



# ORDINARY MEETING OF COUNCIL SUPPLEMENTARY ITEMS

To be held at 5pm on

**Tuesday 16 October 2018**

Council Chambers

11 Manning Street, KIAMA NSW 2533

## **Members**

His Worship the Mayor

Councillor M Honey

Councillor A Sloan

Deputy Mayor

Councillor M Brown

Councillor N Reilly

Councillor K Rice

Councillor W Steel

Councillor D Watson

Councillor M Way

Councillor M Westhoff

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## 15 ADDENDUM TO REPORTS

### 15.1 Minutes: Destination Kiama Tourism Advisory Committee meeting held on 10 October 2018

Responsible Director: Office of the General Manager

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Item 15.1

#### Attachments

- 1 Destination Kiama Tourism Advisory Committee - minutes 11/10/ 18 [↓](#)
- 2 Funding Proposal - Gerringong Surf Music Festival 2019 [↓](#)
- 3 Funding Proposal - KISS Arts Festival 2019 [↓](#)
- 4 Funding Proposal - Jamberoo Music Festival 2019 [↓](#)

#### Enclosures

Nil

#### **RECOMMENDED**

That the Minutes of the Destination Kiama Tourism Advisory Committee meeting held on 10 October 2018 be received and the recommendations therein accepted.

#### **BACKGROUND**

The minutes of the Destination Kiama Tourism Advisory Committee meeting held on 10 October 2018 together with supporting documents are attached for Councillors' information.



**DRAFT Minutes**  
**Destination Kiama Tourism Advisory Committee**  
**Meeting held 10 October 2018**  
**Gerringong Bowling Club**  
**Meeting commenced – 4pm**

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**Present:** Councillor Matt Brown, Councillor Warren Steel, Rob Sciacchitano, Perrie Croshaw, Kerry McMurray (General Manager), Karen Ronning (Manager Tourism and Events)

**1. Welcome to Country**

**2. Apologies**

Sue Thorley

**3. Business arising from the previous Minutes**

**3.1 Entry Signs**

The stone wall town entry signs were discussed.

The Kiama Bowling Club are seeking a sign on the corner of Terralong and Shoalhaven streets. It was agreed that they be encouraged to write to Council and request this.

**3.2 Cartodraft signs**

The replacement artwork for the 'Welcome to Kiama' Nungarry Rest Area sign has been received from Cartodraft and installed by Council.

Kiama Municipal Council had a four year agreement with Cartodraft which concluded on 28 May 2015 for the provision of these signs.

Council is currently determining if there is an agreement beyond 2015. The future of these signs and the information displayed within, is to be discussed at future meetings.

**3.3 Tourism Advisory Committee New Members**

Applications to join the Committee were tabled and considered.

**Recommendation:**

That Cameron McDonald and Marcus Testoni be appointed to the Tourism Advisory Committee through to 30/6/2019, in line with other appointees.

**Moved:** *Perrie Croshaw, Warren Steel*

**4. Destination Kiama Membership / Partnership**

An update on Destination Kiama Members / Partners was provided.

**5. Kiama Tourism and Events Strategy / Priority Projects**

**5.1 Kiama Tourism Opportunity Plan – implementation**

The Kiama Tourism Opportunity Plan has recently been re-endorsed by Council. The five priority projects were discussed:

| <b>Beach and Foreshore Activation - Next Steps</b>  | <b>Lead</b>                          | <b>Action/update / outcome</b>  |
|---|--------------------------------------|---|
| Council to approach Surf Club Committees with overview of the market opportunity to assess interest.  | Destination Kiama / KMC              | A meeting with the Gerringong Surf Club and Surfing NSW is being held on 12 <sup>th</sup> October 2018.   |
| Council to support Surf Clubs in developing concepts and investigating regulatory /management approvals with Crown Land and other relevant agencies.  | Destination Kiama / KMC / Surf Clubs | As above.   |
| <b>Headland, Harbour and Foreshore Activation – Next Steps</b>  | <b>Lead</b>                          | <b>Action/update / outcome</b>  |
| Firming up concepts to a level of detail sufficient to engage Crown Lands in consultation.  | Economic Development / KMC           | An overview was provided to Gareth Ward MP which has been followed by a letter seeking funds for community consultation and the development of a precinct Master Plan.<br><br>This project has also been put forward for inclusion in the Marine Tourism Strategy which is n development by the NSW Government.<br><br>To be further discussed and actioned by the Economic Development Committee   |
| <b>Activating Walking and Trail Experiences - Next Step</b>   | <b>Lead</b>                          | <b>Action/update / outcome</b>  |
| Formal engagement with key stakeholders to investigate the feasibility of progressing with the identified walks (incl. relevant landowners, NPWS, Roads and Maritime service, neighbouring councils, private landowners and Crown Lands). | Director of Engineering              | A meeting was held the Illawarra Shoalhaven Joint Organisation (ISJO), who provided a wealth of information dating back to 1978 on the Illawarra Escarpment Walking Trail concept.<br><br>Additional discussions to be progressed regarding the extension of the Coastal Walk from Gerringong to Gerroa.<br><br>A discussion was held at Barren Grounds with key Council representatives and NSW National Parks and Wildlife Service.<br><br>A list of stakeholders is currently being prepared.<br><br>Clr Brown expressed an interest in leading a working group, should one be formed. |
| <b>Jerrara Dam Activation Options - Next Steps</b>  | <b>Lead</b>                          | <b>Action/update / outcome</b>  |
| Conduct a site audit to clarify development potential and identify constraints.   | Economic Development / KMC           | To be discussed and actioned by the Economic Development Committee.<br><br>The General Manager advised:   |

|   |                            |  |
|---|----------------------------|--|
|   |                            | <ul style="list-style-type: none"> <li>Land at Jerrara has been leased to Riding for the Disabled.</li> <li>Some land is zoned Community and some land Operational.</li> </ul> |
| Prepare a site prospectus outlining the principal investment opportunities as a means of testing the market, consisting of: <ul style="list-style-type: none"> <li>Eco-accommodation</li> <li>Nature-based recreation opportunities</li> <li>Health and wellness</li> <li>Events</li> </ul> | Economic Development / KMC | To be discussed and actioned by the Economic Development Committee.  |

| Visitor Accommodation - Next Steps  | Lead                               | Action/update / outcome  |
|---|------------------------------------|--|
| Consideration of visitor accommodation policy within the Local Environment Plan review. | Director of Environmental Services | <p>The Director of Environmental Services attended the meeting and provided an update on:</p> <p><b>Town Centre Study</b></p> <ul style="list-style-type: none"> <li>Consultants Studio GL have been appointed to undertake the Kiama Town Centre Study.</li> <li>The study will include an economic assessment of commercial needs and opportunities, development of a town vision and structure, presentation of urban design and built form and implementation requirements</li> <li>The consultants are in the process of planning community engagement events which will be held over the coming weeks</li> </ul> <p><b>LEP and Tourism zoning</b></p> <ul style="list-style-type: none"> <li><i>When Council made Kiama Local Environmental Plan, it did not include a specific tourist zone and apply that to tourist accommodation sites</i></li> <li><i>An amendment to the LEP would need to provide the evidence base to support a rezoning and identify appropriate sites</i></li> <li><i>Rezoning properties to a tourist zone would need to be discussed with affected owners and the reduced land use may affect development plans and values</i></li> <li><i>the LEP amendment process would need to be strategic and would be progressed if it was agreed it was an organisational priority</i></li> </ul> <p><b>Short Term Rental Accommodation</b></p> <ul style="list-style-type: none"> <li>Relevant requirements for Short Term Rental Accommodation are currently contained in the Kiama Development Control Plan 2012. As development consent is not required for STRA, the DCP is not the appropriate vehicle</li> <li>The amendments currently on exhibition involve removing the STRA requirements from the DCP, updating for currency, and adopted the requirements as a Council policy</li> <li>No significant changes are being made to the content of the requirements</li> </ul> |

|  |                            |  |
|--|----------------------------|--|
|  |                            | <p><b>Eco Tourism changes</b></p> <ul style="list-style-type: none"> <li>○ Amendments to the Kiama Local Environment Plan are currently on public exhibition. Amendments propose to permit Bed and Breakfasts into the RU1, RU2 and E3 zones and to permit Eco Tourist Facilities in the RU2 and E3 zones</li> <li>○ Amendments to the DCP are also on exhibition to introduce Eco Tourist Facilities controls for development proposals.</li> </ul> |
| Development of prospectus /guide to accommodation development opportunities as a means of promoting region-wide opportunities. | Economic Development / KMC | To be discussed by the Economic Development Committee.   |

The Committee requested that the Tourism Advisory Committee and Destination Kiama partners be invited to one of the Town Centre Study community consultation / engagement opportunities.

