



Destination Events Funding Guidelines

Ref: 18/102918



DESTINATION



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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 six (6) 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 goals of the *Events Action Plan 2019-2021* and 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 six (6) 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 dates for each submission period are:

1. Close of business, Friday 22nd November 2019
2. Close of business, Friday 24th January 2020
3. Close of business, Friday 20th March 2020
4. Close of business, Friday 15th May 2020

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
Capacity and Capability All event organisers will be required to: <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
Brand profiling for the Kiama area <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
Community impact/ benefit <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
Economic impact <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
Size and scale <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
Sustainable <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 8-12 weeks and includes:

1. Applicants need to complete and submit the application form by the funding period closing date stated on the front page of the application form
2. Application received by the Tourism and Events team at Destination Kiama
3. Applications are reviewed by the Destination Kiama TAC and recommendations made to Council for endorsement
4. Applications with TAC recommendations, 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 8-12 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.

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 2019/2020 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.



Destination Events Funding Application Form

This form is to be used to apply to Destination Kiama and Kiama Municipal Council for funding support to conduct your destination event.

Applications are to be submitted to events@kiama.nsw.gov.au at least six (6) months prior to your event start date. This deadline is to allow adequate time to qualify for a funding submission period, be assessed by the Tourism Advisory Committee and finally presented at a Council Meeting for resolution.

Closing dates for each submission period are:

1. Close of Business, Friday 22nd November 2019
2. Close of Business, Friday 24th January 2020
3. Close of Business, Friday 20th March 2020
4. Close of Business, Friday 15th May 2020

If you have any questions or require any assistance with this application please contact the Events Coordinators on (02) 4233 0444 or events@kiama.nsw.gov.au.

Completed form and supporting material

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

Chair Tourism Advisory Committee
E | events@kiama.nsw.gov.au (preferable),
A | Manager Tourism and Events,
Kiama Municipal Council
PO Box 75
Kiama NSW 2533

Part 1: Applicant details

Full name			
Role/ title for event			
Email			
Mobile number			
Postal address	Street		
	Suburb		Postcode
Are you a resident of the Kiama LGA?	<input type="checkbox"/> Yes <input type="checkbox"/> No		
Are you a Destination Kiama partner?	<input type="checkbox"/> Yes <input type="checkbox"/> No		
If yes, under what business/ event name			
Have you previously received funding from Kiama Municipal Council or Destination Kiama?			
If yes, for which project?			
Part 1: a) additional details for Organisations only			
Organisation name			
Phone			
Email			
ABN			

Links to the organisation's website and social media accounts (if applicable)	Website	
	Facebook	
	Instagram	
	Twitter	
	YouTube	
	ATDW	
Head of Organisation (i.e. Chairperson)		
Brief statement to describe your organisation		

Part 2: Event Details

Event name		
Event location / venue		
If this is a Council venue, have you completed the booking application form?	<input type="checkbox"/> Yes <input type="checkbox"/> No	
Event date and time		
	Bump-in	
	Bump-out	
Links to the event website and social media accounts (if applicable)	Website	
	Facebook	
	Instagram	

	Twitter	
	YouTube	
	ATDW	
Anticipated number of attendees		
Event purpose/ goal?		
Brief event overview Maximum 2 paragraphs		
Specifically identify what you are seeking from Destination Kiama/ Kiama Municipal Council (including financial and in-kind)		
Sponsorship already secured/ proposals emailed. If yes, please list		

Part 3: Economic Impact

<p>Expected number of visitors attracted to event from <u>outside</u> the Kiama LGA?</p>		<p>How long are the visitors expected to stay?</p>	
<p>Top three (3) target market demographics (age, gender & location – e.g. mid-20s females from Sydney)</p>		<p>What is the expected expenditure of visitors?</p>	
<p>How will your event link to other attractions/extend visitor length of stay?</p>			

Part 4: Community Benefit

<p>How does your event improve community spirit?</p>	
<p>How does your event attract new or broad audiences?</p>	
<p>How is your event accessible and inclusive?</p>	

<p>What environmentally friendly event practices will be in place at your event?</p>	
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Part 5: Destination Profiling – Marketing and Promotion

<p>How will your event assist with the promotion of the destination, as well as encouraging pre and post visitation to the area?</p>	
<p>How will your event acknowledge Destination Kiama and Kiama Council funding support?</p>	
<p>How does your event add to the Kiama region brand?</p>	
<p>Marketing Plan attached?</p>	<p><input type="checkbox"/> Yes <input type="checkbox"/> No</p>

Part 6: Event Budget

	Item	Proposed/ quoted cost	Actuals
Budget overview Please list if also attached	INCOME		
	EXPENDITURE		

Part 7: Other

Any other items to support your application? (List and attach)		
	<input type="checkbox"/> Social media	<input type="checkbox"/> Advertisement

How did you hear about Destination Kiama Event Funding?	<input type="checkbox"/> News story	<input type="checkbox"/> Destination Kiama or Kiama Municipal Council website
	<input type="checkbox"/> Email	<input type="checkbox"/> Blog
	<input type="checkbox"/> Word of mouth	<input type="checkbox"/> Other, _____

Part 8: Declaration by applicant

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.

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

I agree to this application being publically displayed on Kiama Council's website as an educational and informative tool for future funding applicants.

If you're successful in receiving Destination Event Funding, you agree to:

- Sign and return the written funding agreement (Destination Kiama, Event Coordinator will draft this agreement)
- Submit your post event report within 1 month of completion of your event
- Meet with the Destination Kiama team to discuss payment milestones and reporting
- Recognise Destination Kiama and Kiama Municipal Council's contribution on all promotion of this event
- Keep Destination Kiama informed of the progress of the event
- Fully disclose any other sponsorship from Council or other at the time of this application
- Be open and transparent about any relationships or political interests with any members of the deciding committees (TAC and Council).
- Failure to submit all documentation requested on time may result in your application being rejected.

Applicant signature _____	Date _____
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If you have any questions or require any assistance with this application please contact the Events Coordinators on (02) 4233 0444 or events@kiama.nsw.gov.au.

What now

Once all documents are received, your application will be processed through the Tourism and Events Department. Your event will be added to our Events MASTER Calendar, with details also being forwarded to any relevant departments in Council for reserve & hall hire.

If your application meets the requirements, it will be assessed in the relevant submission period, when entries close, by the Tourism Advisory Committee (TAC).

Recommended applications to receive funding will then be presented at the next Council Meeting for approval.

We will contact you via the contact number or email address used to apply with feedback post the final Committee Meeting with the outcomes. Should you be successful, a letter of approval and contract of agreement will be issued.

A meeting will then be organized with the Destination Kiama team to discuss payment milestones and reporting.

It is recommended that you keep a copy of your application and any relevant material for your records.

PRIVACY & PERSONAL INFORMATION PROTECTION NOTICE

Purpose of collection: We are collecting your personal information in order to enable Council to fulfill its functions for Council Cemeteries, and to keep accurate Cemetery Burial, Ash Placement and Memorial Plaque Records. **Intended recipients:** The intended recipient of the information is Kiama Municipal Council. **Supply:** While the supply of this information is compulsory, the personal information you provide will enable Council to keep records of interments, places of interment, cremations, memorial plaques and rights of interment and make such information available for inspection for historical or research purposes. **Access/Correction:** The personal information can be accessed by you and may be available to third parties in accordance with the Government Information (Public) Access Act and Council's Privacy Management Plan. Personal information may be disclosed to third parties for inspection, research or historical purposes, whilst ensuring that the privacy of persons still living are protected. You may make an application for access or amendment to personal information held by Council. We will consider any such application in accordance with the Privacy and Personal Information Protection Act 1998. **Storage:** Kiama Council is the agency that holds the personal information. Council may be contacted on (02) 4232 0444, or by email to: council@kiama.nsw.gov.au or at 11 Manning Street Kiama, NSW 2533. Your contact details may be used to update Council's Name and Address Register that we may use to contact you regarding any other Council matter. Kiama Council's Privacy Policy can be viewed at www.kiama.nsw.gov.au/your-council/policies

Office use only

Application received

Application request added to TAC agenda on

Date

Date

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 2019/2020 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, ie keys.

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	
General Permit (less than 24hrs)	150 per permit
Specific Permit (2-4 days)	\$107 per day
Specific Permit (minor part of 1 day up to 16 x pa)	\$27 per day
Extended Permit (5-9 consecutive days up to 4 x pa)	\$637 per permit
Extended Permit (10-14 consecutive days up to 4 x pa)	\$1,593 per permit
Major Event Permit (plus damage deposit bank guarantee - bond)	\$1,000 per event
Public Liability Insurance (PLI) - Admin fee for Council version	
Less than 25 people	\$31
26-50 people	\$62
51-59 people	\$93
100 people or more	\$155
Use/Hire Council Operated Building	
Maximum approx costing for event - full use ie kitchen etc	\$206 night
weddings/large parties etc	\$123 per/hr
Bond for parties/weddings/large events	\$700
Waste	
Outdoor	
Indoor event (min charge is)	\$51
Town signage	\$220

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 (2019 – 2021)

	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 measureable 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 General Manager 	<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