

DESTINATION KIAMA EVENTS MARKETING GUIDE



KISS Arts Festival
Photo: GT Digital Media
Kiama Harbour

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Photo: Phil Winterton

1. OVERVIEW

This document has been created for Major and Destination event organisers, to assist with event marketing. Contributing to the growth and success of events held in the Kiama area.

The Kiama area and its community welcomes visitors year round to experience our distinctive natural landscapes, relaxed lifestyle, arts, culture and events. The Kiama Municipality extends from Minnamurra in the north, as far south as Gerroa and west to Jamberoo, forming part of the Illawarra region. Go to kiama.com.au/explore/plan/getting-here/maps to view a map of the Kiama area.

Destination Kiama's purpose is in achieving economic and social benefits for our municipality by sustainably growing tourism and events. Our vision is for the Kiama area to welcome and inspire visitors year round to experience our distinctive natural landscapes, relaxed lifestyle, arts, culture and events.



Your Waste Wise Event can impact on the behaviour of stallholders and attendees in a positive way by reinforcing at home recycling practices.



DESTINATION EVENTS FUNDING

Destination Kiama offers a competitive event funding program for those events that attract visitors from outside the region to the Kiama area. Please visit www.kiama.com.au/partnership/destination-kiamo-events-funding for more information.

The Event Coordinators at Destination Kiama are here to support destination and major event organisers with an aim to encourage visitation from outside the Illawarra region, increase overnight expenditure and help promote the area as a destination. This document seeks to outline the key steps and resources to assist you, as an event organiser to increasing event attendance, attendee satisfaction and overall achieving a successful event.

2. DESTINATION KIAMA TEAM

*As at June 2020



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Glen Benson

3. EVENT MARKETING

A Marketing Plan is a key document for events as it outlines who the target audience is and how key messages are to be communicated. A Marketing Plan may include:

3.1 EVENT PURPOSE

3.2 IDENTIFYING EVENT MARKETING OBJECTIVES

3.3 TARGET MARKET

3.4 SCHEDULE OF MARKETING ACTIVITIES

3.5 MARKETING BUDGET

Should you need, please refer to the Marketing Plan and Schedule template at kiama.com.au/event-resources.



Kiama Coastal Classic
Photo: Elite Energy

3.1 EVENT PURPOSE

An event purpose is the core reason an event is created. This may be a passion or personal interest, a gap in the market or an opportunity to share an experience. From the core reason, the event is often built into a more detailed concept and the feasibility of the event is also assessed.

3.2 IDENTIFYING EVENT MARKETING OBJECTIVES

An event marketing objective needs to align with the reasons an event exists. The marketing objectives should follow the SMART goals method: **Specific, Measurable, Attainable, Realistic, Time-based**. Here you will also look at what you want to measure and how you will do so, e.g. email click-through rates, social media impressions and engagement, or do you need to create an attendee survey?

Examples of objectives include:

- ▶ Increase event engagement across social media platforms by 30% by 30th March 2020
- ▶ Increase the number of pre-event tickets sold by 5% year-on-year
- ▶ Grow the number of event attendees from outside the area by 20%

3.3 TARGET MARKET

When creating an event, it's important to consider who the event is for.

Creating a profile or a number of profiles for the audience is the next step. To create a profile or profiles, consider the following;

- ▶ Who is the event for? e.g. young adults with an interest in food
- ▶ Will attendees participate, spectate or attend the event?
- ▶ What are the demographics of your audience? e.g. 25-40yrs
- ▶ Would attendees bring family and/or friends to the event?
- ▶ What area are attendees from?
- ▶ Do attendees have particular areas of interest such as surfing, fishing, trail walks, etc.?

A great way to identify the target market is to review who has attended the previous events.



3.4 SCHEDULE OF MARKETING ACTIVITIES

The event marketing strategy should be aligned with the identified target markets. This will help to decide when, where and how the message will be delivered to the audience. For example, some demographics have higher engagement levels with online content, whereas others may respond to print media.