It was agreed that for a future meeting we discuss the potential of cruise ships and invite a suitable Wollongong representative.

**5.2 Develop and promote a year round events calendar**

**5.2.1 Destination Events seeking support:**

- Gerringong Surf and Music Festival
- KISS Arts Festival
- Jamberoo Music Festival

**Recommendation:**

That we provide the following support for Destination Events dependant on the appropriate milestone payments, deliverables and post event reporting is agreed to and supplied:

2019 Gerringong Surf & Music Festival – May 3-4

- Use of the Gerringong Town Hall and Park Reserve
- The provision of waste, recycling and cleaning services (details to be documented)
- \$5000

2019 KISS Arts Festival – April 26-28

- Black Beach Reserve Hire (one day)
- Waste Services (details to be documented)
- Pavilion Hire for Friday April 26 2019
- Assistance with promotion via Destination Kiama assets
- \$12000
- 2019 Jamberoo Music Festival - July 30
- Assistance with promotion via Destination Kiama assets

- Event ticketing – as per the Visitor Information Centre ticketing policy inclusive of commissions.
- \$7500

**Moved:** *Clr Warren Steel, Perrie Croshaw*

#### 5.2.2 Post Event Reports

The following post event reports (from Destination Events that were funded/supported) are due and will be tabled at the next meeting:

- Kiama Colour Run – has until 2 December to submit (6 months post event)
- Flyball Nationals – Due 16 October
- Folk by the Sea Festival – Due 23 October
- South Coast 7's – Due 23 October
- 2018 Kiama Bodyboard King Pro

#### 5.2.3 The Pavilion

A refresh of The Pavilion website and selected marketing materials is underway.

Maintenance is currently being prioritised and a new customer satisfaction survey is now in use.

It is a busy time of year at The Pavilion with the venue hosting many events, weddings and conferences.

#### 5.2.4 Events Strategy

The second internal meeting to progress the DRAFT Events Strategy will be held in late October.

Guidelines for Destination Events funding, including timelines has been drafted.

Destination Event funding application form is now online and in use.

Once feedback has been received and any revisions made, the implementation of these documents and associated processes and responsibilities will be progressed.

#### 5.2.5 2019 Kiama Bodyboard King Pro

Preliminary discussions are underway for the 2019 Kiama Bodyboard King Pro

#### 5.2.6 Events Boot Camp / Mentoring

Planning will commence shortly on this 2019 industry activity.

#### 5.2.7 NSW Regional Events Conference (Port Macquarie) – 29 to 31 August 2018

Event Co-ordinator Keryn Calcraft attended this event and her Conference Report was tabled and commended.

#### 5.2.8 New Year's Eve Celebrations

The New Year's Eve Working Group is meeting regularly. This is a major event for the Destination Kiama team to manage, in particular Event Co-ordinator Keryn Calcraft. We are



working with the NSW Police on the new anti-terrorism requirements, which means some changes to the management of this event, including road closures.

**5.2.9 2019 Australia Day**

Preparations for the Australia Day events and ceremonies have also commenced.

**5.3 Market and Promote the Kiama area**

**5.3.1 UNSPOILT Destination Marketing Campaign**

The second phase of the 2018 UNSPOILT Destination Marketing campaign is underway. This includes Out of Home Advertising, Digital, Social, Public Relations activity as well as a partnership with HomeAway and Bound Round.

This is due to conclude in November 2018.

**5.3.2 2019 UNSPOILT Destination Marketing Campaign**

The meeting discussed the 2019 UNSPOILT Destination Marketing Campaign.

**Recommendation:**

That Destination Kiama invest up to \$70K in the 2019 UNSPOILT Destination Marketing Campaign, primarily targeting winter visitation.

**Moved:** *Rob Sciacchitano, Perrie Croshaw*

**5.3.3 2019 Visitor Guide**

Work continues on the 2019 Visitor Guide, which is our primary promotional publication for our area and a major project.

Advertising in the Guide will close on 29 October 2018.

**5.3.4 New website**

A DRAFT Brief was prepared and circulated to the Tourism Advisory Committee for their feedback and input. As this is a major project, this work will commence in early 2019.

**5.3.5 'Pitchfest'**

A DRAFT outline of a Pitchfest program was prepared and circulated to the Tourism Advisory Committee for feedback and input. This is based on the Townsville Enterprise model and as such a meeting will be sought with representatives from that organisation.

An idea was discussed regarding a new June 'cow themed' event, which may be suited to a Pitchfest proposal.

**5.3.6 Dining Guide and Chinese Guide**

A revision of these publications is being considered.

**5.4 Community and Industry Engagement**

**5.4.1 Tourism After Hours**

The Spring Tourism After Hours event was held at the BIG4 Easts Beach Holiday park on Thursday 20 September with a good attendance which included our special guest Mr Kane Weeks, the Regional Director for NSW National Parks and Wildlife Service.

Tricia Ashelford was announced as the recipient of the Destination Kiama (Spring) 'Above and Beyond Award' at this event.

The Christmas Tourism After Hours event is being held at the Gerringong Bowling Club on Tuesday 4 December.

These functions are open to all, registrations are essential. Destination Kiama partners (members) receive free entry.

## **5.5 Industry Development**

### **5.5.1 Social and Digital**

The Economic Development Manager in partnership with the Chamber of Commerce is holding an Instagram for Business workshop on October 11.

### **5.5.2 Australian Tourism Data Warehouse Workshop (ATDW)**

The next workshop will be held on November 1 and registrations are now open.

### **5.5.3 Destination NSW Industry Events**

Destination NSW has assigned two workshops for our region being held in Gerringong on 16 & 17 October 2018. This includes a Tourism Development Workshop and a Tourism Managers Forum. Information on the workshops is available from the Destination NSW website and has been shared with our partners (members).

### **5.5.4 Additional Industry Development activities**

To be discussed at the next meeting.

## **5.6 Tourism Development and Strategic Partnerships**

### **5.6.1 Surfing NSW Partnership**

The signing of our partnership with Surfing NSW will be held on 12 October. As part of this, the Woolworths Surfing Groms is being held in Kiama ON 12 & 13 October.

### **5.6.2 Destination Sydney Surrounds South (DSSS)**

Destination Sydney Surrounds South will be presenting an update on their activities at the Destination NSW gathering in Gerringong.

### **5.6.3 Department of Premier and Cabinet - Marine Tourism Strategy**

A draft of the Marine Tourism Strategy has been received.

### **5.6.4 Regional Economic Development Plan**

The Kiama Regional Economic Development Plan has been completed.

### **5.6.5 2018 Global Eco Asia Pacific Tourism Conference**

Chair Clr Matt Brown, Clr Warren Steel and the Manager Tourism and Events will be attending this year's conference in Townsville, 26-28 November.

5.6.6 National Parks and Wildlife Service – South Coast Regional Advisory Committee

The Manager Tourism and Events Karen Ronning has recently been appointed to this Committee.

**5.7 Visitor Servicing**

5.7.1 Volunteer / Ambassador Program

Visitor Servicing Officer Dirk Williams is currently researching options for a revised and refreshed Volunteer/Ambassador Program.

5.7.2 Blowhole Point Toilet Upgrade

The NSW Government recently announced \$550 000 in funding for the public toilets at the Visitor Information Centre and Surf Beach to be upgraded. This is welcome news.

5.7.3 New Water Bubbler

A new Water Bubbler / refill station has been installed at the Visitor Information Centre.

5.7.4 ATDW Increases

The Australian Tourism Data Warehouse listings for the Kiama area are now at 175. This is a significant increase in the approx. only 100 listings we had earlier this year. The Committee acknowledged the work of the Visitor Services staff in obtaining these increases as this information then 'feeds' over 200 other websites with Destination and Event information, including Australia.com and Visit NSW.

5.7.5 VIC Mural

Once the toilet upgrade has been completed, there is interest in creating a mural for the external walls of the Visitor Information Centre.

5.7.6 Roadside and picnic tables

At the September Council meeting, Destination Kiama was requested to review suitable sites for roadside and picnic tables.

It was agreed that this request be declined as this is not the role of this Committee.

5.7.7 Jamberoo Event Signs

Destination Kiama has received a request for Council to consider:

- Erect event signage at Jamberoo, similar to the event signs at other entry points to the Municipality
- Erect a permanent 'Home of the Jamberoo Music Festival' sign

The Committee endorsed in principle support for this new signage.

**6. General Business**

**7. Next Meeting/s**

- Tuesday 4 December – Tourism Advisory Committee Meeting @ 4pm
- 2019 meeting dates to be confirmed.

Meeting closed at 6.30pm

**Item 15.1**

**Attachment 1**

**GERRINGONG**

# SURF MUSIC FESTIVAL

## THE BUNGALOWS

PACIFIC AVENUE • DOS ENOS  
MAC TANGO • MOTHERFUNK

Kingdog and the Catz • Creatures at Leisure  
Dane Overton and the Joy Williams Band • HMO

Food, Beer and Wine Stalls

[f](#) Gerringong Surf Music Festival

**5th May 2018**  
1pm to 11.30pm

**\$20** TICKETS AT THE DOOR  
GERRINGONG TOWN HALL & PARK

**KIAMA MUNICIPAL COUNCIL**

DESTINATION **Kiama** SOUTH COAST N.S.W. AUSTRALIA

firstnational Coast & Country

Mercure HOTELS

NATURAL NECESSITY SURF SHOP

GH

SURF CAMP

POWER 5000

OCEAN FARM

The Eagle

Item 15.1

Attachment 2

## Kiama Council Funding Proposal 2019

# Gerringong Surf & Music Festival

A weekend of Music and Surfing Life. Just 90 minutes south of Sydney.

Surf all day, dance all night!

Held in the beautiful coastal town of Gerringong surrounded by world class surf breaks and green rolling hills, the Gerringong Surf & Music Festival is a weekend long celebration of surfing life just 90 minutes from Sydney.

The weekend features the annual Werri Slash Surf competition, talks by Australian surf legends, local fashion, surf and yoga lessons, surf products, beers, food and wine and of course a load of great bands and music.

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## Aims, Dates and Events

Held in the Gerringong Town Hall and Park during the first week of May and in association with the Werri Slash surf competition, the GS&MF aims to be a weekend tourism destination/lifestyle event and a major boost for local businesses.

Dates: 3-4 May, 2019

The GS&MF weekend includes;

- Werri Slash surf competition - Held Saturday and Sunday, organised by Werri Board Riders Association
- Surf legends interviews - Friday night Gerringong Town Hall
- Saturday Day music festival and local food market - Gerringong Park Reserve
- Saturday Night music festival - Gerringong Town Hall.

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## Attendance and tourism

- Approximately 706 patrons in total attended the GS&MF in 2018. The breakdown includes 256 people attending the daytime event and 450 at the evening event. From a sample of 250 patrons, 18% said they were tourists.
- In 2019 the GS&MF aims to grow overall attendance by 15% and tourism to 25% by adding new events and features (see New Events listed below) and increasing its marketing capacity (see Marketing Plan).
- The long term aim is to reach a yearly total of 3500 patrons in the next 3 years whilst expanding the event to include multiple venues



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2019 Festival events and added features

- Friday night Surf Legends interviews - Professional surfers, shapers and film makers will be special guests at a Q&A and surf film night
- Local business & produce stalls - The Saturday music festival in the park will get an upgrade with the addition of local food and surf related product and lifestyle stalls.
- Upgrade of security - Additional security will be employed for the Saturday night evening event to patrol OUTSIDE the Town Hall, especially at the end of the night to ensure patrons leave quietly
- Name change - The Gerringong Surf Music Festival will be renamed The Gerringong Surf & Music Festival. It's a small but significant change!



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### History and festival philosophies

- The GS&MF was held 2015 & 2016 at the Gerringong Bowling Club with support provided by local businesses. In 2017 the GS&MF moved to a new format at the Gerringong Town Hall and Park.
- The new GS&MF adopted a sustainable business model generating 70% of its total income from ticket, food and wine sales and the remaining 30% from sponsorships.
- The GS&MF has policy of employing local and south coast bands to represent 50% of the festival lineup.
- The GS&MF has policy of using local and south coast products and suppliers whenever possible

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### Kiama Council funding request 2019

The GS&MF is seeking

- \$10,000 in funding for marketing and promotion (see budget and Marketing for breakdown)
- Free hire of the Gerringong Town Hall and the Park Reserve for two days.
- Waste, recycling and cleaning services for two days





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Economic value for local businesses and community

The GS&MF is a much needed annual event for Gerringong providing a boost for local business in May, traditionally a slower time of trade. The GS&MF offers the following economic benefits to the local community;

Local accomodation that sponsor the GS&MF and reported increased trade over the weekend;

- The Park Ridge Hotel
- Mecure Hotel
- Werri Beach Van Park
- Surf Camp Australia
- Ocean Farm Escape

Local Businesses that sponsor GS&MF for the increased traffic it brings to the town;

- First National Realestate
- Natural Necessity
- Fern St Gelato
- DSN surfboards

The GS&MF employs the following local staff

- 10 x doors and bar staff
- 4 x stage crew
- 1 x marketing coordinator

Local bands

- Over the past 4 years 50% of the bands who have played the GS&MF have come from Kiama Council area

Local suppliers used by GS&MF

- Cronins liquor
- IGA Gerringong
- Crooked River Wines
- Kiama Council registered Market stalls operators
- Gerringong Hardware
- South Coast Audio
- Southern Entertainment
- Gerringong Printing

Wollongong Companies

- Jumping Castle Hire
- Security Company
- 5 Barrels Brewing

Promotion of Gerringong

- The marketing and PR campaigns done the the GS&MF also have benefits for Gerringong as a tourism destinations a whole.

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## Marketing Plan

### Overview

Although a great band will be found, the GS&MF simply can't afford nor does it have the space to host the crowd pulling power of massive headline act. The GS&MF is instead promoted as a weekend destination and lifestyle event offering itself as boutique festival for those who love the south coast and surfing. This is a fun weekend away, surf all day, dance all night! A great keynote speaker for the Surf Legends night can also be a big drawcard. Imagery across all marketing will be of the Gerringong hills and beaches and evoke a healthy country surf feel. The Werri Slash and the festivals other 'surf' events along with the regions foods and wines should also be featured. The phrase '90 minutes from Sydney' should feature in all artwork and press releases. Accommodation links should be easily found on the website.

### Profile

- Age range: 18 - 55
- People who love surf/healthy/beach lifestyle, music and the natural appeal of the south coast

### Draw-cards

- Headline band
- Surf legend keynote speaker
- Local bands who bring their own audience.
- Local beauty of South Coast / Gerringong as a destination

### Key phrases

- 90 minutes from Sydney
- Surf all day, dance all night!
- A weekend of Music and Surfing Life

### Targets

- Gerringong and Kiama locals
- Illawarra and Shoalhaven region residents
- Sydney residents. Particularly areas that fall into the 2hr drive perimeter including South and western Sydney
- Backpackers and international tourists

### Breakdown

1. Promotional materials
  1. Photographer to capture images of Gerringong for use in promotional materials
  2. Graphic design of festival logos and posters etc to be used across all marketing mediums
  3. Creation of promotional video for use on social media, community and commercial TV
2. Digital Marketing
  1. Website and Facebook design upgrade reflect new style guide
  2. Social Media: Build upon current following on Facebook and Instagram and pay to have posts boosted to Sydney and Wollongong areas.
  3. Invite board-riding & music clubs and organisations via facebook
  4. Register event with Destination NSW and as many similar websites as possible.
3. Print and Radio media
  1. Create/build partnerships with local media

2. Create a schedule of press releases
  
4. Network with local businesses
  1. Set a meeting date with Gerringong business to discuss how they can interact with the event and promote weekend..
  2. Destination Kiama: Meet early November and coordinate a marketing schedule
  3. Local Accomodation: Offer all Kiama Council accomodation venues discount tickets and provide marketing material so they can promote festival through their internal channels
  4. Local restaurants: Create a meal/ticket deal promotion with Gerringong Businesses
  5. Gerringong /Kiama local lifestyle service providers: Discuss weekend festival deals e.g discount surf lesson, board hire, farm visit
  
5. Posters and banners
  1. Distribute to Sydney back packers
  2. Distribue to local areas
  
6. Draw-cards
  1. Source and lock in a keynote speaker and headline band to include in all promotions and PR

| Marketing Schedule            |      |      |     |      |     |     |     |     |     |     |       |     |
|-------------------------------|------|------|-----|------|-----|-----|-----|-----|-----|-----|-------|-----|
|                               | June | July | Aug | Sept | Oct | Nov | Dec | Jan | Feb | Mar | April | May |
| Promotional materials         |      |      |     |      |     |     |     |     |     |     |       |     |
| Digital Marketing             |      |      |     |      |     |     |     |     |     |     |       |     |
| Print and Radio media         |      |      |     |      |     |     |     |     |     |     |       |     |
| Network with local businesses |      |      |     |      |     |     |     |     |     |     |       |     |
| Draw cards                    |      |      |     |      |     |     |     |     |     |     |       |     |
| Posters and banners           |      |      |     |      |     |     |     |     |     |     |       |     |

Budget

| <b>Budget Summary</b>            |  |             |                  |
|----------------------------------|--|-------------|------------------|
| <b>Income</b>                    |  |             |                  |
| Kiama Council                    |  |             | \$ 10,000.00     |
| Local Sponsorship                |  |             | \$ 500.00        |
| Ticket sales                     |  |             | \$ 8,500.00      |
| Food and beverage sales          |  |             | \$ 7,000.00      |
|                                  |  |             | \$ 26,000.00     |
| <b>Costs</b>                     |  |             |                  |
| Production and staging overheads |  |             | \$ 4,500.00      |
| Insurances                       |  |             | \$ 900.00        |
| Staff                            |  |             | \$ 3,500.00      |
| Bands and keynote speakers       |  |             | \$ 7,000.00      |
| Marketing and PR                 |  |             |                  |
|                                  | Promotional materials                  | \$ 2,000.00 |                  |
|                                  | Digital marketing campaign             | \$ 2,000.00 |                  |
|                                  | Print and Radio campaign               | \$ 2,000.00 |                  |
|                                  | Local business campaign                | \$ 500.00   |                  |
|                                  | Poster & banner print and distribution | \$ 500.00   |                  |
|                                  | Draw cards campaign                    | \$ 3,000.00 | \$ 10,000.00     |
|                                  |  |             | \$ 25,900.00     |
| <b>Balance</b>                   |  |             | <b>\$ 100.00</b> |

Inclusions for Destination Kiama / Kiama Municipal Council

- Acknowledged as a major sponsor either in writing or logo size on all marketing material
- Logo on poster
- Logo on Website
- Logo on Facebook site
- Logo on street banners
- Tickets to all events
- Option to provide banners, signage and leaflets at events
- Stall option at Saturday market
- Acknowledgement in all press releases and radio interviews

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Letter of Support - Park Ridge Hotel

Hi Adam,

As the only accommodation in Gerringong CBD, we did have bookings that were made directly because of the Gerringong Surf Music Festival

More importantly we had full accommodation that weekend, which is not normal for the off season starting in May. Although the weather was a contributing factor to people booking accommodation that weekend, we can confirm after talking to guests, they attended the Gerringong Surf Music festival, because it was live entertainment. They also commented the event was well run, and with so many bands to listen to it made for a great day.

Our restaurant was also booked out, with people from out of the area, wanting a meal at dinner, between the day and night sessions of entertainment.

There has also been a number of enquiries into summer accommodation, with people visiting us over that weekend.

Overall we saw a full house for that weekend, and most of it can be attributed to the Music surf Festival.

There could be a strong return in expanding the event through out the Local LGA, and this is where Kiama Tourism should be able to help, regarding venues etc, with their expertise.

Kind Regards,

Shane Douglas  
PARK RIDGE HOTEL





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## Organisation

Ad-Lib Events PL is the organiser and promoter of the GS&MF. Adam Loxley, a Gerringong local has been the Director of Ad-Lib since its inception in 1998.

Ad-Lib Events PL has team of 5 and currently produces Wakakirri Performing Art Festivals in every Capital city in Australia.

Previous events and production work include Award nights for LJ Hooker Real Estate, Castle Hill and Sutherland Councils and sound and lighting production for numerous organisations.

Ad-Lib also produced film festivals for remote Indigenous schools and communities in Association with the Australian Government Department of Education for 5 years.

Ad-Lib has worked with Federal and State Governments and major charities including the Australian Conservation Foundation and Reconciliation Australia.

[www.ad-lib.com.au](http://www.ad-lib.com.au)  
ABN: 99 071 271 273  
Ph: 02 9669 3777

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For more details please contact

Adam Loxley  
Ad-Lib Events PL  
ABN: 99 071 271 273  
Phone: 0416 294 801





## Destination Events Funding Application Form

This form is to be used 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](mailto: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 and finally presented at a Council Meeting for resolution.

There are four (4) funding rounds each calendar year in February, May, August and November.

Closing dates for each submission period are:

1. Close of Business, second Monday in November
2. Close of Business, second Monday in February
3. Close of Business, second Monday in May
4. Close of Business, second Monday in August

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

### Completed form and supporting material

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

Councillor Matt Brown,  
*Chair Tourism Advisory Committee*

E | [events@kiama.nsw.gov.au](mailto:events@kiama.nsw.gov.au) (preferable),

A | Manager Tourism and Events,  
Kiama Municipal Council  
PO Box 75  
Kiama NSW 2533

Part 1: Applicant details

|  |   |                |               |
|--|---|----------------|---------------|
| <b>Full name</b>   | David Daniel Evans  |                |               |
| <b>Role/ title for event</b>   | Artistic Director   |                |               |
| <b>Email</b>   | contact@kissartsfestival.com.au                                 |                |               |
| <b>Mobile number</b>   | 0422914713  |                |               |
| <b>Postal address</b>  | Street  | 97 Attunga Ave |               |
|  | Suburb  | Kiama Heights  | Postcode 2533 |
| <b>Are you a resident of the Kiama LGA?</b>  | <input type="checkbox"/> Yes <input type="checkbox"/> No        |                |               |
| <b>Are you a Destination Kiama partner?</b>  | <input type="checkbox"/> Yes <input type="checkbox"/> No        |                |               |
| <b>If yes, under what business/ event name</b>   | The KISS Arts Festival  |                |               |
| <b>Have you previously received funding from Kiama Municipal Council or Destination Kiama?</b> | Yes,<br>Kiama Council has funded the event every year from 2012 |                |               |
| <b>If yes, for which project?</b>  |   |                |               |

Part 1: a) additional details for Organisations only

|                          |   |
|--------------------------|---|
| <b>Organisation name</b> | The Kiama International Seaside Arts Festival |
| <b>Phone</b>             | 0422914713                                    |
| <b>Email</b>             | contact@kissartsfestival.com.au               |
| <b>ABN</b>               | 28319197310                                   |



|  |  |   |
|--|--|---|
| <b>Links to the organisation's website and social media accounts (if applicable)</b> | Website  | <a href="https://www.kissartsfest.com.au">https://www.kissartsfest.com.au</a>                                   |
|  | Facebook   | <a href="https://www.facebook.com/KISSArtsFestival/">https://www.facebook.com/KISSArtsFestival/</a>             |
|  | Instagram  | #kissartsfestival   |
|  | Twitter  | @Kissarts   |
|  | YouTube  | <a href="https://www.youtube.com/channel/UCbHGw4-b6-PdBXG">https://www.youtube.com/channel/UCbHGw4-b6-PdBXG</a> |
|  | ATDW   | Listing #: AU0021828  |
| <b>Head of Organisation (i.e. Chairperson)</b>                                       | David Evans  |   |
| <b>Brief statement to describe your organisation</b>                                 | The KISS Arts Festival is a Not For Profit organisation that strives to combine a Community and Professional Festival that showcases the natural beauty and community spirit of Kiama on an international stage. Using extensive links in the international comedy, variety and circus |   |

**Part 2: Event Details**

|   |  |   |
|---|--|---|
| <b>Event name</b>   | The KISS Arts Festival                                   |   |
| <b>Event location / venue</b>   | Black Beach Kiama, NSW 2533                              |   |
| <b>If this is a Council venue, have you completed the booking application form?</b> | <input type="checkbox"/> Yes <input type="checkbox"/> No |   |
| <b>Event date and time</b>  | 26th - 28th April 2019                                   |   |
|   | Bump-in  | 22nd April 9am - 26th April 5pm   |
|   | Bump-out   | 29th April 9am - 30th April 5pm   |
| <b>Links to the event website and social media accounts (if applicable)</b>         | Website  | <a href="https://www.kissartsfest.com.au">https://www.kissartsfest.com.au</a>                       |
|   | Facebook   | <a href="https://www.facebook.com/KISSArtsFestival/">https://www.facebook.com/KISSArtsFestival/</a> |
|   | Instagram  | #kissartsfestival   |

|   |   |   |
|---|---|---|
|   | Twitter   | @kissartsfestival   |
|   | YouTube   | <a href="https://www.youtube.com/channel/UCbHGw4-b6-PdBXGR">https://www.youtube.com/channel/UCbHGw4-b6-PdBXGR</a> |
|   | ATDW  | Listing #: AU0021828  |
| <b>Anticipated number of attendees</b>  | 8000 - 10,000   |   |
| <b>Event purpose/ goal?</b>   | Provide world class free entertainment to the people of Kiama and it's visitors. Increase overnight visitation during the shoulder season. Provide an environment for young and old to share joy, creativity and  |   |
| <b>Brief event overview</b><br>Maximum 2 paragraphs   | <p>Over two days and one evening, The KISS Arts Festival will create a festival playground around Kiama's iconic Black Beach for locals and tourists to share joy, creativity and laughter. Modeled on an old, sea side shanty town, the festival site will consist of mini venues, video installations, talking lampposts, Art and craft tents, outdoor stages, trapeze rigs, cafe's, bars, local food providers and a whole treasure trove of other exciting and entertaining things to do. A theatrical maritime playground for young and old alike.</p> <p>Whilst staying true to the original KISS Arts Festival ethos of inviting the best international circus and comedy performers on the circuit to</p> |   |
| <b>Specifically identify what you are seeking from Destination Kiama/ Kiama Municipal Council (including financial and in-kind)</b> | <p>The KISS Arts Festival seeks both financial and "in kind" support from Kiama Council.</p> <ul style="list-style-type: none"> <li>- \$15k financial sponsorship</li> </ul> <p>In-Kind:</p> <ul style="list-style-type: none"> <li>- Reserve hire fees waived</li> <li>- Waste disposal fees waived</li> <li>- Hire fee for The Pavilion on 26th April for Kiama Kabaret waived</li> <li>- Promotion through all Council and Tourism Channels</li> </ul>   |   |
| <b>Sponsorship already secured/ proposals emailed.</b><br><br><b>If yes, please list</b>  | <p>Applying for:<br/>Destination NSW Regional Flagship Funding<br/>Applying for Festivals Australia funding<br/>Ray White<br/>Furniture One<br/>Numbers Count<br/>Bluescope/Win</p> <p>None of the above are confirmed yet.</p>   |   |

Item 15.1

Attachment 3

**Part 3: Economic Impact**

|   |  |  |  |
|---|--|--|--|
| <b>Expected number of visitors attracted to event from <u>outside</u> the Kiama LGA?</b>                        | 300 - 500  | <b>How long are the visitors expected to stay?</b>   | 2-3 nights   |
| <b>Top three (3) target market demographics (age, gender &amp; location – e.g. mid-20s females from Sydney)</b> | 40 year old Families from<br>40 year old Families from<br>40 year old Families from  | <b>What is the expected expenditure of visitors?</b> | Last year's surveys showed on average \$200 - \$300 spend per family |
| <b>How will your event link to other attractions/extend visitor length of stay?</b>                             | This year's festival will coincide with the last weekend of the Easter Holidays. We will market to Southern Sydney, Canberra and The Shoalhaven to come to Kiama for the Weekend of the festival and stay in and around the area. We already Partner with Jamberoo Action Park |  |  |

**Part 4: Community Benefit**

|  |   |
|--|---|
| <b>How does your event improve community spirit?</b>       | Over the last 3 years, KISS has grown to really embrace the community. Through projects like the Unity Project and KISStopia lead by local artists Penny Sudabin and Tim Rushy-Smith, the local community have been invited to share their vision and thoughts on local issues and passions. The Raft Race is a fabulous chance for local groups, clubs, friends, streets and businesses to come together and                             |
| <b>How does your event attract new or broad audiences?</b> | Each year the "something for everyone" element of the festival grows and bolsters itself. The festival ethos of providing truly multi-generational free entertainment ensures that we continue to attract an ever growing tribe of likeminded individuals. Over the last 3 years the Kiama locals have really taken ownership of the festival and we hear so often about how they take pride in inviting guests and                       |
| <b>How is your event accessible and inclusive?</b>         | The KISS Arts Festival is a free event and will always be so. One of our single greatest achievements is attracting international artists to come to Kiama. People who would never even go to the Theatre, let alone a variety night or "new" circus/variety performance are given world class examples of these performances for free. We pride ourselves on being truly multi-generational and our audience demographic certainly backs |

|   |  |
|---|--|
| <p><b>What environmentally friendly event practices will be in place at your event?</b></p> | <p>Council has always provided us with red and yellow bins for the event. This year we are also going to request green bins and plan to partner with Kiama High School's "War on Waste" project to run a stall explaining how we can head towards zero waste and helping people to separate their waste into the correct bins.<br/>All food and beverage outlets at the festival are only permitted to use</p> |
|---|--|

**Part 5: Destination Profiling – Marketing and Promotion**

|   |  |
|---|--|
| <p><b>How will your event assist with the promotion of the destination, as well as encouraging pre and post visitation to the area?</b></p> | <p>The KISS arts Festival site is Black Beach which sums up Kiama's USP's in a nutshell - beautiful beaches, rolling green hills, the lighthouse and blowhole and a connection with the sea and dairy farming. The natural beauty of the backdrop to the festival is hard to over look! Given the international line-up that we have every year, The KISS Arts Festival and Kiama gets a healthy amount of international coverage in online articles, social media and personal sharing and posting about the event. Each year we get on average 300 or so</p> |
| <p><b>How will your event acknowledge Destination Kiama and Kiama Council funding support?</b></p>  | <p>All advertising materials, online campaigns etc. will have Destination Kiama and Kiama Council logos on them. Destination Kiama flags and signage will be up at the event around the harbour. You would also be our major sponsor and would be acknowledged wherever possible for your support from day one.</p>  |
| <p><b>How does your event add to the Kiama region brand?</b></p>  | <p>The KISS Arts Festival appeals specifically to "family". Multi-generations coming together to enjoy group activities are few and far between yet this is what the festival strives to do. We believe that Kiama represents a place where families come together to share, reconnect and enjoy and KISS only helps promote that. The Festival</p>  |
| <p><b>Marketing Plan attached?</b></p>  | <p><input type="checkbox"/> Yes <input type="checkbox"/> No</p>  |

Item 15.1

Attachment 3

**Part 6: Event Budget**

|  | Item                | Proposed/ quoted cost | Actuals |
|--|---------------------|-----------------------|---------|
| <b>Budget overview</b><br><br>Please list if also attached | INCOME              |                       |         |
|  | See attached budget |                       |         |
|  |                     |                       |         |
|  |                     |                       |         |
|  |                     |                       |         |
|  |                     |                       |         |
|  |                     |                       |         |
|  |                     |                       |         |
|  | EXPENDITURE         |                       |         |
|  |                     |                       |         |
|  |                     |                       |         |
|  |                     |                       |         |
|  |                     |                       |         |

Item 15.1  
Attachment 3

**Part 7: Other**

|  |  |  |
|--|--|--|
| <b>Any other items to support your application?</b><br><br>(List and attach) | Attached:<br>Rough budget 2019<br>Rough Marketing Matrix 2019<br>Drop Box Link to Photos and Video from 2018:<br><a href="https://www.dropbox.com/sh/pxs4aog86e8rldx/AADPkfz2RptBx-ndSQp3cqYUa?dl=0">https://www.dropbox.com/sh/pxs4aog86e8rldx/AADPkfz2RptBx-ndSQp3cqYUa?dl=0</a> |  |
|  | <input type="checkbox"/> Social media  | <input type="checkbox"/> Advertisement |

|   |  |   |
|---|--|---|
| How did you hear about Destination Kiama Event Funding? | <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.

|                            |   |                            |
|----------------------------|---|----------------------------|
| <b>Applicant signature</b> | D.Evans  | <b>Date</b> 26th Sept 2018 |
|----------------------------|---|----------------------------|

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

**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 organized with the Destination Kiama team to discuss payment milestones and reporting.

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 fulfill its functions for Council Cemeteries, and to keep accurate Cemetery Burial, Ash Placement and Memorial Plaque Records. 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 of interments, places of interment, cremations, memorial plaques and rights of interment and make such information available for inspection for historical or research purposes. 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 still living 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](http://www.kiama.nsw.gov.au/your-council/policies)

**Office use only**

Application received

Application request added to TAC agenda on

Date \_\_\_\_\_

Date \_\_\_\_\_

**KISS BUDGET 2018**

Sponsorship IN

|                          |  |
|--------------------------|--|
| Destination NSW Regional |  |
| Flagship Funding         | \$20,000 (only to be spent on marketing) |
| Kiama Council            | \$15,000                                 |
| Ray White Kiama          | \$ 5,000                                 |
| Furniture One            | \$ 3,000                                 |
| Numbers Count            | \$ 2,000                                 |
| Pines Dairy              | \$ 1,000                                 |
| The Chamber              | \$ 1,500                                 |
| Bluescope WIN            | \$ 500                                   |
| Stall holder Fees        | \$ 2,600                                 |
| Kiama Kabaret            | \$ 3,000                                 |

**TOTAL INCOME**                      **\$33,500**

EXPENSES – Out

Artists – main stage

|                                   |         |
|-----------------------------------|---------|
| Main stage artists and Sat night  |         |
| main event act                    | \$9,500 |
| Lantern making and fire sculpture | \$1,800 |

Part of the community engagement funding that we are applying for from Festivals Australia that will allow it to become a much bigger event

Artists – LPG

|                                  |         |
|----------------------------------|---------|
| Tahmour FOH + Glow show          | \$1,300 |
| Ben Bryant, Chef, glow and DZ    | \$1,000 |
| Nick Rheinberger – show, hosting | \$ 900  |
| Jess Brien show + big book       | \$ 800  |
| Susan Kennedy – show             | \$ 700  |

Artists – Café

|                  |        |
|------------------|--------|
| Lucy (Leo) Music | \$ 400 |
| Malika Music     | \$ 400 |
| Womangong comedy | \$ 500 |

Roving Acts

|                          |          |
|--------------------------|----------|
| Neisha – DZ and big book | \$ 1,000 |
| Roos                     | \$ 2,000 |
| Honora DZ                | \$ 600   |
| Air KISS                 | \$ 500   |
| KISSTopia                | \$ 500   |

Artists Accommodation                      \$3,000



|                                |                 |
|--------------------------------|-----------------|
| <u>Marketing</u>               | \$20,000        |
| <u>Operating costs</u>         |                 |
| Tent and stage infrastructure  | \$5,000         |
| JP Site Manager                | \$ 500          |
| <u>Operating costs</u>         |                 |
| -fencing                       | \$400 (\$396)   |
| -dial to dig                   | \$495           |
| -surf club donation            | \$100           |
| Security = 2 nights            | \$600           |
| Scaff tower (\$135 x2 = \$270) | \$270           |
| Liquor License                 | \$80            |
| ASIC fees and prelim flyers    | \$300           |
| Ongoing annual Social media    | \$407           |
|                                | \$2,648         |
| Contingency for consumables    | \$ 452          |
| <b>TOTAL CURRENT OUTGOINGS</b> | <b>\$30,500</b> |

**Item 15.1**

**Attachment 3**

**KISS Arts Festival Marketing Matrix 2019**

| Date                        | Medium  | Action   | Who                | Done |
|-----------------------------|---|--|--------------------|------|
| Ongoing                     | Word of mouth   | To have KISS flyers at all events that Laughter House Entertainment are contracted for in our new target market.   | T&D                |      |
| Ongoing                     | Word of mouth   | To continue adding to our direct marketing data base by collecting email addresses on a sign up sheet from audiences at event that Laughter House Entertainment does in the target market area, as we did for Kidtopia Festival in Parramatta. | T&D                |      |
| 15.11.18                    | Circus workshop flyer for summer                      | To print and deliver flyers to all school children in the LGA and to all accommodations. It has a dual purpose of advertising the workshop, but also the dates of the festival to locals and pre marketing to tourists.                        | T&D                |      |
| 20.11.18                    | Pre advertising flyers                                | Deadline for completed design and to have at the printer the high season flyer run for all accommodations in town including holiday homes and NYE celebrations and tourism office.   | T&D                |      |
| 25.11.18                    | Digital media   | Send photos with KISS dates and promo links on them to Council and tourism to be used on their header website banners.   | T&D                |      |
| 15.12.18                    | Online link content that is on pre advertising flyers | Deadline to upload Prepared short video highlight promo's for website and social media that will be a link on pre advertising to give vibrant snapshots of the festival to potential attendees   | T&D                |      |
| 31.12.18                    | Pre advertising flyers                                | To hand out pre advertising flyers to attendees at the Kiama NYE events. There are 10-15k people at the Kiama event.   | Out sourced. Paid. |      |
| 7-18 <sup>th</sup> Jan 2019 | Blackboard, flyer on-sell                             | KISS Festival summer Circus workshop trainers are to have a  | Circus trainers.   |      |

|            |                      |   |                              |  |
|------------|----------------------|---|------------------------------|--|
|            |                      | blackboard advertising the festival with flyers attached and to do a short on sell speech before the kids circus presentation to parents.   | Informed and supplied by T&D |  |
| Jan 2019   | Design               | Complete all design elements for the 2019 festival.   | T&D and Neil and Diana       |  |
| Jan 2019   | Website              | Make sure website is completely up to date with full 2019 program.  | D and Diana                  |  |
| Feb 2019   | Flyers/ posters      | Take design to the printer  | T&D                          |  |
| Feb 2019   | Flyers/ posters      | Distribute around the region  | Joint effort                 |  |
| Feb 2019   | Social               | Set up posting across all platforms to be rolled out automatically until April  | Diana                        |  |
| Feb 2019   | Commercial media     | Start building relationships and garnering interest from southern and western Sydney media reach. Start with connected sources – suggestions from local media we are already connected with ie: ABC radio | T&D, Neil and Diana          |  |
| Feb 2019   | Digital Media        | Make sure all online listings are up to date and check if there are any special promotions worth partaking in.  | Dave                         |  |
| Feb 2019   | Media Launch         | Invite all media and VIP's to launch of the Festival on the first Thursday of March   | Everyone                     |  |
| March 2019 | Write press releases | Send to every print media source we can think of in new target areas, start with the connected ones. Follow up on all of them. Mention that we are colourful and funny – great for interesting pics.      | T&D, Neil and Diana          |  |
| March 2019 | Print media local    | First article in the Bugle.   | T,D and Cathy                |  |
| March 2019 | Social paid          | Start targeted facebook ad campaign – call to action is to get people to the website to book accommodation package.   | Diana                        |  |
|            |                      |   |                              |  |

|                            |                                  |   |                |  |
|----------------------------|----------------------------------|---|----------------|--|
| March 2019                 | Local media – long lead print    | Contact all local and regional print media and book in editorials.  | T&D and Neil   |  |
| March 2019                 | Digital Media                    | Put advertisements in all school newsletters for both the festival and the April school holiday circus workshops in local and regional areas.   | Dave           |  |
| March 2019                 | Print                            | Line up stories for “The Bugle” for April and the lift out program edition.   | T&D            |  |
| April 2019                 | Local media                      | Contact all local and regional media contacts and start booking in radio spots and print editorials.  | T&D and Neil   |  |
| April 1 <sup>st</sup> 2019 | Cabaret – social and traditional | Start marketing the cabaret specifically and put tickets on sale. Great chance to have a different angle to the marketing. Sell out show  | Dave and Diana |  |
| April 2019                 | Social                           | Interactive and in the moment posting of what is happening as KISS draws closer   | Diana          |  |
| April 2019                 | Social Paid                      | More planned and targeted social media advertising to our target market, promoting packages to come for the weekend.  | Diana          |  |
| April 2019                 | Digital                          | Email mailing lists to remind them of KISS. Different email for different lists. For locals to buy cabaret tickets and to invite their families to Kiama for the weekend and for new markets, to organise and book their weekend. | Dave           |  |
| April 2019                 | Word of Mouth - teaser           | Circus Workshops  | Trainers       |  |



## Destination Events Funding Application Form

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There are four (4) funding rounds each calendar year in February, May, August and November.

Closing dates for each submission period are:

1. Close of Business, second Monday in November
2. Close of Business, second Monday in February
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4. Close of Business, second Monday in August

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

### Completed form and supporting material

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

Councillor Matt Brown,  
*Chair Tourism Advisory Committee*

E | [events@kiama.nsw.gov.au](mailto:events@kiama.nsw.gov.au) (preferable),

A | Manager Tourism and Events,  
Kiama Municipal Council  
PO Box 75  
Kiama NSW 2533

Part 1: Applicant details

|  |  |               |               |
|--|--|---------------|---------------|
| <b>Full name</b>   | Erica Elizabeth Warren   |               |               |
| <b>Role/ title for event</b>   | Director/Jamberoo Music Festival   |               |               |
| <b>Email</b>   | director@jamberoomusicfestival.com   |               |               |
| <b>Mobile number</b>   | 0431759015   |               |               |
| <b>Postal address</b>  | Street   | 22 Drualla Rd |               |
|  | Suburb   | Jamberoo      | Postcode 2533 |
| <b>Are you a resident of the Kiama LGA?</b>  | <input type="checkbox"/> Yes <input type="checkbox"/> No   |               |               |
| <b>Are you a Destination Kiama partner?</b>  | <input type="checkbox"/> Yes <input type="checkbox"/> No   |               |               |
| <b>If yes, under what business/ event name</b>   |  |               |               |
| <b>Have you previously received funding from Kiama Municipal Council or Destination Kiama?</b> | Yes. We received funding from Kiama Council in our first year (Jamberoo Music Festival 2018) through the Cultural Grants Funding, in the amount of \$3000. |               |               |
| <b>If yes, for which project?</b>  |  |               |               |
| Part 1: a) additional details for Organisations only   |  |               |               |
| <b>Organisation name</b>   | Jamberoo Music Festival  |               |               |
| <b>Phone</b>   | 0431759015   |               |               |
| <b>Email</b>   | director@jamberoomusicfestival.com   |               |               |
| <b>ABN</b>   | 98 361 661 226   |               |               |

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|  |  |   |
|--|--|---|
| <b>Links to the organisation's website and social media accounts</b> (if applicable) | Website  | www.jamberoomusicfestival.com                   |
|  | Facebook   | https://www.facebook.com/JamberooMusicFestival/ |
|  | Instagram  | https://www.instagram.com/jamberoomusic/        |
|  | Twitter  |   |
|  | YouTube  |   |
|  | ATDW   | AU0154510                                       |
| <b>Head of Organisation</b> (i.e. Chairperson)                                       | Erica Warren - Director  |   |
| <b>Brief statement to describe your organisation</b>                                 | Jamberoo Music Festival consists of two event organisers, Kane Dennelly and Erica Warren. Kane Dennelly grew up in the Kiama Municipality and is a musician who has vast experience in Festivals across Australia. Erica Warren also grew up in the Kiama Municipality |   |

**Part 2: Event Details**

|   |  |   |
|---|--|---|
| <b>Event name</b>   | Jamberoo Music Festival                                  |   |
| <b>Event location / venue</b>   | Jamberoo - various locations within walking distance     |   |
| <b>If this is a Council venue, have you completed the booking application form?</b> | <input type="checkbox"/> Yes <input type="checkbox"/> No |   |
| <b>Event date and time</b>  | Saturday July 20, 2019 8am-midnight                      |   |
|   | Bump-in  | Friday July 19th                                |
|   | Bump-out   | Sunday July 21st                                |
| <b>Links to the event website and social media accounts</b> (if applicable)         | Website  | www.jamberoomusicfestival.com                   |
|   | Facebook   | https://www.facebook.com/JamberooMusicFestival/ |
|   | Instagram  | https://www.instagram.com/jamberoomusic/        |

|   |  |           |
|---|--|-----------|
|   | Twitter  |           |
|   | YouTube  |           |
|   | ATDW   | AU0154510 |
| <b>Anticipated number of attendees</b>  | 1000 ticket holders and 2000 non ticket holders  |           |
| <b>Event purpose/ goal?</b>   | The purpose of our event is to attract visitors to our Municipality in the low season of Winter, to help support tourism operators and local business. Our goal in 2019 is to work more closely with tourism   |           |
| <b>Brief event overview</b><br>Maximum 2 paragraphs   | <p>Join us at Jamberoo Music Festival for blues, roots and a little bit of country in the quintessential South Coast village that sits on the doorstep of Kiama. Only a 10 minute drive from the oceanside town of Kiama, through the green rolling hills of Jamberoo, just 90 minutes south of Sydney.</p> <p>Jamberoo Music Festival is a community based, family friendly music, performing arts and cultural festival to be held under the escarpment in the picturesque town of Jamberoo. Over 40 Acts which includes a children's outdoor space, circus and street performers, local and National musicians, market stalls, busking competition, art workshops</p> |           |
| <b>Specifically identify what you are seeking from Destination Kiama/ Kiama Municipal Council (including financial and in-kind)</b> | <p>We are seeking financial and in kind marketing support from Destination Kiama. We also request assistance in obtaining marketing to our accommodation outlets and local businesses to sell accommodation and ticket packages. We would request that Kiama Visitors Centre promote and sell festival tickets.</p> <p>From a funding perspective we would like to apply for \$14000. We aim to spend 50% on out of area print and radio advertising, in Sydney, Newcastle and the A.C.T. The remaining 50% we would</p>   |           |
| <b>Sponsorship already secured/ proposals emailed.</b><br><br><b>If yes, please list</b>  | <p>Proposals are being forwarded to venues and the sponsors of 2018 in November. Sponsorship secured in 2018 have been confirmed via email, immediately proceeding our first festival. These include:</p> <ul style="list-style-type: none"> <li>* Club Jamberoo</li> <li>* Elders Jamberoo</li> <li>* MMJ South</li> <li>* WaveFM</li> <li>* IGA Jamberoo</li> <li>* Kings Patisserie</li> </ul>  |           |

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**Part 3: Economic Impact**

|  |  |  |                  |
|--|--|--|------------------|
| <b>Expected number of visitors attracted to event from <u>outside</u> the Kiama LGA?</b>                       | 1200   | <b>How long are the visitors expected to stay?</b>   | 2 days           |
| <b>Top three (3) target market demographics</b><br>(age, gender & location – e.g. mid-20s females from Sydney) | mid 30's-40's ACT, Syc   | <b>What is the expected expenditure of visitors?</b> | \$150 per person |
|  | families ACT, Sydney, I  |  |                  |
|  | Over 50's males and fe   |  |                  |
| <b>How will your event link to other attractions/extend visitor length of stay?</b>                            | In 2019, we aim to partner with more Accommodation and Tourism outlets in our region, encouraging the partners to purchase wholesale price tickets from Jamberoo Music Festival and create a package to encourage visitors to stay more than 2 nights and experience our |  |                  |

**Part 4: Community Benefit**

|  |   |
|--|---|
| <b>How does your event improve community spirit?</b>       | One of our aims in creating a small boutique Festival in Jamberoo, was to add to the community 'feel' in Jamberoo, not just for locals but for visitors. We have received some exceptional feedback, via surveys conducted by our volunteers on the day and online via Survey Monkey, saying the 'vibe' in town was just what the town needed. Several comments from Festival goers can be found on our Facebook  |
| <b>How does your event attract new or broad audiences?</b> | I think in order to build a successful festival, it is imperative that you survey your market to ensure you know what your attendees were looking for. In our first year, we kept our free entertainment and food and beverage offering at a minimum to ensure that we didnt over extend ourselves financially but to also give enough to create atmosphere. Most of our survey results were what we already know |
| <b>How is your event accessible and inclusive?</b>         | With a minimal focus on the Indigenous community in 2018, we decided to start small to allow us to build. While very casual and possibly in need of more promotion, we contacted our local Aboriginal community to have an Official Welcome to Country and Aboriginal Smoking Ceremony.   |

|   |  |
|---|--|
| <p><b>What environmentally friendly event practices will be in place at your event?</b></p> | <p>Zero waste is our goal. We will be requesting that all market stall holders and outdoor food and beverage outlets only use recyclable plates, cutlery and glasses. All alcoholic beverage glass and aluminium bottles/containers will be recycled using the Earn and Return location in Jamberoo.</p> |
|---|--|

**Part 5: Destination Profiling – Marketing and Promotion**

|   |  |
|---|--|
| <p><b>How will your event assist with the promotion of the destination, as well as encouraging pre and post visitation to the area?</b></p> | <p>In alignment with acknowledging Destination Kiama and Kiama Council in 2018, Jamberoo Music Festival will continue to acknowledge Destination Kiama and Kiama Council with an extremely strong social media campaign and will improve on our post event promotion and marketing. In 2019, we will continue to acknowledge with featuring logo's prominently on our website, event program , event map and on Social Media.<br/>We will continue to promote in our media channels with Media</p>   |
| <p><b>How will your event acknowledge Destination Kiama and Kiama Council funding support?</b></p>  | <p>In alignment with acknowledging Destination Kiama and Kiama Council in 2018, Jamberoo Music Festival will continue to acknowledge Destination Kiama and Kiama Council with an extremely strong social media campaign and will improve on our post event promotion and marketing. In 2019, we will continue to acknowledge with featuring logo's prominently on our website, event program , event map and on Social Media.<br/>We will continue to promote in our media channels with Media mentions at every opportunity via radio, television and newspaper</p> |
| <p><b>How does your event add to the Kiama region brand?</b></p>  | <p>Jamberoo Music Festival began with the need to include in our Municipality a festival for Jamberoo. Coming off years of success of the Jamberoo Folk Festival (now the Illawarra Folk Festival) this town offers a unique environment of a small community with a big heart. Most events are located in the seaside town of Kiama. so this festival</p>   |
| <p><b>Marketing Plan attached?</b></p>  | <p><input type="checkbox"/> Yes <input type="checkbox"/> No</p>  |

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Attachment 4

**Part 6: Event Budget**

|  | Item                             | Proposed/ quoted cost | Actuals |
|--|----------------------------------|-----------------------|---------|
| <b>Budget overview</b><br><br>Please list if also attached | <b>INCOME</b>                    |                       |         |
|  | Tickets/merchandising            | 45000                 |         |
|  | Markets/sponsorship              | 8000                  |         |
|  | In kind donations                | 9000                  |         |
|  | Volunteer time                   | 3000                  |         |
|  | Mathew Ward/Tourism Minister     | 5000                  |         |
|  | Destination Kiama                | 14000                 |         |
|  | <b>EXPENDITURE</b>               |                       |         |
|  | Stands and outdoor entertainment | 39000                 |         |
|  | Sound/lighting/equipment         | 7500                  |         |
|  | Printing/signs/volunteer shirts  | 9000                  |         |
|  | Insurance/Licenses/travel        | 5000                  |         |
|  | Advertising                      | 8000                  |         |
|  | Rent/bins/council fees           | 3000                  |         |

**Part 7: Other**

|  |  |  |
|--|--|--|
| <b>Any other items to support your application?</b><br><br>(List and attach) | <p>I have attached letters of support. Below are a list of links from media and social media that provide support from various avenues.</p> <p>Please see links to online media coverage.</p> <p><a href="https://www.illawarramercury.com.au/story/5309149/the-first-jamberoo-music-festival-taking-place-in-2018/">https://www.illawarramercury.com.au/story/5309149/the-first-jamberoo-music-festival-taking-place-in-2018/</a></p> <p><a href="https://www.illawarramercury.com.au/story/5511868/jamberoo-to-celebrate-the-arts-at-first-annual-festival/">https://www.illawarramercury.com.au/story/5511868/jamberoo-to-celebrate-the-arts-at-first-annual-festival/</a></p> <p><a href="https://cupitt.com.au/cupitts-jamberoo-music-festival/">https://cupitt.com.au/cupitts-jamberoo-music-festival/</a></p> |  |
|  | <input type="checkbox"/> Social media  | <input type="checkbox"/> Advertisement |

|  |  |   |
|--|--|---|
| <b>How did you hear about Destination Kiama Event Funding?</b> | <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.

|   |                     |
|---|---------------------|
| <b>Applicant signature</b> Erica Warren | <b>Date</b> 8/10/18 |
|---|---------------------|

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

**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 organized with the Destination Kiama team to discuss payment milestones and reporting.

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 fulfill its functions for Council Cemeteries, and to keep accurate Cemetery Burial, Ash Placement and Memorial Plaque Records. 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 of interments, places of interment, cremations, memorial plaques and rights of interment and make such information available for inspection for historical or research purposes. 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 still living 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](http://www.kiama.nsw.gov.au/your-council/policies)

**Office use only**

Application received

Application request added to TAC agenda on

Date \_\_\_\_\_

Date \_\_\_\_\_





Real Estate

Elders Real Estate Jamberoo  
20 Allowrie Street Jamberoo, NSW 2533  
p | (02) 4236 0891 f | (02) 4236 0894  
info@eldersjamberoo.com.au  
eldersjamberoo.com.au

24<sup>th</sup> July 2018

Ms E Warren  
Director/Organiser  
Jamberoo Music Festival 2018

Dear Erica

It is with great pleasure and a certain amount of pride, in how the Jamberoo community rallied behind your gigantic effort, that I thank you and so look forward to July 20th 2019.

It was an amazing sunny day where visitors and locals came together to enjoy multiple live music venues, street buskers and market stalls held in beautiful Reid Park.

The visitors came from far and wide, the wonderfully talented musicians took up the challenge of the very first festival with the gusto usually attributed to large international audience's, the street buskers kept the coffee sipping, food consuming, casual strolling visitors enthralled with their enthusiasm and friendliness. The ambiance was unforgettable and heart-warming to see people greeting each other like old friends, remarkable. Your volunteers did an exceptional job to direct and inform visitors and provide the pick-up point for tickets purchased on line.

A small but impressive thought was the use of paper wrist bands and not moulded plastic, a very local approach to our war on waste. Please count me in for further financial support and any other areas you feel we at Elders Jamberoo can assist to make Jamberoo Music Festival 2019 bigger and better.

Once again, a job well done. I look forward to hearing from you regarding preparation for next year.

Kindest regards  
Vivienne Marris  
Principal  
Elders Real Estate Jamberoo  
0402 101 343



Mooooore Mooooosic.

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Attachment 4

Scanned with CamScanner

Mr. Glenn Haworth  
Director  
Haworth Guitars  
2/22 Durgadin Dr  
Albion Park Rail

NSW 2527

[www.haworthguitars.com.au](http://www.haworthguitars.com.au)

Date: October 4<sup>th</sup> 2017

To Whom it may concern

I am writing this letter to support Erica Warren & Kane Dannelly for initiating the project of the Jamberoo Music Festival. I believe that this project will create remarkable opportunities for local musicians and the local community.

Kane & Erica have already achieved great success with similar small events and I have no doubt the Jamberoo Music Festival, will be just as successful.

I offer my support to this project as a representative and sponsor.

Sincerely,

Glenn Haworth



Jamberoo Valley Ratepayers and Residents Association, Inc.  
PO Box 146, Jamberoo 2533  
[jvrrasecretary@gmail.com](mailto:jvrrasecretary@gmail.com)

20 August 2018

To:

Erica Warren, Director, Jamberoo Music Festival

Kane Denny, Program Administrator, Jamberoo Music Festival

Dear Erica and Kane,

Members of the Jamberoo Valley Ratepayers and Residents Association voted resoundingly at the JVRRA General Meeting on 7 August 2018 to congratulate you on your tremendously successful organisation of the Jamberoo Music Festival, and to thank you for doing it. We all not only thoroughly enjoyed the day, but we appreciated the spirit that it engendered in our community.

JVRRA would be delighted if there is any way that we can help you with the organisation and planning of next year's Music Festival. We are already looking forward to 20<sup>th</sup> July 2019!

Best wishes,

Ros Neilson  
Secretary, JVRRA  
[jvrrasecretary@gmail.com](mailto:jvrrasecretary@gmail.com)





BIG4 Easts Beach Holiday Park  
30 Ocean Street (P.O. BOX 10)  
KIAMA NSW 2533  
ABN: 89000852595

Phone: (02) 4232 2124  
Fax: (02) 4233 1009

Web: [www.eastsbeach.com.au](http://www.eastsbeach.com.au)

*Where great memories are a holiday away...*

Erica Warren  
Director  
Jamberoo Music Festival

23 August 2018

Dear Erica

Congratulations on the success of the first Jamberoo Music Festival. It sounds like it was a wonderful day.

We would be very happy to support the festival again next year. It's great to have a new event at a quieter time of year to encourage more visitors to our beautiful area. We look forward to watching how the event grows.

All the best moving forward.

Sincerely

Leanne Williams  
Managing Director  
BIG4 Easts Beach Holiday Park



**15.2 Christmas / New Year - annual close down period**

Responsible Director: Office of the General Manager

Each year, Council has an annual close down period that commences at the close of business on Christmas Eve and concludes after the New Year's Day public holiday.

While some areas remain operational between Christmas and New Year, Council has implemented an Indoor Employee Accrued Time Protocol and Outdoor Nine Day Fortnight Protocol that allow employees to work increased hours throughout the year to accrue sufficient time to cover the three usual working days that fall during the annual close down. Employees who have not worked the additional hours throughout the year are required to access other forms of leave during this period.

This year Christmas Eve falls on a Monday and there will only be a skeleton staff working that day. It will be the responsibility of each Director to ensure there is adequate staff to support our services.

The following table details the calendar for the annual close down period:

| <b>Date</b>           | <b>Holiday / Day</b> | <b>Leave</b>                         |
|-----------------------|----------------------|--------------------------------------|
| Monday 24 December    | Christmas Eve        | Work day – skeleton staff only       |
| Tuesday 25 December   | Christmas Day        | Public Holiday                       |
| Wednesday 26 December | Boxing Day           | Public Holiday                       |
| Thursday 27 December  | Usual work days      | Concessional, or other form of leave |
| Friday 28 December    |                      |                                      |
| Saturday 29 December  | Non-work day         | Non-work day                         |
| Sunday 30 December    | Non-work day         | Non-work day                         |
| Monday 31 December    | New Year's Eve       | Concessional, or other form of leave |
| Tuesday 1 January     | New Year's Day       | Public Holiday                       |

In 2018, Council's annual close down period will be from 3.30pm on Monday 24 December 2018 to Tuesday 1 January 2019, with employees returning to work on Wednesday 2 January 2019.

**Communication/Community Engagement**

A communication/media program will be implemented to advise of close down period and services that will remain operational.

**15.3 Michael Innes - resignation****Attachments**

Nil

**Enclosures**

Nil

**RECOMMENDED**

That Council formally thank Michael Innes for his years of service to Council and the local community.

**REPORT**

Council has recently received a letter of resignation from Customer Services Officer, Michael Innes, whose last day will be 26 October 2018.

Michael commenced work at Council on 1 May 1995 as a Maintenance Ganger in the Engineering & Works department under the directorship of Noel Edgell and then Bryan Whittaker.

Following a workplace injury, Michael was redeployed to the position of Customer Service Officer in 2000 and was subsequently permanently appointed to the role. In 2013 Michael worked as the Customer Service Coordinator on a temporary basis and has remained in that role for one day a week.

We all know of Michael's professionalism in dealing with customers at the front counter and on the phones. His knowledge and integrity in providing assistance has been appreciated by many locals, visitors and staff. Michael has received many compliments from customers acknowledging his expertise in "all things Council".

In February 2013 Michael took on the role of Disaster Recovery Information Officer, being Council's first point of contact for customers following the tornado.

Michael also completed his Certificate IV in Local Government (Planning) in 2008, which was sponsored by Council.

On behalf of Council I would like to thank Michael for his 23 years of service and wish him, and his wife Gayle, well on their move to the Noosa Hinterland and their exciting times ahead.