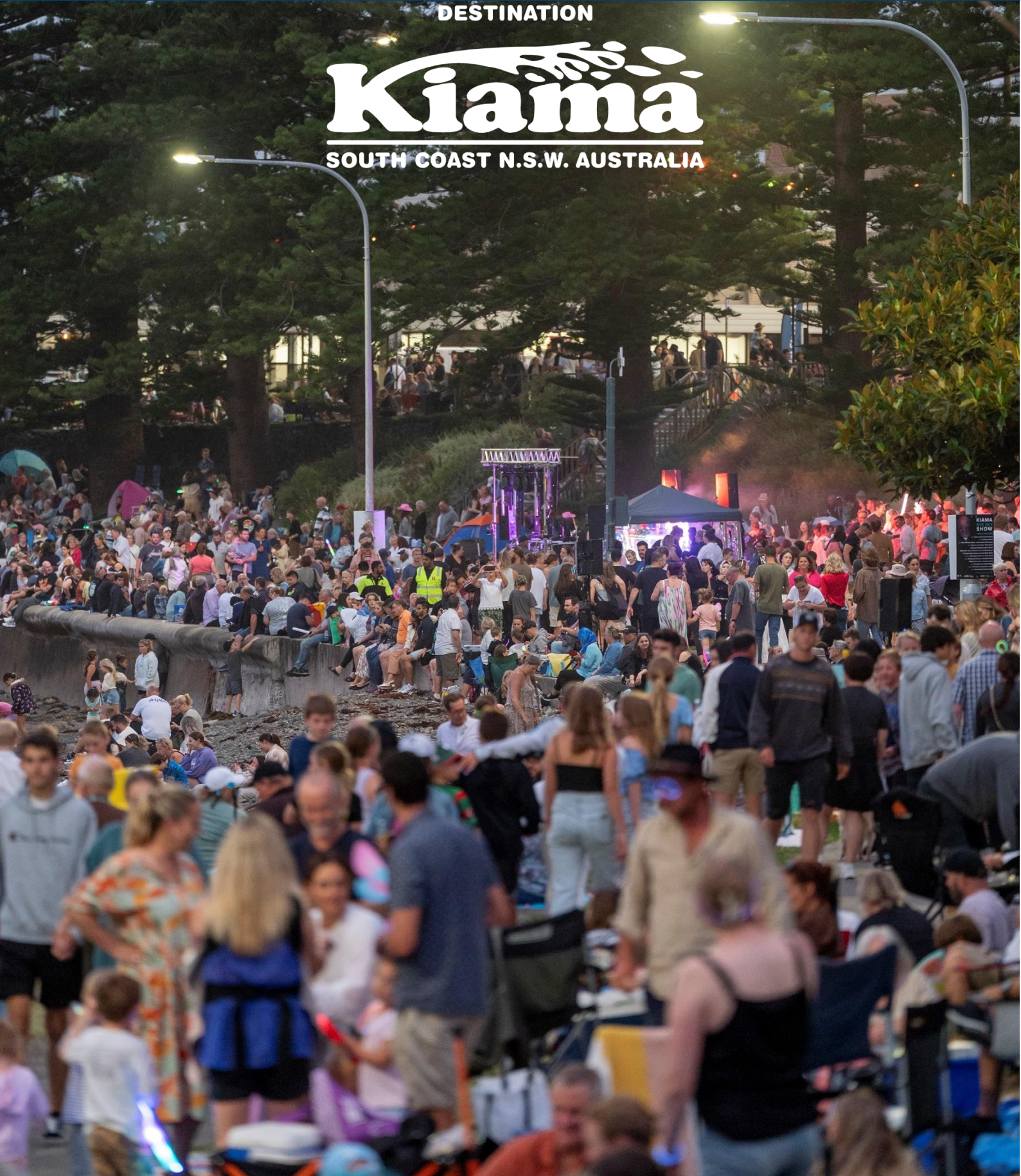




KIAMA MUNICIPAL COUNCIL
your council, your community

Destination Event Funding Program Guidelines

REF: 24/65128



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1. Purpose

Kiama Municipal Council has a proud history of hosting, supporting and promoting events within the local government area (LGA).

The *Destination Event Funding Program* aims to support event organisers to plan and deliver successful events and assist in delivering objectives within Kiama Council's *Tourism and Events Strategic Plan (2022-2026)*.