The following are types of event marketing and can include paid and unpaid activities;

1. Direct Email
2. Print Collateral
3. Digital Media
4. Social Media
5. TV, Radio and Newspaper
6. Public Relations
7. Out of Area Engagement
8. Local Engagement



Australian Boardriders Battle
Photo: Surfing NSW

DIRECT EMAIL

Many businesses and events use direct email to market the event to the target audiences. The email database may include:

- ▶ Previous attendees and participants
- ▶ Post-event survey respondents
- ▶ Expressions of interest received through the event website

All of the above need to have agreed to receive future communications from the event organisers before they are contacted.

As a part of cross-promotion and collaboration, events may agree to promote each other's events. Many organisations have an email newsletter system where there may be the opportunity to feature events that their audience would be interested in. Consider the possibility of your event being featured in other regular e-newsletters sent out by other event organisers, accommodation operators or organisations such as the Chamber of Commerce, Rotary, Surf Club, along with many others. Some events have sponsors, who are often proud to assist in promoting the events they sponsor to their own databases.

CASE STUDY

Annual sporting events are a great opportunity for collaboration with clubs at grassroots levels, along with state and national sporting bodies may relish the opportunity to promote the events to their audience as a value add to their existing offering through an EDM banner.



An example of an EDM banner

PRINT COLLATERAL

Print collateral will often form a key component of the event materials. When creating print collateral, take the time to think of eye-catching designs you have seen in the past. Print collateral should reflect the event brand in design style, fonts and colours.

The types of printed materials may include:

- ▶ Posters
- ▶ Flyers
- ▶ Outdoor banners
- ▶ Area entry signs . More information available at kiama.com.au/whats-on/kiama-highway-event-signage
- ▶ Event programs

i. DISTRIBUTION OF PRINTED MATERIALS

There are a number of places where print collateral can be distributed such as posters to the Visitor Information Centre, local businesses and businesses outside the Kiama area and Illawarra region. As an example, a sporting event invites a number of teams from outside the Kiama area to their event. As a component of the event marketing, posters may be sent to the sporting clubs in Sydney and surrounding areas to promote the event and encourage visitation to the area.

The Kiama Visitor Information Centre also publish a monthly 'What's On', listing the local events happening over the upcoming month. To be included in this, it's important to maintain the event ATDW listing with up-to-date information.

A WEEKEND OF MUSIC, SURFING, FOOD & GOOD TIMES

SurfLife

1&2
MAY
2020

SURF & MUSIC FESTIVAL

GERRINGONG

THE VANNS • PACIFIC AVENUE • DEBBIES • NOOKY • GOSH
HMO • FLOODWAY • SLIPPERY SURFA • SKETCHY FANCY • DOS ENOS • GOTU • TDB
JACK WILLIS • SAM FLETCHER • DANE OVERTON & THE JOY WILLIAMS BAND • AZZA-D
KAYLA SHEA • FERCHO CHARGIE • REN & THE RUDEBOYS • DANNY MCMARTIN & THE
PSYCHADELIC SURFERS • ACTON WIKKENS • SEATHRU • LILLY LUCAS • DJ WHITEWATER
SURF CAR EXPO • SURFBOARD SWAP MEET • SURF LEGENDS • SANDCASTLE COMP • WERRI SLASH SURF COMPETITION

TICKETS AT SURFLIFEMUSICFESTIVAL.COM.AU OR FOLLOW US @SURFLIFEMUSICFESTIVAL

KIAMA MUNICIPAL COUNCIL
DESTINATION Kiama
SOUTH COAST N.S.W. AUSTRALIA

Poster: Gerringong SurfLife Music Festival

DIGITAL MEDIA

i. EVENT WEBSITE

An event website is often the primary source of information for people interested in the event to find up-to-date details. It will also become the 'home-base' where you're driving all your promotional work.

