

Destination Event Funding FY26/27 Round 1

Form Preview

Destination Kiama Event Funding Application

* indicates a required field

Applicant Details

Applicant full name *

First Name

Last Name

Secondary contact person (optional)

Please provide full name and contact details

Contact Details

Applicant's position held in group/organisation *

Primary (physical) address *

Address

Postal address (if different from above)

Address

Daytime phone number *

Organisation Name

Email *

Must be an email address.

Website or social media account

Must be a URL.

Is your event based in the Kiama Local Government Area? (or at least 60% of it) *

☐ Yes

Destination Event Funding FY26/27 Round 1

Form Preview

☐ No

Note: This funding program is to support events within the Kiama Local Government Area

Brief statement to describe your group/organisation *

Must be no more than 500 words.

Australian Business Number (ABN) - if applicable

The ABN provided will be used to look up the following information. Click Lookup above to check that you have entered the ABN correctly.

Information from the Australian Business Register	
ABN	
Entity Name	
ABN Status	
Entity Type	
Goods & Services Tax (GST)	
DGR Endorsed	
ATO Charity Type	More information
ACNC Registration	
Tax Concessions	
Main Business Location	

Must be an ABN.

Applicant organisation's incorporation, ASIC or ORIC number - if applicable

Funding Request - Monetary and In-Kind

What amount of financial support are you requesting? *

Must be a dollar amount.

Hint: Total financial support for operational and marketing costs

What amount of in-kind support are you requesting?

Must be a dollar amount.

Hint: In-kind refers to costs relating to Council services and facilities. See [Council's fees and charges](#) for costs.

Total Amount Requested

This number/amount is calculated.

Multi-Year Funding Request

Destination Event Funding FY26/27 Round 1

Form Preview

Council may approve financial support for a period of up to three years, subject to the execution of a formal funding agreement and the submission of satisfactory post-event reporting for each year of funding.

Are you applying for Multi-Year funding (up to 3 years)?

- ☐ No
- ☐ Yes
- ☐ Other:

How will multi-year funding support your event's long term growth, sustainability and scalability?

Primarily intended for events with a compelling case for growth and long-term sustainability and proven contribution to tourism, economy and council priorities

Event Details

* indicates a required field

Event Information

Proposed event name or title *

Please provide a description of your event. List the objectives and what makes it unique? *

Must be no more than 500 words.

Hint: What are the event components, ticketed or free of charge, target market, key stakeholders and suppliers how does your event assist in meeting objective 4 of Kiama Municipal Council's Tourism & Events Strategic Plan to 'Create a Thriving High Quality Event Destination?' See [Kiama Strategic Tourism & Events Plan](#)

How many times has this event run? *

- ☐ This will be the first year
- ☐ Once
- ☐ Twice
- ☐ Three or more years

Anticipated number of attendees *

Proposed event location/venue *

Destination Event Funding FY26/27 Round 1

Form Preview

Hint: Name of reserve/venue you wish to hold your event

Proposed event date and time *

Hint: Date and Time the event will be open and closed to attendees

Proposed event bump in/out date and time *

Hint: Date and Time setup and pack down will commence and conclude

What is the event duration? *

Hint: eg. days/hours

Links to the event website and social media accounts (if applicable)

Must be a URL.

Hint: Website, Facebook, Instagram, YouTube, Tik Tok, Twitter, ATDW

Event Category

Is your event categorised as a major or destination event? *

- ☐ Destination Event
- ☐ Major Event
- ☐ Unsure

Hint: See [Event Categories](#) for further details

Event Management Plan

To aid your application we recommend uploading a copy of your event management plan that demonstrates:

- a thorough event concept
- capability and capacity (skills, experience and resources) to manage a successful event
- resource management planning, including consideration for staff and volunteers that will be required
- how the event will be improved and become more sustainable year on year? (eg. *extend reach to attract more out of area attendees, expansion of program/locations, purchase or development of expertise, higher collaboration with local businesses, more accessible and inclusive, longer hours of operation*)

Event Management Plan Upload

Attach a file:

Destination Profiling

Destination Event Funding FY26/27 Round 1

Form Preview

* indicates a required field

How will your event encourage pre / post event visitation to the area? *

Hint: Criterion 1: Tourism Value & Destination Profiling (30%) Consider how your event: Promotes Kiama to visitors; Aligns with the Destination Kiama brand; Attracts attendees from over 50km away

How will your event assist with increasing the profile of Kiama as a tourist destination? *

Must be no more than 500 words.