This funding program specifically supports events that attract intra and interstate visitation and appeal to Kiama's key visitor markets. These are events that occur outside of recognised peak periods, bolstering the local events calendar. They encourage overnight stays and drive the visitor economy in the immediate term, inspiring repeat visitation over the longer term.

This fund aims to encourage sustainable practices to build long term capability and increase collaboration and partnerships to deliver stronger and beneficial outcomes for local events.

2. References

- [Event Categories](#)
- [Kiama Tourism and Events Strategic Plan \(2022-2026\)](#)
- [Kiama Council Grants, Donations and Sponsorship Policy](#)
- [Kiama Council Fees and Charges](#)

3. Community Strategic Plan 2022 - 2032

The Destination Events Funding Program aligns with the following strategies of Council's Community Strategic Plan 2022- 2032:

Pillar 1: We belong and contribute

Outcomes:

A strong sense of community and belonging, where social and cultural life can flourish; and our families, friends and visitors feel welcome and included.

- ✓ Support our volunteers and community contributors
- ✓ Connect with each other through participating in local arts, cultural and library activities and programs
- ✓ Promote our major facilities to attract events and activities
- ✓ In collaboration with our young people we will develop new, and enhance existing, partnerships and opportunities to expand their opportunities to participate in all aspects of community life.

Pillar 3: We create a strong and diverse economy

Outcomes:

1. *A strong economy, vibrant local businesses and local economic growth.*

2. *An economy that embraces the opportunities of tourism, while ensuring that we don't lose our community feel; our tourism development & visitor economy is well managed.*

- ✓ Support businesses and local leaders to mentor young people in skills development through traineeships, apprenticeships and volunteering
- ✓ Manage tourism development and the visitor economy
- ✓ Support sustainable local business development, visitations and events
- ✓ We welcome visitors to the region and show off our iconic attractions

Pillar 5: We expect accountable and transparent leadership; a Council that is financially sustainable

Outcomes:

1. *Public funds and assets are managed strategically, transparently, and efficiently.*

2. *Governance is transparent and builds trust.*

- ✓ Public funds are managed in accordance with Financial Management Standards and the Local Government Act
- ✓ Build strong relationships and ensure our partners and community share the responsibilities and benefits of putting plans into practice

4. Definitions

Acquittal	The process whereby a recipient demonstrates in writing to council with clear supporting evidence that it has expended the funds in accordance with the terms prescribed in the funding agreement.
ATDW	Australian Tourism Data Warehouse
Community Benefit	<ul style="list-style-type: none"> • Building stronger communities by improving connectivity and inclusion, increasing individual and community wellbeing, contributing to a sense of place, and strengthening shared community values. • Improving community and economic capacity and building social capital • Celebrating our lifestyle, environment, and culture. • Increasing commitment to sustainable practices and the promotion and protection of our natural environment • Contributing to a positive, vibrant image of the region.
Community Strategic Plan	Refers to the Kiama Council Community Strategic Plan (CSP). A high level 10 year plan developed collaboratively by Council with the Kiama Municipal community. It identifies the community's vision and objectives for the Municipality and strategies to achieve them.
Conflict of Interest	A conflict between a council officer, councillor or community delegate's personal interests (e.g., including interests arising from their relationships or club memberships); and the public interest: that might lead to a decision that is contrary to public interest.
Council	Kiama Municipal Council
Cultural Diversity	Cultural and linguistically diverse communities, young people, Aboriginal and Torres strait islanders, older people, people with disability, etc.
Destination Event	An event which attracts tourism visitation, has an economic impact to the area, attract media coverage and a sound, sustainable event plan.
Donation	A one-off or recurring financial contribution or in-kind support where an acknowledgement of Council would be appreciated, but not required. The contribution is not subject to a delivery of a direct benefit for council or community in exchange for the donation.
Economic Impact	An analysis examining the effect of an event on the economy in a specified area. It measures changes in business revenue for the area during the period of the event. For example, spend in restaurants/cafes, accommodation spend (heads in beds).
Financial Assistance	<p>Payments given to individuals or organisations which are not commensurate with a reciprocal benefit received by Council. The following examples are not considered financial assistance and are therefore outside of this policy:</p> <ul style="list-style-type: none"> • Payments in exchange for provision of a service which council may otherwise provide itself. • Statutory contributions such as SES, Rural Fire Service & NSW Fire Brigade • Waiver of a bond or security deposit.
Funding Agreement	A formal agreement between Council and an organisation, individual or community group that details the nature & scope of how funds will be used. It notes the expectations of Council & outlines the responsibilities of both council and grantee in the provision of funding.
Funding Round	A period of time in which you can apply for a specific amount of money.
Grant	A one-off financial contribution where funds are provided to a recipient through a formal program for a specified purpose, directed at achieving goals & objectives consistent with council policy, where the recipient is selected on merit against a set of criteria. The funding is subject to a funding agreement and an acquittal and acknowledgement of Council support is required.
In-kind	Refers to an arrangement whereby Council foregoes revenue on items for which Council would normally charge a fee.
LGA	Local Government Area
Not-for-profit organisation	A registered incorporated association, including a charitable organisation that does not directly operate for the profit or gain of its owners, members or shareholders, directly or indirectly. Any profit must be used to implement the organisation's purpose and must not be distributed to members, owners or shareholders whilst the organisation is operating or when it concludes.
OVE	Overnight visitor expenditure
Project Period	12 months from approval of funding
Sponsorship	A one-off or recurring contribution either financial or by way of in-kind support. Council expects negotiated benefits such as positive recognition by way of logo, banners or otherwise, in exchange.
Terms of Reference	A Terms of Reference (ToR) document articulates the scope of work for a taskforce and how the people identified in the ToR will work together in the pursuit of a shared goal.