When creating a website, it's important to have the consumer front of mind and consider:

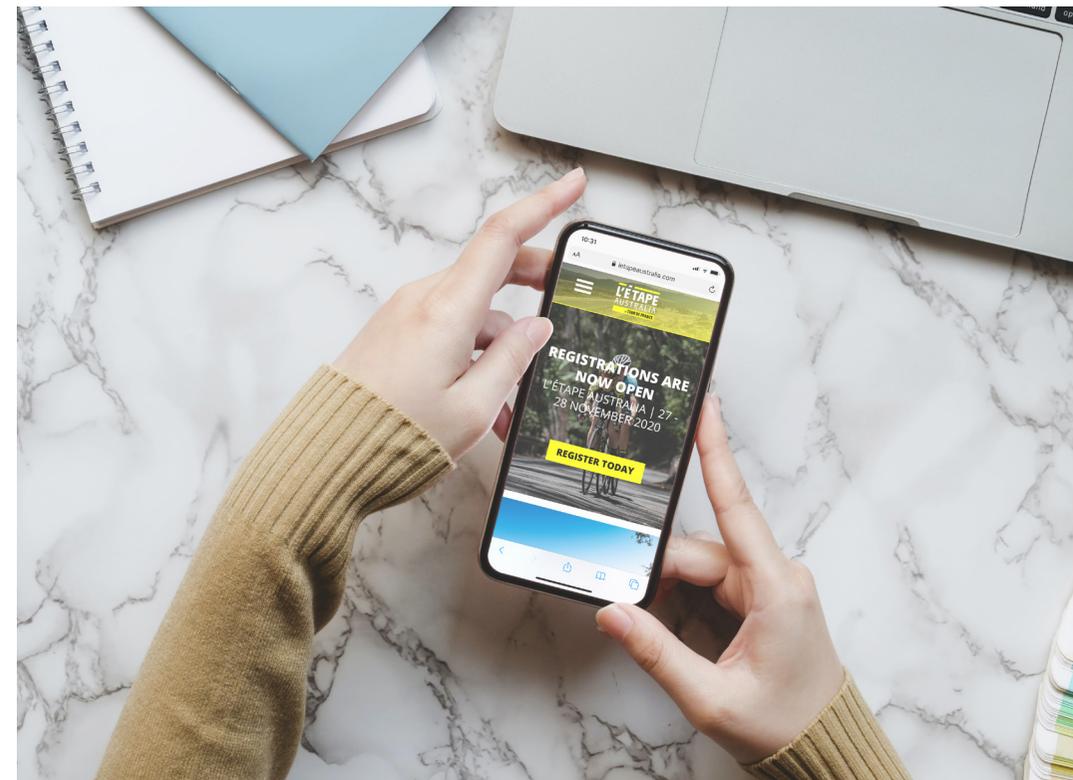
- ▶ The consumer experience, such as how many clicks it takes them to locate the primary event information or the call-to-action to purchase a ticket?
- ▶ The visual appeal of your website – are the images high quality, do they effectively showcase the event offering and align to the event brand?
- ▶ Are there any value-adds, such as additional visitor information, accommodation, transport and activity packages?
- ▶ How does the event promote the area?
- ▶ Is the website responsive (mobile friendly)?
- ▶ Including an updated schedule or programme of events
- ▶ Including your social share buttons with links to help spread the buzz

An additional consideration when creating an event website is the Search Engine Optimisation (SEO). Improving the SEO means when potential consumers search for example 'Gerringong events', any events held in Gerringong will appear. The websites that appear closer to the top have a stronger SEO than those that appear on page 2 or 3 of the search. Below are a couple of ways to improve an events SEO from the [business.gov.au](https://www.business.gov.au) website;

- ▶ Understand your online customers
- ▶ Use keywords on your website
- ▶ Refresh your page content often
- ▶ Gain links from other websites
- ▶ Include the meta description tag

The event website is a great place to showcase the unique aspects of the Kiama area. This may be through picturesque images, engaging copy or the promotion of the things to see and do in the Kiama area. Destination New South Wales has some great images available in the content library, visit www.content.destinationnsw.com.au/ for instructions on how to access the library. Alternatively, events are welcome to contact the Destination Kiama Event Coordinators to provide images.

Suggested copy: *'Come for the event and stay for the weekend. The Kiama area hosts famous blowholes, unspoilt beaches, lush rolling hills, vibrant villages and a warm welcome. Just 90 minutes south of Sydney.'*



Destination Kiama’s annual publication is the Kiama Visitor Guide available at kiama.com.au/explore/plan/getting-here/guides. All events are encouraged to link to and share the digital version of the Visitors Guide. Below are some other areas of interest that may resonate with your audience, and relevant links to information that can be found on the kiama.com.au website.

