



Hawkesbury City Council

attachment 2
to
item 99

Assessment Matrix Criteria
for the sixteen Event Sponsorship
Applications under Round 1
2019/2020 Events Sponsorship
Program

date of meeting : 12 June 2019
location: council chambers
time: 6:30 p.m.

Assessment Criteria Matrix

Event Name: Hawkesbury Aboriginal Reconciliation Golf Day 2019

Event Location: Richmond Golf Club

Event Date: 21 June 2019

Objective	Criteria	Score Options	Score	Event Score
Community connections and resilience	Create community partnerships	No Yes More than 3 Partnerships	0 1 2	1
	Opportunities for local community group involvement	No More than 2 Groups More than 3 Groups More than 4 Groups	0 1 2 3	1
	Training and skills to be provided to local volunteers	No Yes	0 2	2
	Not for profit organisation	No Yes	1 2	2
Economic Benefit	Opportunities for local business involvement	No Yes More than 3	0 1 2	2
	Origin of attendees anticipated	Hawkesbury Outside LGA	1 2	2
	Anticipated number of people staying overnight	< 100 People 100 to 200 People > 200 People	1 2 3	1
	Estimated \$ impact (anticipated revenue generated)	< \$100,000 \$100,000 to \$500,000	1 2	1
Community Strategic Plan	Support revitalisation of town centres	No Yes	0 2	0
	Develop vibrant town centres with business growth and community connection	No Yes	0 2	0
	Assist town centres and villages to become vibrant local hubs	No Yes	0 2	0
	Events which create Hawkesbury community connections and resilience	No Yes	0 2	2
	Events that celebrate our Rivers or riverside locations	No Yes	0 2	0
	Venue has disability access	No Yes	0 2	2
Image and Profile	Ability to link or coordinate with other events held at the same time of the year	No Yes	0 2	2
Culture and Heritage	Use of Hawkesbury heritage site	No Yes	0 2	0
	Involvement of local artists	No Yes	0 2	0
	Involvement of local musicians	No Yes	0 2	0

Objective	Criteria	Score Options	Score	Event Score
Promotional Brand Exposure	Local/District promotion	No Local Regional	0 1 2	2
	Attract State/National promotion	No State National	0 1 2	0
	International exposure	No Some Good High	0 1 2 3	0
	Consistent with the Hawkesbury brand	Not consistent Somewhat consistent Consistent Highly consistent	0 1 2 3	3
	Provision of marketing strategy	No Yes	0 2	2
Attendee Appeal	Appeal to wide demographic	Specialised interest Age or interest group Universal appeal	0 1 2	2
	Number of attendees	< 500 Attendees 500 - 1000 Attendees > 1000 Attendees	1 2 3	1
	Open to the general public	No Yes	0 1	1
Legacy	Opportunity to grow the event	No Yes	0 2	2
	Proven track record	No Yes	0 2	0
Viability	Adequacy of budget proposal	No Yes	0 2	2
	Multiple funding sources	No Yes	1 2	2
	State/other Government funding secured	No Yes	1 2	1
	Strong business model	No Yes	1 2	2
	Governance model in place	No Yes	0 2	2

Total Score

40

Assessment Criteria Matrix

Event Name: Power Boat Spectacular

Event Location: Governor Phillip Park

Event Date: 14-15 September 2019

Objective	Criteria	Score Options	Score	Event Score
Community connections and resilience	Create community partnerships	No Yes More than 3 Partnerships	0 1 2	1
	Opportunities for local community group involvement	No More than 2 Groups More than 3 Groups More than 4 Groups	0 1 2 3	1
	Training and skills to be provided to local volunteers	No Yes	0 2	2
	Not for profit organisation	No Yes	1 2	1
Economic Benefit	Opportunities for local business involvement	No Yes More than 3	0 1 2	1
	Origin of attendees anticipated	Hawkesbury Outside LGA	1 2	2
	Anticipated number of people staying overnight	< 100 People 100 to 200 People > 200 People	1 2 3	1
	Estimated \$ impact (anticipated revenue generated)	< \$100,000 \$100,000 to \$500,000	1 2	1
Community Strategic Plan	Support revitalisation of town centres	No Yes	0 2	0
	Develop vibrant town centres with business growth and community connection	No Yes	0 2	0
	Assist town centres and villages to become vibrant local hubs	No Yes	0 2	0
	Events which create Hawkesbury community connections and resilience	No Yes	0 2	2
	Events that celebrate our Rivers or riverside locations	No Yes	0 2	2
	Venue has disability access	No Yes	0 2	2
Image and Profile	Ability to link or coordinate with other events held at the same time of the year	No Yes	0 2	0
Culture and Heritage	Use of Hawkesbury heritage site	No Yes	0 2	0
	Involvement of local artists	No Yes	0 2	0
	Involvement of local musicians	No Yes	0 2	0

