



KIAMA MUNICIPAL COUNCIL
your council, your community

Destination Events Funding Guidelines

TRIM: 22/063377



RESPECT



INNOVATION



INTEGRITY



TEAMWORK



EXCELLENCE

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1 Destination Events Purpose

To achieve economic and social benefits for our community by sustainably supporting, running and growing events.

2 Overview

Each financial year Kiama Municipal Council (Council) provides funding through four (4) funding rounds for its Destination Events Funding Program. The amount available each year is as per the approved Council budget.

Applicants whose event falls into the **Major Event** and **Destination Event** categories, can apply for destination event funding, for a desired amount, at least three (3) months prior to the event start date.

Details on the event categories* including the suggested funding thresholds, can be found in Appendix B.

Applications are assessed by the Destination Kiama Tourism Advisory Committee (TAC) via one of the relevant funding rounds and recommendations made to Council for final resolution.

Quantitative and qualitative measures are used to determine the success and dollar amount given to each event funding application based on the funding criteria.

These guidelines are provided to applicants to assist you in completing your *Destination Events Funding Application*. Please read the guidelines before starting your application.

Important note – decisions regarding successful applications are binding and no requests for reassessment will be accepted.

**Note: Not all events will fit neatly under one category, in this instance the categories are to be used as a guide and decisions on which category and event sits under is at the discretion of the funding group.*

3 Community Strategic Plan

The Destination Events Funding Program aligns with the following strategies of Council's *Community Strategic Plan 2017- 2027*:

A Diverse, Thriving Economy

3.3 Promote and support tourism in the local area

A Healthy, Safe and Inclusive Community

1.1 Developing and implementing services and programs that promote social cohesion, healthy and active lifestyles for residents of all ages, abilities and interests

Responsible Civic Leadership that is Transparent, Innovative and Accessible

4.2 Council embraces good governance and better practice strategies

4.3 Council and the community working together.

4 Funding Rounds – closing dates

Destination Events Funding Applications need to be submitted at least three (3) months prior to the event start date.

This deadline is to allow adequate time to qualify for a funding submission period, be assessed by the Destination Kiama TAC and finally presented at a Council meeting for resolution.

Closing date for the 2022-23 Financial Year submission period is:

- Close of Business, Wednesday 13 July 2022
- Close of Business, Wednesday 26 October 2022
- Close of Business, Wednesday 25 January 2023

Please note 2022/23 Destination Event Funding has been exhausted.

2023/24 Destination Event Funding will be advertised in June 2023.

5 Funding Eligibility

For an application to be eligible, it must meet the following requirements:

- Destination Events Funding Applications must be submitted on time including all supporting documents
- All appropriate areas of the application must be completed, paying special attention to the economic impact (part 2) and destination profiling (part 4) sections
- Event must be based in the Kiama LGA
- Reflect the character and culture of our area
- Attract overnight visitation from outside our area
- Engagement with the local tourism industry
- Have sound financial management
- Be held at a desirable time of year (outside peak visitation periods)
- Event must be undertaken within 12 months of receiving approval of funding
- The event must not have received funding support/grant from another department of Council for the same event (ie. Kiama Cultural Grants)
- Not be a regularly re-occurring event (definitions in Appendix C)
- A post event report has been submitted and accepted by Destination Kiama and Council for funding received for any previously successful funding applications
- You do not have any outstanding fees or equipment owed to Destination Kiama or Council
- We encourage events to be a Destination Kiama partner/member

Eligibility will be determined on a case by case basis.

If you have any concerns about your event's eligibility, it is a good idea to contact our Events Coordinator to ensure your event is a good fit for our Destination. We recommend you do this well in advance of the application deadline. We take enquiries all year round, not just when the funding period is open.

Please email events@kiama.nsw.gov.au or call 02 4232 0444.

6 Funding Criteria

The following criteria will be used to assess the application by the Destination Kiama TAC. This criteria includes the funding objectives for Destination Kiama and Council, and is a score based system.

