

Destination Events Funding APPLICATION FORM

This form is to be used if you wish 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 Meeting and finally presented at a Council Meeting for resolution.

We recommend consulting the [Destination Events Funding Guidelines](#) prior to submitting your application.

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

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

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

Part 1: Applicant Details

Full Name			
Role/Title for Event			
Email			
Phone			
Postal Address			
	Suburb		Postcode
Are you a resident of the Kiama LGA?	<input type="checkbox"/> Yes <input type="checkbox"/> No		

Part 1A: Applicant Details – Additional Details for Organisations Only

Organisation Name			
Email			
Phone			
Postal Address			
	Suburb		Postcode
ABN			
Head of organisation			
Brief statement to describe your organisation			
Are you a Destination Kiama Partner?	<input type="checkbox"/> Yes <input type="checkbox"/> No*		
*Please note, this is <u>not</u> a pre-requisite to receive funding, however, we do invite you to explore the benefits of the program. For more information on the Destination Kiama Partnership Program, visit Destination Kiama Partnership - Destination Kiama			
	Website		

Links to the Organization's Website and Social Media Accounts (if applicable)	Facebook	
	Instagram	
	YouTube	
	ATDW	

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			
	YouTube			
	ATDW			
Anticipated number of Attendees				
Brief Description of Event (300 words or less)				
What is the Aim/Purpose of the Event?				
What are your Key Objectives?				

<p>Specifically identify what you are seeking from Destination Kiama/ Kiama Municipal Council (breakdown financial and in-kind support you are requesting). Please refer to Council Fees & Charges</p>	Item	Estimated Value (\$)
	In-kind support requests may include reserve and hall hire fees for Council operated venues, waste management fees, Holiday Parks accommodation...	
<p>Sponsorship and/or Partnerships already secured (if applicable)</p>	Sponsor/Partner	Estimated Value (\$)
<p>Have you previously received funding from Kiama Municipal Council or Destination Kiama? If yes, for which project and what amount was received?</p>		

Part 3: Economic Impact

Expected number of visitors attracted to event from <u>outside</u> the Kiama LGA?		How long are visitors expected to stay?		Hours
				Days
				Weeks
Specific target market demographics (age, gender, location e.g. mid-20's females from Sydney)		What is the expected expenditure of visitors? (dollars, per person, per day)		
How will your event partner with other local businesses such as attractions, accommodation, etc. to extend visitor length of stay?				
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?	<input type="checkbox"/> Yes <input type="checkbox"/> No			

Part 4: Community Benefit

How does your event engage with the local community?	
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How is your event accessible and inclusive?	
What Waste Wise practices will be in place at your event?	

Part 5: 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?	
How will your event acknowledge Destination Kiama and Kiama Council funding support?	<input type="checkbox"/> Event/Organisation Website <input type="checkbox"/> Social Media Channels <input type="checkbox"/> Event Collateral (i.e. posters, event program, etc.) <input type="checkbox"/> Other (please describe) :
How does your event align to the Tourism and Event Strategic Plan	
Marketing Plan attached?	<input type="checkbox"/> Yes <input type="checkbox"/> No

Part 6: Event Budget

	Item	Cost
Budget overview Please include main income and expense items here. <i>(Append additional budget items you deem relevant to the application)</i>	INCOME	
	EXPENSES	

Part 7: Other

Any other items to support your application? (Please list and attach)		
How did you hear about Destination Kiama Event Funding?	<input type="checkbox"/> Social Media	<input type="checkbox"/> Advertisement
	<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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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 organised with the Destination Kiama team to discuss payment milestones and reporting. Payment is generally made in two instalments; the first 50% of funding is paid on receipt of your Marketing Plan for the event, the remaining 50% of funding is paid on receipt of your Post Event Report. You will be required to provide an invoice for each of these payments addressed to "Kiama Municipal Council" with the Purchase Order Number provided to you by the Events Coordinator.

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 assess your application for funding. 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. 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 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

Date _____

Name _____

Application request added to TAC agenda on

Date _____

Name _____