Objective	Criteria	Score Options	Score	Event Score
Promotional Brand Exposure	Local/District promotion	No Local Regional	0 1 2	2
	Attract State/National promotion	No State National	0 1 2	0
	International exposure	No Some Good High	0 1 2 3	0
	Consistent with the Hawkesbury brand	Not consistent Somewhat consistent Consistent Highly consistent	0 1 2 3	3
	Provision of marketing strategy	No Yes	0 2	2
Attendee Appeal	Appeal to wide demographic	Specialised interest Age or interest group Universal appeal	0 1 2	2
	Number of attendees	< 500 Attendees 500 - 1000 Attendees > 1000 Attendees	1 2 3	3
	Open to the general public	No Yes	0 1	1
Legacy	Opportunity to grow the event	No Yes	0 2	2
	Proven track record	No Yes	0 2	2
Viability	Adequacy of budget proposal	No Yes	0 2	1
	Multiple funding sources	No Yes	1 2	2
	State/other Government funding secured	No Yes	1 2	1
	Strong business model	No Yes	1 2	2
	Governance model in place	No Yes	0 2	2

Total Score

41

Assessment Criteria Matrix

Event Name: 59th Annual Bilpin Flower Show and Spring Fair

Event Location: Bilpin District Hall

Event Date: 12 - 13 October 2019

Objective	Criteria	Score Options	Score	Event Score
Community connections and resilience	Create community partnerships	No Yes More than 3 Partnerships	0 1 2	1
	Opportunities for local community group involvement	No More than 2 Groups More than 3 Groups More than 4 Groups	0 1 2 3	2
	Training and skills to be provided to local volunteers	No Yes	0 2	2
	Not for profit organisation	No Yes	1 2	1
Economic Benefit	Opportunities for local business involvement	No Yes More than 3	0 1 2	1
	Origin of attendees anticipated	Hawkesbury Outside LGA	1 2	1
	Anticipated number of people staying overnight	< 100 People 100 to 200 People > 200 People	1 2 3	1
	Estimated \$ impact (anticipated revenue generated)	< \$100,000 \$100,000 to \$500,000	1 2	1
Community Strategic Plan	Support revitalisation of town centres	No Yes	0 2	2
	Develop vibrant town centres with business growth and community connection	No Yes	0 2	2
	Assist town centres and villages to become vibrant local hubs	No Yes	0 2	2
	Events which create Hawkesbury community connections and resilience	No Yes	0 2	2
	Events that celebrate our Rivers or riverside locations	No Yes	0 2	0
	Venue has disability access	No Yes	0 2	2
Image and Profile	Ability to link or coordinate with other events held at the same time of the year	No Yes	0 2	0
Culture and Heritage	Use of Hawkesbury heritage site	No Yes	0 2	0
	Involvement of local artists	No Yes	0 2	0
	Involvement of local musicians	No Yes	0 2	0

