car wash (with inside clean), taking about 30 mins to wash each car using a team of about 5 people. They report that the use of the water catchment mat reduces their mobility because of the set-up time required. They sometimes avoid using the mat by using no detergents when washing the vehicles on grass.

A positive aspect of this service is that it is taken to the customer. Businesses can have their cars washed while the cars are sitting in that business's car park; no worker from that business need make a special trip to the car cleaning facility. Therefore it could be marketed to businesses that may have several cars in their car-park.

Another benefit is that the extra costs of renting or owning property for a business, are avoided.

#### **6.8.4 Employment**

A Kangaroo Island business would likely provide part-time employment for several people. It is likely that 1 supervisor would work full-time. The amount of work available is likely to slacken off in the winter. People with a physical disability may find this work difficult, however many would find the teamwork and outdoor work to be enjoyable and fulfilling.

The work environment may only be fair, depending on weather conditions, and ready access to toileting facilities may be a problem.

## 6.9 Monthly Farmers' Market

### 6.9.1 Description

A Monthly Farmers' Market would be based on the very successful Willunga Farmers' Market. It would be held once per month during the warmer months, and at a time when Kangaroo Island has increased numbers of tourists. There would be various stalls that people could wander amongst, chatting to the producers and salespeople, and purchasing items. Stalls would likely sell local organic and non-organic produce, but also arts and crafts.

Management of the market would involve promotion, rental of space and trestles, and supervision on the day. Producers and craftspeople from the mainland may be encouraged to participate.

This business could have two arms. One would be the management of a Monthly Farmers Market; the second could be a stall at that market.

It is possible that this market could run in conjunction with the monthly Lions Mart. Lions have been approached for input regarding this idea, but no response has been received. Alternatively some other very visible site could be chosen, in Kingscote, Penneshaw or Cygnet River.

### 6.9.2 Demand for Service

The Willunga Farmers' Market runs weekly on Saturdays from 8am to 12.30pm and has been growing in popularity since it began 4 years ago. It currently gets about 3000 people to each market and some of them travel about 47 Kilometres from Adelaide.

89% of all respondents to the Community Telephone Survey, said they would attend a monthly Farmers Market held between October to May, and selling produce, crafts and other products, and 11% said they were unlikely to attend any markets.

If the market was held between October and May there would be 8 markets in each cycle. Out of all who said they would attend, 16% said they would attend all the markets, 37% would attend most, 47% said they would attend a few. Many people said that they would attend the first one and if it was good, that would determine how often they would continue to attend, stressing that that first market would need to be very interesting, worthwhile and all it promised to be. Some people were very keen on the idea of organic produce being available.

Extrapolating the statistics of the telephone survey to the population of Kangaroo Island (approximately 2591 aged 15-64 years), this means that approximately 415 adults may attend each market, approximately 959 additional adults may attend most markets, and approximately 1218 additional adults may attend a few markets. This equates to approximately 1471 visits to each market by Kangaroo Island residents.  $[415 + (\frac{5}{8} \times 959) + (\frac{3}{8} \times 1218)]$ . Tourists may increase these numbers.

Limitations may include lack of enough interested stall-holders, lack of enough fresh Kangaroo Island produce, bad weather, and clashes with other events. Also, people may want to attend, but be unable to do so at the particular times and dates chosen.

Therefore, a very conservative approach should be adopted before assuming that all markets may get over 1400 customers.

### **6.9.3 Establishment and Operation**

If the market ran only once per month profits would be limited, but it is unlikely that the population of Kangaroo Island could support a market that ran more often. Kangaroo Island Tourism may help to promote such a venture and be able to direct applications for grants. The industry group, Good Food Kangaroo Island, may also be interested in being involved in the market and in its promotion. Market days may tie in with other Kangaroo Island promotions.

If a Disability Business Service also ran a stall at the market, time during the month could be spent preparing items (eg jams etc.), and the kitchen at the Do Drop In may be suitable for this.

A successful farmers' market may charge stallholders \$25 - \$35 per stall per market, and approximately \$20 to share a stall. The market could offer rentals of trestle tables, electricity, and cool room for approximately \$5 each. Customers could also be encouraged to pay for a \$30 membership which could entitle them to 10% discount on produce and a newsletter.

The SA Government has made available a starters guide called the Farmers' Market Toolkit. This Toolkit presents the story of how the Willunga Farmers' Market was started and the journey taken to make it one of the most successful farmers' markets in Australia. It is the story of what was learnt along the way both from their successes and mistakes.<sup>19</sup>

Of the three suggested sites (Kingscote, Penneshaw and Cygnet River), Kingscote was the most popular site for holding the market, followed closely by Cygnet River.