INTEREST	LINKS FOR YOUR WEBSITE
Natural Wonders	kiama.com.au/experience/iconic-wonders
Accommodation Guide	kiama.com.au/stay
Outdoor Activities	kiama.com.au/experience/activities
Arts & Culture	kiama.com.au/experience/arts-culture
Eat & Drink	kiama.com.au/experience/eat-drink
Health & Wellness	kiama.com.au/experience/health-wellness
Nature Walks & Wildlife	kiama.com.au/experience/nature-walks-wildlife
Family Fun	kiama.com.au/family-fun
Beaches & Swimming	kiama.com.au/experience/beaches-swimming
Markets & Shopping	kiama.com.au/experience/markets-shopping



Event organisers save money by reducing post-event clean-up costs and the amount of waste sent to landfill, and generate goodwill among the public.

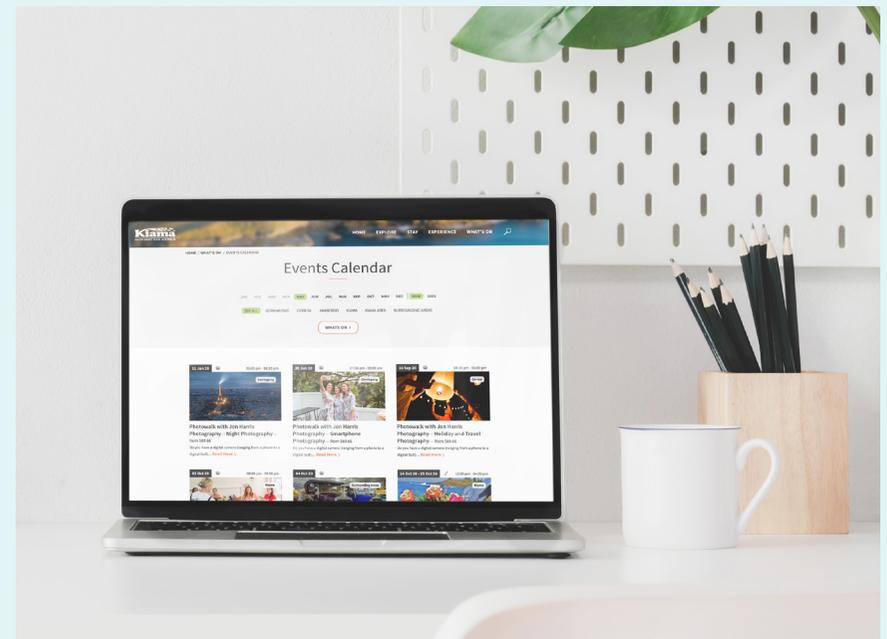
INCLUSION OF KIAMA.COM.AU CONTENT ON AN EVENT WEBSITE

A great way to integrate Destination content onto the website is by including a ‘Spend the weekend’ message. This can be done by a banner image on the home page, engaging and relevant content, along with click-throughs to the Destination Kiama website.

In conjunction with the event being a primary reason to visit the area, this content promotes a strong secondary reason to extend the duration of their visit, potentially create return visitation and creates an advocate who promotes the area to their family and friends.

It is a good idea to review the event offering each year to highlight opportunities for growth and innovation, to expand the event offering and encourage visitors to come early and stay late.

Need help? Contact the Destination Kiama Event Coordinators.



ii. AUSTRALIA TOURISM DATA WAREHOUSE (ATDW)

The Australian Tourism Data Warehouse is the national platform for digital tourism information in Australia. There are over 90,000 listings published by over 250 online distributors.

The kiama.com.au website integrates with this platform, meaning that when an event in the Kiama area is listed on ATDW, the listing and the relevant information are carried over to the website. Please click here kiama.com.au/event-resources for instructions on how to list your event with ATDW, or contact Destination Kiama Event Coordinators.



Photo: Crooked River Winery

iii. CONTENT CREATION

Digital content can be website content, blog posts, videos, webinars, podcasts and much more. Content is a modern way to communicate and share a message.

Creating content can be an engaging way to communicate expectations of the event with the target audience. An important consideration is the type of content and how it's shared with the audience.

