

|                                   | Major Event  | Destination Event  | Community Event  | Civic Event   |
|-----------------------------------|--|--|--|---|
| <b>Brand Profiling for Kiama</b>  | <ul style="list-style-type: none"> <li>National and State media exposure</li> <li>Distinct engagement or enhancement opportunities</li> <li>5,000+ followers on social media</li> <li>May enhance the culture of the region</li> <li>May leave amenity improvement of the region</li> <li>Destination Kiama profiling</li> </ul> | <ul style="list-style-type: none"> <li>Regional media coverage</li> <li>Possible state media coverage</li> <li>Enhancement opportunities</li> <li>1,000+ followers on social media</li> <li>Destination Kiama profiling</li> <li>Strong potential to enhance perception of the region</li> </ul> | <ul style="list-style-type: none"> <li>Local or sector specific media coverage</li> <li>Active social media channels</li> <li>Provide community social value</li> <li>Builds local cultural capacity, cultural innovation and community wellbeing</li> <li>Deliver Kiama Council's Community Strategic Plans objectives</li> <li>Community owned and loved</li> <li>Locally embedded.</li> </ul> | <ul style="list-style-type: none"> <li>For the citizens</li> <li>Relating to the duties or activities of people in relation to their town, city, or local area</li> <li>Community engagement</li> </ul> |
| <b>Community impact / benefit</b> | <ul style="list-style-type: none"> <li>Reflect the character and culture of the region</li> <li>Engage with the local tourism industry</li> <li>Engage with the local community</li> </ul>   | <ul style="list-style-type: none"> <li>Reflect the character and culture of our area</li> <li>Engage with the local tourism industry</li> </ul>  | <ul style="list-style-type: none"> <li>Reflect the character and culture of our area</li> <li>By the community for the community</li> <li>Engage local businesses and community</li> </ul>   | <ul style="list-style-type: none"> <li>Reflect the character and culture of our area</li> </ul>   |
| <b>Economic Impact</b>            | <ul style="list-style-type: none"> <li>Between \$600,000 - \$1M economic impact from year 3 of the event or as a one-off event</li> <li>Full capacity of beds/ OVE across the LGA</li> </ul>   | <ul style="list-style-type: none"> <li>Between \$50,000 and \$1M economic impact from year 3 of the event</li> <li>Full capacity of beds/ OVE across the LGA</li> </ul>  | <ul style="list-style-type: none"> <li>Negligible measurable economic impact</li> <li>Typically a not-for-profit entity</li> </ul>   | <ul style="list-style-type: none"> <li>Negligible</li> </ul>  |
| <b>Size and Scale</b>             | <ul style="list-style-type: none"> <li>Paying attendees 5,000 + OR More than 10,000 FREE attendees</li> <li>Target of 35% out of area visitation</li> </ul>  | <ul style="list-style-type: none"> <li>Paying attendees 300 + OR more than 1,000 FREE attendees</li> <li>Target of 35% out of area visitation</li> </ul>   | <ul style="list-style-type: none"> <li>50 - 90% + local attendees</li> </ul>   | <ul style="list-style-type: none"> <li>Always free and inclusive for the entire community</li> </ul>  |

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| <b>Sustainability</b>             | <ul style="list-style-type: none"> <li>Ability to attract more than \$20,000 event sponsorship OR Ability to attract more than \$20,000 State Government Support</li> <li>Working budget that shows profit/loss</li> <li>Show a sustainable business model</li> </ul> | <ul style="list-style-type: none"> <li>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</li> <li>Working budget that shows profit/loss</li> </ul> | <ul style="list-style-type: none"> <li>Event strongly supported by the community (with evidence)</li> <li>Stable local sponsors</li> <li>Working budget that shows profit/loss</li> <li>Evidence of growth in financial proficiency (eg. ticketed events, sponsorship growth, broadening concept)</li> </ul> | <ul style="list-style-type: none"> <li>Councillor and Citizen support</li> </ul>   |
| <b>Example of Event</b>           | <ul style="list-style-type: none"> <li>World Junior Surfing Championship</li> <li>Bodyboard Pro</li> <li>Red Hot Summer Tour</li> </ul>   | <ul style="list-style-type: none"> <li>Kiama Rugby Sevens</li> <li>Kiama Beach Tag</li> <li>SurfLife Music Festival</li> <li>Includes business and corporate events</li> </ul>   | <ul style="list-style-type: none"> <li>Kiama Jazz and Blues Festival</li> <li>KISS Arts Festival</li> <li>Charity walks and runs</li> </ul>  | <ul style="list-style-type: none"> <li>Australia Day celebrations</li> <li>Sporting clinics</li> <li>Art exhibitions</li> <li>Awards Ceremonies</li> <li>Citizenship Ceremonies</li> </ul> |
| <b>Suggested Support/ Funding</b> | <ul style="list-style-type: none"> <li>\$10,000 +</li> </ul>  | <ul style="list-style-type: none"> <li>\$1,000 to \$10,000 (includes in-kind and cash contributions)</li> </ul>  | <ul style="list-style-type: none"> <li>\$1,000 to \$10,000 (includes in-kind and cash contributions)</li> </ul>  | <ul style="list-style-type: none"> <li>In-kind only for external events</li> <li>KMC budget for internal events</li> </ul>   |
| <b>Managed by</b>                 | <ul style="list-style-type: none"> <li>Destination Kiama Tourism and Events Team</li> <li>Event concierge approach</li> </ul>   | <ul style="list-style-type: none"> <li>Destination Kiama Tourism and Events Team</li> <li>Event concierge approach</li> </ul>  | <ul style="list-style-type: none"> <li>Community and Cultural Department</li> </ul>  | <ul style="list-style-type: none"> <li>Office of the CEO, Kiama Council venue/reserves bookings</li> </ul>   |

**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 Council funding administration team.*