5. Overview

The funding guidelines have been provided to assist prospective applicants in determining eligibility when completing a *Destination Events Funding Application*.

This Funding Program seeks applications from event organisers whose event falls into the **Major Event** and **Destination Event** categories and fit the eligibility criteria (see page 8).

Please read the guidelines fully before starting your application, if you have concerns about your event's eligibility, we urge you to contact us well in advance of the application deadline.

We take enquiries all year round, not just when the funding period is open. Please email events@kiama.nsw.gov.au or call 02 4232 0444 and request to speak to an Events Lead.

6. Funding Types

6.1 Financial Support

Financial support for events that fall within the criteria can be provided for the full amount requested or for a lesser amount, to be determined during the assessment period.

Funding received through this program is designed to be used to increase the spend by visitors. Examples of what this funding can be used for:

- ✓ Increasing the saleability of the event and bolster attendance from people outside of the local area (drawcards artists, keynote speakers, performances, entertainment etc).
- ✓ Media campaigns, distributed to key markets outside of the immediate area.
- ✓ Digital, print or public relations marketing activities.
- ✓ Adjusting delivery & implementing measures to make the event more inclusive, diverse and accessible.
- ✓ Funding joint campaigns and partnerships with other tourism operators and/or events to increase overnight and repeat visitation.
- ✓ Increasing the length of the event program to encourage overnight stays.

6.2 In-Kind Support

Funding applications can include support that offsets costs of council provided facilities and services that assist in the administration of your event. This can include:

- ✓ Waste services
- ✓ Reserve and venue hire
- ✓ Area event signage (highway panels)

Note:

- Council does not waive fees associated with venue hire, waste services, cleaning & road closures.
- If you receive Destination Event Funding which is not specified to be used for Council fees and charges, you will be required to pay all normal fees and charges on hired Council properties.
- Please refer to [Council's Fees and Charges](#) to determine these costs and include within your application.
- Under no circumstances can funding support cover any bonds required by Council.
- All legal requirements and expenses of the event such as; insurance, development applications and traffic management plans, are the responsibility of the applicant.
- If your proposed event does not fit within the eligibility criteria, we still may be able to assist you, please complete our [Preliminary Events Application Form](#) and we will contact you.

7. Funding Eligibility

For an application to be eligible for the Destination Events Funding Program, it must meet the following requirements:

- Considered a Major or Destination Event (see [event categories](#)) or demonstrate ability to adequately justify why the event otherwise meets the purpose of the Funding Program.
- Application received at least three (3) months prior to the proposed event start date.
- Application submitted on time and completely, including all supporting documents.
- Event must be based in the Kiama LGA (or at least 60% if an event that spans over more than one Council area).
- Attract overnight visitation from outside our area and have an objective to grow this aspect.
- Proactively engage with local businesses in the event planning and/or delivery of the event.
- Present strong financial management i.e. financially solvent / self-sustainable and the event itself not entirely reliant on council funding.
- Be held at a desirable time of year (outside peak visitation periods).
- Event undertaken within 12 months of receiving approval of funding.
- Not have received funding support/grant from another department of Council for the same event (i.e. Kiama Cultural Grants).
- Not be a regularly re-occurring event e.g. a weekly or monthly scheduled market
- Have met and complied with all Council funding, reporting and acquittal obligations for any previous funding.
- Individuals or organisations associated with the event have no outstanding fees or equipment owed to Destination Kiama or Kiama Council.
- We strongly encourage event organisers to be a Destination Kiama partner.

Ineligible Applicants / Programs

- Activities, events and programs that duplicate Council's existing projects.
- Religious ceremony / activity whereby the promotion of a single faith is the main purpose.
- Applications from government departments, or political parties.
- Organisations that make profits allocated to shareholders, owners and/or members.
- Events that do not reflect the character and culture of Kiama or are deemed outside the physical and social limitations of our community and facilities.
- Services or products that are injurious to health.
- Initiatives that discriminate on the basis of race, sex, age, disability or religion.
- Perceived to be in conflict with Council's policies and responsibilities to the community.
- Services or products that carry high risk of reputational damage to Council.
- Organisations or individuals in legal or social conflict with Council.
- Employees or Councillors of Kiama Council.
- An active involvement in the building and development industry in Kiama.
- Previous grant applicants with outstanding requests to provide adequate or additional acquittal information / reporting.

Previously Supported Projects

Example of events that have benefited from Destination Events Funding include:

- SurfLife Music Festival
- Kiama Rugby Sevens
- Kiama I Do Wedding Trail
- Red Hot Summer Tour
- Cloudbreak Wealth Conference
- Wind & Waves Festival
- Kiama Coastal Classic
- KISS Arts Festival

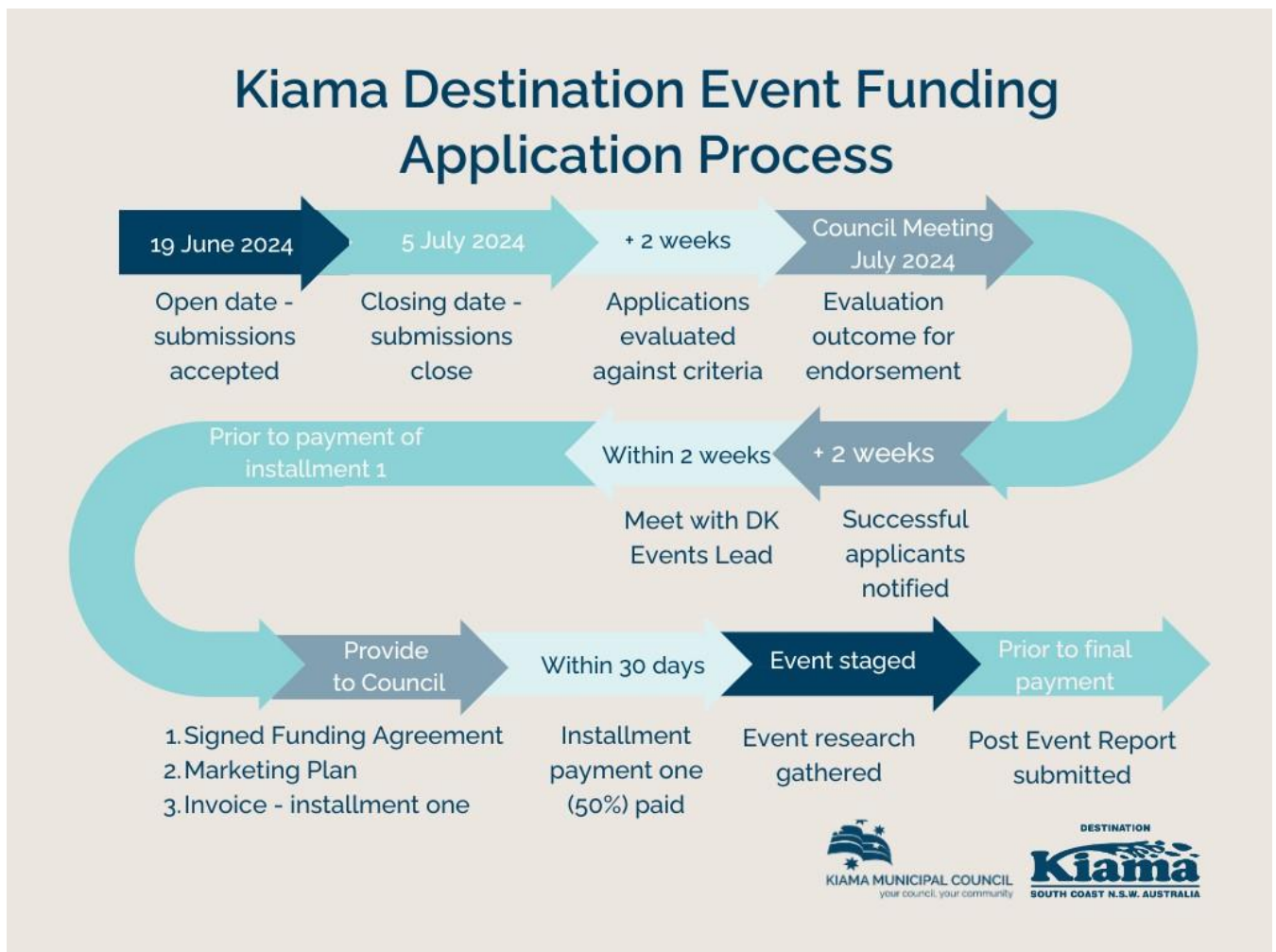
8. Application process

The process for applications can take up to 6 weeks.

1. Applicant submits a completed *Smarty Grants* online application and all necessary supporting documents by the funding round closing date (see page 7).
2. Check your spam/junk folder if confirmation email is not received in your inbox.
3. Applications are considered and assessed by the *Internal Grants Assessment Panel* against criteria (see page 7). Note, applications still in 'draft' will not be considered.
4. *Internal Grants Assessment Panel* provide an evaluation report and recommendation to Council, which may include full, partial or no funding.
5. Council reviews the recommendation and makes a decision on endorsement.
6. Successful & unsuccessful applicants are notified by email following Council's decision.
7. A written funding agreement is prepared for all successful applicants outlining the level of funding offered and the conditions and obligations with such.
8. The first instalment (50%) will be paid pending the submission of the event marketing plan.
9. Final instalment will be paid post event, pending all reporting requirements are met.

Please note, Destination Kiama and Council regularly receive requests for funding far beyond the funds available for allocation and therefore portions of the requested amount may be offered.

Decisions regarding successful applications are binding and no requests for reassessment within the current round will be accepted.



9. Important Dates

Kiama Municipal Council will provide financial and in-kind support through two (2) funding rounds. The total amount available each year is determined by Council in their annual budgetary process.

Destination Events Funding Applications need to be submitted at least three (3) months prior to the proposed event start date.

Destination Events Funding 24/25	Round 1	Round 2
Applications open	19 June 2024	December 2024
Applications close	5 July 2024	January 2025
Applications assessed	11 July 2024	February 2025
Recommendation report to Council	18 July 2024	February 2025

10. Outcome notification

Successful & unsuccessful applicants are notified by email following Council's decision.

The successful applicant's name, event name and the funding amount may be made publicly available, including publication on the department's website and media releases.

11. Assessment and funding criteria

Applications are assessed by the Council *Internal Grants Assessment Panel* following the closing date of the applicable funding round. Recommendations are made to the next Ordinary Council meeting for final resolution.

Note:

- All applications are to be submitted using the SmartyGrants online portal.
- The funding program is very competitive and successful applicants are not guaranteed to receive the full amount requested on their application.
- Decisions regarding successful applications are binding and no requests for reassessment will be accepted. Event organisers are invited to re-apply in future funding rounds.
- Eligible applications will be assessed using the information provided in the application (and any supporting documents) and assessed based on the criteria on page 8.
- Applications that do not adequately address the assessment criteria will not be considered
- Events that donate a large portion of their surplus funds at the cost of being financially sustainable will not be considered for Destination Event Funding. It is important that you retain sufficient funds from your event to reinvest into future years.

Assessment Criteria

Criterion 1 – Tourism Value and Destination Profiling (30%)

Assessed on the significance of the event to the Kiama LGA

Considerations:

- profiling of the Kiama region as a tourist destination and ability to encourage repeat visitation
- marketing & communication planning, demonstrating the ability of the event to raise the profile of Kiama through media coverage
- how the event aligns with the Destination Kiama brand proposition and hero experiences
- number of estimated attendees travelling to event from >50kms
- the event duration (and proposed length of stay of attendees)
- uniqueness of the event and how the event objectives benefit Kiama as a Destination
- contribution to the calendar of events for the Kiama LGA (out of peak periods)

Criterion 2 – Economic benefits of the event (25%)

Assessed based on the economic impact proportionate to size and funding investment requested

Considerations:

- at least 35% of attendees from out of area
- economic impact (estimated \$50,000 - \$1M from year 3 of the event)
- overnight visitation estimate (event spanning multiple days)
- number of local businesses engaged and/or demonstrated collaboration for economic benefit
- ability to smooth seasonality and trigger visitation in off-peak period
- commitment to monitor & evaluate the success of the event (through surveys and data collation)

Criterion 3 – Social and community benefits of the event (15%)

Assessed based on the social and community impact proportionate to event size

Considerations:

- ability of event to drive social and cultural legacies through positive community participation, engagement and connections
- measures in place to ensure the event is accessible and inclusive
- promotes cultural diversity by collaborating and engaging with Traditional Owners and other minority groups such as youth
- employs sustainable event practices with no adverse environmental or social impacts

Criterion 4 – Capacity and capability - implementation planning (10%)

Assessed on the capability of the applicant organisation to run the event

Considerations:

- event management plan demonstrates capacity and capability to manage a successful event
- staffing and resource management planning
- track record of running this event and/or similar events
- budget relevant to the scale of the event that indicates expected profit/loss and demonstrates strong financial management
- demonstration of thorough planning, including status of event permit requirements (if applicable) or event ready documentation (e.g. risk assessment, public liability statement)

Criterion 5 – Extent of need for funding (20%)

How would Destination Event Funding improve the outcomes of the event?

Considerations:

- ability to generate financial support beyond the Destination Funding Program
- what impact will funding have to this proposed event?
- demonstration of business planning and growth forecasts? e.g. reach of out of area participants, expansion of offering, purchase of expertise, more accessible, longer hours of operation
- is the event receiving other funding?
- if applicable, will the funding enable or support the event to occur again in the future?

Criterion 6 - Previous funding recipients only

All funding agreement deliverables executed to an acceptable standard including post event reporting.

Note that 5% of the total score will be deducted for applicants that have previously not met funding obligations and acquittal requirements.

12. Funding Agreement and Obligations

Successful applicants will be required to enter into a legally binding funding agreement with Council detailing the terms, funding obligations, deliverables and conditions of receiving the funding support.

This agreement will also note recognition requirements such as Council and Destination Kiama logo placement, branding and signage at the event venue and tickets for official and programmed events.

Grant agreements must be signed by an authorised representative with the requisite authority to bind the organisation. Successful applicants will be required to accept the department's payment schedule noting payments will be made according to set milestone deliverables, detailed in the grant agreement.

Successful applicants will have 15 calendar days from the date of the Letter of Offer to accept and sign the funding agreement with Council. The offer may be withdrawn if the grant agreement is not executed within the timeframe. The event must not commence until a grant agreement has been duly executed by both the successful applicant and Council, otherwise the granted event support becomes void.

Council reserves the right to withhold the balance of the funding if the organiser fails to comply with the obligations outlined in the funding agreement.

Council will not be responsible for shortfalls in event budgets if the successful applicant is unable to meet event costs. All unspent funds in excess of \$100 are to be returned to Council.

Deliverables / obligations	Funding level awarded				
	\$20k >	\$10k >	\$5k >	\$3k >	\$1k >
Event planning					
Event Management Plan (including marketing plan)	✓	✓	✓	✓	✓
Event Budget reflecting all income & expenditure forecasts	✓	✓	✓	✓	✓
Recognition of funding					
Logo representation on all print and digital collateral	✓	✓	✓	✓	✓
Provide opportunity for Council representation / attendance	✓	✓	✓		
Destination Profiling					
Destination Kiama tourism information on event website	✓	✓			
Cooperation with Council to promote the event.	✓	✓			
Event integration with other tourism / local providers	Min 3	Min 3	Min 1		
Marketing					
Event listing on ATDW	✓	✓	✓	✓	✓
Event listing on Destination Kiama & Kiama Council website	✓	✓	✓	✓	✓
Event listing on other local and out of area websites	Min 3	Min 3	Min 1		
Event representation across key stakeholder's platforms	Min 3	Min 3	Min 1		
Create Facebook event with Destination Kiama as co-host	✓	✓	✓	✓	
Tag Destination Kiama & Kiama Council on social posts	Min 5	Min 3	Min 2	Min 1	Min 1
Council Approvals					
Ensure relevant council approvals have been obtained	✓	✓	✓	✓	✓
Work collaboratively and respectfully with council in achieving event planning milestones	✓	✓	✓	✓	✓
Post Event Report					
Collect statistical data from event attendees	✓	✓	✓	✓	✓
Provide post event report	✓	✓	✓	✓	✓

13. Reporting

Applicants successful through this program are all required to submit a Post Event Report within four weeks of the event conclusion. This report will include a summary of the event as well as key learnings, financial information as well as feedback and data relating to the attendees to your event.

Destination Kiama staff are able to provide a template to assist with this report, however, it is the applicant's role to collect and collate the data.

The post event report must include:

- An overall report into how the event was planned to be run, how it actually performed and any key learnings.
- Tourism and event evaluation data including event attendee numbers, attendee demographics (age, gender, location), if they stayed overnight (details such as these are best achieved through a post event survey or questions asked through a ticketing system).
- Results from marketing efforts (digital analytics: clicks, reach and shares, specific marketing efforts – e.g. advertised in Sutherland newspaper; 100 attendees from this LGA)
- Evidence of how Council and Destination Kiama were acknowledged (e.g. screen shots, links, photos, posters etc.)

Note:

- Any feedback provided by the Tourism and Events Department or requests for additional information, will need to be provided prior to the final or future funding being received.
- All funding expenditure is to be clearly acquitted as per the stipulated process and supporting documentation must be submitted post event disclosing expenditure of Council grant funds.
- Please note the final payment milestone cannot be issued until the post event reporting is received and approved.
- Applicants who do not complete a post report or return an unsatisfactory report will be penalised for any future funding from Kiama Council.

14. How to Apply

As of the 2023/24 financial year, Kiama Council will utilise the SmartyGrants online platform. Links to the platform can be found on the Kiama Council website or [via this link](#).

Please see below some helpful tips when navigating through the application:

- You will be required to set up an account to commence the application process.
- Ensure once you have completed each page to press 'Save Progress' before you continue to the next page.
- If you wish to leave a partially completed application, ensure you press 'Save and Close' and log back in with the same details you registered with to continue the application. If you do so, you can select 'My submissions' link at the top of the screen and you can start where you left off.
- You can also download any application, whether draft or completed, as a PDF by clicking on the 'Download PDF' button located at the bottom of the last page of the application form.
- You can navigate forward or backward through your application by clicking 'next page' or 'previous page'.
- A number of people can work on an application using the same log in details as long as only one person is working at a time. Ensure you save as you go.
- If you wish to upload/submit attachments to support your application they will need to be

saved on your computer, or on a storage device. Then it is a simple 'drag and drop' or 'browse' to located your saved document (leave time to upload one at a time).

- Ensure you review your application thoroughly before you submit, if you prefer, we recommend saving your work in a Word document as a backup.
- You will not be able to submit your application until all mandatory fields are completed.
- Once application is submitted no further editing / uploading is possible.
- When you submit your application, the registered email will receive a confirmation with a copy of your submitted application attached (check your junk/spam folder). If you do not receive this email, presume that your application has NOT been submitted. Please contact our Event Coordinator events@kiama.nsw.gov.au as soon as possible in this case.
- If you need more help using this form, download the [Help Guide for Applicants](#) or check out [Applicant Frequently Asked Questions \(FAQ's\)](#)

Council will not accept any hard copies or emailed submissions, or any submission received after the closing date.

15. Frequently Asked Questions (FAQs)

What is the total amount allocated to support this program?

This is dependent on the budget Council sets each financial year, however has been between \$100,000 - \$130,000 excluding GST over the last four years.

Will the total amount be split between the two rounds?

Not necessarily, and dependent on the number and calibre of event applications received in round one. The Internal Assessment Panel that evaluated applications will attempt to create an even split, however remains at their and Council's discretion.

Is the funding inclusive or exclusive of GST?

The application form requests all monetary information to be exclusive of GST. If your organisation is registered for GST, and you were successful in your application, then GST would be added to your grant amount at the point of invoicing. For example if your application is successful and your organisation is registered for GST and requests \$10,000 (excluding GST) you would submit a tax invoice for \$10,000 plus GST for a total of \$11,000. However if your organisation is not registered for GST and requests \$10,000 (excluding GST) your invoice would be for \$10,000 with no GST component.

Can I apply for funding for more than one event?

An organisation or individual may apply for funding for more than one event within the same funding round, however each event must have their own completed application that meets the criteria.

Must the event be free to the public?

No. The eligibility and assessment criteria are the only conditions and evaluation tools that will be used. It can be helpful to highlight where aspects of your event are free however, as this will assist in the social/inclusivity goals.

Can I apply for funding over multiple years?