Decision making criteria	Destination Event	Score
<p>Capacity and Capability All event organisers will be required to:</p> <ul style="list-style-type: none"> Demonstrate a capacity and capability to manage a successful event Provide event management plan (including marketing plan) and budget relevant to the scale of the event 	Meets 100% of criteria	/10
<p>Brand profiling for the Kiama area</p> <ul style="list-style-type: none"> Regional and State wide media exposure Distinct engagement or enhancement opportunities 1,000+ followers on social media Enhance the character and culture of the region May leave amenity improvement of the region Destination Kiama profiling 	Meets 55 – 75% of criteria	/10
<p>Community impact/ benefit</p> <ul style="list-style-type: none"> Fits in with the destinations Hero Experiences Improves community spirit Stimulates opportunities for participation and positive community connections Acknowledges and promotes cultural diversity Demonstrates an understanding of the needs of the community Provides evidence of community support and/or involvement Ability to minimise and manage event waste and any environmental impact 	Meets 55 – 75% of criteria	/10
<p>Economic impact</p> <ul style="list-style-type: none"> Between \$50,000 - \$1M economic impact from year 3 of the event or as a one-off event Full capacity of beds/ OVE across the LGA 	Meets 55 – 75% of criteria	/10
<p>Size and scale</p> <ul style="list-style-type: none"> Paying attendees of over 300pax OR more than 1000 FREE attendees Target of 35% out of region visitation 	Meets 55 – 75% of criteria	/10
<p>Sustainable</p> <ul style="list-style-type: none"> Ability to attract corporate sponsorship Ability to attract State Government Support Working budget that shows profit/loss Shows a sustainable business model 	Meets 55 – 75% of criteria	/10

Decision making criteria	Destination Event		Score
Capacity and Capability All event organisers will be required to: <ul style="list-style-type: none"> • Have social / cultural, economic and/or local area promotional benefits • Fill a strategic gap in the calendar of events • Event is held in the Kiama LGA • Council has resources to support the event • No grants or funding have been received from other Council departments • An Australia Tourism Data Warehouse (ATDW) listing has been created for the event • Have sound financial management • Received destination funding in previous years 	Yes	No	/10
	Yes	No	
	Yes	No	
	Yes	No	
	Yes	No	
	Yes	No	
	Yes	No	
	Yes	No	
	Yes	No	
TOTAL			/ 70

Major & Destination Events funding level qualification*	
Level of funding	Score
Up to \$20,000 monetary or in-kind support	61 - 70
Up to \$10,000 monetary or in-kind support	51 - 65
Up to \$5,000 monetary or in-kind support	41 - 50
No funding	40 or less

Note: Applicants whose event falls into the Major Event and Destination event categories, can apply for destination event funding,

Details on the event categories* including the suggested funding thresholds, can be found in Appendix B.

**Note: Not all events will fit neatly under one category, in this instance the categories are to be used as a guide and decisions on which category and event sits under is at the discretion of the funding group*

7 Process for Applications

Destination Kiama and Council regularly receive requests for funding far beyond the funds available for allocation. Decisions regarding successful applications are binding and no requests for reassessment will be accepted.

The process for applications can take 6-10 weeks and includes:

1. Applicants need to complete and submit a completed application by the funding round closing date (see point 4).
2. Application received by the Tourism and Events team at Destination Kiama
3. Applications are reviewed by the Council Grants Committee and presented to the Destination Kiama Tourism Advisory Committee with recommendations then made to Council for endorsement.
4. Applications with TAC recommendation, are reviewed at the Council meeting and resolution given.
5. Both successful and unsuccessful applicants are notified in writing by email following Council's decision.
6. A written funding agreement will be prepared for all successful funding applications outlining post event reporting requirements.
7. All reporting requirements need to be met before final payment milestone are made.



This process can take from 6-10 weeks

8 Outgoing funding agreement

A funding agreement is created once Council has adopted to provide funding and/or in-kind support for your event.

This agreement will be discussed in detail during your first meeting with a Destination Kiama Event Coordinator. Upon conclusion of this meeting, yourself and the Event Coordinator will sign the agreement in acceptance and a copy of the signed agreement you will be given to you.

The agreement will include terms which need to be met in order to receive your funding milestones, such as:

- Recognition of funding (return on investment)...
All successful applications must acknowledge Destination Kiama and Council's support by:
 - Logo representation - as part of all publicity surrounding the event. This includes posters, websites, television commercials, radio promotions and social media posts.
 - Physical opportunity to have a representative present at event
- Destination profiling
- Leveraging opportunities
- Create an ATDW listing
- Post event report requirements

9 Reporting

All applications successful in obtaining Destination Events Funding, will be required to provide a Post Event Report, within one (1) month of completion of the event. The report needs to include:

- Copy of the Event Marketing Plan
- Final Budget – including details on how the funding was spent, showing profit / loss.
- Data of attendees, overnight stays, attendee demographics (age, gender, marital status, where they have come from)
- Recommendations for improvements

A *Post Event Report Template* can be provided upon request from our Event Coordinators.

Please note the final payment milestone cannot be issued until the post event report is received.

10 Reconciliation of funding support

Successful applicants will follow the process below to obtain the allocated funding:

10.1 Meeting

An initial meeting with Destination Kiama Event Coordinator to discuss funding agreement, payment milestones and post event reporting requirements.

10.2 Payment milestones

Most funding payments will be made in two payments. One pre event and the balance, post event.

Pre event – you will need to invoice Kiama Municipal Council for the specified amount outlined in your initial meeting with the Destination Kiama Event Coordinator. This can be up to 50% of your total funding amount.

NB: Destination Kiama and Kiama Municipal Council must be satisfied with all documents received in the application

Post event – upon completion of the post event report you will need to invoice Kiama Municipal Council for the balance owing minus any additional in-kind services.

10.3 Post event report

A formal condition of receiving funding from Council and Destination Kiama is the accurate reporting on the funded activities and the expenditure of the funding provided.

This report is required within one (1) month post your event.

If you do not provide a satisfactory post event report at the times and in the manner detailed in your funding agreement, Kiama Municipal Council and Destination Kiama will not make any further payments that may be due to you, and you will be ineligible to apply for further funding.

When you reconcile your event, how was Council and Destination Kiama acknowledged, is a required section of your post event report.

10.4 In-kind support

For successful applicants receiving in-kind funding support from Destination Kiama and Council, a copy of final costs can be provided upon request.

An *In-kind Fees and Charges Summary* based on 2021/2022 fees and charges can be found in Appendix B.

11 How to submit an application form

Please return your completed application form and supporting material, addressed to:

Chairperson
Destination Kiama Tourism Advisory Committee

E | council@kiama.nsw.gov.au

A | Manager Tourism and Events
Kiama Municipal Council
PO Box 75
Kiama NSW 2533

12 Help

For any assistance, please contact our Event Coordinator on (02) 4232 0444 or email events@kiama.nsw.gov.au.

13 Council related fees and charges

If you're seeking in-kind support from Destination Kiama and Council for your event, you must clearly specify what Council related fees and charges you are requesting.

Please refer to Appendix B for a sample of Council related fees and charges for your event including reserve hire fees, additional bin hire and servicing and additional public toilet cleaning.

If you receive Destination Events Funding which is not specified to be used for Council fees and charges, you will be required to pay all normal fees and charges on hired Council properties.

Under no circumstances can funding support cover any bonds required by Council for hired items, for example: keys.

All legal requirements and expenses of the event such as; insurance, development applications and traffic management plans, are the responsibility of the applicant.

Appendix A – Sample Destination Events Funding Application

Below is a sample of the Destination Events Funding Application found by [clicking here](#).

Applicant Details

Full name: Required

Role/title for event: Required

Postal address: Required

Phone: Required

Maximum 12 characters (12 remaining)

Email: Required

Are you a resident of the Kiama LGA Required

- Yes
 No

Applicant Details - additional details for organisations only

Organisation name: Required

Phone: Required

Maximum 12 characters (12 remaining)

Email: Required

Postal address: Required

ABN (if applicable):

Head of organisation: Required

Brief statement to describe your organisation: Required

Maximum 500 characters (500 remaining)

Links to the organisations website and social media accounts (if applicable)
Website, Facebook, Instagram, YouTube, Tik Tok, Twitter, ATDW

Event Details

Event name: **Required**

Event location/venue: **Required**

If this is a Council venue or reserve, have you completed the hall hire or reserve hire application form?

- Yes
 No

Event date and time: **Required**

Please include bump in and bump out dates if applicable.

Links to the event website and social media accounts (if applicable):

Website, Facebook, Instagram, YouTube, Tik Tok, Twitter, ATDW

Maximum 500 characters (500 remaining)

Anticipated number of attendees: **Required**

Brief description of event: **Required**

Maximum 500 characters (500 remaining)

What is the aim/purpose of the event: **Required**

Maximum 500 characters (500 remaining)

What are your key objectives: **Required**

Maximum 500 characters (500 remaining)

Specifically identify what support you are seeking from Destination

Kiama/Kiama Municipal Council for the event: **Required**

Breakdown financial and in-kind support you are requesting. Please refer to Councils Fees & Charges to estimate the value of in-kind support.

In-kind support requests may include reserve and hall hire fees for Council operated venues, waste management fees, Holiday Parks accommodation.

Please list any sponsorship and/or partnerships already secured (if applicable):

Maximum 500 characters (500 remaining)

Have you previously received funding from Destination Kiama/Kiama Municipal Council? **Required**

- Yes
 No

If you have answered yes to the above, please supply details on previously funded projects or events, including the amount of funding received in each instance:

Maximum 500 characters (500 remaining)

Economic Impact

Expected number of visitors attracted to event from outside the Kiama LGA: **Required**

How long are visitors expected to stay? **Required**

Please specify number of hours/days/weeks visitors are expected to stay?

What is the expected expenditure of visitors? **Required**
dollars, per person, per day

Specific target market demographics: **Required**
age, gender, location e.g. mid-20's females from Sydney

How will your event partner with other local businesses to extend visitor length of stay? **Required**
such as attractions, accommodation, restaurants, etc.

Would you like a member of our Visitor Services team to contact you with recommendations for partnership opportunities and ideas for building an itinerary around your event? **Required**

- Yes
 No

Community Benefit

How will the event engage with and benefit our community? **Required**

What measures will you have in place to ensure your event is accessible and inclusive? **Required**

Maximum 500 characters (500 remaining)

How will the event engage with youth within our community? **Required**

Maximum 500 characters (500 remaining)

Will your event include a Welcome to Country/Acknowledgement of Country or any Indigenous elements or recognition? **Required**

Maximum 500 characters (500 remaining)

How will you deliver the event in an environmentally and community-friendly way (i.e. use of recycled, reused or donated items)? **Required**

Maximum 500 characters (500 remaining)

Destination Profiling - Marketing and Promotion

How will your event assist with the promotion of the destination, as well as encouraging pre and post event visitation to the area? **Required**

Maximum 500 characters (500 remaining)

How will your event acknowledge Destination Kiama and Kiama Municipal Council funding support? **Required**

Example: event/organisation website, social media channels, event collateral (i.e. posters, event program, etc.)

Example: event/organisation website, social media channels, event collateral (i.e. posters, event program, etc.)

Maximum 500 characters (500 remaining)

How does your event align to the Tourism & Events Strategic Plan? **Required**
[Strategic Tourism and Events Plan](#)

Maximum 500 characters (500 remaining)

Upload your completed Marketing Plan: **Required**

You may upload your own Marketing Plan or may download, complete and upload the Marketing Plan Template found in our [Event Resources](#) list.

Select file

Max file size: 1024 MB
Max number of files: 2 files

Event Budget

Upload your completed Budget form: **Required**

You may attach your own budget or you may download, complete and upload the Budget Template found in our [Event Resources](#) list. Please supply as much detail as possible, including quotes if applicable.

Select file

Max file size: 1024 MB
Max number of files: 2 files
Accepted file types: .pdf, .doc, .xls

Applicant Declaration

Required

- I certify that, to the best of my knowledge, all the information in this application is correct and that I have delegated authority to sign this application. **Required**
- I agree to this application being publicly displayed on Kiama Council's website as an educational and informative tool for future funding applicants. **Required**
- I acknowledge that the Kiama Municipal Council and Destination Kiama has the right to withdraw the offer of funding or demand the return of any funds already paid if: it is discovered that any of the information provided is false, The event does not go ahead within the project period, The funds are not fully expended at the end of the project period, Any funds cannot be accounted for **Required**

Appendix B – In-kind fees and charges

In-kind services are those requested by the Destination Event Coordinator to be provided by council, free of charge.

The Fees and Charges of these services is in the summary below which is based on the 2021/2022 Council document and can be noted when specifying your funding request in the Destination Funding Application.

If you receive Destination Events Funding which is not specified to be used for Council fees and charges, you will be required to pay all normal fees and charges on hired Council properties.

Under no circumstances can funding support cover any bonds required by Council for hired items.

Please note: Council fees and charges can be found on **Council website** and vary each year, so this table is to be used as a GUIDE only. For exact costs and full details see Councils fees and charges: www.kiama.nsw.gov.au.

In-kind Item	Cost approx. (Range)
Park/Reserve Hire	
A General Short Term Licence (up to 4 hours, up to 26 times per year)	\$31 per licence
B General Short Term Licence (less than 24 hours, one off use)	\$155 per licence
C General Short Term Licence (use between 2 – 4 days)	\$309 per licence
D General Short Term Licence (use between 5-9 consecutive days, up to 4 times per year)	\$670 per licence
E General Short Term Licence (use between 10 – 14 consecutive days, up to 4 times per year)	\$1,550 per licence
F Major Event Short Term Licence (this fee does not apply to an event if Development Consent is provided, however the damage deposit is still payable)	\$2,500 per event (plus bank guarantee or damage deposit \$1,000 per reserve or at Council's discretion)
Native Title Assessment Fee	\$60 per reserve
Council Operated Building Use/Hire	
Maximum Cost for Whole Day Casual Hire	\$800
Maximum Cost of Whole Day Not For Profit Groups	\$100
Bond for parties/weddings/large events	\$700 per event
Waste	
Outdoor Event (minimum charge) General garbage, recycling or food organics	\$24 per 240 litre bin, per service \$34 per 360 litre bin, per service
Cleaning of bin	\$8
Town event signage (application required)	\$224

Appendix C - Definitions

Destination event	An event which attracts / bring people to the area for that specific purpose. An event which has an economic impact to the area, attract media coverage and a sound, sustainable event plan.
Funding Rounds	A period of time in which you can apply for a specific amount of money.
Kiama LGA	Kiama Local Government Area (LGA) spans 259 square kilometres and is the first time you enter 'farmland' if you are travelling from Sydney. It includes Minnamurra in the North to Gerroa in the South and Jamberoo in the West.
One-off event	One event per calendar year
Re-occurring event	Same event, numerous times per calendar year (ie weekly, monthly)
OVE	Overnight visitor expenditure
Project period	12 months from approval of funding
Economic impact	An analysis examining the effect of an event on the economy in a specified area. It measures changes in business revenue for the area during the period of the event. For example, spend in restaurants/cafes, accommodation spend (heads in beds).
Cultural diversity	Cultural and linguistically diverse communities, young people, Aboriginal and Torres strait islanders, older people, people with disability, etc.
ATDW	Australian Tourism Data Warehouse

Appendix D – Event categories

	Major Event	Destination Event	Community Event	Civic Event
Brand Profiling for Kiama	<ul style="list-style-type: none"> • National and State media exposure • Distinct engagement or enhancement opportunities • 5,000+ followers on social media • May enhance the culture of the region • May leave amenity improvement of the region • Destination Kiama profiling 	<ul style="list-style-type: none"> • Regional media coverage • Possible state media coverage • Enhancement opportunities • 1,000+ followers on social media • Destination Kiama profiling • Strong potential to enhance perception of the region 	<ul style="list-style-type: none"> • Local or sector specific media coverage • Must have social media channels • Community owned and loved • Locally embedded 	<ul style="list-style-type: none"> • For the citizens • Relating to the duties or activities of people in relation to their town, city, or local area • Community engagement
Community impact / benefit	<ul style="list-style-type: none"> • Reflect the character and culture of the region • Engage with the local tourism industry • Engage with the local community 	<ul style="list-style-type: none"> • Reflect the character and culture of our area • Engage with the local tourism industry 	<ul style="list-style-type: none"> • Reflect the character and culture of our area • By the community for the community 	<ul style="list-style-type: none"> • Reflect the character and culture of our area
Economic Impact	<ul style="list-style-type: none"> • Between \$600,000 - \$1M economic impact from year 3 of the event or as a one-off event • Full capacity of beds/ OVE across the LGA 	<ul style="list-style-type: none"> • Between \$50,000 and \$1M economic impact from year 3 of the event • Full capacity of beds/ OVE across the LGA 	<ul style="list-style-type: none"> • Negligible measurable economic impact • Typically a not-for-profit 	<ul style="list-style-type: none"> • Negligible

Size and Scale	<ul style="list-style-type: none"> • Paying attendees 5,000 + OR More than 10,000 FREE attendees • Target of 35% out of area visitation 	<ul style="list-style-type: none"> • Paying attendees 300 + OR more than 1,000 FREE attendees • Target of 35% out of area visitation 	<ul style="list-style-type: none"> • Mostly local • 90% + local attendees 	<ul style="list-style-type: none"> • Always free and inclusive for the entire community
Sustainability	<ul style="list-style-type: none"> • Ability to attract more than \$20,000 event sponsorship OR Ability to attract more than \$20,000 State Government Support • Working budget that shows profit/loss • Show a sustainable business model 	<ul style="list-style-type: none"> • Ability to attract \$1,000 - \$20,000 event sponsorship OR Ability to attract up to \$20,000 State Government Support OR Ability to attract support/sanctioning/ Value In-Kind from National Body • Working budget that shows profit/loss 	<ul style="list-style-type: none"> • Low levels sponsorship • Donations and or fundraiser type event • Stable local sponsors 	<ul style="list-style-type: none"> • Councillor and Citizen support
Example of Event	<ul style="list-style-type: none"> • World Junior Surfing Championship • Bodyboard Pro • Red Hot Summer Tour 	<ul style="list-style-type: none"> • Rugby Sevens • Kiama Jazz and Blues Festival • Includes business and corporate events 	<ul style="list-style-type: none"> • Red Cross Fun Run • Charity walks and runs 	<ul style="list-style-type: none"> • Australia Day celebrations • Sporting clinics • Art exhibitions • Awards Ceremonies • Citizenship Ceremonies
Proposed Support/ Funding	<ul style="list-style-type: none"> • \$10,000 + 	<ul style="list-style-type: none"> • \$1,000 to \$10,000 (includes in-kind and cash contributions) 	<ul style="list-style-type: none"> • Up to \$1,000 (includes in-kind and cash contributions) 	<ul style="list-style-type: none"> • In-kind only for external events • KMC budget for internal events
Managed by	<ul style="list-style-type: none"> • Destination Kiama • Event concierge approach 	<ul style="list-style-type: none"> • Destination Kiama • Event concierge approach 	<ul style="list-style-type: none"> • Office of CEO 	<ul style="list-style-type: none"> • Kiama Council venue/reserves bookings

Disclaimer: Not all events will fit neatly under one category, in this instance the categories are to be used as a guide and decisions on which category and event sits under is at the discretion of the funding group