

DESTINATION

**Kiama**

SOUTH COAST N.S.W. AUSTRALIA

MINNAMURRA BOMBO JAMBEROO GERRINGONG GERROA



2026 – 2027  
Partnership Prospectus

# Acknowledgement of Country

*Destination Kiama would like to acknowledge Elders, Traditional Owners and Custodians with their continuing connections to Land, Waters, Sky, Culture and Community. We pay our respects to the Traditional Custodians of the Dharawal Nation, and their Elders past, present and future.*



## Your Invitation

**Grow your visibility. Attract more visitors.  
Be part of Kiama's leading destination network.**

By partnering with Destination Kiama, you'll be part of a coordinated effort to encourage visitors to stay longer, spend more, and experience our region year-round.

You'll also benefit from targeted marketing and direct referrals to audiences already planning their Kiama visit, connecting your business with people ready to book, explore and spend.

Together, we're building a more resilient destination, one that supports local businesses, strengthens our visitor economy, and advocates for the investment needed to deliver exceptional visitor experiences.

# About us

Destination Kiama is the official tourism brand of Kiama Municipal Council's Tourism and Events team. We lead the growth of a vibrant, sustainable visitor economy across our region - from Minnamurra in the north, Jamberoo in the west, to Gerroa in the south.

Our region is defined by striking natural contrasts: coastal villages, rolling green hills, and moments of discovery around every corner. Welcoming visitors has long been part of our story, and tourism continues to play a vital role in the strength and character of our local economy.

Today, Destination Kiama supports more than 160 partners through destination marketing, visitor servicing, industry advocacy, event support and coordinated tourism management, all designed to elevate the visitor experience and strengthen our region.

# Our team

Our work is guided by the Tourism and Economic Advisory Committee (TEAC), chaired by Councillor Matt Brown and comprising of Councillor Yasmin Tatrai, Anne-Marie Elser (Kiama Business Network), and community representatives Craig Hardy, Suzanne Mansfield, Simon Smith and Tom Abood.

Our staff team leads strategic direction and destination management, delivering marketing campaigns, managing [kiama.com.au](http://kiama.com.au) and [@kiamansw](https://www.instagram.com/kiamansw), developing and supporting major and destination events, and maintaining strong connections with federal, state and regional partners.



**MANAGER  
 TOURISM &  
 ECONOMIC  
 DEVELOPMENT**  
 SALLY BURSELL



**TOURISM &  
 MARKETING  
 LEAD**  
 BELINDA  
 WILLIAMS



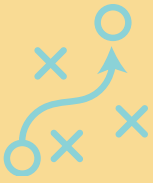
**TOURISM &  
 EVENTS  
 LEAD**  
 HELEN  
 DEMERTZIS



**VISITOR  
 SERVICES  
 COORDINATOR**  
 LAUREN RES

We also operate the Kiama Visitor Information Centre, supported by three part-time staff, casuals and volunteers who provide visitor servicing and information across the region.





Our direction is guided by the (draft) **Kiama Visitor Economy Strategy 2035** - with a clear focus on attracting higher-value visitors, increasing year-round demand, and supporting a thriving local business community.

Through coordinated marketing, industry advocacy and strong partnerships, we're building a more resilient and competitive destination.

# Our Vision

*By 2035, the Kiama area will be recognised as a sustainable, culturally rich destination where visitors stay longer, spend more, and contribute to a thriving local economy and vibrant community life.*

## Strategic Goals:

 <b>Grow High-Value Visitation</b>	 <b>Diversify Experiences and Markets</b>	 <b>Enhance Infrastructure and Accessibility</b>	 <b>Build Industry Capability and Workforce</b>	 <b>Activate the Night-Time and Cultural Economy</b>
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## Five focus areas:

	<b>Destination Brand &amp; Marketing</b> Deliver compelling campaigns, strengthen brand positioning, and leverage digital channels
	<b>Experience &amp; Product Development</b> Curate and innovate visitor experiences and signature events to drive dispersal and seasonality
	<b>Infrastructure, Access &amp; Sustainability</b> Advocate and collaborate on transport, signage, and visitor amenity upgrades
	<b>Industry Skills &amp; Partnerships</b> Upskill operators, foster collaboration, and build workforce resilience
	<b>Night-Time &amp; Cultural Economy</b> Support cultural programming, a Night-Time Economy Strategy, and promote evening experiences

DESTINATION



# DESTINATION SNAPSHOT

2025 / 2026



VISITORS  
ANNUALLY

**833,000**



A VISITOR ECONOMY  
WORTH\*

**\$261M**



OVERNIGHT  
VISITORS\*

**410,000**



VISITOR  
NIGHTS\*

**950,000**



AVERAGE  
STAY\*

**2.3 nights**



AVERAGE VISITOR  
SPEND\*

**\$431/visit**



NSW TOP TOURISM  
TOWN WINS

**2024, 2025, 2026**



MAJOR & DESTINATION  
EVENTS SUPPORTED

**16**



VISITORS ASSISTED AT  
VISITOR INFO CENTRE

**57,000+**



VISITOR GUIDES & MAPS  
DISTRIBUTED NSW-WIDE

**100,000+**



SOCIAL MEDIA  
FOLLOWERS

**39,500**



LOCAL BUSINESSES  
PARTNERING

**160+**

\*Source: National and International Visitor Survey, Tourism Research Australia (TRA), year ending December 2025. NOTE: Estimates from YE March 2025 are not directly comparable with previous year estimates due to a change in methodology.

# Partnership options & inclusions

BENEFIT	BUSINESS PARTNER \$170	PLATINUM PARTNER \$390
Listing in the official Kiama Visitor Guide, distributed locally and state-wide (40,000pa)	✓	✓ Featured
Business webpage and/or event listings on kiama.com.au	✓ 1 x webpage (via ATDW)	✓ 2 x webpage (via ATDW)
Destination Kiama partnership decal and Kiama 'wave' sticker	✓	✓
Inclusion in relevant Dining, Accommodation, What's On, and School Holiday Guides	✓	✓ Priority placement
DL size brochure or flyer displayed in the Kiama Visitor Information Centre (approximately 57,000 visitors serviced annually)	✓	✓
Stock the Kiama Visitor Guide, Dining Guide and maps at your business at no cost	✓	✓
Referrals to your business from visitor centre staff and volunteers, based on customer needs	✓	✓
Use of Official Destination Kiama Partner logo	✓	✓
Partner e-newsletters & updates via The Buzz	✓	✓
Invitations to attend Tourism After Hours (seasonal networking event)	✓ (Max 2 pax)	✓ (Max 4 pax)
Invitations to industry development opportunities e.g. photography & marketing workshops	✓ (Max 2 pax)	✓ (Max 4 pax)
10% discount when advertising in the forthcoming annual Kiama Visitor Guide	✓	✓
Opportunity to provide product updates to Visitor Information Centre staff and volunteers	✓	✓
Opportunity to host Visitor Information Centre staff and volunteer on familiarisation tours	✓	✓
Access to partner-only campaigns & collaborations	✓	✓
Business or event featured digitally on screens at the Visitor Information Centre		✓
Visitor insights & seasonal trends snapshot emailed to you quarterly		✓
Story-driven spotlight blog feature shared on socials		✓ (1 per year)
Kiama Visitor Guides delivered to your business*		✓
ATDW listing health check & image guidance		✓
PR opportunities to participate with external famils		✓

**NOTE:** Partnership price is inclusive of GST. We welcome partnership from businesses outside of Kiama Municipality however, platinum level is required and assessed on a case-by-case basis to ensure no local competition.

\*Brochure delivery is excluded for those outside Kiama Municipality.

# Optional partnership add-ons

BENEFIT	COST Inclusive of GST
Facebook social media post (18,700 + followers) - (limited placements)	\$99
Instagram social media post (20,800 + followers) - (limited placements)	\$110
Facebook & Instagram social post (combined 39,500 + followers) - (limited placements)	\$165
A high-visibility tile on a key page of kiama.com.au (limited placements)*	\$220

\*contact us to discuss placement options and requirements

## Contact us

General enquiries: Kiama Visitor Information Centre, 4232 3322, [tourism@kiama.com.au](mailto:tourism@kiama.com.au)

Partnership Program enquiries and onboarding: Lauren Res, 0409 809 163, [lauren.res@kiama.nsw.gov.au](mailto:lauren.res@kiama.nsw.gov.au)

Marketing enquiries: Belinda Williams, 4232 0444, [belinda.williams@kiama.nsw.gov.au](mailto:belinda.williams@kiama.nsw.gov.au)

Advocacy and program development enquiries: Sally Bursell, 0491 051 572, [sallyb@kiama.nsw.gov.au](mailto:sallyb@kiama.nsw.gov.au)



## Join today...

Scan the QR code to complete the Destination Kiama 2026-27 partnership application form

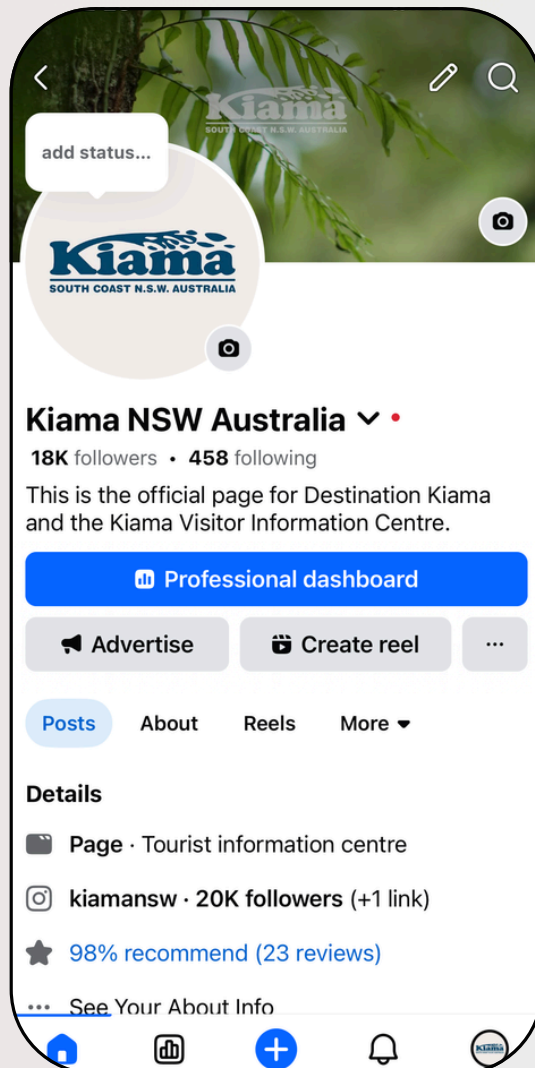
PARTNERSHIP ADD-ONS

# Facebook post

Posted and uploaded to [www.facebook.com/kiamansw](http://www.facebook.com/kiamansw)

Perfect for businesses wanting to showcase a special offer, event, experience or accommodation to an audience already interested in visiting Kiama.

**18,700**  
Followers



# Facebook post

## Caption

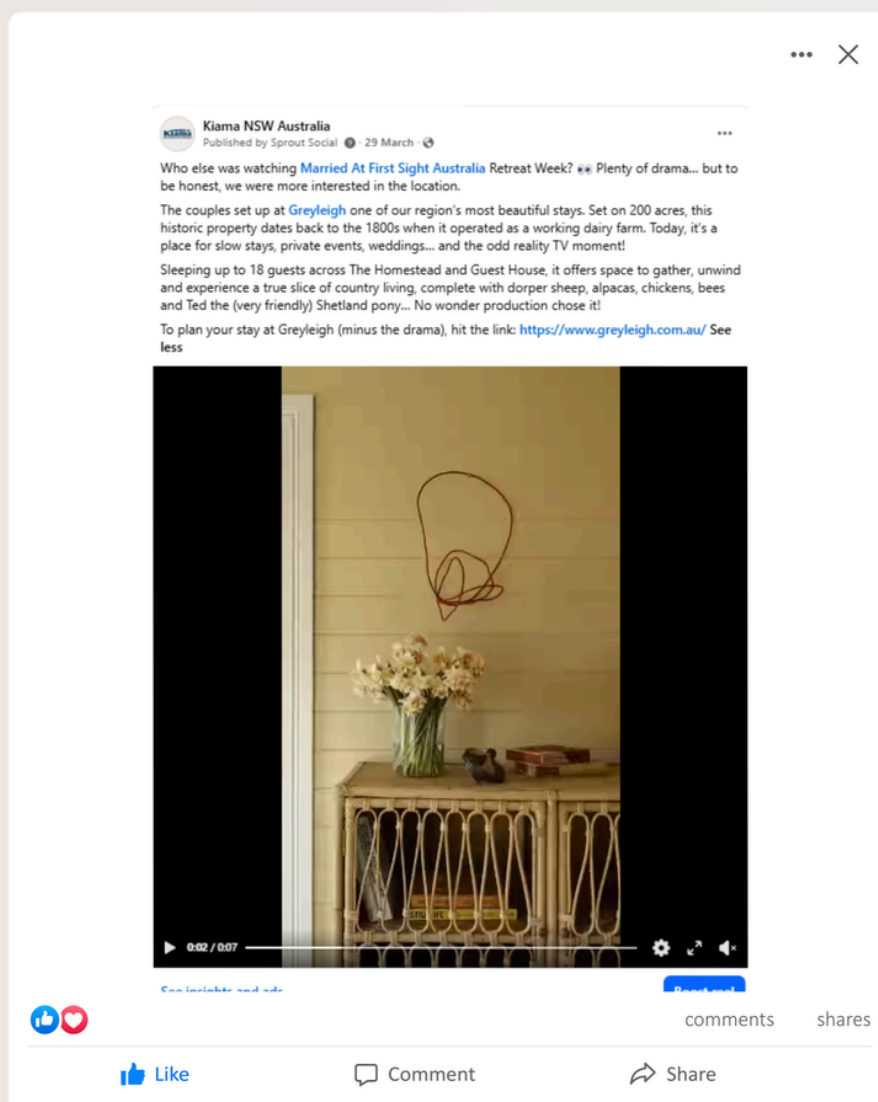
Provided by Destination Kiama and posted to Kiama NSW Facebook page

## Image or Reel

Sourced from Destination Kiama partner's social media (or partner can provide)

## Mentions and tags

Destination Kiama will tag, mention and link to your website in post



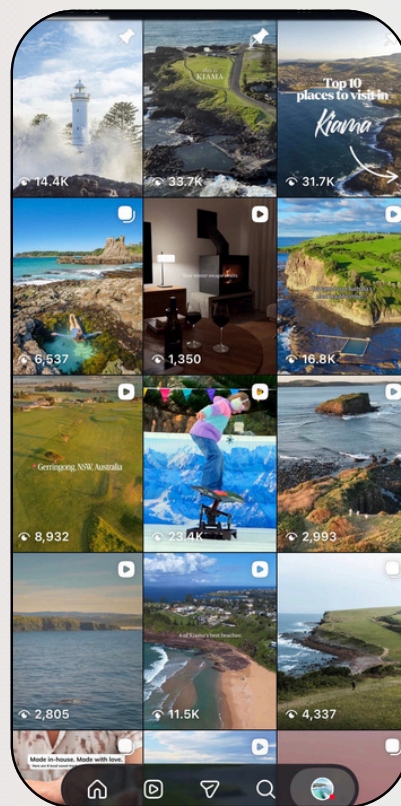
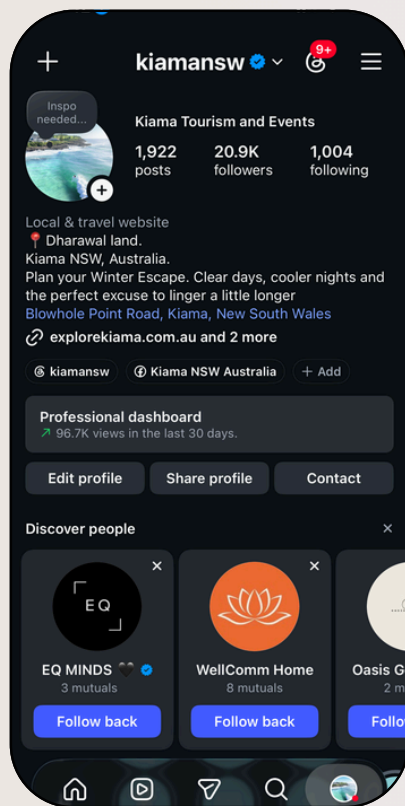
PARTNERSHIP ADD-ONS