No. Council has a budget to fund this program each financial year and each round of funding must be applied for individually. Previous funding recipients are not guaranteed funding and the application process can be quite competitive. Destination Kiama advocates that organisers not eligible for funding in one round may re-apply for the next round. We encourage you to liaise with an event coordinator prior to re-applying.

What defines a major event or destination event?

Please refer to the Event Categories.

Am I eligible for funding if I already have sponsorship from another Government body or alternate Council funded program?

Yes, if the organiser can clearly stipulate and report on Destination Kiama funding being used specifically to meet the objectives and criteria within this funding program. All sponsorship funding, however, must be stipulated clearly in your application.

Will my event be funded again if it has been funded in previous years?

Funding received in previous years does not guarantee successful funding for future years. Previous funding from Destination Kiama/Council is neither a preference nor a liability for your current application. Destination Kiama/Council is committed to ensuring the process is fair and equitable for applicants in each round.

When are peak visitation periods in which I should avoid hosting my event?

The Kiama LGA's peak (highest) visitation period is within school holiday periods over summer and autumn. Off peak is considered March-November, outside of NSW school holidays. Events scheduled to take place outside of peak visitation periods is part of the eligibility criteria to be considered for funding.

How can I engage with the local tourism industry?

The Destination Kiama team are here to support you in connecting with local tourism providers. During your first meeting with the Event Coordinator, we will assist you in strategising ways to involve and connect with local tourism providers such as accommodation and food & beverage providers into your event planning.

What types of events are defined as regularly occurring?

Events with the same name that occur numerous times per calendar year (ie weekly, monthly), Examples include regular markets, networking events or regular business activities. These events will not be supported by this program.

How do I become a Destination Kiama Partner?

View our Partnership Prospectus and complete the [online application](#). Partnerships are open on a financial year basis and are 'pro-rata' cost from January.

What if my event doesn't fit within categories?

A coordinator can assist you if you are unsure. Generally, events that will be funded under this program will be with a chief objective to bring economic benefit to the local area, through visitation from out of area.

How will I know if my application has been successful?

An event coordinator will contact you via email within 6 weeks of application close date to advise the outcome of the application. Alternatively, tune in to the [Council meeting](#) following your application deadline.

How can I obtain statistics required for post event reporting?

Part of your event planning should include steps taken to be able to evaluate the success of your event and return on investment. This isn't only a requirement for this program but is crucial for understanding your event and determining avenues for improvement.

It is highly recommended that if your event is ticketed you include some simple questions to determine where attendees are from and if they stayed overnight, you could also have them check a box if they are happy to be contacted in the future, and this will assist you in creating a database.

Other measuring tools that may assist:

- Documenting the number of entry tickets sold / wrist bands
- The number of show bags given out
- Installation of gate counters
- A survey of a portion of attendees on the day/during the event
- Create a Facebook Event and use Google Analytics to pull data on reach.
- Monitor social media engagement on the lead up, during and post event to capture feedback
- Run a competition that allows you to gather simple data
- Event #hashtags can assist in gathering event photos and comments
- Introduce tracked promo codes for various marketing campaigns to monitor effectiveness
- Dividing the event space into segments and organising staff or volunteers to count number of people per segment at regular intervals, with the final estimate worked out using counts across all segments
- Calculating the maximum possible crowd size prior to your event and estimating the number of attendees relative to the maximum size (eg. if your event is approximately half-full, your baseline estimate would be 50% of the maximum crowd size).

Are there other Government programs that can assist with funding my event?

Festival Australia Grants

The Department of Infrastructure, Transport, Regional Development and Communications offers a Federal government funding program providing approximately \$1.2 million each financial year to support the presentation of arts and cultural activities that will enable community members living in regional or remote Australia to participate in or attend an arts driven experience at a festival, or significant one-off community celebration. There are two rounds of funding which generally close in October and March each year.

For more information visit [Department of Infrastructure, Transport, Regional Development and Communications](#).

Destination NSW Regional Event Fund

The Regional Flagship Events Program identifies and supports events in Regional NSW that have the potential to act as 'cornerstone', or Flagship, tourism events for their area by attracting overnight visitation and delivering long term benefits to their region.

The three funds that sit under the umbrella of this program are:

- The Incubator Event Fund
- The Flagship Event Fund
- The Event Development Fund

For further information visit [Destination NSW](#).

16. Help

For any assistance or to express interest in an information session, please contact our Event Coordinator on (02) 4232 0444 or email events@kiama.nsw.gov.au.