Objective	Criteria	Score Options	Score	Event Score
Promotional Brand Exposure	Local/District promotion	No Local Regional	0 1 2	1
	Attract State/National promotion	No State National	0 1 2	0
	International exposure	No Some Good High	0 1 2 3	0
	Consistent with the Hawkesbury brand	Not consistent Somewhat consistent Consistent Highly consistent	0 1 2 3	2
	Provision of marketing strategy	No Yes	0 2	2
Attendee Appeal	Appeal to wide demographic	Specialised interest Age or interest group Universal appeal	0 1 2	2
	Number of attendees	< 500 Attendees 500 - 1000 Attendees > 1000 Attendees	1 2 3	2
	Open to the general public	No Yes	0 1	1
Legacy	Opportunity to grow the event	No Yes	0 2	2
	Proven track record	No Yes	0 2	2
Viability	Adequacy of budget proposal	No Yes	0 2	2
	Multiple funding sources	No Yes	1 2	1
	State/other Government funding secured	No Yes	1 2	1
	Strong business model	No Yes	1 2	2
	Governance model in place	No Yes	0 2	2

Total Score

42

Assessment Criteria Matrix

Event Name:	Hanna Park Carols
Event Location:	Hanna Park North Richmond
Event Date:	22 December 2019

Objective	Criteria	Score Options	Score	Event Score
Community connections and resilience	Create community partnerships	No Yes More than 3 Partnerships	0 1 2	2
	Opportunities for local community group involvement	No More than 2 Groups More than 3 Groups More than 4 Groups	0 1 2 3	3
	Training and skills to be provided to local volunteers	No Yes	0 2	2
	Not for profit organisation	No Yes	1 2	2
Economic Benefit	Opportunities for local business involvement	No Yes More than 3	0 1 2	2
	Origin of attendees anticipated	Hawkesbury Outside LGA	1 2	1
	Anticipated number of people staying overnight	< 100 People 100 to 200 People > 200 People	1 2 3	1
	Estimated \$ impact (anticipated revenue generated)	< \$100,000 \$100,000 to \$500,000	1 2	1
Community Strategic Plan	Support revitalisation of town centres	No Yes	0 2	0
	Develop vibrant town centres with business growth and community connection	No Yes	0 2	0
	Assist town centres and villages to become vibrant local hubs	No Yes	0 2	0
	Events which create Hawkesbury community connections and resilience	No Yes	0 2	2
	Events that celebrate our Rivers or riverside locations	No Yes	0 2	2
	Venue has disability access	No Yes	0 2	2
Image and Profile	Ability to link or coordinate with other events held at the same time of the year	No Yes	0 2	0
Culture and Heritage	Use of Hawkesbury heritage site	No Yes	0 2	0
	Involvement of local artists	No Yes	0 2	0
	Involvement of local musicians	No Yes	0 2	2

Objective	Criteria	Score Options	Score	Event Score
Promotional Brand Exposure	Local/District promotion	No Local Regional	0 1 2	1
	Attract State/National promotion	No State National	0 1 2	0
	International exposure	No Some Good High	0 1 2 3	0
	Consistent with the Hawkesbury brand	Not consistent Somewhat consistent Consistent Highly consistent	0 1 2 3	2
	Provision of marketing strategy	No Yes	0 2	2
Attendee Appeal	Appeal to wide demographic	Specialised interest Age or interest group Universal appeal	0 1 2	2
	Number of attendees	< 500 Attendees 500 - 1000 Attendees > 1000 Attendees	1 2 3	3
	Open to the general public	No Yes	0 1	1
Legacy	Opportunity to grow the event	No Yes	0 2	2
	Proven track record	No Yes	0 2	2
Viability	Adequacy of budget proposal	No Yes	0 2	2
	Multiple funding sources	No Yes	1 2	2
	State/other Government funding secured	No Yes	1 2	1
	Strong business model	No Yes	1 2	2
	Governance model in place	No Yes	0 2	2