# Instagram post

Posted and uploaded to [www.instagram.com/kiamansw](https://www.instagram.com/kiamansw)

Put your business in front of travellers actively looking for inspiration for their next getaway.

20,900  
Followers



# Instagram post

## Caption

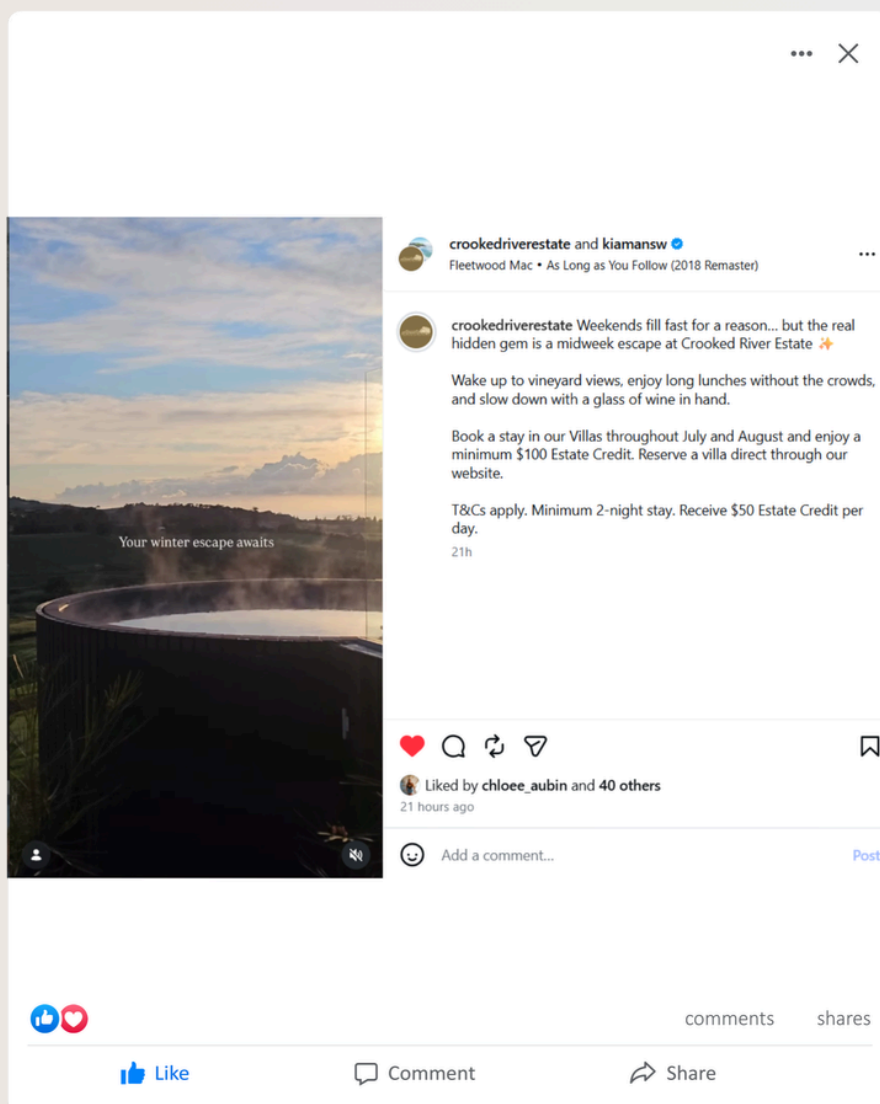
Provided by Destination Kiama and posted to Kiama NSW Facebook page

## Image or Reel

Sourced from Destination Kiama partner's social media (or partner can provide)