### **6.9.4 Employment**

This business would likely provide part-time employment for 1 supervisor and part-time employment for a few other people. Some people with a disability may decide to make their own crafts or jams etc. to sell at their own stall. Employees may also assist with promoting the market, contacting and contracting stallholders, set-up, leasing of amenities, and gate-control. The employment would suit different types of disability, but may offer limited fulfilment as not much work would be available. The working environment would be interesting and variable, but would not offer an unchanging stable setting, which may be needed in the case of some disabilities. It is feasible that participants could work towards business certificates through TAFE.

## 6.10 Furniture Manufacturing

### 6.10.1 Description

This business may produce a limited choice of simple timber furniture. Items could be built in quantity out of pine, for sale on Kangaroo Island and the mainland. Such items may include bookshelves and tables. Alternatively a smaller quantity of higher quality items could be built, perhaps out of Australian native timbers, and these may have a market amongst tourists (smaller items) and also on the mainland.

### 6.10.2 Demand for Service

There appears a lot of competition amongst furniture building business on the mainland. However simple cheap furniture may have a market on Kangaroo Island because it would save people the difficulty of bringing the furniture from Adelaide.

People were asked if they would be likely to purchase simple timber furniture such as bookshelves and tables that had been made on Kangaroo Island. 64% said they would buy the product themselves and 49% said they thought that it would sell on the mainland. Many people qualified their answers; some stating that they would want the furniture to be inexpensive; others that the furniture should be an artisan piece of native timber. Many people felt that the furniture that would sell on the mainland would need to be speciality furniture, of native timbers, if they were to compete.

### 6.10.3 Establishment and Operation

Establishment costs could be reduced if a rental opportunity could be negotiated with the managers of the Do Drop In. The Do Drop In already has a woodworking room set-up with benches. Some of the present equipment may be suitable. Otherwise it may be necessary to upgrade the equipment, including woodworking tools and electrical tools. The woodworking room at the Do Drop In would need to be inspected and approved by a safety officer.

Do Drop In has undergone a business plan review and is looking for new and innovative ways to increase revenue. Giving opportunities to people with a disability is part of their Vision statement. Typical costs are, for example, \$95/ month for one day use per week. Management have not been contacted regarding costs or renovations to workshop.

If the Do Drop In was not available other rental sites would need to be investigated. It is possible that rental space could be shared with some other business.

### 6.10.4 Employment

This business would likely provide part-time employment for one supervisor and part-time for a few others, on a consistent basis. The employment would suit different types of disability. Physical disabilities could be accommodated, and many would find the work very satisfying, and the unchanging environment very stabilizing. The work environment would need to be managed with appropriate exhaust system and could be good, depending on the final choice of venue. Do Drop In has a good disability toilet, and kitchen set-up.

## 6.11 Other Business Ideas

Included here, is a complete list of the other business ideas which were collected from the community, business and government feedback, and also through research of other Disability Business Services.

|  |   |
|--|---|
| Tourism  | Office bulk mail-outs                           |
| Packaging  | Window cleaning                                 |
| 2nd hand goods store                                     | Sorting and packing recyclable materials        |
| Debt collection  | Bulky waste collection                          |
| Farming  | Composting garden waste                         |
| Sign erection & collection service to Real Estate agents | Information Technology Instructor for Penneshaw |
| House Plan service to Real Estate agents                 | Backpacker hostel                               |
| Land based aquaculture                                   | Spring water                                    |
| Ultra-fine wool  | Lunch café at American River                    |
| Property maintenance                                     |   |
| Lunch provided as picnic basket                          |   |
| Winemaking   |   |
| Straw-bale house building                                |   |
| Mud-brick making   |   |
| Manufacture outdoor furniture                            |   |
| Paper making   |   |
| Gift boxes   |   |
| Organic vegetables                                       |   |
| Worm farm  |   |
| Kerbside recycling - green waste                         |   |
| Manufacture - timber production                          |   |
| Nursery business   |   |
| Printing   |   |
| Firewood lot   |   |
| Screen printing  |   |
| Rag cleaning and sorting                                 |   |
| Sewing   |   |

## 7 Conclusion

The investigation of this topic included a review of publications and documents provided by KIDB and KIEET, research into other publications and documents, extensive stakeholder consultation, consultation with the wider Disability Service Industry, media publicity about the project, several meetings and close contact with the Disability Steering Committee, a telephone survey of the Kangaroo Island community, and statistical evaluation of business ideas using, weighted criteria and the Community Telephone Survey results. As a result of this thorough investigation the following conclusions and recommendations can be drawn.

There may be a relatively large, but unnoticed number of people on Kangaroo Island who would value the existence of a Business Employment Enterprise that offered employment opportunities to people who have a disability. Extrapolation from population studies indicates that up to **416** people on Kangaroo Island aged 15-59 years may consider themselves to have some level of disability.

Under the new Welfare to Work Programme from 1 July 2006 only those people who are assessed as being unable to work 15 hours or more per week at award wages with up to two years of assistance will be eligible for a Disability Support Pension. Therefore, it is likely that in the future there will be increased numbers of people on Kangaroo Island who are seeking employment and who have some level of disability.

Compared to the general population, people who have a disability are more likely to be unemployed or employed only part-time therefore special programmes or businesses are often set up to assist. While Kangaroo Island does have support programmes in place, and some people with disabilities are employed in the open workforce, there are no specialized Disability Business Services. In some circumstances the best option for a person with a disability is the supportive environment of a Disability Business Service or similar business.

It is recommended that now or in the near future, a Kangaroo Island business should be set up that has as one of its main goals the employment of people who have a disability. This business could take the form of a traditional Disability Business Service or some form of 'hybrid' model that may be developed in association with a Disability Employment Agency and a business partner. However, a 2<sup>nd</sup> stage study, which includes a Business Feasibility Plan, and further marketing research is recommended before starting any such businesses.

The following business ideas were all assessed and are recommended in descending order of preference. All of these business ideas have some merit, and it is important to understand that the criteria used to assess the businesses were taken from a broad base, including 'numbers of people with a disability they could employ', 'consistency of employment', 'perceived demand for service'; that is, they were developed using priorities broader than profit alone:

1. Value-Adding Business
2. Single-Bay Car Cleaning
3. Purchase of Existing Business
4. Cleaning Business
5. Internet Sales Business
6. Mobile Car Cleaning
7. Salvage Shop
8. Farmers Market
9. Gardening Service
10. Furniture Manufacturer

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## APPENDIX A

### **Copy for Advertisement placed in The Islander**

YOUR IDEAS ARE IMPORTANT

A Sustainable Business on Kangaroo Island that offers a  
Supportive Working Environment for  
People who have a Disability.....

**What would such a business look like?**

**What would it sell or make or do?**

**Who would be its customers?**

Your ideas to assist a study into these questions are welcomed.

**Elizabeth Johnswood 08 8559 3124**

**Email: [wrae@internode.net.au](mailto:wrae@internode.net.au)**

Funded by the Kangaroo Island Development and the Department Further Education,  
Employment Science & Technology through South Australia Works

**APPENDIX B**  
**Information Given out at Community Meeting**

A Business Service Enterprise is a viable commercial business that has as one of its main goals, the **provision of employment to people who have a disability**.

A study is being conducted through the Regions at Work Programme, which is funded by the Government of South Australia and managed by Kangaroo Island Employment, Education and Training Network and Kangaroo Island Development Board.

Goals of this study include the identification of an unmet business need here on Kangaroo Island. The aim of this business would be to remain viable while offering sustainable employment in a supportive environment, to people who have a disability.

In your professional work or through your social contacts, you may have realised an area or business need that is not being met here on Kangaroo Island. It could be a business that would employ both able-bodied and disabled people, part-time or full-time, small or large.

I would greatly appreciate your feedback. Please do not hesitate to call me or email me if you have any ideas or questions or would like to arrange a time to meet.

With Thanks,

Elizabeth Johnswood  
Consultant for Study of Enterprise Employment Opportunities on Kangaroo Island  
RSD 449 Newland Service  
Kingscote SA 5223  
Phone: 08 8559 3124  
Email: [wrae@internode.net.au](mailto:wrae@internode.net.au)

## APPENDIX C

### **Example of letter written to Kangaroo Island Business People**

A similar letter was used for community groups and government agencies.

ELIZABETH JOHNSWOOD CONSULTANT  
RSD 449 Newland Service  
KINGSCOTE SA 5223

Phone: 08 8559 3124  
Email: wrae@internode.net.au

date

Manager

Kingscote SA 5223  
Dear Sir/Madam

I am writing to many businesses on Kangaroo Island to seek their advice regarding the development of a Business Service Enterprise on the island.

A Business Service Enterprise is a viable commercial business that has as one of its main goals, the provision of employment to people who have a disability – intellectual or physical.

I have been contracted to undertake this study through the Regions at Work Programme, which is funded by the Government of South Australia and managed by Kangaroo Island Employment, Education and Training Network and Kangaroo Island Development Board.

My goal is that through research and discussion with business people like you, we can identify an unmet business need here on Kangaroo Island. The aim would be to meet that need while offering employment to people with a disability.

In your professional work you may have realised an area or need that is not being met here on KI, a business that could support your enterprise, or one that is totally unrelated. It could be a business that would employ both able-bodied and disabled people, part-time or full-time, small or large.

I would greatly appreciate your feedback and I hope that I may contact you by phone. Please do not hesitate to call me or email me if you have any ideas or questions or would like to arrange a time to meet.

Yours truly,  
Elizabeth Johnswood  
Consultant

## APPENDIX D

### Evaluation Criteria and their 'Weighting'

The criteria and their weightings were developed in consultation with the Steering Committee. Each criterion was given a 'weighting' between '1' and '10' according to its perceived level of importance, '1' being of low importance and '10' being of high importance.

Criteria were weighted in line with the goals of the Project Brief. As seen below, the criteria measuring community demand through the Telephone Survey conducted as part of this project, received a high weighting of '9'. Also, perceived as important by the Steering Committee were criteria measuring quality of the job (weighted as '9') and numbers of people with a disability the business could employ (weighted as '8'). 'Criteria that required a high level of financial examination received a lower weighting because in-depth business analysis was not a part of this project (a business plan may follow in a 2<sup>nd</sup> stage project

| CRITERIA   | WEIGHTING |
|--|-----------|
| Demonstrated demand for service (product), (this criteria included the results of the Community Telephone Survey).   | 9         |
| Proven success in other similar regions.   | 5         |
| Establishment costs/ adequate infrastructure available.  | 7         |
| Availability of raw materials.   | 6         |
| Operating costs.   | 5         |
| Number of people, who do not have a disability, it can employ.   | 5         |
| Number of people with a disability that it can employ.   | 8         |
| Provision of consistent employment.  | 8         |
| Suitability for different types of disability.   | 7         |
| Fits within the spirit of the Disability Discrimination Act, 1992 (any business that did not fully meet the requirements of the Act were not considered; this criteria was used to gauge businesses that may go beyond merely meeting the requirements). | 9         |
| Provision of fulfilling employment.  | 6         |
| Good workplace environment.  | 7         |

**APPENDIX E**  
**TELEPHONE SURVEY**  
*South Australia Works*  
 Regions at Work Project  
 2004/2005

KANGAROO ISLAND REGION

**Study of Enterprise Employment Opportunities on Kangaroo Island**

Would you be interested in taking part in a short phone survey conducted on behalf of the KIDB and the Kangaroo Island Employment, Education and Training Network? It should take about 10 mins Y    N

Is now a convenient time or would you like me to call back? CB

This project aims to identify possible new employment enterprises that could be started on Kangaroo Island.

-----  
**1. If available, would you use a Car Wash and Detailing Service situated in Kingscote or Penneshaw? If No go to Ques 3** Y    N

Which would be your preferred site? P    K

What would you expect to pay for a wash only?.....

What would you expect to pay for wash, vacuum and inside clean, including windows? .....

How often would you use the service?

Weekly .....  
 fortnightly ..... monthly  
 .....less than monthly

Would you use it all through the year? Y    N

-----  
**2. Would you use a Mobile Car Wash and Detailing Service that was able to service between Kingscote and Penneshaw? If No go to Ques 4**

Y    N

What would you expect to pay for a wash only?.....

What would you expect to pay for wash, vacuum and inside clean, including windows? .....

How often would you use the service?

Weekly                      fortnightly      monthly                      less than monthly

Would you use it all through the year? Y    N

**APPENDIX E (continued)**

**3. Do you currently pay for any assistance in keeping your home or business garden/lawns tidy?** Y N

Would you be interested in having garden maintenance done by a professional team at a negotiated price? If No go to Q 5 Y N

Which services would you be likely to require? Lawn mowing complete garden maintenance landscaping

How often would you use the service?

Weekly fortnightly monthly less than monthly?

Would you use it all through the year? Y N

**4. Do you currently pay for any assistance with cleaning your house or business?** Y N

Would you be interested in having your home or business cleaned by a professional team who carry full insurance and police clearance?

Y N

How much would you expect to pay for the service which included vacuuming, cleaning bathroom and toilet, and dusting counters and shelves?

.....  
.....

How often would you use the service?

Weekly fortnightly monthly less than monthly?

**5. Would you attend a monthly Farmers Market held between October to May, selling produce, crafts and other products? If no go to Ques 7.** Y N

Would you attend the market if it was held in Kingscote Y N

Would you attend the market if it was held in Penneshaw Y N

Would you attend the market if it was held in Cygnet River Y N

How many of the 8 yearly markets would you attend?

All most a few

**6. A salvage shop may be set up at the Kingscote Rubbish Dump site. This shop would sell goods salvaged from collection of unwanted items. It may sell everything from building materials to ornaments. Would you be likely to visit such a shop? If No go to Ques 8.**

Y N

Would you be likely to buy from such a shop? Y N

If No go to Q 8

Would you visit it

Weekly fortnightly monthly less than monthly



## APPENDIX F

### COMMUNITY TELEPHONE SURVEY RESULTS

The results below list the response from the Community Telephone Survey. They do not, on their own constitute the list of recommended business. Information from this survey will be used, in combination with other forms of assessment, to reach the final decisions about the recommended businesses.

The potential utilisation of the goods and services provided by the short-listed business ideas was researched through this survey of the Kangaroo Island community. Telephone numbers were randomly chosen from the Kangaroo Island Telephone Directory 2004-2006.

227 people were spoken to and of those, 127 declined to participate in the survey, and 100 completed the survey, which took about 10 minutes over the telephone. As 100 people were interviewed the actual responses can be expressed as “percentage of respondents”.

|   |            |
|---|------------|
| Number of phone calls made:                   | approx 600 |
| Number of people contacted:                   | 227        |
| Number of people who declined to participate: | 127        |
| Number of participants:                       | 100        |
| Number of male participants:                  | 44         |
| Number of female participants:                | 56         |

Area in which participant lives:

|                |    |
|----------------|----|
| Kingscote:     | 33 |
| Brownlow:      | 1  |
| Cygnets River: | 2  |
| Emu Bay:       | 1  |
| Wisanger:      | 4  |
| Haines:        | 2  |
| MacGillivray:  | 1  |

|                  |    |
|------------------|----|
| Penneshaw        | 11 |
| Baudin Beach:    | 4  |
| Cape Willoughby: | 1  |
| Antechamber Bay: | 1  |

|                 |    |
|-----------------|----|
| American River: | 13 |
| Pennington Bay: | 1  |
| Pelican Lagoon: | 1  |
| Island Beach:   | 4  |

|                 |   |
|-----------------|---|
| Parndana:       | 8 |
| Stokes Bay:     | 5 |
| Gosse:          | 2 |
| Seal Bay:       | 1 |
| Harriet:        | 1 |
| Flinders Chase: | 2 |
| Unsure:         | 1 |

**APPENDIX F (continued)****1. If available, would you use a Car Wash and Detailing Service situated in Kingscote or Penneshaw? If No go to Ques 3**

Yes 50

No 50

Which would be your preferred site?

Penneshaw 11 of 50 – 22%

Kingscote 43 of 50 – 86%

Some stated both Kingscote and Penneshaw, and some were unsure.

What would you expect to pay for a wash only?

Less than \$10 14 (28%)

\$10 - \$15 22 (44%)

\$16 - \$20 4 (8%)

\$21- \$25 2 (4%)

Unsure 8 (16%)

That is:

36 of the 50 people (72%) who would use the car wash, would expect to pay \$15 or less. Or, 86% of those who would use the car wash and who had an opinion would expect to pay \$15 or less.

6 of the 50 people (12%) who would use the car wash, would expect to pay over \$15. Or 14% of those who would use the car wash and who had an opinion would expect to pay \$15 or less.

What would you expect to pay for wash, vacuum and inside clean, including windows?

\$8- \$10 2 (4%)

\$10-\$20 18 (36%)

\$21 - \$30 11 (22%)

\$31- \$40 7 (14%)

\$41 - \$50 1 (2%)

\$50 - \$60 2 (4%)

\$70 1 (2%)

Unsure 8 (16%)

That is:

31 of the 50 people (62%) who would use the car wash, would expect to pay \$30 or less. Or, 74% of those who would use the car wash and who had an opinion would expect to pay \$30 or less.

11 of the 50 people (22%) who would use the car wash, would expect to pay over \$30. Or 26% of those who would use the car wash and who had an opinion would expect to pay \$30 or less.

How often would you use the service?

Weekly 1 (2%)

Fortnightly 2 (4%)

Monthly 25 (50%)

Less than monthly 21 (42%)

Unsure 1 (2%)

Would you use it all through the year?

Yes 37 (74%)

No 9 (18%)

Unsure 4 (8%)

**APPENDIX F(continued)****2. Would you use a Mobile Car Wash and Detailing Service that was able to service between Kingscote and Penneshaw? If No go to Ques 4**

Yes 24 (24%)

No 74 (74%)

Unsure 2 (2%)

What would you expect to pay for a wash only?

Less than \$10 2 of 24 (8%)

\$10 - \$15 10 of 24 (42%)

\$16 - \$20 5 of 24 (20%)

\$21- \$25 1 of 24 (4%)

\$30 1 of 24 (4%)

\$40 1 of 24 (4%)

Unsure 4 of 24 (17%)

That is:

12 or 50% would expect to pay \$15 or less. Or, 60% of those who would use the car wash and who had an opinion would expect to pay \$15 or less.

8 or 33% would expect to pay over \$15. Or, 40% of those who would use the car wash and who had an opinion would expect to pay over \$15.

What would you expect to pay for wash, vacuum and inside clean, including windows?

\$10-\$20 3 (13%)

\$21 - \$30 9 (38%)

\$31- \$40 3 (13%)

\$41 - \$50 3 (13%)

\$50 or more 1 (4%)

Unsure 5 (21%)

That is:

12 or 50% would expect to pay \$30 or less. Or, 63% of those who would use the car wash and who had an opinion would expect to pay \$30 or less.

7 or 29% would expect to pay more than \$30. Or, 37% of those who would use the car wash and who had an opinion would expect to pay more than \$30.

How often would you use the service?

Weekly 0

Fortnightly 1 (4%)

Monthly 12 (50%)

Less than monthly 11 (46%)

Would you use it all through the year?

Yes 18 (75%)

No 5 (21%)

Unsure 1 (4%)

## APPENDIX F (continued)

### 3. Do you currently pay for any assistance in keeping your home or business garden/lawns tidy?

Yes 11 (11%)  
No 89 (89%)

Would you be interested in having garden maintenance done by a professional team at a negotiated price?

Yes 2 of the 11 above, and 25 of the 89 above (27% of all people asked)  
No 9 of the 11 above, and 64 of the 89 above (73% of all people asked)

36% of all people said they are currently using a gardening service or that they would be interested in using a gardening service.

Which services would you be likely to require?

|                             |  |
|-----------------------------|--|
| Lawn mowing                 | 14 (39% of those who have assistance or who would be interested) |
| complete garden maintenance | 22 (61% of those who have assistance or who would be interested) |
| landscaping                 | 4 (11% of those who have assistance or who would be interested)  |

How often would you use the service?

|                   |  |
|-------------------|--|
| Weekly            | 0  |
| Fortnightly       | 6 (17% of those who have assistance or who would be interested)  |
| Monthly           | 13 (36% of those who have assistance or who would be interested) |
| Less than monthly | 17 (47% of those who have assistance or who would be interested) |

Would you use it all through the year?

Yes 23 (64% of those who have assistance or who would be interested)  
No 13 (36% of those who have assistance or who would be interested)

**APPENDIX F (continued)****4. Do you currently pay for any assistance with cleaning your house or business?**

Yes 6 (6%)  
 No 94 (94%)

Would you be interested in having your home or business cleaned by a professional team who carry full insurance and police clearance?

Yes 4 of the 6 above, and 26 of the 94 above (30% of all people interviewed)

No 2 of the 6 above, and 68 of the 94 above (70% of all people interviewed)

32% of all people said they are currently using a gardening service or that they would be interested in using a gardening service.

How much would you expect to pay for the service which included vacuuming, cleaning bathroom and toilet, and dusting counters and shelves?

Respondents quoted a price per hour, and/or per job:

Per Hour:

|                      |   |
|----------------------|---|
| \$10-\$12 per hour   | 1 (3% of those who have assistance or who would be interested)  |
| \$15 - \$19 per hour | 6 (19% of those who have assistance or who would be interested) |
| \$20 - \$24 per hour | 9 (28% of those who have assistance or who would be interested) |
| \$25 - \$30 per hour | 3 (9% of those who have assistance or who would be interested)  |
| \$30 per hour        | 2 (6% of those who have assistance or who would be interested)  |

Some respondents gave the price Per Job

|                     |   |
|---------------------|---|
| \$40 -\$50 for job  | 5 (16% of those who have assistance or who would be interested) |
| \$51 - \$60 for job | 4 (9% of those who have assistance or who would be interested)  |
| \$68                | 1 (3% of those who have assistance or who would be interested)  |
| \$80                | 1 (3% of those who have assistance or who would be interested)  |
| \$100               | 2 (6% of those who have assistance or who would be interested)  |

That is:

21% would expect to pay less than \$20/ hr

41% would expect to pay \$20 - \$30/ hr

Or:

26% would expect to pay \$40 - \$60 for the job

12% would expect to pay \$60- \$100 for the job

How often would you use the service?

|                   |          |
|-------------------|----------|
| Weekly            | 5 (16%)  |
| Fortnightly       | 9 (28%)  |
| Monthly           | 11 (34%) |
| Less than monthly | 7 (22%)  |

**5. Would you attend a monthly Farmers Market held between October to May, selling produce, crafts and other products?**

Yes 89 (89%)

No 11 (11%)

Would you attend the market if it was held in Kingscote

Yes 80 of the 89 above (90%)

No 9 of the 89 above (10%)

Would you attend the market if it was held in Penneshaw

Y 43 of the 89 above (48%)

N 46 of the 89 above (52%)

Would you attend the market if it was held in Cygnet River

Y 73 of the 89 above (82%)

N 13 of the 89 above (15%)                      Unsure                      3 of the 89 above (3%)

How many of the 8 yearly markets would you attend?

All 14 of the 89 above (16%)

Most 33 of the 89 above (37%)

A few 42 of the 89 above (47%)

**APPENDIX F (continued)****6. A salvage shop may be set up at the Kingscote Rubbish Dump site. This shop would sell goods salvaged from collection of unwanted items. It may sell everything from building materials to ornaments. Would you be likely to visit such a shop?**

Yes 83 (83%)  
 No 17 (17%)

Would you be likely to buy from such a shop?

Yes 79 (79% of all people, and 95% of those who will visit the shop)  
 No 21 (21% of all people and 5% of those who will visit the shop)

How often would you visit it ?

Weekly 2 (3% of those who would visit the shop).  
 Fortnightly 7 (9% of those who would visit the shop).  
 Monthly 30 (40% of those who would visit the shop).  
 Less than monthly 36 (48% of those who would visit the shop).  
 Unsure 8 (10% of those who would visit the shop).

**7. Would you buy any of the following products? And do you think they would sell on the mainland?**

In all products some respondents were unsure about their answer for 'selling on Mainland', and are not expressed, therefore percentages do not add up to '100'.

|   |     |          |    |          |
|---|-----|----------|----|----------|
| Skin care products containing Kangaroo Island honey | Yes | 56 (56%) | No | 44 (44%) |
| Mainland  | Yes | 90 (90%) | No | 1 (1%)   |

|                             |     |          |    |          |
|-----------------------------|-----|----------|----|----------|
| Pickled chilli marron tails | Yes | 55 (55%) | No | 45 (45%) |
| Mainland                    | Yes | 94 (94%) | No | 0        |

|                     |     |          |    |          |
|---------------------|-----|----------|----|----------|
| Smoked marron tails | Yes | 59 (59%) | No | 41 (41%) |
| Mainland            | Yes | 93 (93%) | No | 0        |

|                                      |     |          |    |          |
|--------------------------------------|-----|----------|----|----------|
| Kangaroo Island fruit jams or sauces | Yes | 83 (83%) | No | 17 (17%) |
| Mainland                             | Yes | 96 (96%) | No | 4 (4%)   |

|                                     |     |          |    |          |
|-------------------------------------|-----|----------|----|----------|
| Kangaroo Island handmade chocolates | Yes | 72 (72%) | No | 28 (28%) |
| Mainland                            | Yes | 80 (80%) | No | 7 (7%)   |

|   |     |          |    |          |
|---|-----|----------|----|----------|
| Simple timber furniture such as bookshelves and tables. | Yes | 64 (64%) | No | 36 (36%) |
| Mainland  | Yes | 49 (49%) | No | 38 (38%) |

**8. Do you know what eBay is?**

Yes 89  
 No 11

If Yes, ask next Question.

Would you buy something through eBay?

Yes 44  
 No 56

## APPENDIX G

### Scoring Each Business on Each Criterion

#### Criterion 1. Demonstrated demand for service (product)

Documented positive feedback from business operators, business consultants, and disability service providers, and results of community telephone survey

| LEVEL REACHED  | SCORE |
|--|-------|
| 60-100% of the target market said that they would use the service/product. | 8     |
| 30-59% on the target market said that they would use the service.          | 7     |
| 20-29% of the target market said that they would use the service/product.  | 6     |
| 10-19% of the target market said that they would use the service/product.  | 5     |
| PLUS   |       |
| Would use the product/service frequently (weekly, fortnightly or monthly)  | 2     |
| Would use the product/service occasionally or seldom                       | 1     |

#### Criterion 2. Proven success in other similar regions

Documented feedback from business operators and disability service providers in other similar regions indicating

| LEVEL REACHED                                      | SCORE |
|--|-------|
| Good level of demand and sales.                    | 10    |
| Known to have a fair level of demand               | 8     |
| Believed to have a fair level of demand and sales. | 6     |
| Poor level of demand and sales.                    | 2     |

#### Criterion 3. Establishment costs/ adequate infrastructure available

| LEVEL REACHED  | SCORE |
|--|-------|
| Establishment costs estimated to be less than \$10,000.    | 10    |
| Establishment costs estimated to be \$10,000 - \$50,000    | 8     |
| Establishment costs estimated to be \$50,000 – 80,000      | 6     |
| Establishment costs estimated to be \$80,000 - \$250,000   | 3     |
| Establishment costs estimated to be greater than \$250,000 | 1     |

#### Criterion 4. Availability of raw materials

| LEVEL REACHED   | SCORE |
|---|-------|
| All materials needed are available on Kangaroo Island and are not brought from mainland | 10    |
| Most materials are readily available on Kangaroo Island                                 | 9     |
| Some materials need to be brought from the mainland, but at reasonable cost.            | 7     |
| Most materials needed must be brought from the mainland                                 | 5     |

#### Criterion 5. Operating costs

| LEVEL REACHED                            | SCORE |
|--|-------|
| Operating Costs are likely to be low.    | 10    |
| Operating costs are likely to be medium. | 7     |
| Operating costs are likely to be high.   | 3     |

**APPENDIX G (continued)****Criterion 6. Number of people who do not have a disability, it can employ**

| LEVEL REACHED   | SCORE |
|---|-------|
| Likely to provide 114 person-hours per week or more.  | 10    |
| Likely to provide 76-113 person-hours per week        | 8     |
| Likely to provide 38-75 person-hours per week.        | 6     |
| Likely to provide less than 38 person-hours per week. | 4     |

**Criterion 7. Number of people who have a disability, that it can employ**

| LEVEL REACHED   | SCORE |
|---|-------|
| Likely to provide 114 person-hours per week or more.  | 10    |
| Likely to provide 76-113 person-hours per week        | 8     |
| Likely to provide 38-75 person-hours per week.        | 6     |
| Likely to provide less than 38 person-hours per week. | 4     |

**Criterion 8. Provision of consistent employment**

| LEVEL REACHED  | SCORE |
|--|-------|
| Same level employment likely to continue throughout year | 10    |
| Some level employment likely to continue throughout year | 8     |
| Employment likely to be seasonal                         | 5     |
| Employment likely to be for 1 block of time only         | 3     |

**Criterion 9. Suitability for different types of disability**

| LEVEL REACHED                                    | SCORE |
|--|-------|
| Suitable for a broad range of disability         | 10    |
| Suitable for a few different types of disability | 7     |
| Suitable for a very limited range of disability  | 4     |

**Criterion 10. Fits within the spirit of the Disability & Discrimination Act**

| LEVEL REACHED   | SCORE |
|---|-------|
| Meets the legal requirements of the Act and goes beyond that.   | 10    |
| Meets the legal requirements of the Act   | 8     |
| Meets the legal requirements of the Act only, but places disabled in employment that is de-valued in the public perception. | 6     |
| Does not meet the legal requirements of the Act but has potential to be brought up to that level                            | 5     |

**Criterion 11. Provision of fulfilling employment**

| LEVEL REACHED   | SCORE |
|---|-------|
| It is likely that those disabled people undertaking this employment will find the employment fulfilling     | 10    |
| It is likely that those disabled people undertaking this employment will not find the employment fulfilling | 5     |

**Criterion 12. Good workplace environment**

| LEVEL REACHED  | SCORE |
|--|-------|
| The workplace meets all Occupational Health and Safety regulations, and is set-up for people who have a disability.    | 10    |
| The workplace meets Occupational Health and Safety regulations, but may not be set up for people who have a disability | 6     |
| The workplace may not meet Occupational Health and Safety regulations.   | 3     |

**APPENDIX H**

Using statistics from the Australian Bureau of Statistics, *2001 Census, Catalogue No. 2001.0* and the results of the *Community Telephone Survey*.

|  |              |
|--|--------------|
| Approximate Kangaroo Island population:  | 4384         |
| Approx. Kangaroo Island population aged between 15-64 yrs                      | 2591         |
| Approx. Kangaroo Island pop <sup>n</sup> who would use Wash (50% of 15-64 yrs) | 1296         |
| Approx. Kangaroo Island population who would use Car Wash 1/mth                | 648          |
| (equivalent number of washes: 12 X 648)  | 7776         |
| Approx. Kangaroo Island population who would use Car Wash 3/year               | 544          |
| (equivalent number of washes: 3 X 544)   | 1632         |
| Approximate Number of washes per year (7776 + 1632)                            | 9408         |
| Approximate Gross takings per year (\$15 X 9408)                               | \$141,120.00 |