Total Score

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Assessment Criteria Matrix

Event Name: **Richmond Rotary Carols in the Park**

Event Location: **Richmond Park**

Event Date: **15 December 2019**

Objective	Criteria	Score Options	Score	Event Score
Community connections and resilience	Create community partnerships	No Yes More than 3 Partnerships	0 1 2	2
	Opportunities for local community group involvement	No More than 2 Groups More than 3 Groups More than 4 Groups	0 1 2 3	3
	Training and skills to be provided to local volunteers	No Yes	0 2	2
	Not for profit organisation	No Yes	1 2	1
Economic Benefit	Opportunities for local business involvement	No Yes More than 3	0 1 2	2
	Origin of attendees anticipated	Hawkesbury Outside LGA	1 2	1
	Anticipated number of people staying overnight	< 100 People 100 to 200 People > 200 People	1 2 3	1
	Estimated \$ impact (anticipated revenue generated)	< \$100,000 \$100,000 to \$500,000	1 2	1
Community Strategic Plan	Support revitalisation of town centres	No Yes	0 2	2
	Develop vibrant town centres with business growth and community connection	No Yes	0 2	2
	Assist town centres and villages to become vibrant local hubs	No Yes	0 2	2
	Events which create Hawkesbury community connections and resilience	No Yes	0 2	2
	Events that celebrate our Rivers or riverside locations	No Yes	0 2	0
	Venue has disability access	No Yes	0 2	2
Image and Profile	Ability to link or coordinate with other events held at the same time of the year	No Yes	0 2	0
Culture and Heritage	Use of Hawkesbury heritage site	No Yes	0 2	0
	Involvement of local artists	No Yes	0 2	0
	Involvement of local musicians	No Yes	0 2	2

Objective	Criteria	Score Options	Score	Event Score
Promotional Brand Exposure	Local/District promotion	No Local Regional	0 1 2	1
	Attract State/National promotion	No State National	0 1 2	0
	International exposure	No Some Good High	0 1 2 3	0
	Consistent with the Hawkesbury brand	Not consistent Somewhat consistent Consistent Highly consistent	0 1 2 3	2
	Provision of marketing strategy	No Yes	0 2	2
Attendee Appeal	Appeal to wide demographic	Specialised interest Age or interest group Universal appeal	0 1 2	2
	Number of attendees	< 500 Attendees 500 - 1000 Attendees > 1000 Attendees	1 2 3	3
	Open to the general public	No Yes	0 1	1
Legacy	Opportunity to grow the event	No Yes	0 2	2
	Proven track record	No Yes	0 2	2
Viability	Adequacy of budget proposal	No Yes	0 2	2
	Multiple funding sources	No Yes	1 2	2
	State/other Government funding secured	No Yes	1 2	1
	Strong business model	No Yes	1 2	2
	Governance model in place	No Yes	0 2	2

Total Score

49

Assessment Criteria Matrix

Event Name:	Music in the Park
Event Location:	Memorial Park Kurrajong
Event Date:	15 February 2020

Objective	Criteria	Score Options	Score	Event Score
Community connections and resilience	Create community partnerships	No Yes More than 3 Partnerships	0 1 2	2
	Opportunities for local community group involvement	No More than 2 Groups More than 3 Groups More than 4 Groups	0 1 2 3	3
	Training and skills to be provided to local volunteers	No Yes	0 2	2
	Not for profit organisation	No Yes	1 2	2
Economic Benefit	Opportunities for local business involvement	No Yes More than 3	0 1 2	2
	Origin of attendees anticipated	Hawkesbury Outside LGA	1 2	1
	Anticipated number of people staying overnight	< 100 People 100 to 200 People > 200 People	1 2 3	1
	Estimated \$ impact (anticipated revenue generated)	< \$100,000 \$100,000 to \$500,000	1 2	1
Community Strategic Plan	Support revitalisation of town centres	No Yes	0 2	2
	Develop vibrant town centres with business growth and community connection	No Yes	0 2	2
	Assist town centres and villages to become vibrant local hubs	No Yes	0 2	2
	Events which create Hawkesbury community connections and resilience	No Yes	0 2	2
	Events that celebrate our Rivers or riverside locations	No Yes	0 2	0
	Venue has disability access	No Yes	0 2	2
Image and Profile	Ability to link or coordinate with other events held at the same time of the year	No Yes	0 2	0
Culture and Heritage	Use of Hawkesbury heritage site	No Yes	0 2	2
	Involvement of local artists	No Yes	0 2	0
	Involvement of local musicians	No Yes	0 2	2

Objective	Criteria	Score Options	Score	Event Score
Promotional Brand Exposure	Local/District promotion	No Local Regional	0 1 2	1
	Attract State/National promotion	No State National	0 1 2	0
	International exposure	No Some Good High	0 1 2 3	0
	Consistent with the Hawkesbury brand	Not consistent Somewhat consistent Consistent Highly consistent	0 1 2 3	2
	Provision of marketing strategy	No Yes	0 2	2
Attendee Appeal	Appeal to wide demographic	Specialised interest Age or interest group Universal appeal	0 1 2	2
	Number of attendees	< 500 Attendees 500 - 1000 Attendees > 1000 Attendees	1 2 3	2
	Open to the general public	No Yes	0 1	1
Legacy	Opportunity to grow the event	No Yes	0 2	2
	Proven track record	No Yes	0 2	2
Viability	Adequacy of budget proposal	No Yes	0 2	2
	Multiple funding sources	No Yes	1 2	2
	State/other Government funding secured	No Yes	1 2	1
	Strong business model	No Yes	1 2	2
	Governance model in place	No Yes	0 2	2

Total Score

51

Assessment Criteria Matrix

Event Name:	Dinner by The River
Event Location:	Governor Phillip Park, Windsor
Event Date:	27 September 2019

Objective	Criteria	Score Options	Score	Event Score
Community connections and resilience	Create community partnerships	No Yes More than 3 Partnerships	0 1 2	1
	Opportunities for local community group involvement	No More than 2 Groups More than 3 Groups More than 4 Groups	0 1 2 3	3
	Training and skills to be provided to local volunteers	No Yes	0 2	2
	Not for profit organisation	No Yes	1 2	1
Economic Benefit	Opportunities for local business involvement	No Yes More than 3	0 1 2	2
	Origin of attendees anticipated	Hawkesbury Outside LGA	1 2	2
	Anticipated number of people staying overnight	< 100 People 100 to 200 People > 200 People	1 2 3	1
	Estimated \$ impact (anticipated revenue generated)	< \$100,000 \$100,000 to \$500,000	1 2	1
Community Strategic Plan	Support revitalisation of town centres	No Yes	0 2	0
	Develop vibrant town centres with business growth and community connection	No Yes	0 2	0
	Assist town centres and villages to become vibrant local hubs	No Yes	0 2	0
	Events which create Hawkesbury community connections and resilience	No Yes	0 2	2
	Events that celebrate our Rivers or riverside locations	No Yes	0 2	2
	Venue has disability access	No Yes	0 2	2
Image and Profile	Ability to link or coordinate with other events held at the same time of the year	No Yes	0 2	0
Culture and Heritage	Use of Hawkesbury heritage site	No Yes	0 2	0
	Involvement of local artists	No Yes	0 2	0
	Involvement of local musicians	No Yes	0 2	2

Objective	Criteria	Score Options	Score	Event Score
Promotional Brand Exposure	Local/District promotion	No Local Regional	0 1 2	2
	Attract State/National promotion	No State National	0 1 2	0
	International exposure	No Some Good High	0 1 2 3	0
	Consistent with the Hawkesbury brand	Not consistent Somewhat consistent Consistent Highly consistent	0 1 2 3	2
	Provision of marketing strategy	No Yes	0 2	2
Attendee Appeal	Appeal to wide demographic	Specialised interest Age or interest group Universal appeal	0 1 2	2
	Number of attendees	< 500 Attendees 500 - 1000 Attendees > 1000 Attendees	1 2 3	1
	Open to the general public	No Yes	0 1	1
Legacy	Opportunity to grow the event	No Yes	0 2	2
	Proven track record	No Yes	0 2	0
Viability	Adequacy of budget proposal	No Yes	0 2	2
	Multiple funding sources	No Yes	1 2	1
	State/other Government funding secured	No Yes	1 2	1
	Strong business model	No Yes	1 2	2
	Governance model in place	No Yes	0 2	2

Total Score

41

Assessment Criteria Matrix

Event Name:	Richmond Good Food Markets
Event Location:	Richmond Park
Event Date:	Every Saturday

Objective	Criteria	Score Options	Score	Event Score
Community connections and resilience	Create community partnerships	No Yes More than 3 Partnerships	0 1 2	2
	Opportunities for local community group involvement	No More than 2 Groups More than 3 Groups More than 4 Groups	0 1 2 3	1
	Training and skills to be provided to local volunteers	No Yes	0 2	0
	Not for profit organisation	No Yes	1 2	1
Economic Benefit	Opportunities for local business involvement	No Yes More than 3	0 1 2	2
	Origin of attendees anticipated	Hawkesbury Outside LGA	1 2	1
	Anticipated number of people staying overnight	< 100 People 100 to 200 People > 200 People	1 2 3	1
	Estimated \$ impact (anticipated revenue generated)	< \$100,000 \$100,000 to \$500,000	1 2	1
Community Strategic Plan	Support revitalisation of town centres	No Yes	0 2	2
	Develop vibrant town centres with business growth and community connection	No Yes	0 2	2
	Assist town centres and villages to become vibrant local hubs	No Yes	0 2	2
	Events which create Hawkesbury community connections and resilience	No Yes	0 2	2
	Events that celebrate our Rivers or riverside locations	No Yes	0 2	0
	Venue has disability access	No Yes	0 2	2
Image and Profile	Ability to link or coordinate with other events held at the same time of the year	No Yes	0 2	2
Culture and Heritage	Use of Hawkesbury heritage site	No Yes	0 2	2
	Involvement of local artists	No Yes	0 2	0
	Involvement of local musicians	No Yes	0 2	0

Objective	Criteria	Score Options	Score	Event Score
Promotional Brand Exposure	Local/District promotion	No Local Regional	0 1 2	2
	Attract State/National promotion	No State National	0 1 2	0
	International exposure	No Some Good High	0 1 2 3	0
	Consistent with the Hawkesbury brand	Not consistent Somewhat consistent Consistent Highly consistent	0 1 2 3	3
	Provision of marketing strategy	No Yes	0 2	2
Attendee Appeal	Appeal to wide demographic	Specialised interest Age or interest group Universal appeal	0 1 2	2
	Number of attendees	< 500 Attendees 500 - 1000 Attendees > 1000 Attendees	1 2 3	1
	Open to the general public	No Yes	0 1	1
Legacy	Opportunity to grow the event	No Yes	0 2	2
	Proven track record	No Yes	0 2	2
Viability	Adequacy of budget proposal	No Yes	0 2	2
	Multiple funding sources	No Yes	1 2	1
	State/other Government funding secured	No Yes	1 2	1
	Strong business model	No Yes	1 2	2
	Governance model in place	No Yes	0 2	2

Total Score

47

Assessment Criteria Matrix

Event Name: Showdown at the Showground

Event Location: Hawkesbury Showground

Event Date: 9 - 10 November 2019

Objective	Criteria	Score Options	Score	Event Score
Community connections and resilience	Create community partnerships	No Yes More than 3 Partnerships	0 1 2	1
	Opportunities for local community group involvement	No More than 2 Groups More than 3 Groups More than 4 Groups	0 1 2 3	2
	Training and skills to be provided to local volunteers	No Yes	0 2	2
	Not for profit organisation	No Yes	1 2	1
Economic Benefit	Opportunities for local business involvement	No Yes More than 3	0 1 2	2
	Origin of attendees anticipated	Hawkesbury Outside LGA	1 2	2
	Anticipated number of people staying overnight	< 100 People 100 to 200 People > 200 People	1 2 3	1
	Estimated \$ impact (anticipated revenue generated)	< \$100,000 \$100,000 to \$500,000	1 2	2
Community Strategic Plan	Support revitalisation of town centres	No Yes	0 2	0
	Develop vibrant town centres with business growth and community connection	No Yes	0 2	0
	Assist town centres and villages to become vibrant local hubs	No Yes	0 2	0
	Events which create Hawkesbury community connections and resilience	No Yes	0 2	2
	Events that celebrate our Rivers or riverside locations	No Yes	0 2	0
	Venue has disability access	No Yes	0 2	2
Image and Profile	Ability to link or coordinate with other events held at the same time of the year	No Yes	0 2	0
Culture and Heritage	Use of Hawkesbury heritage site	No Yes	0 2	0
	Involvement of local artists	No Yes	0 2	0
	Involvement of local musicians	No Yes	0 2	2

Objective	Criteria	Score Options	Score	Event Score
Promotional Brand Exposure	Local/District promotion	No Local Regional	0 1 2	2
	Attract State/National promotion	No State National	0 1 2	0
	International exposure	No Some Good High	0 1 2 3	0
	Consistent with the Hawkesbury brand	Not consistent Somewhat consistent Consistent Highly consistent	0 1 2 3	1
	Provision of marketing strategy	No Yes	0 2	0
Attendee Appeal	Appeal to wide demographic	Specialised interest Age or interest group Universal appeal	0 1 2	2
	Number of attendees	< 500 Attendees 500 - 1000 Attendees > 1000 Attendees	1 2 3	3
	Open to the general public	No Yes	0 1	1
Legacy	Opportunity to grow the event	No Yes	0 2	2
	Proven track record	No Yes	0 2	2
Viability	Adequacy of budget proposal	No Yes	0 2	2
	Multiple funding sources	No Yes	1 2	1
	State/other Government funding secured	No Yes	1 2	1
	Strong business model	No Yes	1 2	2
	Governance model in place	No Yes	0 2	2

Total Score

40

Assessment Criteria Matrix

Event Name: Windsor Artisan Market

Event Location: Windsor Mall

Event Date: 19 September 2019

Objective	Criteria	Score Options	Score	Event Score
Community connections and resilience	Create community partnerships	No Yes More than 3 Partnerships	0 1 2	2
	Opportunities for local community group involvement	No More than 2 Groups More than 3 Groups More than 4 Groups	0 1 2 3	2
	Training and skills to be provided to local volunteers	No Yes	0 2	2
	Not for profit organisation	No Yes	1 2	2
Economic Benefit	Opportunities for local business involvement	No Yes More than 3	0 1 2	2
	Origin of attendees anticipated	Hawkesbury Outside LGA	1 2	1
	Anticipated number of people staying overnight	< 100 People 100 to 200 People > 200 People	1 2 3	1
	Estimated \$ impact (anticipated revenue generated)	< \$100,000 \$100,000 to \$500,000	1 2	1
Community Strategic Plan	Support revitalisation of town centres	No Yes	0 2	2
	Develop vibrant town centres with business growth and community connection	No Yes	0 2	2
	Assist town centres and villages to become vibrant local hubs	No Yes	0 2	2
	Events which create Hawkesbury community connections and resilience	No Yes	0 2	2
	Events that celebrate our Rivers or riverside locations	No Yes	0 2	0
	Venue has disability access	No Yes	0 2	2
Image and Profile	Ability to link or coordinate with other events held at the same time of the year	No Yes	0 2	0
Culture and Heritage	Use of Hawkesbury heritage site	No Yes	0 2	0
	Involvement of local artists	No Yes	0 2	2
	Involvement of local musicians	No Yes	0 2	0

Objective	Criteria	Score Options	Score	Event Score
Promotional Brand Exposure	Local/District promotion	No Local Regional	0 1 2	1
	Attract State/National promotion	No State National	0 1 2	0
	International exposure	No Some Good High	0 1 2 3	0
	Consistent with the Hawkesbury brand	Not consistent Somewhat consistent Consistent Highly consistent	0 1 2 3	2
	Provision of marketing strategy	No Yes	0 2	2
Attendee Appeal	Appeal to wide demographic	Specialised interest Age or interest group Universal appeal	0 1 2	2
	Number of attendees	< 500 Attendees 500 - 1000 Attendees > 1000 Attendees	1 2 3	1
	Open to the general public	No Yes	0 1	1
Legacy	Opportunity to grow the event	No Yes	0 2	2
	Proven track record	No Yes	0 2	0
Viability	Adequacy of budget proposal	No Yes	0 2	2
	Multiple funding sources	No Yes	1 2	1
	State/other Government funding secured	No Yes	1 2	1
	Strong business model	No Yes	1 2	2
	Governance model in place	No Yes	0 2	2

