



# ORDINARY MEETING OF COUNCIL SUPPLEMENTARY ITEMS

To be held at 5pm on

**Tuesday 26 June 2018**

Council Chambers

11 Manning Street, KIAMA NSW 2533

## **Members**

His Worship the Mayor

Councillor M Honey

Councillor K Rice

Deputy Mayor

Councillor M Brown

Councillor N Reilly

Councillor A Sloan

Councillor W Steel

Councillor D Watson

Councillor M Way

Councillor M Westhoff

---

**TABLE OF CONTENTS**

---

<b>ITEM</b>	<b>SUBJECT</b>	<b>PAGE NO</b>
<b>16</b>	<b>ADDENDUM TO REPORTS .....</b>	<b>3</b>
15.1	Destination Kiama Tourism Advisory Committee meeting held 22 June 2018 .....	3

## 16 ADDENDUM TO REPORTS

### 15.1 Destination Kiama Tourism Advisory Committee meeting held 22 June 2018

Responsible Director: Office of the General Manager

---

Item 15.1

#### Attachments

- 1 Destination Kiama Tourism Advisory Committee - minutes of meeting held 22/06/18 [↓](#)
- 2 Gerringong Surf Music Festival 2018 - Post Event Report [↓](#)
- 3 Kiama Sevens Rugby 2018 - Post Event Report [↓](#)
- 4 Kiama Sevens Rugby 2018 - Event survey [↓](#)
- 5 KISS Arts Festival 2018 - Post Event Report [↓](#)
- 6 KISS Arts Festival 2018 - Final budget [↓](#)
- 7 Kiama Jazz & Blues Festival 2018 - Post Event Report [↓](#)
- 8 Event Bootcamp Feedback [↓](#)

#### Enclosures

Nil

#### **RECOMMENDED**

That the Minutes of the Destination Kiama Tourism Advisory Committee meeting held on 22 June 2018 be received and accepted.

#### **BACKGROUND**

The minutes of the Destination Kiama Tourism Advisory Committee meeting held on 22 June 2018 are attached for Councillors' information.

**Draft Minutes**

**Destination Kiama Tourism Advisory Committee**

**Meeting held on 21 JUNE 2018**

**ADDISONS SHELLHARBOUR**

Following on from a tour of Shell Cove hosted by Shellharbour Tourism

**PRESENT:** Councillor Matt Brown, Councillor Warren Steel, Sue Thorley, Rob Sciacchitano, Kerry McMurray (General Manager), Karen Ronning (Manager Tourism and Events)

**1. Welcome to Country**

**2. Item 2 – Apologies**

Liz Lewis, Perrie Croshaw

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

Cr Steel suggested that the area's best photography spots be identified and ideally signposted. Cr Steel to document where these positions are and bring them to the next meeting.

**4. Item 4 - Destination Kiama Membership / Partnership**

Cr Brown congratulated all on the one-year anniversary of Destination Kiama. It has been a very busy and successful year for tourism and events in the Kiama municipality.

A draft revised partnership / membership structure for 2018/19 was tabled and discussed.

**Recommendation:**

That Destination Kiama proceed with a 'Partnership Program' for 2018/19 consisting of a Business Partner tier (\$120) and a Platinum Partner tier (\$295).

**Moved:** *Cr Warren Steele, Rob Sciacchitano*

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

**5.1 Kiama Tourism Opportunity Plan**

Cr Brown welcomed Nigel Russell from Earthcheck who dialled in to the meeting. The Kiama Tourism Opportunity Plan will:

- identify our destinations Hero Experiences
- identify and prioritise new tourism products which align with our vision and promote overnight visitor expenditure
- identify infrastructure requirements that support ongoing sustainable development of the local tourism industry
- provide a focal point of tourism development in the Kiama Municipality

- will focus attention and resources in the identification and delivery of key tourism projects.

We have engaged Earthcheck (Nigel and Emma) to assist us with this project and over the past 4-6 weeks we have:

- held open forums /community consultation sessions in Kiama, Jamberoo and Gerringong
- met with key industry and business representatives – one on one meetings
- met with elected representatives
- met with key government and partner agencies
- met with the Chamber of Commerce
- held a separate Councillor only session
- presented to and updated other Council sub committees
- actively involved the Tourism Advisory Committee
- updated industry and the community via our e-news and social media, inclusive of seeking their additional feedback and input an online survey.

The draft Hero Experiences were tabled and feedback was provided.

Work will now progress on the recommended outputs of the prioritised tourism opportunities as tabled.

A draft Tourism Opportunity Plan is on track to be received by June 29.

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

The Kiama Event Master Planning Calendar has been created and is now available for all areas of Council to view, access and update event information. The Calendar currently has over 185 listings and contains:

- event contact details, website, etc
- dates
- contact details
- recent history of any Council support, in kind or cash
- record of any other funding, grants received
- genre
- category / tier
- notes on the event
- TRIM references, so that any correspondence can be tracked
- Australian Tourism Data Warehouse listing.

This calendar will assist with the strategic planning and timing when considering any new or expanded Destination events.

Work has been ongoing with destination event organisers to increase destination content on local event websites, including links to key visitor information (visitor guide & accommodation) to encourage an increased length of stay.

New Event promotional materials have been created and distributed including:

- seasonal event Calendars – Winter, Spring, Summer & Autumn
- monthly event calendars
- June Long Weekend event flyer
- live entertainment added to kiama.com and regularly updated.

#### 5.2.1 Events Seeking Support

BALE UP 2018 – Women’s Dairy Conference 25-27 September

It was agreed that this event was worthy of support, and as such it will be recommended and referred to the Economic Development Manager.

Other Destination Events funding requests received and tabled:

- 2018 Seaside and Valley Veterans Golf Tournament 26 to 30 November
- 2020 National Rose Championships 23 to 26 October
- 2018 Flyball Nationals – 14 to 16 September

#### **Recommendation:**

That Destination Kiama provide the following support for Destination Events dependant on the appropriate milestone payments, deliverables and post event reporting is agreed to and supplied, noting that the support for the 2020 National Rose Championships to be included in the 2020/21 budget:

- \$500 for the 2018 Seaside and Valley Veterans Golf Tournament
- Pavilion Hire for the event (to the value of \$3,600) plus 2 x cabins for officials for 2 nights accommodation at the Holiday Parks (approximate value of \$1,200), for the 2020 National Rose Championships.
- That the Flyball National receive the following in kind support:
  - The loan of the soccer pitch and main cricket pitch area at the Quarry Sports Complex fields
  - Loan of 20 waste bins for the duration of the 3 days for the event.
  - The loan of 12 x 30 metre rolls of plastic fencing /bunting with the associated number of star pickets to fence of the racing rings
  - Use of the canteen at the Quarry Sports Complex
  - Use of the toilet facilities and changing rooms at the Quarry Sports Complex

**Moved:** *Clr Warren Steele, Sue Thorley*

#### 5.2.2 Post Event Reports

Post event reports received and tabled:

- 2018 Kiama Jazz and Blues Festival
- 2018 Kiama Arts Fest
- 2018 Kiama Rugby Sevens
- 2018 Gerringong Surf Music Festival

Considerable time has been spent in developing and managing destination event funding including the creation of milestones (including post event reporting), time spent in assisting destination events with Council processes, and encouraging and supporting events to promote our destination and encourage pre, during and post visitation.

#### 5.2.3 Events Strategy

The development of a new events strategy is progressing. Agreed that the following event categories and the supplied definitions be applied:

- Civic
- Community
- Destination
- Major

The strategy will need to reflect Council's vision for the future of Events and align to the organisational structure, operational plans and available resources. These are to be confirmed.

#### 5.2.4 Kiama Bodyboard King Pro (30 July – 9 August).

The Tourism Advisory Committee is thrilled that Destination Kiama secured a leg of the new Bodyboarding world tour, the Kiama Bodyboard Slam (30 July – 9 August).

A partnership agreement has been finalised and arrangements are progressing well for this event, with the event partners currently meeting weekly.

The schedule will be finalised shortly, with the main event activity occurring at Surf Beach on 4 & 5 August 2018.

Global promotions will commence the week commencing 25 June 2018.

#### 5.2.5 Surfing NSW Partnership

Discussions on a new three year Partnership with Surfing NSW is progressing.

#### 5.2.6 Australia Day

The organisation of the Local Government Week 2018 Community Achievement Awards event is progressing. The Committee recognised the contribution of Sue Wiaczek for her work on this event and at short notice. The Awards presentation will be held on Friday 3 August 2018 at The Pavilion.

### **5.3 Market and Promote Kiama**

#### 5.3.1 UNSPOILT Destination Marketing Campaign

The 2018 UNSPOILT Destination Marketing campaign is now in market.

This year's campaign includes; outdoor advertising, search and social activity, a partnership with Trip Advisor, new content creation, content distribution and multiple public relations activities and media hosting including; Fairfax media, HerCanberra, Sydney Weekender and Not Quite Nigella to date.

New campaign content is being filmed in early July.

Destination Kiama meets fortnightly with the other participating South Coast Local Government areas and Destination NSW on this campaign.

An additional (Kiama area only) promotional opportunity with HomeAway (Stayz) has also been secured, with an electronic direct mail to be in market approx. 30 June 2018.

#### 5.3.2 Entry signs

The need to update the entry signs to the Municipality was discussed as was the need to generally improve the sense of arrival and reflect our 'place'.

#### 5.3.3 The Pavilion

With Kiama successfully securing the Australian Coastal Councils Conference (3-5 April) 2019, a working group has been formed to ensure we have appropriate expertise and input into this event. The working group includes; Clr Rice, Clr Reilly, Clr Sloan, Paul Czulowski (Manager Environment and Health), Jackie Hall and Hope Prosser.

A Marketing Plan is in development for The Pavilion.

Congratulations to The Pavilion's Hope Prosser who has been successful in being awarded a Scholarship (from Destination NSW) to undertake a Diploma of Event Management, one of only 18 winners, from over 100 applications.

#### 5.3.4 Boutiques trail

A group of 18 local boutiques have been working together and have approached Destination Kiama with regards to the creation of a Boutiques trail/guide. More information to be received and considered in coming weeks.

### **5.4 Community and Industry Engagement**

#### 5.4.1 Next Tourism After Hours

The next Tourism After Hours is being held on Tuesday 24 July 2018 at the Kiama Golf Club.

Nick Guggisberg will be invited to talk briefly about inclusive tourism at this event.

#### 5.4.2 Founding Member Name badges

Name badges for founding members of Destination Kiama have been ordered and will be ready for the Winter Tourism After Hours event.

#### 5.4.3 Above and Beyond Award

The Advisory Committee considered and reviewed the submissions for the Winter Above and Beyond Award.

#### **Recommendation:**

That the Destination Kiama 'Above and Beyond Award' for Winter 2018 be awarded at the next Tourism After Hours Event to the selected winner.

**Moved:** *Sue Thorley, Seconded Rob Sciacchitano*



## **5.5 Industry Development**

### **5.5.1 Events Boot Camp**

The Destination Kiama Events Boot Camp held on 29 and 30 May 2018 was well attended and received.

Kiama is fortunate in being home to many wonderful events. Supporting event organisers and investing in event development was identified a priority in the Tourism & Events Strategy. Topics covered included at this year's Event Bootcamp included:

- Business Planning
- Marketing your event
- Event evaluation
- Grant writing
- Sponsorship

Participants received resources such as Business Plan and Marketing Plan templates.

Please find attached to these minutes a summary of the feedback received.

Event Co-ordinator Peta Horner was acknowledged for her work on this project.

### **5.5.2 Google/ Trip Advisor Workshop**

Destination Kiama has recently teamed up with Shellharbour Tourism to offer a Google and Trip Advisor Business Workshop on Thursday 7 June 2018.

### **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.

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

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

A meeting of Tourism Managers and was held on Thursday 21 June 2018. DSSS provided a highline overview of their priority projects for 2018/19 that are awaiting announcement by the Minister.

Additional Kiama area content was requested to be included in two new touring routes being developed and subsequently promoted by Destination NSW.

