

DESTINATION KIAMA

PARTNERSHIP INVITATION

2023 - 2024



ACKNOWLEDGEMENT OF COUNTRY

Destination Kiama acknowledges the traditional custodians of this land, the Wodi Wodi people of the Dharawal Nation.

We value and celebrate their culture and language, and continuing connection to the land, the sea and community.

We pay respect to the Elders and their families, past, present and emerging, and through them, to all Aboriginal and Torres Strait Islander peoples.



ABOUT US

Destination Kiama is the tourism brand of the Tourism and Events Department of Kiama Municipal Council. We take a holistic approach in coordinating all tourism operations, opportunities and strategic marketing for the area, taking in the geographical areas from Minnamurra in the north, Jamberoo in the west and Gerroa in the south.

Our region is a place of contrasting natural beauty, where coastal cool meets village charm and unexpected waterfall walks are hidden amongst the lush hinterland. Visitors have been welcomed here for many years and the tourism industry is recognised as vital for our local economy.

Currently supporting over 200 partners in providing local area destination marketing, visitor servicing, tourism industry advocacy, destination event support and integrated management of tourism.

Destination Kiama invites local businesses and events to partner with us to sustainably grow overnight visitor expenditure.



OUR PURPOSE

Our role is to achieve economic and social benefits for our municipality by sustainably growing the visitor economy via tourism and events.

This is achieved through our five objectives:

1. Provide strong leadership, partnership & communication.

Deliver advocacy and strong, strategic leadership, positioning tourism as an integral element of a thriving, diverse Kiama economy with a focus on industry development and support.

2. Facilitate sustainable tourism growth.

Work with industry and partners to maximise Kiama's contribution to Destination NSW's goal of reaching \$25 billion in regional visitor expenditure by 2030 (\$65 billion state-wide).

3. Deliver authentic branding & marketing.

Build branding and marketing activities based on the area's genuine and unique qualities and character; delivering a strong and consistent message to key target markets.

4. Create a thriving high quality event destination.

Position Kiama as a high quality regional NSW boutique event destination, stimulating sustainable economic and community benefits.

5. Enable tourism investment & development

Facilitate appropriate investment and development resulting in an improved depth and quality of visitor experiences.

OUR TEAM



**KIAMA MUNICIPAL
COUNCIL CHIEF
EXECUTIVE OFFICER**
JANE STROUD



**MANAGER TOURISM
& EVENTS**
SALLY BURSELL



**TOURISM &
MARKETING
COORDINATOR**
ANETT FAUSTMANN



**EVENTS
COORDINATOR**
HELEN DEMERTZIS



**EVENTS
COORDINATOR**
KRISTY YOUNG



**VISITOR SERVICES
COORDINATOR**
LAUREN RES



**PAVILION
COORDINATOR**
JACKIE HALL



**PAVILION EVENTS
ASSISTANT**
KYLIE HARDING



**PAVILION PROPERTY
CLEANER**
GEOFF MCINTYRE

VISITOR SERVICES OFFICERS
Kylie Henry, Sylvia Milton, Eliza Guevara, Debbie Gallagher,
Lyanne Biggs, Sophie Campbell, Kelly Swan, Jo Norfolk.

AND OUR TEAM OF VOLUNTEERS

TOURISM AND ECONOMIC ADVISORY COMMITTEE

Back:

Cameron McDonald

Craig Hardy

Clr Warren Steel

Front:

Anthony Body

Kate Mathers

Clr Matt Brown

Sally Bursell

Missing:

Leah Hill

CEO Jane Stroud



ANNUAL STATISTICS

TOURISM INDUSTRY

\$301 Million visitor spend injected into the Kiama economy.

1.2 million visitors are welcomed annually (817,000 day visitors, 428,000 domestic overnight visitor).

2.6 nights is the average visitor overnight stay.

\$517 is the average domestic overnight spend per visit.

\$95 is the average domestic day spend per visit.*



DESTINATION KIAMA SNAPSHOT

22,600+ followers across two social media platforms.

90,000+ serviced visitors at the Kiama Visitor Information Centre.

40,000 Kiama Visitor Guides distributed.

210+ Destination Kiama Partners.

1 major brand marketing campaign.

4 media partnerships with National travel publications.

6 off-peak events delivered.

14 sponsored events via the Destination Event Funding Program.

10,000 Kiama Dining Guides distributed.

6,000 Kiama Walks Guides distributed.

6,000 Kiama Coast Walk Maps distributed.

40,000 (approx.) What's On distributed.



VISITOR SNAPSHOT

981,000 are travelling adult couples.

744,000 are travelling with friends and relatives, no kids.

660,000 are travelling in a family group.



*Source: Tourism Research Australia, from the year ending 2022.



YOUR INVITATION

Destination Kiama invites local businesses and event organisers to partner with us to sustainably grow overnight visitor expenditure. The Kiama area (Kiama, Gerringong, Gerroa, Jamberoo, Minnamurra and Bombo) has been welcoming visitors for many years, and the tourism industry is recognised as vital for our local economy.

Destination Kiama is the team within Kiama Municipal Council that coordinates destination management, tourism operations, opportunities, strategic marketing, industry and experience development, partnerships and destination events.

Our team operates across the six following areas:

- **Destination Management** - Prioritisation and coordination of key projects and objectives.
- **Destination Marketing** - Strategic and sustainable marketing of our area to raise the profile of our destination and our experiences.
- **Visitor Servicing** - Operation of the accredited Kiama Visitor Information Centre, partnership administration, online bookings, publications, volunteer management and service delivery.
- **Destination and Major Events** - Event attraction, staging of key events such as New Years Eve and Kiama Winter Festival, destination and major event support and funding.
- **Industry Development & Engagement** - Coordination and provision of opportunities for the local tourism sector and businesses, to foster innovation and continuous improvement. Tourism After Hours networking events, Above and Beyond Award program, Tourism Advisory Committee representation.
- **The Pavilion Kiama** - Management and operation of Kiama Council's multi-use venue, providing indoor and outdoor facilities for conferences, weddings, private and community events.

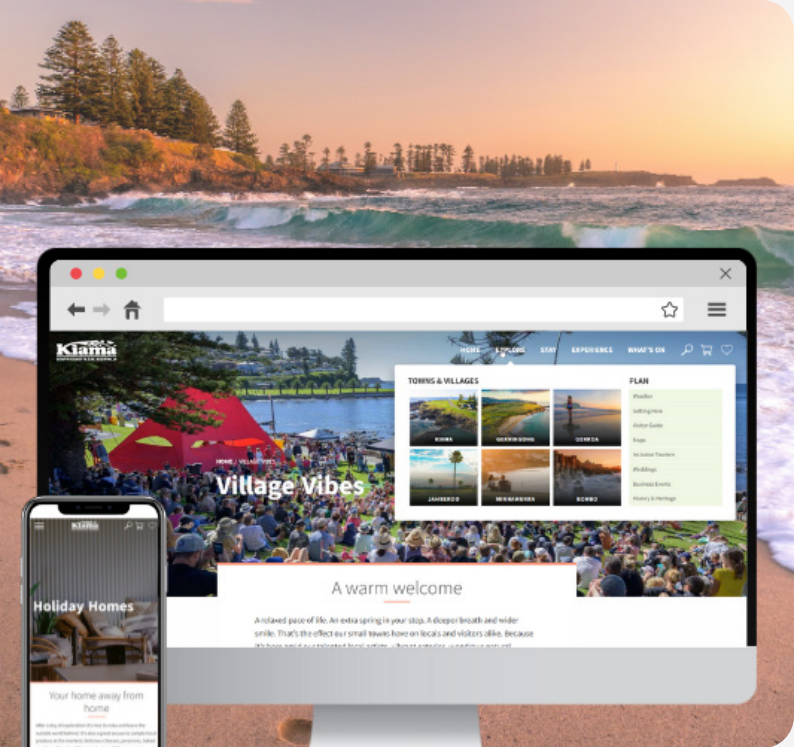
PARTNERSHIP OPPORTUNITIES

2023/24

BENEFIT	BUSINESS PARTNER \$120	PLATINUM PARTNER \$295
Free listing in the annual official Kiama Visitor Guide, distributed locally, state-wide & online (60,000 printed)	✓	✓
Featured listing in the official Kiama Visitor Guide		✓
Business webpage and/or events calendar listings on kiama.com.au	✓ 1 x webpage (via ATDW)	✓ 2 x webpage (via ATDW)
Free listing in the Local Dining Guide (where relevant)	✓	✓
Free listing in the Accommodation Guide (where relevant)	✓	✓
Free listing in the online Business Events Guide (where relevant)	✓	✓
Instant bookings via online booking platform on kiama.com.au (where relevant)	✓	✓
DL size business / event brochure / flyer displayed in the Kiama Visitor Information Centre at Blowhole Point	✓	✓
Business or event featured digitally on screens at the Visitor Information Centre		✓
Visitor referrals from qualified visitor centre staff and volunteers, based on customer needs	✓	✓
Stock the Kiama Visitor Guide, Dining Guide, Walks Guide and maps at your business at no cost	✓	✓
Kiama Visitor Guides delivered monthly to your business*		✓
Attend Tourism After Hours – our invitation only, networking event held seasonally	✓ (Max 2 FOC)	✓ (Max 4 FOC)
Opportunity to host Tourism After Hours and in return showcase your business		✓
Opportunity to provide product updates to Visitor Information Centre staff and volunteers	✓	✓
Opportunity to host Visitor Information Centre staff and volunteer on familiarisation tours	✓	✓
Invitations to industry development opportunities e.g. photography workshops & Event Boot Camp	✓ (2 People max.)	✓ (4 People max.)
Subscription to 'The Buzz', Destination Kiama's monthly electronic industry newsletter	✓	✓
10% partner discount when advertising in the 2024 Kiama Visitor Guide	✓	✓
First option for sponsorship and promotional opportunities e.g. events, Dining Guide, signage etc.		✓
Destination Kiama partnership decal / sticker	✓	✓
Kiama 'wave' sticker	✓	✓ (2)
Assistance with your business or event ATDW listing	✓	✓

NOTE: We welcome partnership from businesses outside of the Kiama LGA however, platinum level is required and assessed on a case by case basis.

*Monthly brochure delivery is excluded for those outside the Kiama LGA.



MARKETING & PROMOTION

The Kiama Council has committed a combined overall budget of \$900k to tourism, of which \$200k is focused on marketing and promotions.

Our destination marketing combines a selection of National tourism and lifestyle publication partnerships where we feature appropriate partner businesses and events. We also feature partners via our social media channels @kiamansw on Facebook and Instagram.

WEBSITE PRESENCE

Partners will have a dedicated page on the kiama.com.au website, representing their business, service or event with contact details listed and links to booking platforms.

PRINTED PUBLICATIONS AND ADVERTISING

60,000 Kiama Visitor Guides are printed and distributed annually throughout NSW. Each partner will receive a one line listing within the annual Kiama Visitor Guide and a full listing (where appropriate) in our Kiama Dining Guide, What's On Guide and Accommodation Guide. Partners also receive 10% off visitor guide advertising.



THE VALUE OF THE VISITOR CENTRE

Capture new customers. Expose your business or event to the 90,000 visitors that are welcomed and serviced at the Blowhole Point Visitor Information Centre each year.

DID YOU KNOW?

Following a trip to a Visitor Information Centre in NSW, on average visitors spend an additional \$131 and 49% of them will spend more time in the area.

EVENT SUPPORT

Destination Kiama assists in supporting local destination and major event organisers to plan and deliver successful events. One method we do this is the administration of the Destination Event Funding Program which enables Kiama Council to financially support eligible events in delivering visitor economy objectives.

DESTINATION EVENT FUNDING PROGRAM

Specifically supporting events that attract intra- and interstate visitation and appeal to Kiama's key visitor markets. We invite applications, via two funding rounds, for events that occur outside of recognised peak periods, that bolster the local events calendar and encourage overnight stays. In 2023/24 this program's budget is \$130,000.



NETWORKING OPPORTUNITIES

Partners are invited to attend seasonal Tourism After Hours events, participate in industry development opportunities such as workshops to increase skills in social media, photography, and online bookings, as well as invitations to participate in industry engagement workshops.

DID YOU KNOW?

As a partner you can attend (or host) our Tourism After Hours networking functions.

JOIN TODAY...

Scan to complete the
Destination Kiama 2023-24
partnership application form.