## Mentions and tags

Destination Kiama will tag, mention, collaborate and link to your website via link in bio



The screenshot shows an Instagram post from the account 'crookedriverestate and kiamansw'. The post includes a photo of a hot tub in a vineyard at sunset with the text 'Your winter escape awaits'. The caption reads: 'Weekends fill fast for a reason... but the real hidden gem is a midweek escape at Crooked River Estate ✨ Wake up to vineyard views, enjoy long lunches without the crowds, and slow down with a glass of wine in hand. Book a stay in our Villas throughout July and August and enjoy a minimum \$100 Estate Credit. Reserve a villa direct through our website. T&Cs apply. Minimum 2-night stay. Receive \$50 Estate Credit per day. 21h'. The post has 40 likes and a comment section with the text 'Add a comment...'. At the bottom, there are buttons for 'Like', 'Comment', and 'Share'.

PARTNERSHIP ADD-ONS

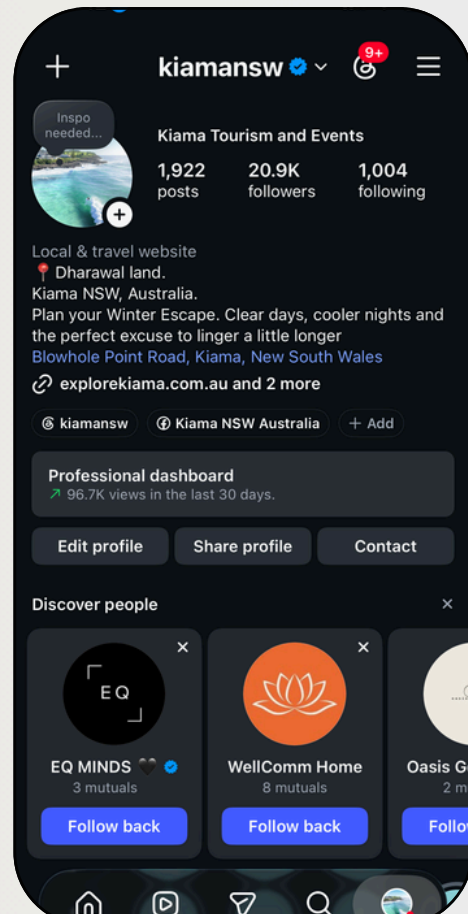
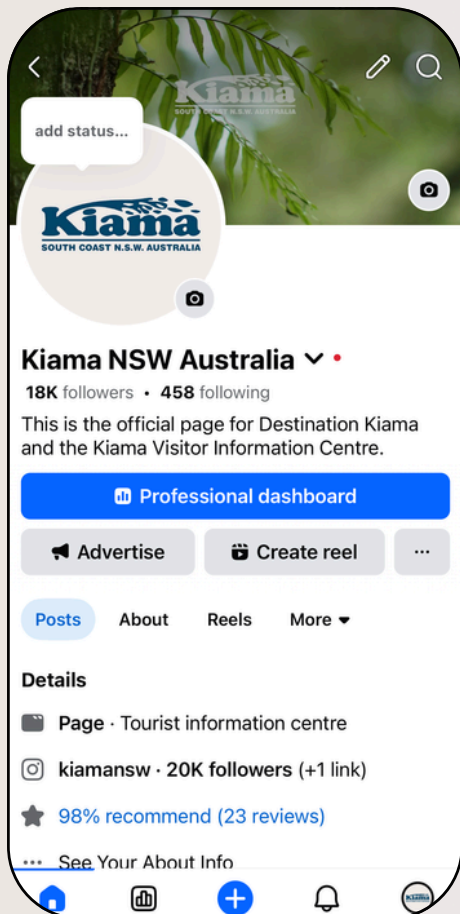
# Facebook + Instagram post

The same professionally crafted post will be shared across both Facebook and Instagram, with imagery optimised for each platform to ensure the best presentation. Looking for inspiration for their next getaway.

18,700  
Followers



20,900  
Followers



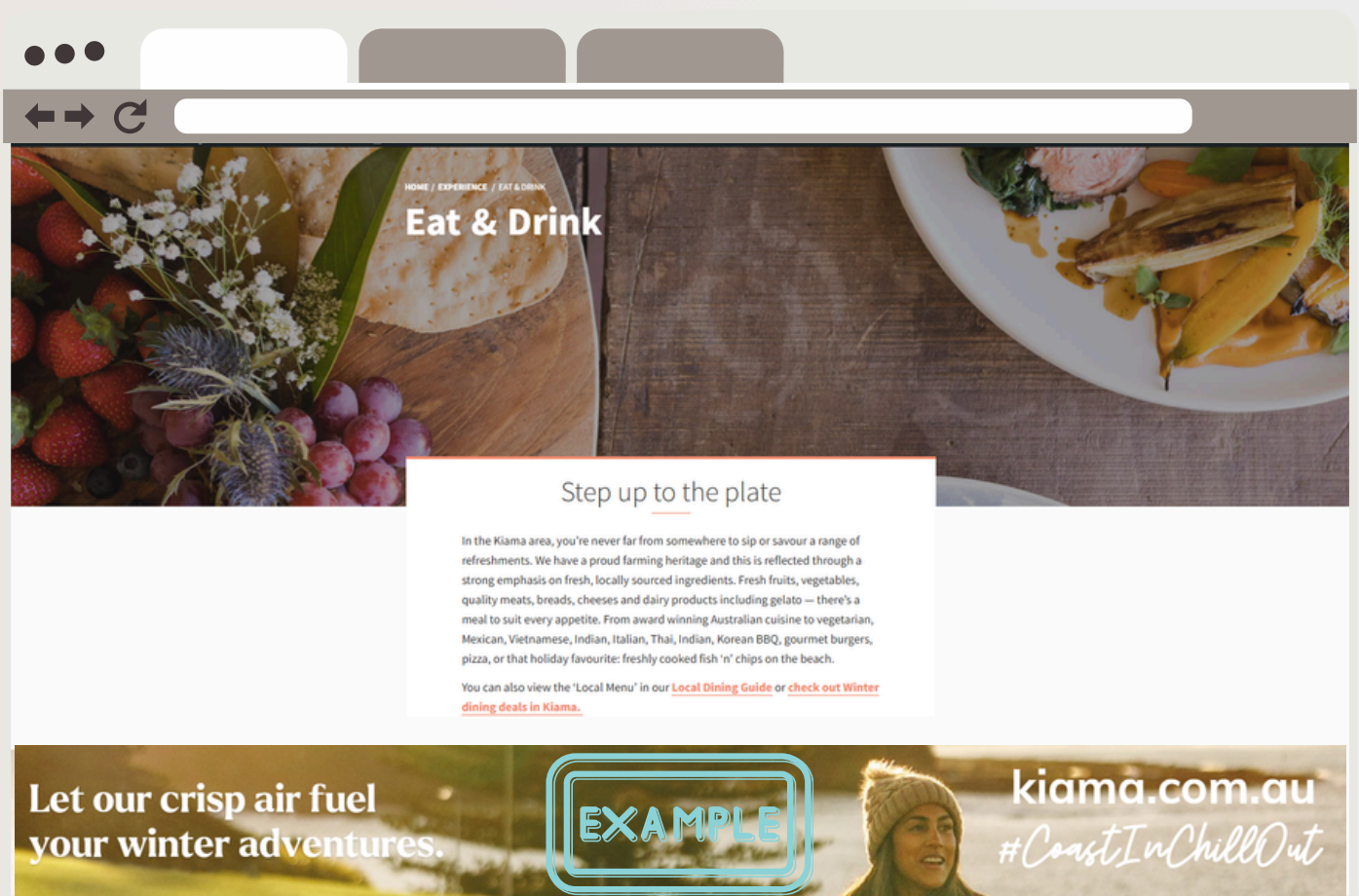
## DIGITAL PROMOTION

# Website tile

Feature your business on one of the most visited pages on kiama.com.au. Page will be subject to your business category (dining, accommodation etc.)

Simply provide Destination Kiama with an image, logo, link and brief wording, and we'll take care of creating the design for you.

Size of the design is 2480px x 320px so sizing is limited.



Size: 2480px x 320px