## **5.7 Visitor Servicing**

The team have been working on upgrading in house publications in line with our Style Guide. These include a new Blowhole flyer, a new accommodation guide and new events information as well as undertaking ongoing website changes and improvements.

The staff and volunteers at the Visitor Information Centre recently completed a Destination NSW and TAFE NSW training program on Visual Merchandising.

A review of retail stock is also underway.

**6. Item 6 - General Business**

Nil

**7. Item 7 - Next Meeting/s**

- Thursday 23 August – Tourism Advisory Committee Meeting
- Thursday 11 October – Tourism Advisory Committee Meeting
- Tuesday 6 December – Tourism Advisory Committee Meeting

Meeting closed at 6.45pm

**Item 15.1**

**Attachment 1**



Item 15.1

Attachment 2

# Gerringong Surf Music Festival

## Report 2018

### Description

The Gerringong Surf Music Festival (GSMF) is a celebration of surfing and surf culture featuring some of the best bands from Kiama and NSW South Coast.

Held in association with the Warri Board Riders, the GSMF aims to be a weekend tourism destination event and a boost for local businesses in Gerringong.

The 2018 Gerringong Surf Music Festival was held at the Gerringong Town Hall and Old School Park on May 5th.

### 2018 Report

#### Bands

The GSMF has a policy of using local bands as headline or support acts as much as possible.

Time	Band Name	Stage	Area band originated
1pm - 1.45pm	Seven Suns		Wollongong
2pm - 2.45pm	HMO		Gerringong
3pm - 3.45pm	Kingdog and the Catz	Outside Stage	Gerringong
4pm - 4.45pm	Creatures at Leisure		Cronulla
5pm - 5.45pm	Mac Tango		Shellharbour
5.45pm - 6pm	High Five Denier		Sydney
6pm - 6.45pm	Dane Overton and the Joy Williams Band		Gerringong
7pm - 7.45pm	Motherfunk		Wollongong
8pm - 8.45pm	Pacific Avenue	Inside Stage	Gerringong
9pm - 9.45pm	Dos Enos		Shoalhaven
10pm - 10.45pm	The Bungalows		Gerringong

## Schedule of Events

### Day Session: 1-6pm in the Old School Park

- A small stage was built outside the Town Hall to host bands.
- A roped off area enclosed the stage and defined the 'beer garden' where patrons could drink from plastic cups (no glass allowed). Hay bales were placed in the area to be used as seats. Food carts were situated near the beer garden.
- A drinks bar was set up inside the Town Hall kitchen.
- Patrons who purchased tickets were given a wrist band and allowed access to the beer garden area. Patrons who didn't purchase tickets could enjoy live music for free from the rest of the Old School Park.
- A jumping castle was hired and placed in the park (with a supervisor). The jumping castle was free to use for all members of the public.
- The day session was a all age event



Item 15.1

Attachment 2

**Night Session: 6-11.30pm in the Gerringong Town Hall.**

- The stage inside the Town Hall was used to host bands after dark when it became too cold outside.
- The outside beer garden area was still operational allowing patrons to drink outside if they pleased.
- The outside stage and jumping castle were disassembled at 6pm.
- Session 2 was a over 18 aged event



Item 15.1

Attachment 2

**Werri Slash**

- Traditionally the GSMF and the Werri Slash are held on the first or second weekend of May
- In the past years the two events have coordinated to ensure the events happened on the same weekend
- This year the Werri Slash decided in March to move from the first to the second week of May. The GSMF was unable to move as well due to the Town Hall being booked to another event.
- The Werri Slash subsequently moved their date several more times due to clashes with other surfing NSW events. The Slash is now to be held in June.
- In 2019 both organisations aim to hold their events in the first week of May once again



Item 15.1

Attachment 2

## Attendance 2018

### Attendance

- Attendance at the entire GSMF increased from 2017.
- The biggest increase was at the night session which was up by 40%. The night session was the most popular session in 2017.
- The day session numbers increased by 20%. The number of patrons who sat in the park but didn't buy a ticket also increased by approx 20%

Day Session 1-6pm: Beer Garden (ticketed)	250
Day Session 1-6pm : Outside beer garden (non ticketed, estimation)	200
Night Session 6-11.30pm: Town Hall and beer garden (ticketed)	450
Night Session 6-11.30pm: Town Hall and beer garden (free ticket promotions and VIPs )	56
Total paying patrons	<u>450</u>
Total non paying patrons	<u>256</u>
Total Attendance	<u>706</u>

### Attendance Survey

- The ticketing office conducted a simple survey asking patrons if they were local or had traveled from outside the area to attend the festival
- From a sample of 250 people surveyed 18% said they were from out of town.





## Logistics

### Security

- A ticketing desk was set up at the front of the Town Hall where patrons were asked to show ID before being issued with a Red wristband that indicated that they allowed to purchase drinks.
- Patrons who were underage were issued with a green wrist band.
- Two security guards with their RSA (responsible Service of Alcohol Certificate) and first aid certificate were employed to monitor patrons behaviour.
- The Kiama police were informed of the event a week in advance and asked to do a drive by at the end of the night as patrons were leaving.

### Security report

- The ticket office refused one patron (an older male) who was too drunk to enter. This was quite late in the night
- The police turned up at 11.30pm after the last band had finished and patrons were leaving in response to a call about a fight taking place outside the Town Hall. The fight had finished and those involved had moved on by the time the police arrived.
- 2019 recommendations includes placing security guard on street outside Town Hall at end of night to ensure patrons move on.

### Alcohol sales

- A single function limited licence was obtained from the NSW Dept of Liquor and Gaming
- A bar was set up inside the Town Hall kitchen
- A senior experienced bar manager was employed to oversee all sales
- 4 staff members were employed. All staff had their RSA (responsible Service of Alcohol Certificate)
- Drinks offered included
  - Two full strength beers, one mid strength and 1 light beer
  - Red and white wine and champagne
  - Premixed cans of bourbon and coke
  - Soft drink and bottled water
- Five Barrels Brewing provided the full strength beer
- Crooked River wines supplied wines and champagne
- Gerringong Cronin's Liquor and IGA provided all remaining drinks and ice

### Food Carts

- The festival avoided booking food carts that clashed with local restaurants and takeaways within walking distance in Gerringong.
- Three food carts were engaged including 'Chip on a Stick, Italian and the Seafood Van (the seafood van failed to arrive)
- Patrons also could visit any of the various restaurants and takeaways within walking distance of the Town Hall.

## Financial Strategy and budget

- The financial strategy for the festival is to generate 30% of its income from sponsorship and 70% from ticket, food and beverage sales.

Budget Summary					% of income
<b>Income</b>					
Kiama Council sponsorship			\$ 2,000.00		
Local sponsorship	6	\$ 100.00	\$ 600.00	\$ 2,600.00	14%
Food stalls	2	\$ 50.00	\$ 100.00		
Ticket sales	450	\$ 20.00	\$ 9,000.00		
Food and beverage sales			\$ 7,300.00	\$ 16,400.00	86%
			\$ 19,000.00		
<b>Costs</b>					
Production overheads			\$ 6,000.00		
Insurances			\$ 900.00		
Staff and security			\$ 3,000.00		
Bands			\$ 5,400.00		
Marketing and PR			\$ 1,800.00		
			\$ 17,100.00		
<b>Balance</b>			<b>\$ 1,900.00</b>		



## Marketing coverage

Posters x 500	Distributed in Gerringong, Kiama, Berry, Shoalhaven Heads, Nowra
Street banners	1 x Displayed Cnr Fern and Belinda Street. 1 x displayed Bombo beach
GSMF Facebook page	839 followers
GSMF event page (boosted post)	1150 registered interested in attending
Band facebook pages	All bands playing at festival promoted us on their page
GSMF website	<a href="https://www.gerringongfestival.com.au">https://www.gerringongfestival.com.au</a>
Power FM - Live Wire interviews	April 7,21, 28, May 5
Power FM - Daily advertising with surf report	May 1- 5.
i98 FM	Listed on website and announced
Kiama Tourism	Listed on website and Facebook page
ABC illawarra interview on afternoon show	April 5
<a href="http://visitwollongong.com.au">visitwollongong.com.au</a>	Listed on website
Destination NSW website	Listed on website
<a href="http://visitnsw.com">visitnsw.com</a>	<a href="https://www.visitnsw.com/destinations/.../gerringong/.../gerringong-surf-music-festival">https://www.visitnsw.com/destinations/.../gerringong/.../gerringong-surf-music-festival</a>
Illawarra Mercury article 96,000 weekly print circulation, 567,000 weekly browsers	<a href="https://www.illawarramercury.com.au/story/5323316/gerringong-surf-music-festival-wont-run-alongside-werri-slash/">https://www.illawarramercury.com.au/story/5323316/gerringong-surf-music-festival-wont-run-alongside-werri-slash/</a>
Kiama Indépendant article 18,000 weekly readership	<a href="https://www.kiamaindependent.com.au/story/5323073/gerringong-surf-music-festival-lineup-announced-for-2018/">https://www.kiamaindependent.com.au/story/5323073/gerringong-surf-music-festival-lineup-announced-for-2018/</a>
Kiama Bugle article May 4 27,000 fortnightly readership	May 4
Love Gerringong website	Listed on website
Triple J unearthed website	Listed on website
Gerringong Village Whispers, May edition 9000 monthly readership	April and May editions
Haworth Guitars website (15k reach)	<a href="http://www.haworthguitars.com.au/news/events/the-very-first-gerringong-surf-music-festival/">http://www.haworthguitars.com.au/news/events/the-very-first-gerringong-surf-music-festival/</a>

## Sponsors and Partners

- Local Gerringong businesses were asked to support the event by sponsoring \$100. They were given free tickets for their staff and tickets to use as promotional giveaways for their business. They were also asked to promote the event via their channels.
- Business could also support the event by offering goods in kind or discounts on products we could sell at the event

<b>SPONSORS</b>	<b>TYPE</b>
Kiama Council	Financial
Crooked River Wines	Goods in kind
Power FM 96.9	Media
Waxwood	Financial
Gerringong Hardware	Financial
Natural Necessity	Financial and media
Surf Camp Australia	Financial
Ocean Farm Escape	Financial and promotion
Werri Beach Holiday park	Financial and promotion
Park Ridge Retreat	Financial and promotion
First National	Financial
The Bugle	Media
The Mecure	Promotion
Werri Board Riders	Promotion
Five Barrels Brewing	Goods in kind

## Future considerations

- The GSMF needs better engagement from local business in the town square to promote the event and engage on the day of the festival.
- Continue building relationships and promotions with local accommodation venues
- Additional marketing and publicity in Sydney to attract weekend visitors
- More market and food options in the park during the day session. Need to work with Kiama and Gerringong Market organisers to help coordinate
- A bigger focus on building festival numbers for the day session to increase revenue. Options include:
  - Engaging bigger headline band for afternoon.
  - Include more 'Surf' related activities for day session e.g. skateboard demonstrations, talks by famous surfers to help boost numbers.
  - More surf related market stalls
  - Creating a larger ticketed area (possibly using market stalls to create perimeter instead of fencing)
  - Fencing around park
- Pre selling of tickets so as to better anticipate need for security





Contact Kiama Sevens  
Mail: PO Box 229, Kiama NSW 2533  
Mark Bryant: Kiama Sevens Tournament Director M: 0439 640 896  
Email: kiamasevens@kiamarugby.com - Web: www.kiamarugby.com

Celebrating 46 Years of Great Sevens Rugby • Kiama Showground • 24 February 2018

Kiama Sevens 2018 report

On 25<sup>th</sup> February 2018, Kiama Sevens conducted their 46<sup>th</sup> tournament. 32 men's teams and 8 women's teams competed in a competition divided into 5 separate tournaments. The Kiama Sevens committee endeavoured to increase the 2018 Women's competition by four sides to have an inclusive country cup. Unfortunately, a lack of teams prevented this happening with a number of underlying issues sited in the background of Women's 7's rugby - these issues have been raised to Rugby Australia.

Deaf Rugby Australia held the Deaf Rugby World Cup in Sydney 20<sup>th</sup> to the 22<sup>nd</sup> April. The Australian team was invited to compete, however declined because of players travel costs. Advertising for the Deaf Rugby World Cup tournament was included in program and on big screen free of charge.

The Gay and Inclusive Rugby World Cup current champions too, were invited to compete. The Bingham Cup advertising has previously been included in Kiama Sevens advertising. The sides current Coach, Peter Hammond (coaches Warringah women's side), will endeavour to have Convicts Rugby Club compete in the 2019 Kiama Sevens.

Finally, the South Coast Sharks indigenous side participated for the 5<sup>th</sup> consecutive year.

**Attendance:** Approx. 3000. (Source: gate entry, volunteer sign in and player numbers)

**Overnight accommodation - 2 nights:**

Grenfell, Albury, Orange, Molong, Jindabyne (2), Forest, Petersham, Warringah (2), Moorabbin, Forrest, Boxhill (Victoria), Referees (10) Sponsors (10)

**Overnight accommodation - 1 night:**

Gungahlin, Sponsors (10)



KIAMA SEVENS • KIAMA SEVENS • KIAMA SEVENS • KIAMA SEVENS • KIAMA SEVENS



Contact Kiama Sevens  
Mail: PO Box 229, Kiama NSW 2533  
Mark Bryant: Kiama Sevens Tournament Director M: 0439 640 896  
Email: kiamasevens@kiamarugby.com - Web: www.kiamarugby.com

---

**Celebrating 46 Years of Great Sevens Rugby • Kiama Showground • 24 February 2018**

---

I have identified another 300 attendees that stayed within Kiama Municipal Council local government area. Others also had overnight stays that couldn't be identified e.g. stayed with family and /or friends.

**Media Launch: 15<sup>th</sup> February 2018**

i98FM morning announcer Marty Haynes – MC

**Special Guests:**

Lewis Holland - Australian Sevens Captain;

David Campese - Former Wallaby;

Mark Honey – Kiama Lord Mayor

**Media:**

Win and Nine news;

Fairfax – Hayley Ward (Kiama Independent) and Cameron Mee (Illawarra Mercury);

**Kiama Sevens Launch Event: Kiama Inn Hotel 23<sup>rd</sup> February 2018.**

Advertised to teams and sponsors attending the Kiama Sevens tournament and arriving on the Friday night. Deemed a success with a full house that evening.

**Advertising:**

**Win TV:**

60 advertisements leading up to the event. Kiama Sevens advertisement produced by Aspect ratio. Australian Sevens captain Lewis Holland anchored the advertisement.

**i98FM Radio:**

Over 60 advertisements (FOC) in addition to on air mentions.

**Print media:**

The Advertiser Newspaper - paid advertisements;

Kiama Independent - paid advertisements;

Illawarra Mercury - FOC advertisements;

Kiama Bugle - paid advertisement;



KIAMA SEVENS • KIAMA SEVENS • KIAMA SEVENS • KIAMA SEVENS • KIAMA SEVENS



Contact Kiama Sevens  
Mail: PO Box 229, Kiama NSW 2533  
Mark Bryant: Kiama Sevens Tournament Director M: 0439 640 896  
Email: kiamasevens@kiamarugby.com - Web: www.kiamarugby.com

Celebrating 46 Years of Great Sevens Rugby • Kiama Showground • 24 February 2018

Kiama FOCUS magazine Kiama – paid advertisement;  
Highway banners and corflute signage;  
Tourist signage Bombo and Toolajoola - paid to Kiama Tourism.

**Social Media:**

Facebook, Twitter (Craig Rogers Graphics) – over 15,000 hits during the week of Kiama Sevens

**Live Streaming:**

2018 was the first year the event has been live streamed. 20,000 views direct with Facebook, Rugby Australia unable to confirm number of views.

**Big Screen:**

Second consecutive year that the big screen has been implemented – a success for displaying advertisements and logos.

**Monkey Survey results:**

Please see attached.

**Advertising Expenditure:**

\$22,000 - includes Game Day programme, live streaming, Big screen, Fairfax Media and Focus magazine.

**Feedback:**

- Email received on the night of the tournament before completion of the event clean up. Requesting why as a rate payer should they have to bear the cost of the clean-up. Responded to email with a request to meet with them and council. No response (copy of email if required);
- Letter to Bugle newspaper re prize money differences between men's and women's competitions.



KIAMA SEVENS • KIAMA SEVENS • KIAMA SEVENS • KIAMA SEVENS • KIAMA SEVENS





Contact Kiama Sevens  
Mail: PO Box 229, Kiama NSW 2533  
Mark Bryant: Kiama Sevens Tournament Director M: 0439 640 896  
Email: kiamasevens@kiamarugby.com - Web: www.kiamarugby.com

Celebrating 46 Years of Great Sevens Rugby • Kiama Showground • 24 February 2018

Responded to letter via letter to Bugle editor explaining the differences (letter was published).

- Survey conducted had feedback and advice regarding the structure of the competition and eligibility of players. Kiama Sevens continues to evolve the tournament

**Return on Investment - Kiama Municipal Council:**

Kiama Municipal Council received for \$5,000 and in-kind pavilion hire, recycling management and facility cleaning contribution;

Letter of request for sponsorship dated 26/09/17 was misplaced – as a result, Kiama Municipal Council missed first round advertising. Follow up rectified that sponsorship was forthcoming as discussed with former GM Mr Michael Forsyth; Kiama Municipal Council logo on advertising and acknowledgment throughout the tournament;

Additional print ads for Destination Kiama and gameday promotion for The Pavilion and Kiama Tourist Parks - FOC

4 x hospitality marquee passes Kiama Municipal Council;

1 x hospitality marquee pass Destination Kiama (FOC).

Kiama Sevens is a sporting tournament that attracts a wide age group of participants and spectators.

The 2018 tournament ran at a profit with the profit donated directly back to Kiama Rugby Football Club to support junior and senior rugby union teams.



KIAMA SEVENS • KIAMA SEVENS • KIAMA SEVENS • KIAMA SEVENS • KIAMA SEVENS

We want to hear about you

SurveyMonkey

Q1 Can you please tell us where you are from?

Answered: 68 Skipped: 0

ANSWER CHOICES	RESPONSES	
Suburb	100.00%	68
Postcode	98.53%	67

#	SUBURB	DATE
1	kiama	3/1/2018 4:43 PM
2	Forestville	3/1/2018 3:55 PM
3	Wollongong	3/1/2018 3:21 PM
4	Gerringong	3/1/2018 3:09 PM
5	Kiama	3/1/2018 11:40 AM
6	gerringong	3/1/2018 9:52 AM
7	kaima	3/1/2018 8:43 AM
8	Kiama	3/1/2018 8:35 AM
9	Kiama downs	3/1/2018 8:20 AM
10	Scotts Head	3/1/2018 7:36 AM
11	Kiama Downs	3/1/2018 7:28 AM
12	Kiama Downs	3/1/2018 5:13 AM
13	Kiama Downs	2/28/2018 10:20 PM
14	Kiama Downs	2/28/2018 9:47 PM
15	Gerringong	2/28/2018 9:47 PM
16	Kiama	2/28/2018 9:16 PM
17	kiama	2/28/2018 8:49 PM
18	Kiama Downs	2/28/2018 8:25 PM
19	kiama	2/28/2018 8:20 PM
20	Kiama Downs	2/28/2018 8:09 PM
21	Kiama	2/28/2018 8:05 PM
22	Albion Park	2/28/2018 6:43 PM
23	Jamberoo	2/28/2018 2:14 AM
24	Mayfield	2/27/2018 5:11 PM
25	Budgewoi	2/27/2018 1:00 PM
26	Kiama	2/27/2018 12:32 PM
27	GARRAN	2/27/2018 11:17 AM
28	Kiama Downs	2/27/2018 9:17 AM
29	Sydney	2/27/2018 8:45 AM
30	Gerringong	2/27/2018 8:18 AM
31	Oxley	2/27/2018 8:10 AM
32	Dapto	2/26/2018 8:33 PM
33	Maroubra	2/26/2018 4:02 PM
34	Molong	2/26/2018 1:08 PM
35	Kiama	2/26/2018 12:47 PM
36	BoxHill	2/26/2018 8:58 AM
37	Forestville	2/26/2018 8:38 AM
38	Elanora Heights	2/25/2018 9:34 PM

Item 15.1

Attachment 4

We want to hear about you

SurveyMonkey

39	Jindabyne	2/25/2018 8:27 PM
40	Denistone	2/25/2018 7:10 PM
41	Marsfield	2/25/2018 6:54 PM
42	Adelaide	2/25/2018 6:39 PM
43	kiama	2/25/2018 3:59 PM
44	Collaroy	2/25/2018 3:26 PM
45	gerringong	2/25/2018 1:22 PM
46	Kiama	2/25/2018 12:00 PM
47	Manly	2/25/2018 11:12 AM
48	Nowra	2/25/2018 10:51 AM
49	coogee	2/25/2018 9:55 AM
50	Horsley	2/24/2018 9:47 PM
51	north lambton	2/24/2018 5:52 PM
52	Paddington	2/24/2018 3:42 PM
53	Dapto	2/24/2018 11:04 AM
54	Kiama	2/24/2018 10:34 AM
55	Dee Why	2/24/2018 10:22 AM
56	London	2/24/2018 10:11 AM
57	Newcastle	2/24/2018 9:48 AM
58	Albion park	2/24/2018 8:33 AM
59	Newport	2/24/2018 7:37 AM
60	Kiama	2/24/2018 7:20 AM
61	Port macquarie	2/24/2018 7:02 AM
62	Narrandera	2/24/2018 6:45 AM
63	Kiama	2/24/2018 5:33 AM
64	Wooloowin	2/24/2018 12:24 AM
65	Amaroo	2/24/2018 12:00 AM
66	Paddington	2/23/2018 11:44 PM
67	Bluehaven	2/23/2018 11:39 PM
68	Castle hill	2/23/2018 11:34 PM
#	POSTCODE	DATE
1	2533	3/1/2018 4:43 PM
2	2087	3/1/2018 3:55 PM
3	2500	3/1/2018 3:21 PM
4	2534	3/1/2018 3:09 PM
5	2533	3/1/2018 11:40 AM
6	2534	3/1/2018 9:52 AM
7	2533	3/1/2018 8:43 AM
8	2533	3/1/2018 8:35 AM
9	2533	3/1/2018 8:20 AM
10	2447	3/1/2018 7:36 AM
11	2533	3/1/2018 7:28 AM
12	2533	3/1/2018 5:13 AM
13	2533	2/28/2018 10:20 PM
14	2533	2/28/2018 9:47 PM
15	2534	2/28/2018 9:47 PM
16	2533	2/28/2018 9:16 PM
17	2533	2/28/2018 8:49 PM

We want to hear about you

SurveyMonkey

18	2533	2/28/2018 8:25 PM
19	2533	2/28/2018 8:20 PM
20	2533	2/28/2018 8:09 PM
21	2533	2/28/2018 8:05 PM
22	2527	2/28/2018 6:43 PM
23	2533	2/28/2018 2:14 AM
24	2262	2/27/2018 1:00 PM
25	2533	2/27/2018 12:32 PM
26	2605	2/27/2018 11:17 AM
27	2533	2/27/2018 9:17 AM
28	2000	2/27/2018 8:45 AM
29	2527	2/27/2018 8:18 AM
30	2903	2/27/2018 8:10 AM
31	2530	2/26/2018 8:33 PM
32	2036	2/26/2018 4:02 PM
33	2866	2/26/2018 1:08 PM
34	2533	2/26/2018 12:47 PM
35	3128	2/26/2018 8:58 AM
36	2067	2/26/2018 8:38 AM
37	2101	2/25/2018 9:34 PM
38	2627	2/25/2018 8:27 PM
39	2114	2/25/2018 7:10 PM
40	2122	2/25/2018 6:54 PM
41	5163	2/25/2018 6:39 PM
42	2533	2/25/2018 3:59 PM
43	2097	2/25/2018 3:26 PM
44	2534	2/25/2018 1:22 PM
45	2533	2/25/2018 12:00 PM
46	2095	2/25/2018 11:12 AM
47	2541	2/25/2018 10:51 AM
48	2034	2/25/2018 9:55 AM
49	2530	2/24/2018 9:47 PM
50	2299	2/24/2018 5:52 PM
51	4064	2/24/2018 3:42 PM
52	2530	2/24/2018 11:04 AM
53	2533	2/24/2018 10:34 AM
54	2099	2/24/2018 10:22 AM
55	Tw74fr	2/24/2018 10:11 AM
56	2296	2/24/2018 9:48 AM
57	2527	2/24/2018 8:33 AM
58	2106	2/24/2018 7:37 AM
59	2533	2/24/2018 7:20 AM
60	2444	2/24/2018 7:02 AM
61	2700	2/24/2018 6:45 AM
62	2533	2/24/2018 5:33 AM
63	4030	2/24/2018 12:24 AM
64	2915	2/24/2018 12:00 AM