Consider: The audience you are targeting (local vs out-of-area); How you will promote Kiama's identity or brand; Whether the event encourages pre/post stays; How it aligns with one or more Kiama hero experiences. See [Tourism Opportunities Plan](#)

What is your marketing strategy and how will the event help to raise the profile of Kiama? *

Must be no more than 500 words.

Hint: Criterion 1 - Tourism Value and Destination Profiling (30%) Assesses marketing & communications reach, ability to achieve substantial % visitation from over 50km.

Marketing Plan (optional)

Attach a file:

Please see [Marketing Plan Template](#)

Economic Impact

* indicates a required field

Have you run this event in the Kiama LGA previously? *

- ☐ Yes
☐ No

Event Data from previous event in Kiama

Please provide the below economic details from the previous event:

What was the total attendee numbers to your previous event? *

Tell us about the demographics of the previous attendees? *

Destination Event Funding FY26/27 Round 1

Form Preview

Hint: Age, gender, location

What was the estimated percentage of attendees that travelled more than 50kms to attend? *

What was the estimated length of stay for those visitors? *

Hint: Please specify number of hours/days/weeks visitors stayed?

Estimated Impact

Please provide the below economic details projected for your event:

What is the total attendee numbers you expect to your event? *

Provide detail on the demographics of the predicted attendees to your event *

Hint: Age, gender, location

What is the expected number of attendees that will travel over 50kms to attend? *

How long are these visitors expected to stay? *

Hint: Please specify number of hours/days/weeks visitors are expected to stay?

Plan and commitment to measure and report success

How will your event provide an economic benefit to the local area? *

Must be no more than 500 words.

Criterion 2 Economic Impact (25%) What is the return on investment? How will you engage with other local businesses and suppliers and extend visitor length of stay?

How will you monitor and evaluate the objectives and success of your event/activity? *

Must be no more than 500 words.

Criterion 2 - Commitment to measure and report success e.g. Surveys, tracking ticket sales, monitoring social media engagement etc.

Destination Event Funding FY26/27 Round 1

Form Preview

Social and Community Benefits

* indicates a required field

Outline the broader value that the event brings to Kiama's community and culture.

Key considerations:

- Promotes positive community participation and local pride
- Inclusive, accessible, and welcoming for diverse audiences
- Celebrates cultural diversity, including engagement with First Nations and minority groups
- Demonstrates environmental responsibility and social sustainability

How will your event acknowledge and promote cultural diversity? *

Must be no more than 500 words.

Criterion 3 - Celebrates cultural diversity, including engagement with First Nations and minority groups
e.g. Welcome to Country, cultural performances

How will your event benefit the local community? *

Must be no more than 500 words.

Hint: What evidence can you provide that the local community supports/will support your event?

Criterion 3 - Promotes positive community participation and local pride

Outline how your event is taking steps to be environmentally responsible *

Must be no more than 500 words.

Criterion 3 - Demonstrates environmental responsibility and social sustainability e.g. waste management / minimisation, water refill stations

What measures will you have in place to ensure your event is accessible and inclusive? *

Must be no more than 500 words.

Criterion 3 - accessible, and welcoming for diverse audiences. e.g. wheelchair/pram access, transport connectivity, tiered ticketing, specialised programs etc.

Organisational Capacity and Capability

Budget

Destination Event Funding FY26/27 Round 1

Form Preview

Select to either enter the predicted event income and expenditure within the table below OR upload a copy of your event budget.

Income details should include:

- Organisational contribution
- Amount of Council funding sought in this application
- Other funding that has been applied for (and whether this is confirmed or unconfirmed)
- Ticket admission
- Stallholder fees
- Merchandise sales
- Sponsorship (and whether this is confirmed or unconfirmed)

Expenses should include:

- All Kiama Municipal Council [fees and charges](#) (e.g. venue hire, traffic management, amenities, hire, equipment hire, waste services)
- Equipment/infrastructure (e.g. chairs, tables, fencing, structures, stages, water, waste services)
- Contractors/staff (e.g. event manager, stage manager, cleaner, traffic crew, first aid provider)
- Artists/performers (e.g. welcome to country, musicians, face painters, fire twirler)
- Marketing/promotion (e.g. social media, online/newspaper advert, magazine feature, flyer, banners, radio advert)
- Medals/certificates/trophies
- Administration (e.g. printing, stationery, signage)
- Travel and accommodation

You will be assessed on your ability to demonstrate that the event is financially viable and sustainable.