Content can be created in many forms, such as:

- ▶ 15-30 second clips captured at an event can be re-purposed to promote the event in future years
- ▶ Podcasts may be created by known talent or key influencers to share the story of the event
- ▶ Blog posts specific to the event points of interest can help the audience to connect with the story or reason for the event

An image library is a valuable asset for all events as images have the power to showcase the event offering and to market the event in future years. Investing in a professional photographer and providing them with a brief is important to ensure they are capturing the look and feel of the event.

iv. DISTRIBUTION OF CONTENT

In the digital space, there are a number of ways to share content and encourage the re-sharing of content such as social media, ambassadors, the event website, YouTube and TV.

SOCIAL MEDIA

When promoting your event through social media platforms such as an Instagram story or post, please tag @KiamaNSW where possible. It's also great to add the hashtags relevant to the area such as #kiamansw, #kiama, #minnamurra, #bombo, #jamberoo, #gerringong and #gerroa for potential event attendees to find your posts organically.

It's likely that for as many people you have attending your event, you will have just as many who couldn't make it but are still interested in what's happening, there is an opportunity here to keep them engaged and encourage them to come along next time. Consider communicating hashtags to your audience to help you with this.

i. FACEBOOK

Creating a Facebook event page is a great way to communicate key event details – what, when, where, ticketed or free? It will also create an audience of event attendees to communicate with. For free and non-ticketed events, it may provide you with an indication on the number of attendees you can expect at your event.

While this is primarily a fee-free form of advertising, Facebook also allows you to 'boost' posts for a small cost, targeting the posts to demographics specific to your event. Visit Facebook help [facebook.com/business/help/](https://www.facebook.com/business/help/) for more information.

Competitions are a great way to engage with an event audience and encourage the sharing of event content. When running a competition, it's always valuable to see if you require a permit to do so, in addition to understanding any conditions imposed by the platform.

ii. INSTAGRAM

While Facebook and Instagram are similar, they each have their own unique benefits. Sponsored posts, photo, story and video ads on Instagram may be what the event is looking for with advertising. More information can be found at business.instagram.com/advertising

Events often have talent with large social media followings involved, this is a great opportunity for talent to post about the event, the Kiama area and what else they might be doing during their stay.

CASE STUDY

A great example of an event who featured a brilliant line-up of talent, these personalities had over 100k followers each and encouraging them to post to reach an audience that the event marketing may not have reached.



TV, RADIO AND NEWSPAPER

While there are a number of options for media platforms available to market events. Event organisers may choose to invest a portion of the marketing budget into traditional media advertising such as TV, radio, or newspapers. It has become common for these medias to also have a strong online presence, including through social media.

PUBLIC RELATIONS

There are many ways to share the story of an event, it might be a PR stunt or activation to create hype around the event or it may be through media interviews with key talent.

i. MEDIA RELEASE

Another way to approach media is to create a Media Release to pitch 'new news' in order to gain editorial interest in the event. Examples of 'New News' may include unique event announcements, maybe you have well-known talent involved in the event, exciting changes or additions to an event. A Media Release template can be found at kiama.com.au/event-resources. Below are also some tips on writing a Media Release.

A Media Release is a valuable way to provide clear and concise information to local and out of the area media. It is helpful to include an event hero image (with the appropriate copyright approvals) as an accompaniment to your release when sending it out. Timing is everything when it comes to issuing a media release; this may occur when significant milestones are reached such as the announcement of a music line-up, the opening of ticket sales or post-event success stories.

These may be issued when significant milestones are reached such as a music line-up, opening of ticket sales and post-event success stories. Please contact the Destination Kiama Event Coordinators if you need a list of media contacts.

We have also included some additional industry tips from mediaconnections.com.au below:

- ▶ Write a great headline – short and snappy to grab attention
- ▶ First paragraph should contain your strongest message – who, what, when, where and why
- ▶ Keep your media release to one page (maximum 400-500 words)
- ▶ Finish with your media person's contact details, including a mobile phone number

OUT OF AREA ENGAGEMENT

When reviewing your target audience, there may be a few considerations with attracting the audience from out of the area such as where they are likely to come from such as Sydney, Canberra or further down the NSW South Coast. It's a great opportunity to look at marketing in Sydney-centric publications, online event based platforms such as Out and About with Kids and Concrete Playground to name a few. In addition to publications, segmenting the audiences to market on social media allows for the targeting of potential visitors from outside the area.



Providing sustainable practices enhances the reputation of the event, making it more attractive to locals and tourists alike.

LOCAL ENGAGEMENT

i. VISITOR INFORMATION CENTRE

The Kiama Visitor Information Centre welcomes hundreds of visitors to the Kiama area every day, many of which may consider travelling back specifically to attend your event or spruik to their family and friends. Providing props to theme the Centre, offering an event briefing to the staff and volunteers or providing event specific music or merchandise creates another channel for event marketing.

ii. LOCAL BUSINESSES

The event experience can be amplified through engaging with local businesses, presenting unity within the community and enhancing the visitors' experience throughout their stay.

A couple of ideas on how this works may be;

- ▶ Reach out to local restaurants and cafes to see if they'll create a signature dish or meal package that you can promote
- ▶ Working with local accommodation providers to see if they might be interested in organising ticket and accommodation package deals
- ▶ Creating a soundtrack (ensuring appropriate copyrights) to be distributed to local businesses to play during the event
- ▶ Speaking with other event organisers or local creatives to create additional event engagement points throughout the area, such as, a comedy pop-up, buskers or art installations.



By making your event Waste Wise, it will reduce the environmental impacts it causes, increase the levels of recycling and avoid creating waste from the beginning.

3.5 MARKETING BUDGET

All events will have an operating budget with a section dedicated to the event marketing. It is important to track the amount of money being invested in the marketing activities and review the return on investment (ROI), this will guide the event for future planning and marketing activities. A budget template can be found at kiama.com.au/event-resources



4. EVENT MARKETING CHECKLIST

CHECKLIST	COMPLETED
Do you have or are you creating an email database?	<input type="checkbox"/>
Is the event website up-to-date?	<input type="checkbox"/>
Does the hero image capture the look and feel of the event?	<input type="checkbox"/>
Have the target audiences and social media advertising been setup?	<input type="checkbox"/>
Is the event listed with ATDW?	<input type="checkbox"/>
Has @KiamaNSW been added as a co-host to the Facebook event page?	<input type="checkbox"/>
Are the Destination Kiama, Kiama Municipal Council and other sponsor logos on the event website and collateral?	<input type="checkbox"/>
Is there Destination content on the event website, such as the links to accommodation, things to see and do in the Kiama area?	<input type="checkbox"/>
Could there be more 'Experience' content to the website specific to your audience, such as health & wellbeing, family fun, outdoor activities, etc?	<input type="checkbox"/>
How is the visitation data, such as postcodes, being captured when people register or through an event survey?	<input type="checkbox"/>
Is there a media release for the event?	<input type="checkbox"/>
Is there an opportunity to engage with the Kiama Visitor Information Centre or local businesses?	<input type="checkbox"/>



L'Étape Australia Photo:
Kiama Municipal Council

5. POST EVENT REPORTING

Taking the time to reflect and debrief soon after the event provides the opportunity to identify the successes, opportunities for improvement and recommendations for the future planning of the event. The insights can assist with the following year to secure funding and new sponsors.

Reviewing key documents such as the Marketing Plan to assess if the objectives were met, the budget adhered to, opportunities that arose along the way and return on investment. It's always valuable to document the findings in a post event report, there is a template available at kiama.com.au/event-resources.



Photo: Kiama SkateFest

6. CONCLUSION

Thank you for taking the time to read the Destination Kiama - Events Marketing Guide, we hope that it provides some support in planning, delivering and evaluating the event marketing. The Destination Kiama Event Coordinators are here to assist Major and Destination events as much as possible to achieve success for the events in the Kiama area.

Partnership with Destination Kiama offers you the opportunity to support and participate in the marketing and development of tourism and events in our area, as well as the promotion of your business or event. Visit kiama.com.au/partnership.

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Document prepared by: Destination Kiama. **Document intended for:** Major and Destination Event Organisers holding events within the Kiama area. **Disclaimer:** This document is general in nature and can be used by event organisers to assist with the event marketing aiming to increase overnight visitation from outside the Illawarra region.