**Item 15.1**

**Attachment 4**

We want to hear about you

SurveyMonkey

65	2021	2/23/2018 11:44 PM
66	2262	2/23/2018 11:39 PM
67	2154	2/23/2018 11:34 PM

**Item 15.1**

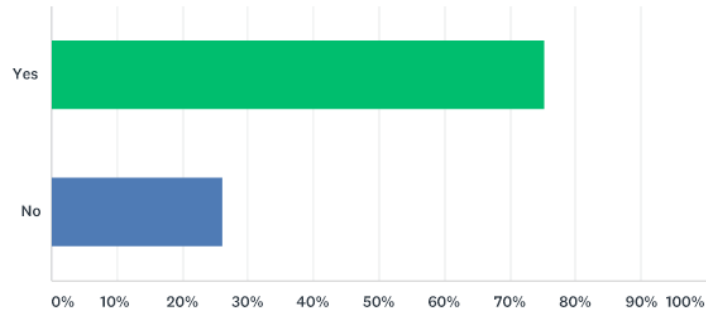
**Attachment 4**

We want to hear about you

SurveyMonkey

Q2 Are you here specifically for the Kiama Sevens event?

Answered: 65 Skipped: 3



ANSWER CHOICES	RESPONSES
Yes	75.38% 49
No	26.15% 17
Total Respondents: 65	

#	IF NO PLEASE SPECIFY.	DATE
1	Ah, we live here	3/1/2018 3:22 PM
2	Live locally	3/1/2018 3:13 PM
3	Club member	3/1/2018 11:40 AM
4	live here	3/1/2018 8:43 AM
5	I live here	3/1/2018 8:21 AM
6	I live here	3/1/2018 7:28 AM
7	I live here but am a member of Kiama Rugby	2/28/2018 9:17 PM
8	I support Kiama rugby all year round	2/28/2018 8:50 PM
9	Resident	2/28/2018 8:25 PM
10	Resident	2/27/2018 12:33 PM
11	I live in Kiama and sponsored the event	2/27/2018 9:17 AM
12	Live streaming	2/25/2018 6:40 PM
13	live here	2/25/2018 3:59 PM
14	live in gerringong	2/25/2018 1:22 PM
15	Permanent Resident	2/25/2018 12:01 PM
16	Live locally	2/24/2018 11:04 AM
17	Live here	2/24/2018 10:34 AM

Item 15.1

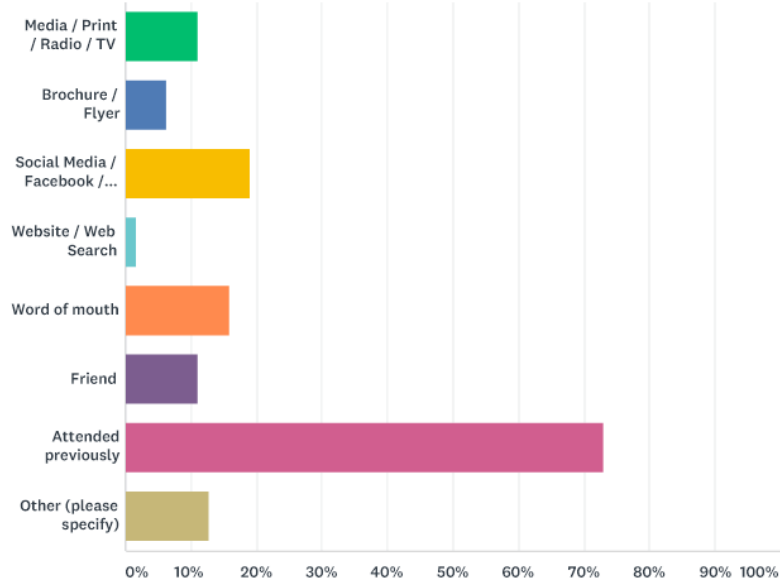
Attachment 4

We want to hear about you

SurveyMonkey

### Q3 How did you hear about this Kiama Sevens event?

Answered: 63 Skipped: 5



ANSWER CHOICES	RESPONSES
Media / Print / Radio / TV	11.11% 7
Brochure / Flyer	6.35% 4
Social Media / Facebook / Twitter / Instagram	19.05% 12
Website / Web Search	1.59% 1
Word of mouth	15.87% 10
Friend	11.11% 7
Attended previously	73.02% 46
Other (please specify)	12.70% 8
Total Respondents: 63	

#	OTHER (PLEASE SPECIFY)	DATE
1	Rugby Community	3/1/2018 3:56 PM
2	Part of organisation	3/1/2018 11:41 AM
3	member of kiama rugby club	3/1/2018 8:44 AM
4	Team Played	2/26/2018 8:58 AM
5	Son playing	2/25/2018 6:40 PM
6	Volunteer	2/25/2018 12:01 PM
7	Rugby community	2/24/2018 9:47 PM
8	Mark Bryant	2/24/2018 12:00 AM

Item 15.1

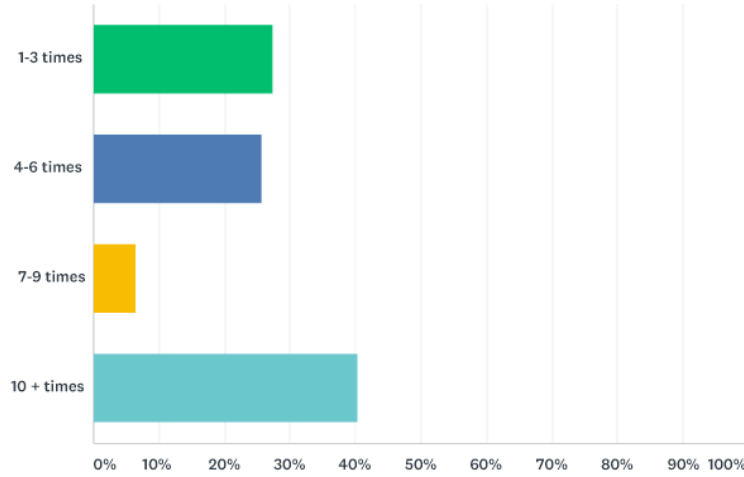
Attachment 4

We want to hear about you

SurveyMonkey

Q4 Including this year, how many times have you attended this event?

Answered: 62 Skipped: 6



ANSWER CHOICES	RESPONSES	
1-3 times	27.42%	17
4-6 times	25.81%	16
7-9 times	6.45%	4
10 + times	40.32%	25
TOTAL		62

Item 15.1

Attachment 4

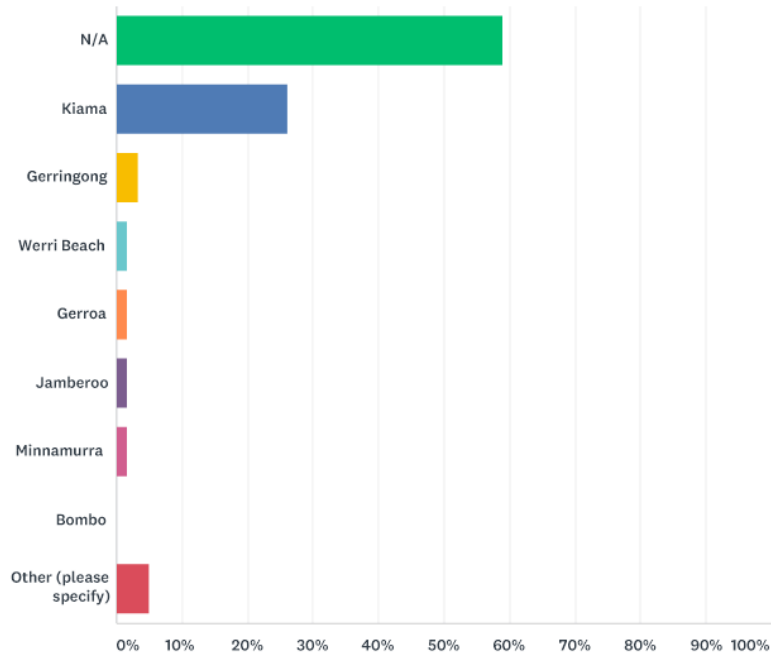


We want to hear about you

SurveyMonkey

Q5 If you are out of the area, where are you staying?

Answered: 61 Skipped: 7



ANSWER CHOICES	RESPONSES
N/A	59.02% 36
Kiama	26.23% 16
Gerringong	3.28% 2
Werri Beach	1.64% 1
Gerroa	1.64% 1
Jamberoo	1.64% 1
Minnamurra	1.64% 1
Bombo	0.00% 0
Other (please specify)	4.92% 3
<b>TOTAL</b>	<b>61</b>

#	OTHER (PLEASE SPECIFY)	DATE
1	Berry	2/25/2018 9:55 AM
2	Narrandera	2/24/2018 6:47 AM
3	Not staying	2/23/2018 11:46 PM

Item 15.1

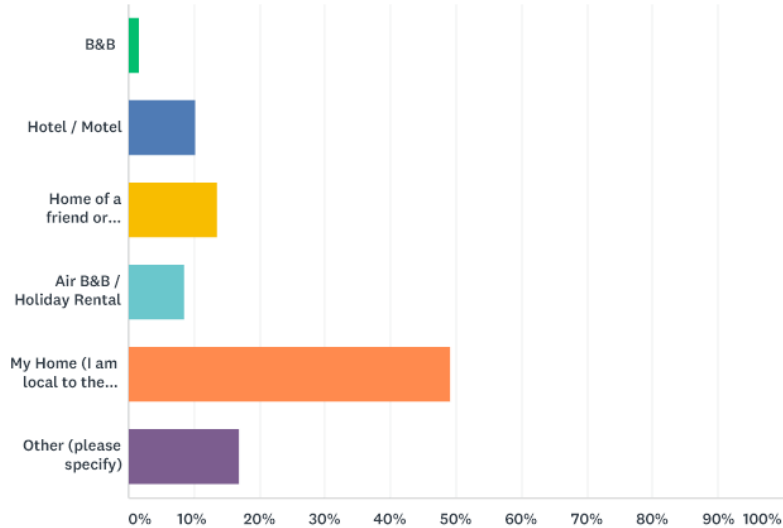
Attachment 4

We want to hear about you

SurveyMonkey

Q6 Please select the option that best fits your accomodation type

Answered: 59 Skipped: 9



ANSWER CHOICES	RESPONSES
B&B	1.69% 1
Hotel / Motel	10.17% 6
Home of a friend or relative	13.56% 8
Air B&B / Holiday Rental	8.47% 5
My Home (I am local to the area)	49.15% 29
Other (please specify)	16.95% 10
<b>TOTAL</b>	<b>59</b>

#	OTHER (PLEASE SPECIFY)	DATE
1	day trip[ driving	2/27/2018 8:45 AM
2	Apartment	2/27/2018 8:11 AM
3	Camping	2/26/2018 1:08 PM
4	Caravan	2/25/2018 9:35 PM
5	Camping	2/25/2018 8:28 PM
6	Live streaming from. Adelaide	2/25/2018 6:41 PM
7	East's Beach	2/25/2018 3:27 PM
8	Surf Beach Holiday Park	2/25/2018 11:13 AM
9	Not staying	2/24/2018 10:23 AM
10	Not staying	2/23/2018 11:46 PM

Item 15.1

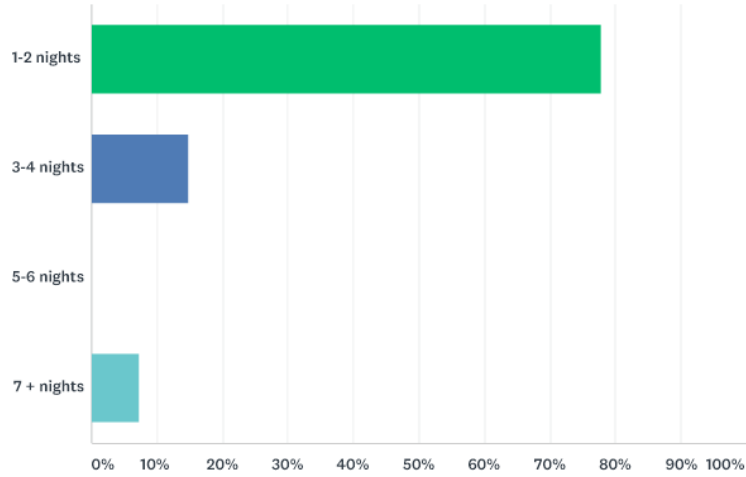
Attachment 4

We want to hear about you

SurveyMonkey

Q7 If you are a visitor, how many nights are you staying?

Answered: 27 Skipped: 41



ANSWER CHOICES	RESPONSES	
1-2 nights	77.78%	21
3-4 nights	14.81%	4
5-6 nights	0.00%	0
7 + nights	7.41%	2
TOTAL		27

Item 15.1

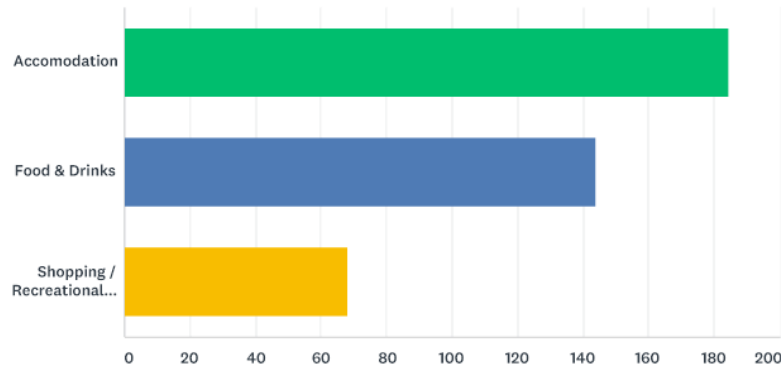
Attachment 4

We want to hear about you

SurveyMonkey

Q8 Can you put a dollar (\$) figure on what you are spending each day in the area?

Answered: 35 Skipped: 33



ANSWER CHOICES	AVERAGE NUMBER	TOTAL NUMBER	RESPONSES
Accomodation	185	4,246	23
Food & Drinks	144	4,890	34
Shopping / Recreational / Other	68	1,770	26
Total Respondents: 35			

#	ACCOMODATION	DATE
1	190	3/1/2018 3:57 PM
2	0	3/1/2018 8:22 AM
3	50	3/1/2018 7:38 AM
4	100	3/1/2018 7:29 AM
5	125	2/28/2018 9:49 PM
6	300	2/27/2018 1:02 PM
7	150	2/27/2018 11:18 AM
8	500	2/27/2018 8:11 AM
9	0	2/26/2018 1:09 PM
10	200	2/26/2018 12:48 PM
11	95	2/26/2018 8:39 AM
12	100	2/25/2018 9:35 PM
13	800	2/25/2018 8:28 PM
14	250	2/25/2018 6:55 PM
15	56	2/25/2018 3:28 PM
16	500	2/25/2018 11:15 AM
17	0	2/24/2018 3:44 PM
18	0	2/24/2018 10:23 AM
19	100	2/24/2018 9:50 AM
20	130	2/24/2018 7:38 AM
21	0	2/24/2018 5:34 AM
22	600	2/24/2018 12:02 AM
23	0	2/23/2018 11:36 PM
#	FOOD & DRINKS	DATE

We want to hear about you

SurveyMonkey

1	150	3/1/2018 3:57 PM
2	50	3/1/2018 8:22 AM
3	100	3/1/2018 7:38 AM
4	15	3/1/2018 7:29 AM
5	150	3/1/2018 5:14 AM
6	50	2/28/2018 10:21 PM
7	150	2/28/2018 9:49 PM
8	50	2/28/2018 9:48 PM
9	50	2/28/2018 8:51 PM
10	150	2/28/2018 8:22 PM
11	30	2/28/2018 8:10 PM
12	100	2/28/2018 6:44 PM
13	100	2/27/2018 1:02 PM
14	100	2/27/2018 11:18 AM
15	400	2/27/2018 8:11 AM
16	300	2/26/2018 1:09 PM
17	100	2/26/2018 12:48 PM
18	100	2/26/2018 8:39 AM
19	200	2/25/2018 9:35 PM
20	200	2/25/2018 8:28 PM
21	100	2/25/2018 6:55 PM
22	100	2/25/2018 3:28 PM
23	300	2/25/2018 11:15 AM
24	100	2/24/2018 9:48 PM
25	50	2/24/2018 3:44 PM
26	20	2/24/2018 11:05 AM
27	25	2/24/2018 10:23 AM
28	100	2/24/2018 9:50 AM
29	100	2/24/2018 7:38 AM
30	150	2/24/2018 7:23 AM
31	500	2/24/2018 7:04 AM
32	150	2/24/2018 5:34 AM
33	600	2/24/2018 12:02 AM
34	50	2/23/2018 11:36 PM
#	SHOPPING / RECREATIONAL / OTHER	DATE
1	50	3/1/2018 3:57 PM
2	0	3/1/2018 8:22 AM
3	50	3/1/2018 7:38 AM
4	30	3/1/2018 7:29 AM
5	20	2/28/2018 10:21 PM
6	150	2/28/2018 9:49 PM
7	100	2/28/2018 8:22 PM
8	40	2/27/2018 1:02 PM
9	100	2/27/2018 11:18 AM
10	200	2/27/2018 8:11 AM
11	0	2/26/2018 1:09 PM
12	50	2/26/2018 12:48 PM
13	25	2/26/2018 8:39 AM

**Item 15.1**

**Attachment 4**

We want to hear about you

SurveyMonkey

14	50	2/25/2018 9:35 PM
15	100	2/25/2018 8:28 PM
16	100	2/25/2018 6:55 PM
17	0	2/25/2018 3:28 PM
18	200	2/25/2018 11:15 AM
19	40	2/24/2018 3:44 PM
20	0	2/24/2018 10:23 AM
21	150	2/24/2018 10:12 AM
22	30	2/24/2018 9:50 AM
23	60	2/24/2018 7:23 AM
24	25	2/24/2018 5:34 AM
25	200	2/24/2018 12:02 AM
26	0	2/23/2018 11:36 PM

**Item 15.1**

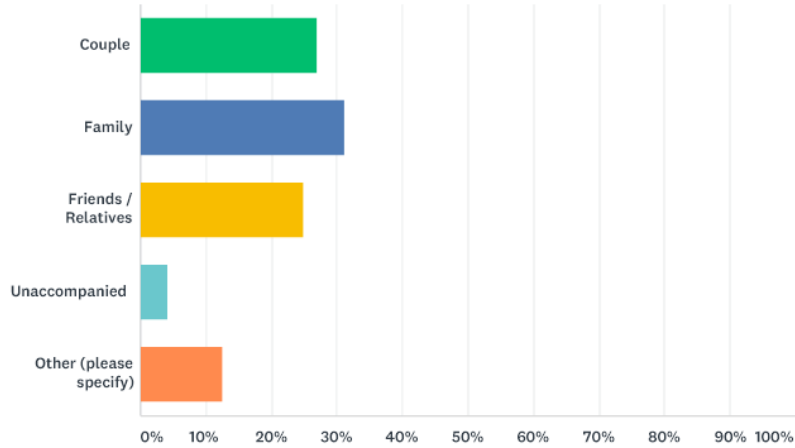
**Attachment 4**

We want to hear about you

SurveyMonkey

Q9 What best describes your travel party type.

Answered: 48 Skipped: 20



ANSWER CHOICES	RESPONSES
Couple	27.08% 13
Family	31.25% 15
Friends / Relatives	25.00% 12
Unaccompanied	4.17% 2
Other (please specify)	12.50% 6
<b>TOTAL</b>	<b>48</b>

#	OTHER (PLEASE SPECIFY)	DATE
1	Rugby team	3/1/2018 3:57 PM
2	No travel party	2/28/2018 8:27 PM
3	Rugby side	2/26/2018 1:09 PM
4	Church Accom	2/26/2018 8:59 AM
5	Rugby club	2/25/2018 8:29 PM
6	Team	2/24/2018 10:23 AM

Item 15.1

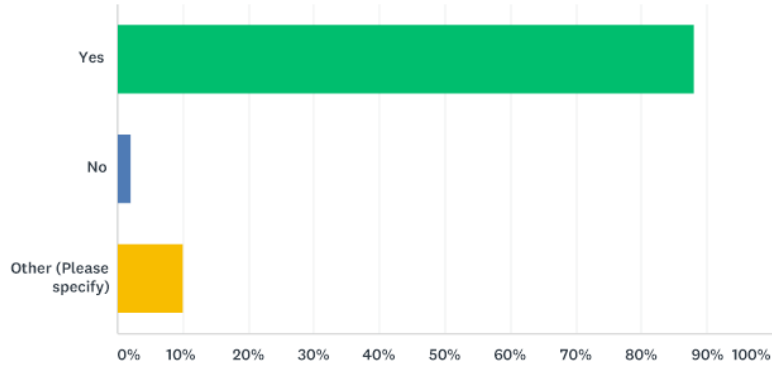
Attachment 4

We want to hear about you

SurveyMonkey

Q10 Would you return to the Kiama area to stay in non-event time?

Answered: 50 Skipped: 18



ANSWER CHOICES	RESPONSES	
Yes	88.00%	44
No	2.00%	1
Other (Please specify)	10.00%	5
<b>TOTAL</b>		<b>50</b>

#	OTHER (PLEASE SPECIFY)	DATE
1	We play you	3/1/2018 3:24 PM
2	Resident	3/1/2018 11:42 AM
3	Local	2/28/2018 10:21 PM
4	Local	2/28/2018 6:44 PM
5	I am local	2/24/2018 8:35 AM

Item 15.1

Attachment 4

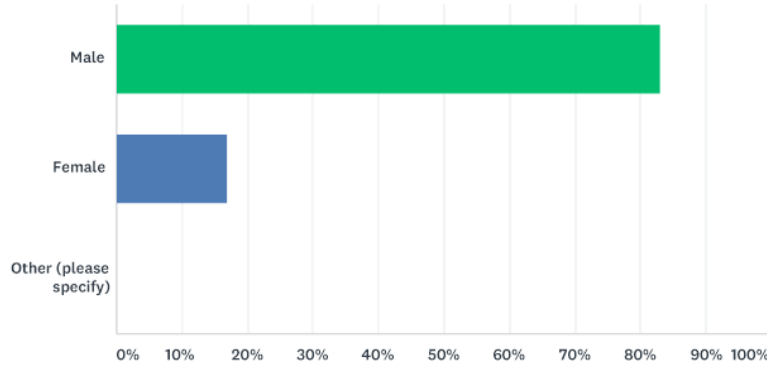


We want to hear about you

SurveyMonkey

Q11 What is your gender?

Answered: 59 Skipped: 9



ANSWER CHOICES	RESPONSES	
Male	83.05%	49
Female	16.95%	10
Other (please specify)	0.00%	0
<b>TOTAL</b>		<b>59</b>

#	OTHER (PLEASE SPECIFY)	DATE
There are no responses.		

Item 15.1

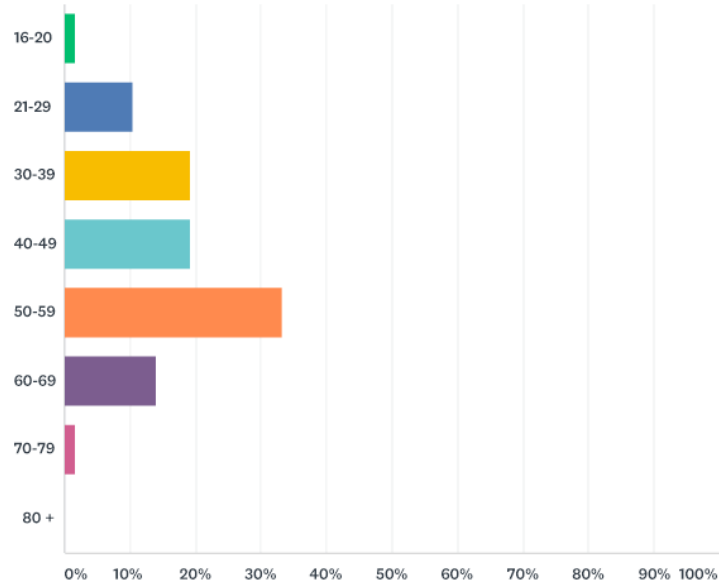
Attachment 4

We want to hear about you

SurveyMonkey

Q12 If you don't mind us asking, what is your current age bracket?

Answered: 57 Skipped: 11



ANSWER CHOICES	RESPONSES	
16-20	1.75%	1
21-29	10.53%	6
30-39	19.30%	11
40-49	19.30%	11
50-59	33.33%	19
60-69	14.04%	8
70-79	1.75%	1
80 +	0.00%	0
<b>TOTAL</b>		<b>57</b>

Item 15.1

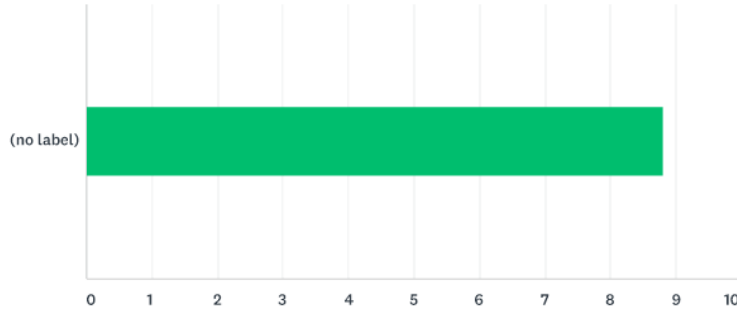
Attachment 4

We want to hear about you

SurveyMonkey

Q13 How satisfied are you with this event?

Answered: 58 Skipped: 10



	NOT SATISFIED1	2	3	4	5	6	7	8	9	EXTREMELY SATISFIED10	TOTAL	WEIGH AVERA
(no label)	0.00%	0.00%	0.00%	0.00%	3.45%	1.72%	10.34%	24.14%	15.52%	44.83%	58	
	0	0	0	0	2	1	6	14	9	26		

Item 15.1

Attachment 4

We want to hear about you

SurveyMonkey

Q14 If you are here for the Kiama Sevens event, do you have any suggestions as to how we can improve this event?

Answered: 27 Skipped: 41

#	RESPONSES	DATE
1	The Facebook page score updates were good, until they seemed to stop after the 2 round of games	3/1/2018 3:25 PM
2	put up a score board so people can clearly see . I overheard many people asking what the score in games was .	3/1/2018 8:47 AM
3	A lingerie league would be great	3/1/2018 7:31 AM
4	More emphasis on Showground Oval and not Chittick Field	2/28/2018 9:51 PM
5	Bring along a women's sevens player to generate more interest for younger ladies and women alike.	2/28/2018 9:20 PM
6	Better scoreboards/P/A system International Teams to compete in special event , not against amateur teams	2/28/2018 8:53 PM
7	Better score updates on the show ground and better announcements on which teams are playing next.Also updates for teams getting ready if you are running behind time	2/28/2018 6:46 PM
8	Food central to the two grounds.	2/28/2018 2:16 AM
9	n/a	2/27/2018 11:19 AM
10	Not really. We run event	2/27/2018 8:12 AM
11	Water stations Larger score board couldn't see or follow games	2/26/2018 8:42 AM
12	Get a girls country cup	2/25/2018 8:30 PM
13	We lost 2 balls, there was no ball boys to return balls. Coaches didn't get the half time break to talk to him team.	2/25/2018 6:57 PM
14	Live stream both fields, as team I wanted to watch played on field two	2/25/2018 6:44 PM
15	no	2/25/2018 4:01 PM
16	Disappointing that international Fijian players/teams are allowed under the disguise of a registered ARU club side. The players from Temora and Box Hill wouldn't have clue where these clubs are located. Sydney rugby supports country rugby but coming up against international sevens mercenaries will see teams pull out. Rules were put in place years ago to stop this but they seem to have worked a way around. The Box Hill Team played under the Fijian Island Breeze Team the week before. Go figure....	2/25/2018 3:39 PM
17	put up more shade tents, or gazebos	2/25/2018 1:24 PM
18	Volunteers/Officials to be given fluoro tops and encouraged to read by-laws before event. Substitution boxes were inconsistent in their enforcement so teams started seeking out the more liberal. Team managers to be supplied with and encouraged to read by-laws. Some showed frustration with inconsistencies from tournament to tournament. Fresh batteries for timers, full air canisters for horns and timely supply of radios that work. If you are paying for big screens, they are showy, but at such an intimate venue, a waste of money. I received many complaints from teams that scores on screens were not real time. If you want to stay on time, supply two ball boy per ground. Obviously some referees will be better than others, but the ones pedantic about the scrums help ruin the spectacle.	2/25/2018 12:28 PM
19	Fantastic event. Our family have been coming to the Sevens for around 35 years. Well done.	2/25/2018 11:17 AM
20	More score updates	2/24/2018 9:50 PM
21	More coffee carts! Line ups are crazy!	2/24/2018 11:06 AM
22	As club only event ensuring legitimate clubs only compete not stacked sides alternatively open the tournament to other sides so at least that way we know what we are entering and competing against	2/24/2018 10:27 AM
23	Have an online store for kiama 7's gear	2/24/2018 10:14 AM
24	Na	2/24/2018 8:36 AM
25	Should be supported at ARU. send 7s squad like they do in Darwin kiama Best 7s comp in country	2/24/2018 7:07 AM
26	More food options in the ground. Potentially get some food vans that offer a wider variety of food.	2/24/2018 12:04 AM

We want to hear about you

SurveyMonkey

27

Maybe change the format of country cup If you loose one game your pretty much playing for nothing maybe top 2 go through. Only really need 1 extra game in finals to make this happen

2/23/2018 11:41 PM

**Item 15.1**

**Attachment 4**



The logo for the KISS Arts Festival 2018. The word "KISS" is written in large, blue, 3D-style letters. A red heart is positioned between the "I" and "S" of "KISS". Below "KISS", the words "ARTS" and "FEST" are stacked, with each letter in a different colored box (A: green, R: pink, T: blue, S: yellow, F: orange, E: cyan). Below "FEST", the year "2018" is displayed in white letters on black rectangular backgrounds.

2018  
POST EVENT REPORT

[WWW.KISSARTSFEST.COM.AU](http://WWW.KISSARTSFEST.COM.AU)





Item 15.1

Attachment 5

# 2018 POST EVENT REPORT

The 2018 KISS Arts Festival was the largest to date, welcoming over 8,500 people to the shores of Kiama for a jam-packed weekend of entertainment, laughter + fun.

Despite the ominous weather which didn't appear to dampen anyone's spirit, the response has been phenomenal and just reward following months of hard-work, support from local corporate partners and a boost to the festival's funding thanks to the NSW Government.

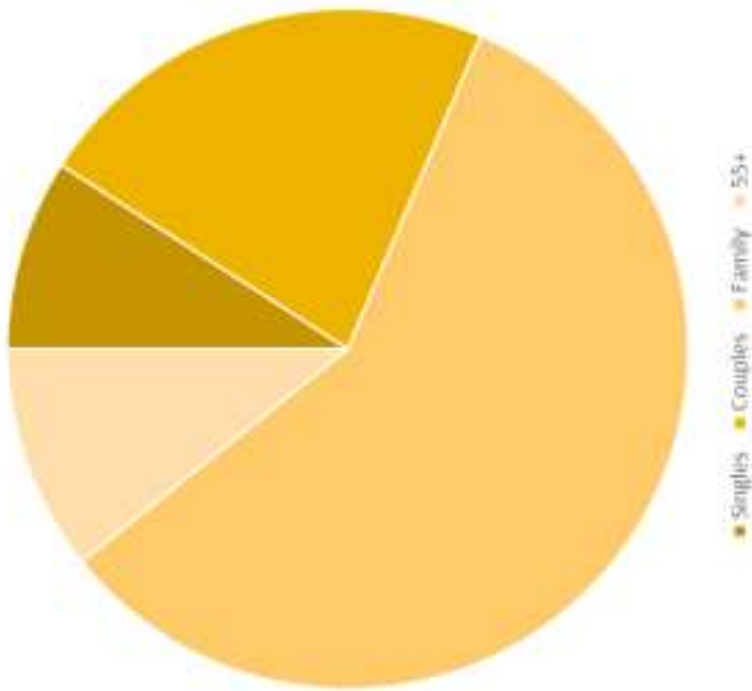
The following is a report from the festival, which is a summary of data obtained over the course of the weekend via surveys (2018 KISStionnaire) and post event. It is also a reflection of the additional support received through Corporate partnerships and the NSW Government .





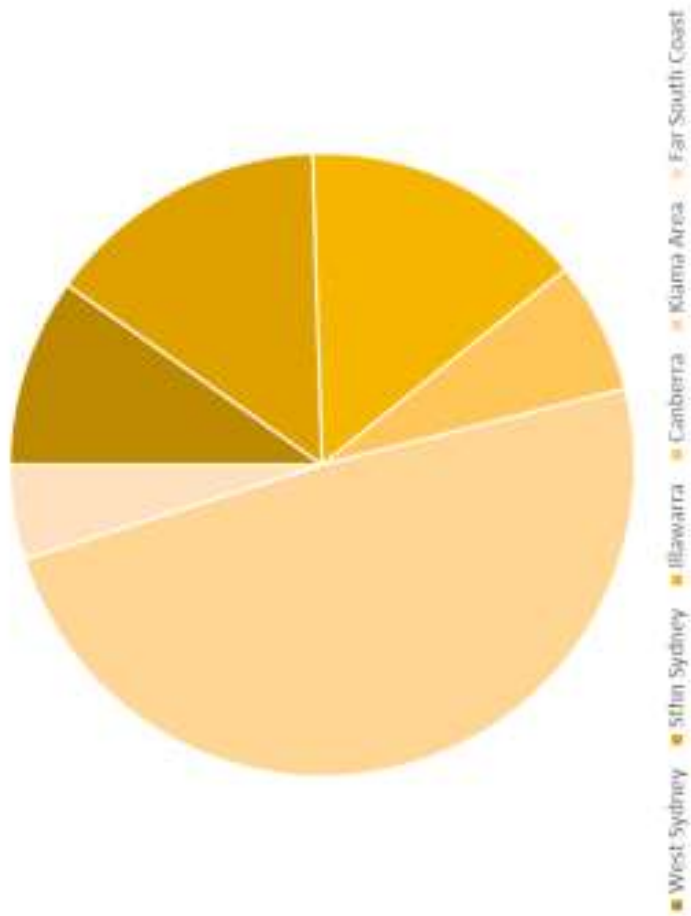
# THE 2018 KISS ARTS FEST BY NUMBERS...

DEMOGRAPHICS

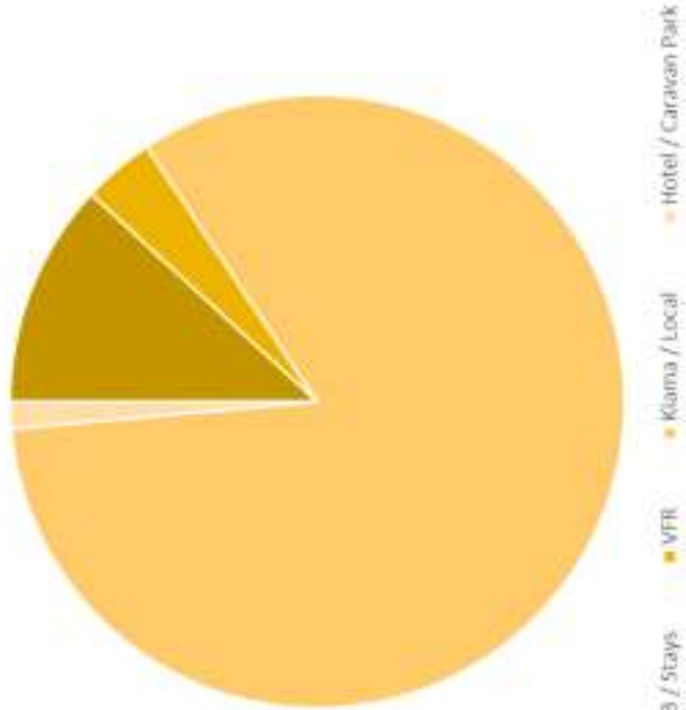


# THE 2018 KISS ARTS FEST BY NUMBERS...

AUDIENCE



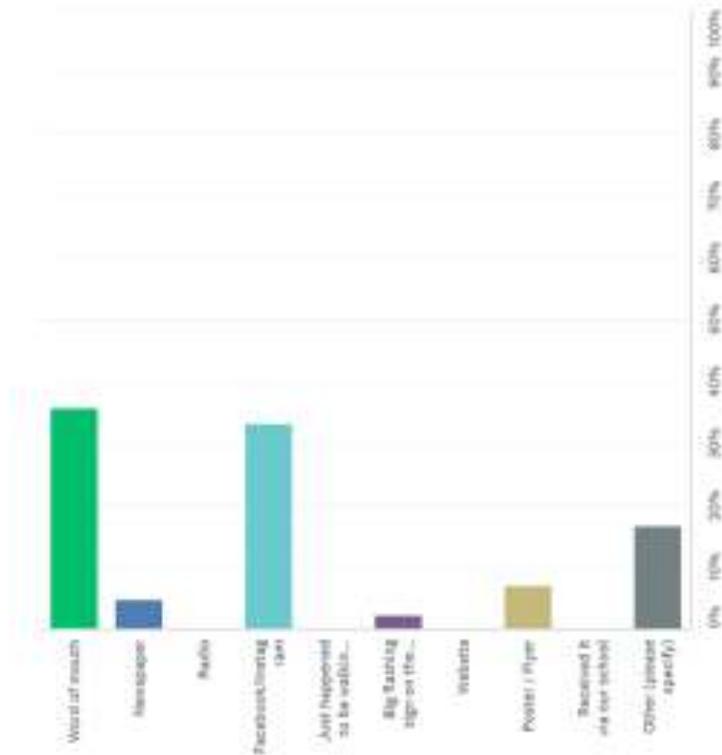
ACCOMMODATION



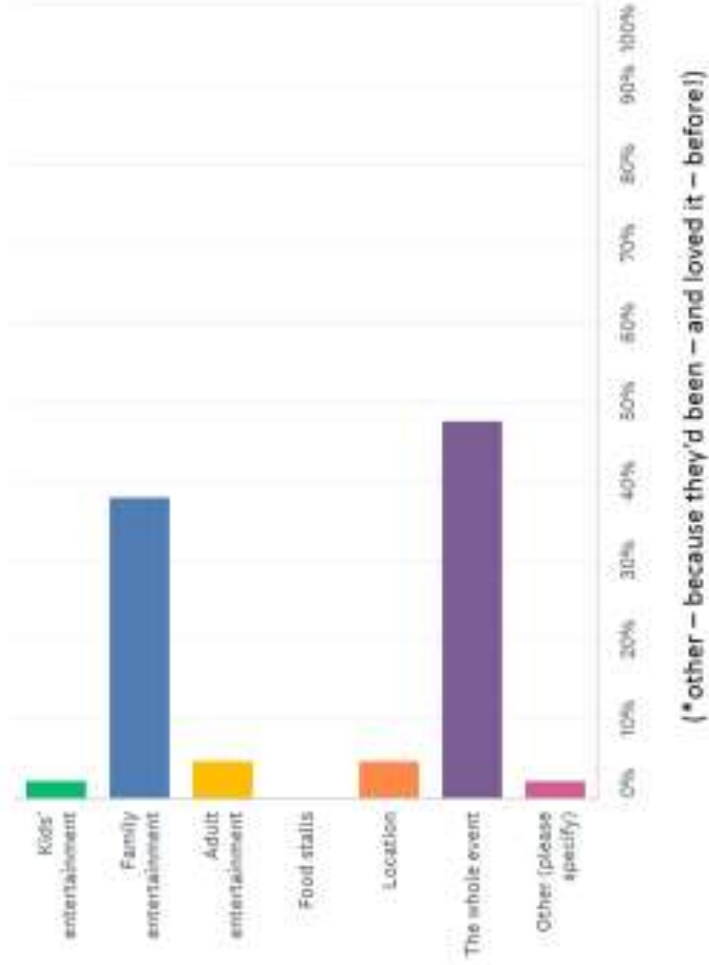
From our surveys and accommodation figures, it is believed that those who stayed in Kiama for the festival stayed an average of two nights.

# THE 2018 KISS AUDIENCE RESEARCH...

How did they hear about?



Why did they come...



# 2018 MARKETING (PAID)

- Radio Campaign – WAVE FM, 2ST Nowra, 2ST Southern Highlands
- New website (with our new KISS Arts Logo) - [www.kissartsfestival.com.au](http://www.kissartsfestival.com.au)
- New video content and promotional material (for digital)
- Fairfax print ads – Camden Advertiser, Fairfield Champion, Liverpool Champion, Campbelltown Advertiser, Wollondilly Advertiser, Canberra Chronicle, Queanbeyan Age.
- Pull out Program in 'The Bugle'
- Printed Festival Program distributed through Kiama and surrounds
- x200 Posters Printed distributed locally and sent home to schools throughout NSW
- x5,000 DL Flyers produced distributed locally and sent home to schools throughout NSW
- Digital Campaigns – Facebook + Instagram
- Ad in the April 'InFocus' Magazine
- Roadside signage
- VMS Board on Princes Highway



SHAMELESS PLUG FOR THE 2018 KISS ARTS FEST

## The Bugle Smuggler

KISS Arts Fest returns to Kiama 27-29 April and this headline just doesn't want to end

**KISS ARTS FEST 2018**

BE PART OF THE FUN!

WWW.KISSARTSFEST.COM.AU

Program Highlighted: 20,783  
 Post Engagement: 16,199

Attachment 5

Item 15.1

# 2018 MARKETING (ORGANIC)

- Fairfax articles and coverage
- Radio Interviews – Wave FM, ABC (Illawarra + Southern Highlands)
- Increased website content/coverage
- Feature article within 'The Bugle'
- eNewsletter distributed to 267 schools
- Promotion via festival partners – corporate, market stalls + performers
- Partnered with the Kiama Makers + Growers Market to increase traffic and festival offering
- Digital Campaigns – Facebook + Instagram
- Website listed on Events page/calendars – What's On Wollongong, ATDW, Destination Kiama, Wave FM ...
- Festival promoted through Facebook Community groups/pages targeting Families, Mum's + School Holiday 'What's On' packages
- Official media launch



Page	Regressions	Median Progression
L /	7,999	6,415
1. Program	2,808 (35.1%)	2,228 (34.8%)
2. Schedule	1,264 (15.8%)	1,108 (17.2%)
3. Schedule-I	848 (10.6%)	642 (9.9%)
4. Schedule-II	507 (6.3%)	471 (7.3%)
5. Festival	385 (4.8%)	302 (4.7%)
6. Audience	324 (4.1%)	268 (4.2%)
7. Artists	201 (2.5%)	212 (3.3%)
8. Arts/	248 (3.1%)	272 (4.2%)
9. Event	166 (2.1%)	149 (2.3%)
10. (off-page)	114 (1.4%)	110 (1.7%)

Post Reach  
The number of people who saw any ad on your Page over this screen.



KISS Arts Festival boasts break dancers to flamenco, cabaret to comedians to a clairvoyant



## COMMUNITY ENGAGEMENT . . .

With majority of the activity over the course of the weekend free to attend, we pride ourselves on offering a huge schedule of events and activities for people to enjoy.

We pride ourselves on creating an **EXPERIENCE** as much as we have an event, we directly engage the community through activity that captures the very essence of what this entire festival is about – creativity and fun!!

This includes:

**The Raft Race** - which saw over 50 people across 10 rafts hit the water to race,

**The Flash Mob** – a community organised dance crew of over 50 dancers surprising onlookers dancing to Sheppard's 'Coming Home'

**KISStopia** - Over 75 different models made from cardboard for to create a Community 'utopia' which fequired a large community drive and donation of cardboard.

**Lantern Parade** - 2 schools involved in collecting cardboard and several local businesses. 3 big lanterns made on Fri and over 40 small ones made on Sat and over 100 people in the parade and 200 present for the burning lips.

**Kids Comedy** – What better way to give back to the arts than inspiring the next generation of artists! A favourite edition every year is the Kids Comedy night, an event



# 2018 MARKETING BUDGET ...

Festival rebrand + collateral (logo + website) - \$4,200

Printing (posters + flyers + program)- \$2,070

PR + Marketing Consultant: \$2,500

Radio campaign (Southern Highlands, Far South Coast + Illawarra) - \$4,400

Print Media Ads (Fairfax) - \$550

Digital Advertising (Facebook + Instagram) - \$700

Photography + Videography – \$1800

Festival promotion + pull-out in 'The Bugle' - \$605

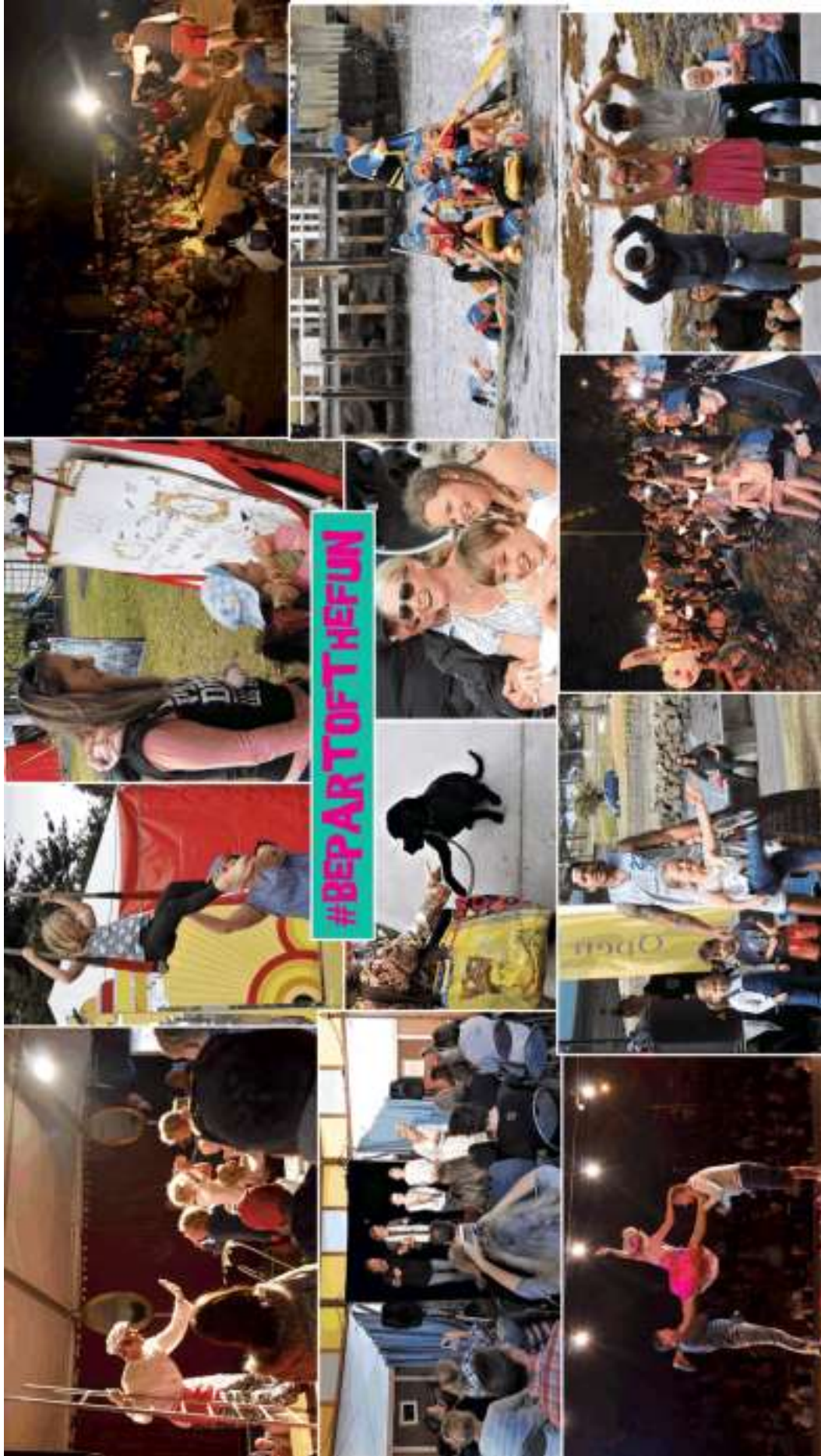
Print Ad in Infocus Magazine - \$400

Roadside Digital Signage - \$1,000

Website + digital promotion for 2019 - \$702

**Total Marketing spend - \$20,000**





Item 15.1

Attachment 5





**THANK YOU!!!**

(...SEE YOU SAME TIME, SAME PLACE NEXT YEAR!)

**KISS BUDGET 2018**

Sponsorship IN

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
Becky Painting Auction	\$ 2,200
Matheids Painting	\$ 950
Bluescope WIN	\$ 500

**TOTAL INCOME                    \$31,150**

EXPENSES – Out

Artists – main stage

Space Cowboy – Chayne	\$2,000
Quatar Stomp	\$2,500
Kiki	\$2,000 (can be used as contingency if needed)
Bboy illwill – Will	\$1,000
Lantern making and fire sculpture	\$1,800
Junkyard Beats	\$2,000

Artists – Kazador

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
Tent and stage infrastructure	\$5,000
JP infrastructure and Site help	\$ 500

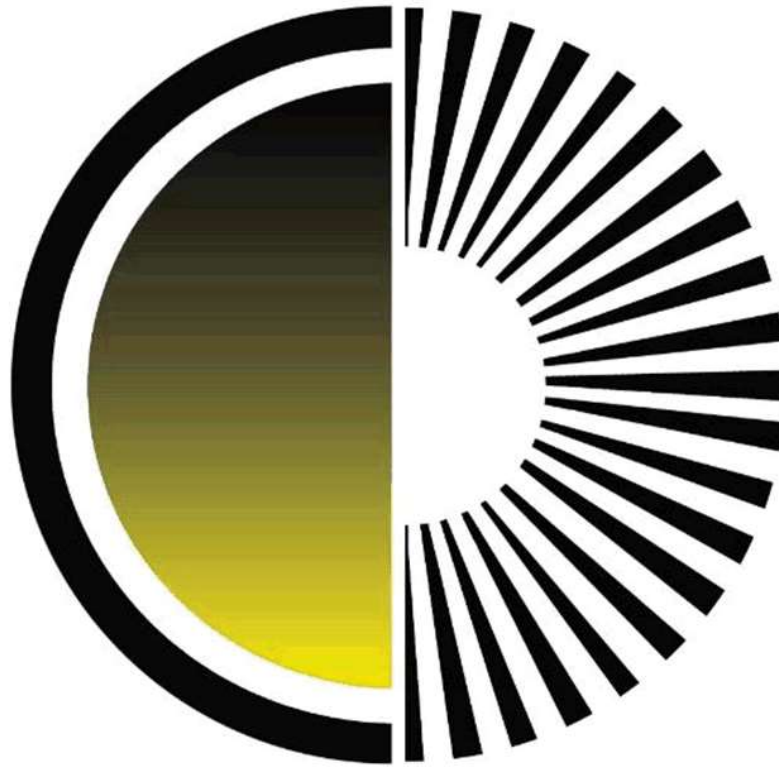
Item 15.1

Attachment 6

<u>Operating costs</u>	
fencing	\$396
dial to dig	\$500
surf club donation	\$100
Security	\$600
Liquor License	\$80
ASIC fees and prelim flyers	\$300
Kazador Container Storage	\$407
Artists Accommodation	\$1800
<b>Total Operating costs</b>	<b>\$4180</b>
<b>TOTAL OUTGOINGS</b>	<b>\$31,580</b>

**Item 15.1**

**Attachment 6**



# KIAMA JAZZ & BLUES

Kiama Jazz and Blues Festival  
March 9 -11  
2018  
LETS PLAY!

Item 15.1

Attachment 7

The Kiama Jazz & Blues Club is a NFP, volunteer run, long-standing, local music club.

Mission statement:

The Kiama Jazz and Blues Club promotes quality live music to entertain enrich and inspire our community

The Club has a 31-year history of having a 3-day Music Festival in March that has been well supported by Kiama Council and the Kiama community for many years.

The festival weekend has been described by many of the local businesses as the "single busiest trading weekend of the year."

One of the many unique qualities of the festival is that it is free for the audience to attend and consequently encourages spending within the LGA.

We attract accomplished musicians- locally, nationally & internationally.

All musicians and audio technicians are paid.

The committee voluntarily coordinates the event, makes good use of its music community in the form of volunteers, venues, and contributors.

We create a vibe, have gifted a mural to the town, painted a cow, make this town come out to play – if you think Tamworth you think Country Music, if you think Jazz & Blues you think Kiama. We are respectfully standing on the shoulders of those that had the vision many years ago.

The event has remained in the black (sometimes only just) for its lifespan.

This year, Kiama Council and Destination Kiama were the major festival partners, allocating a generous \$20K to the festival.

The Objectives of the festival are to:

1. Continue with and build on the trusted reputation of this signature local/ regional event.
2. Provide high quality live music – influenced but not limited to the genre of Jazz & Blues.
3. Encourage and facilitate the visitor economy, be sustainable & deliver a quality experience for tourists and the local community
4. Offer a diversity of attractions & experiences while fostering cohesion and connection to the LGA.
5. Continue with, and grow, the well-established tradition of an inclusive (attracts all ages and is not financially limiting) music festival that has an emphasis on quality
6. Encourage tourism & increase overnight stays. This year we targeted both Canberra and Melbourne to increase overnight stays as the Festival dates occurred over the Vic. & ACT long weekend.
7. Highlight our town's picturesque backdrop
8. Highlight Community and a sense of belonging. Encourage kids to play music (supports the music programs with the local schools – our future musicians)
9. Encourage business cohesion and cooperation.
10. To operate successfully within a limited budget
- 10 . To grow the arts element to the festival and to value add to the Festival appeal.

The Jazz & Blues Festival has received strong support from Kiama Council & Destination Kiama who recognise the economic & social benefit to community & tourism that this Festival provides.

The Kiama Jazz and Blues Festival has a unique formula that encourages venues to partner with us. The venue pays a contribution for the act or acts within their business. This in turn minimizes external expenses, contributes to diversity in the experience, & forges strong community & business links.

Performance Costings:

Total income from Venues:	\$35 300.00
Contribution Kiama Jazz & Blues Club:	\$12 400.00
<u>Total Outgoing to Musicians:</u>	<u>\$47 700.00</u>

Festival expenses:

Advertising	\$6 539.55
General Expenses	\$3 295.31
Launch Expenses	\$1 414.00
Sound & Lighting	\$11 300.00
Venue expenses	\$813.00
<u>Total Festival expenses</u>	<u>\$23 361.86</u>

Sponsorship:

Kiama Council	\$19 659.70
Kiama Leagues Club	\$1 350.00
Kiama Business Chamber	\$2 000.00
Terralong Terrace	\$1 000.00
<u>Total Festival Sponsorship</u>	<u>\$24 009.70</u>

Total in attendance:

This is difficult to absolutely calculate due to the expansive nature of the festival across the LGA, the time frame, our level of volunteers & no trackable ticket sales. The reputation & word of mouth was our greatest influence in generating numbers. We also know that the local community attends the festival. It is estimated that 10-12 000 people attend daily.

We do know that our FB reach was over 11000, with over 2252 daily views, interactions and comments.

We put our volunteer energy into coordinating, running and marketing a sensational signature event but we did not have the manpower to collate a count and will plan to strategize for this in the future.

A survey of the attendees was conducted post festival and the results are included in this report. Also surveyed were the venues and the musicians.

We do know that our largest venue was to capacity and chose to restrict some attendance at one point. This was concurrent with other venues being well attended. We also know that accommodation was well booked and that 50% of the attendees stayed 1-3 nights.

Each venue was full but comfortable. All venues would like to be part of the festival next year in some capacity. Most venues increased their involvement from 1 performance to up to 3 over the weekend.

We know that accommodation in the area was also largely booked out & has repeat booking for the Festival period in 2019. Up 68%

Some new additions to the event:

This year we have a new Music Director, Dan who has his musical foundations in Blues Music.

He encouraged the Club to bring a Blues Musician – Deak Harp, from the Mississippi Delta USA to Australia to perform. He was our headlining act this year – we had followers come from as far as Western Australia to see him perform, along with interstate from ACT & Victoria.

We also redesigned the program to being a more user friendly, creative, informative & practical format. (And has subsequently been copied by they KISS ARTS FESTIVAL – “copying is the highest form of praise”) We have consequently established a way to elevate future sponsorship & advertising, but this too required an initial investment to achieve. We have invested in a sustainable Festival future by creating, amongst many things, a marketable program.



We have established a visual arts package that includes a unique collectable annual festival poster (a framed version was presented to Destination Kiama / Kiama Council). The creative vibe of the festival will be renewed annually with a feature visual artist.

We value added to the festival with a ticketed Harmonica workshop with Deak Harp. We partnered with South Coast tickets for promotion and on-line tickets. This, and similar experiences, will become another way to future proof the festival.

We also had our first festival hub (info center and meeting place) and very successful Vinyl Store; we styled the Fire station in partnership with the local business The Co-op.

### **The wrap up.**

The Kiama Jazz & Blues Festival is a trusted reputable event that is growing in popularity through word of mouth and targeted marketing strategies. The festival is aligned with Destination Kiama Tourism Strategy to target and grow signature events.

The Kiama Jazz & Blues Festival has become a high profile signature event for the Region with estimated 10 -12 000 daily festival visitors. This is a significant economical benefit to the local & regional employment and economy.

The festival attracts all age groups, including families, which in turn aligns with the Tourism goals for Kiama.

The Festival highlights the strengths of our community through participation, engagement, pride, shared experiences and ownership.

The Jazz and Blues Club would like to thank Destination Kiama and the Kiama Council for the ongoing generous financial investment and support. We are glad that the Festival contributes to the tourist economy, and that this is evident, widespread and valued by our Local Government and its Tourism strategy.

I hope the Kiama Council and Destination Kiama will continue to see the benefit of their investment and continue to offer financial support to the Festival in the future.