Financial Budget Upload

Attach a file:

Hint: See [Budget Template](#)

Budget

Income	\$	Expenditure	\$
	\$		\$
	\$		\$
	\$		\$
	\$		\$
	\$		\$
	\$		\$
	\$		\$
	\$		\$

Destination Event Funding FY26/27 Round 1

Form Preview

Budget Totals

Total Income Amount

\$

This number/amount is calculated.

Total Expenditure Amount

\$

This number/amount is calculated.

Income - Expenditure

\$

This number/amount is calculated.

Demonstrated Need for Funding

* indicates a required field

Demonstrated Need for Funding

Please identify the financial support your event has outside of this funding program? *

Must be no more than 500 words.

Criterion 5 - Demonstrated Need for Funding (20%). Identifies efforts to secure other funding or generate income.

How will Council funding help scale, enhance or sustain your event?

Criterion 5 - Impact the funding will have on event outcomes, scale or sustainability. Assesses how essential Council funding is to the success or growth of the event.

This event will not proceed without council support

- ☐ Agree
- ☐ Disagree
- ☐ Other:

Previous Funding

* indicates a required field

Previous Funding

Have you previously received funding from Destination Kiama/Kiama Municipal Council? *

- ☐ Yes
- ☐ No

Previous Funding Details

If you answered yes to the above, please supply details on previously funded projects or events, including the amount of funding received in each instance:

Destination Event Funding FY26/27 Round 1

Form Preview

Funding Program Name	Funding Year	Funding Amount Received
		\$
		\$
		\$

Supporting Documents

Supporting Documents

Please use this section to upload any applicable supporting information that you have available at this time.

Preliminary Event Enquiry Form Submission

Attach a file:

If you have not completed a preliminary enquiry or been in touch with the events team, please contact us events@kiama.nsw.gov.au

Temporary Event Licence Application Form

Attach a file:

Hint: This could also include any email correspondence you may have with Kiama Council as to holding dates or reserve hire application form. See [Application for Reserve Hire](#)

Event Risk Assessment

Attach a file:

Hint: Documents all risks to event staff and the public, mitigation in place, and the first and surname of the person that holds this responsibility. See [Event Risk Assessment Template](#)

Upload your Public Liability Certificate of Currency

Attach a file:

Any other supporting documentation

Attach a file:

Hint: Eg. Letters of support

Declarations

* indicates a required field

Declaration to of commitment to meet funding obligations

Destination Event Funding FY26/27 Round 1

Form Preview

Reporting *

- ☐ I understand that a Post-Event Report must be submitted within 4 weeks of the event and includes attendance data, marketing results, and key learnings

Qualification

- ☐ The application is being submitted at least 3 months before the event date

Privacy Declaration

Declaration *

- ☐ I certify that all details supplied in this application and in any attached documents are true and correct to the best of my knowledge, that the application has been submitted with the full knowledge and agreement of the management of my organisation/group and that I have delegated authority to sign this application
- ☐ I have read the Event Funding Guidelines for applicants. I agree that I will contact Kiama Municipal Council immediately if any information provided in this application changes or is incorrect.
- ☐ I acknowledge that the Kiama Municipal Council and Destination Kiama has the right to withdraw the offer of funding or demand the return of any funds already paid if it is discovered that any of the information provided is false, the event does not go ahead within the projected period, the funds are not fully expended at the end of the project period or if any funds cannot be accounted for.
- ☐ Kiama Municipal Council respects all personal and confidential information received and will do everything possible to protect information from unauthorised access, loss or misuse. I understand that the information above will be used in accordance with relevant legislation and declare that this information is correct to the best of my knowledge.

Hint: See [Event Funding Guidelines](#)

Signatory

Authorised Person's Name *

Title First Name Last Name

--	--	--

Position Held *

--

Date of Declaration *

--

Must be a date.

Feedback (optional)

You are now nearing the end of this form. Before you review your application and click the SUBMIT button please take a few moments to provide some feedback.

Please indicate how you found this application process

- ☐ Satisfactory

Destination Event Funding FY26/27 Round 1

Form Preview

- ☐ Unsatisfactory
- ☐ Other:

Do you have any feedback regarding the program guidelines?

Please provide us with your suggestions about any improvements and/or additions to this form that you think we need to consider: