

Destination Kiama

Partner Invitation

2024 - 2025



DESTINATION

Kiama
SOUTH COAST N.S.W. AUSTRALIA



kiama.com.au



Acknowledgement of Country

Destination Kiama acknowledges the Dharawal people as the Traditional Custodians of the land, “Kiarama”, or Kiama and their custodianship for more than 60,000 years.

We value and celebrate the Dharawal culture and language, and acknowledge the Dharawal people’s continuing connection to the land, the sea and the 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.

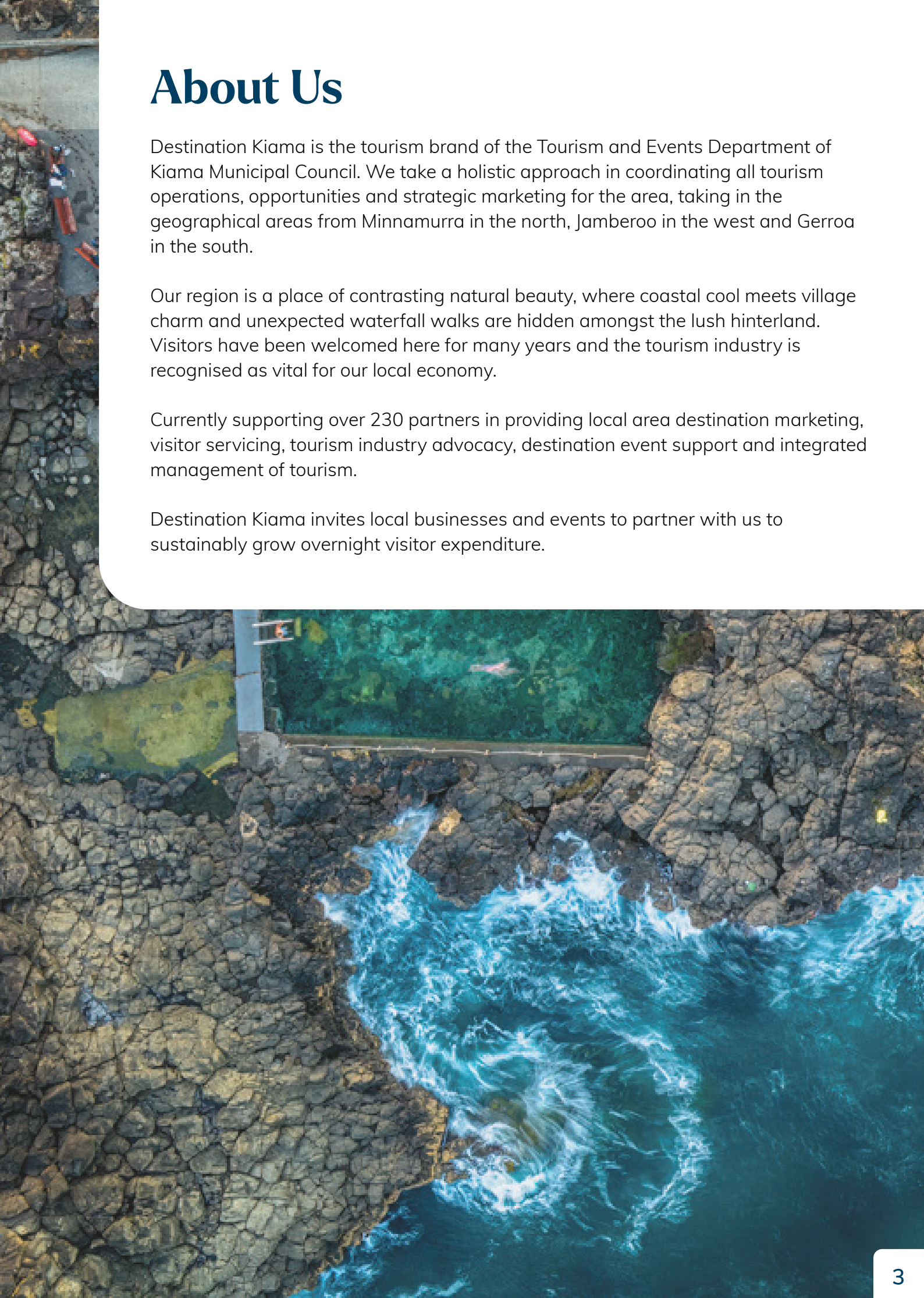
About Us

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 230 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.

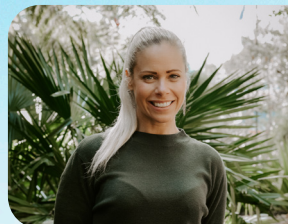


Our Tourism and Events Team



**KIAMA MUNICIPAL COUNCIL
CHIEF EXECUTIVE OFFICER**

JANE STROUD



**TOURISM & EVENTS
MANAGER**

SALLY BURSELL



**VISITOR SERVICES
COORDINATOR**

LAUREN RES



EVENTS LEAD

HELEN DEMERTZIS



**TOURISM &
MARKETING LEAD**

BELINDA WILLIAMS



**THE PAVILION
COORDINATOR**

JACKIE HALL



**THE PAVILION EVENTS
ASSISTANT**

KYLIE HARDING



**THE PAVILION
CLEANER**

GEOFF MCINTYRE

VISITOR SERVICES OFFICERS

Kylie Henry, Eliza Guevara, Debbie Gallagher, Lyanne Biggs, Kel Swan and Jo Norfolk
...and our wonderful team of volunteers!

Input into strategy and connection with local industry is provided to the department via the 'Tourism and Economic Advisory Committee' (TEAC). Following endorsement of a new Council in October 2024, appointed Councillors will be appointed positions on the various Council committees. Industry members will then be invited to apply for positions on the TEAC. The TEAC operate under Terms of Reference which can be found on Council's [website](#).

Annual Statistics

OUR LOCAL TOURISM INDUSTRY

Injected **\$330 million** into the Kiama economy.

Saw **1.1 million visitors** to our region.

Had over **430,000 people** stay overnight and **673,000 day visitors**.

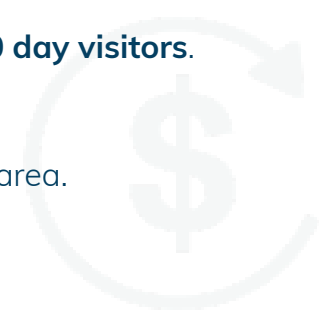
Average length of stay is **3.4 nights**.

Saw visitors spend a total of **1.9 million nights** in the area.

Overnight visitors spent approximately **\$517 per visit**.

Day visitors spent approximately **\$95 per visit**.

Welcomed **56,000 international visitors**.



A DESTINATION KIAMA SNAPSHOT

Top Tourism Town **Winner** for 2024

27,800+ followers across two social media platforms.

58,000+ serviced visitors at the Kiama Visitor Information Centre.

45,000 Kiama Visitor Guides distributed.

230+ Destination Kiama Partners.

27 events supported by the Destination Event Funding Program.

Delivered **Kiama Winter Festival, Jamberoo Jam** and **New Year's Eve**

10,000 Kiama Dining Guides distributed.

6,000 Kiama Rides Guides

6,000 Kiama Walks Guides distributed.

6,000 Kiama Coast Walk Maps distributed.

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

VISITOR SNAPSHOT

28% of visitors are adult couples.

27% are unaccompanied.

22% are visiting friends or relatives.

17% are travelling as a family group.



*Source: Tourism Research Australia, from the year ending 2023.



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.

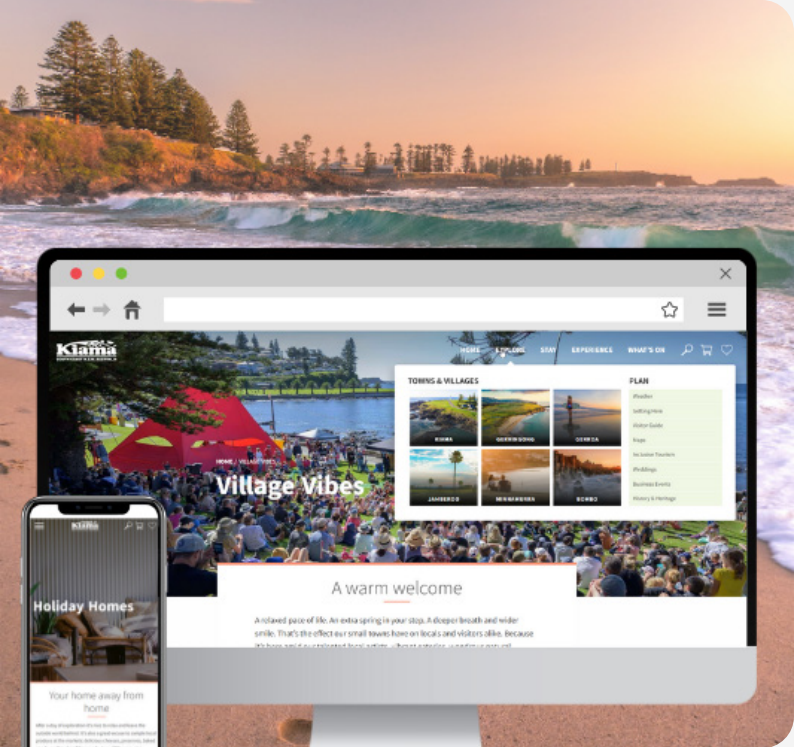
Partnership Opportunities

2024/25

BENEFIT	BUSINESS PARTNER \$150	PLATINUM PARTNER \$350
Free listing in the annual official Kiama Visitor Guide, distributed locally, state-wide & online (45,000 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. Partnership price is inclusive of GST.

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



MARKETING & PROMOTION

In 2023/24 Kiama Council 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 & ADVERTISING

45,000 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 55,000 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

We support destination and major event organisers in planning and delivering successful local events. Our team helps with enquiries, permissions, and approvals, and administers the Destination Event Funding Program to financially support eligible events, promoting economic and social benefits for our community.

DESTINATION EVENT FUNDING PROGRAM

The Destination Funding Program supports events that draw intra- and interstate visitors, occur during off-peak times, and appeal to Kiama's key markets. Two to three funding rounds are held annually, distributing a \$130,000 budget.



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 2024-25
partnership application form.