Total Score

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Assessment Criteria Matrix

Event Name: Pitt Town Anzac Day Memorial Service

Event Location: 77 Bathurst Street, Pitt Town

Event Date: 25 April 2020

Objective	Criteria	Score Options	Score	Event Score
Community connections and resilience	Create community partnerships	No Yes More than 3 Partnerships	0 1 2	2
	Opportunities for local community group involvement	No More than 2 Groups More than 3 Groups More than 4 Groups	0 1 2 3	3
	Training and skills to be provided to local volunteers	No Yes	0 2	2
	Not for profit organisation	No Yes	1 2	2
Economic Benefit	Opportunities for local business involvement	No Yes More than 3	0 1 2	1
	Origin of attendees anticipated	Hawkesbury Outside LGA	1 2	1
	Anticipated number of people staying overnight	< 100 People 100 to 200 People > 200 People	1 2 3	1
	Estimated \$ impact (anticipated revenue generated)	< \$100,000 \$100,000 to \$500,000	1 2	1
Community Strategic Plan	Support revitalisation of town centres	No Yes	0 2	2
	Develop vibrant town centres with business growth and community connection	No Yes	0 2	2
	Assist town centres and villages to become vibrant local hubs	No Yes	0 2	2
	Events which create Hawkesbury community connections and resilience	No Yes	0 2	2
	Events that celebrate our Rivers or riverside locations	No Yes	0 2	0
	Venue has disability access	No Yes	0 2	2
Image and Profile	Ability to link or coordinate with other events held at the same time of the year	No Yes	0 2	0
Culture and Heritage	Use of Hawkesbury heritage site	No Yes	0 2	2
	Involvement of local artists	No Yes	0 2	0
	Involvement of local musicians	No Yes	0 2	2

Objective	Criteria	Score Options	Score	Event Score
Promotional Brand Exposure	Local/District promotion	No Local Regional	0 1 2	1
	Attract State/National promotion	No State National	0 1 2	0
	International exposure	No Some Good High	0 1 2 3	0
	Consistent with the Hawkesbury brand	Not consistent Somewhat consistent Consistent Highly consistent	0 1 2 3	2
	Provision of marketing strategy	No Yes	0 2	0
Attendee Appeal	Appeal to wide demographic	Specialised interest Age or interest group Universal appeal	0 1 2	2
	Number of attendees	< 500 Attendees 500 - 1000 Attendees > 1000 Attendees	1 2 3	2
	Open to the general public	No Yes	0 1	1
Legacy	Opportunity to grow the event	No Yes	0 2	2
	Proven track record	No Yes	0 2	2
Viability	Adequacy of budget proposal	No Yes	0 2	2
	Multiple funding sources	No Yes	1 2	2
	State/other Government funding secured	No Yes	1 2	1
	Strong business model	No Yes	1 2	2
	Governance model in place	No Yes	0 2	2

Total Score

48

Assessment Criteria Matrix

Event Name: Hawkesbury Show by Hawkesbury District Agricultural Association

Event Location: Hawkesbury Showground

Event Date: 1-3 May 2020

Objective	Criteria	Score Options	Score	Event Score
Community connections and resilience	Create community partnerships	No Yes More than 3 Partnerships	0 1 2	2
	Opportunities for local community group involvement	No More than 2 Groups More than 3 Groups More than 4 Groups	0 1 2 3	3
	Training and skills to be provided to local volunteers	No Yes	0 2	2
	Not for profit organisation	No Yes	1 2	2
Economic Benefit	Opportunities for local business involvement	No Yes More than 3	0 1 2	2
	Origin of attendees anticipated	Hawkesbury Outside LGA	1 2	2
	Anticipated number of people staying overnight	< 100 People 100 to 200 People > 200 People	1 2 3	2
	Estimated \$ impact (anticipated revenue generated)	< \$100,000 \$100,000 to \$500,000	1 2	2
Community Strategic Plan	Support revitalisation of town centres	No Yes	0 2	0
	Develop vibrant town centres with business growth and community connection	No Yes	0 2	2
	Assist town centres and villages to become vibrant local hubs	No Yes	0 2	0
	Events which create Hawkesbury community connections and resilience	No Yes	0 2	2
	Events that celebrate our Rivers or riverside locations	No Yes	0 2	0
	Venue has disability access	No Yes	0 2	2
Image and Profile	Ability to link or coordinate with other events held at the same time of the year	No Yes	0 2	2
Culture and Heritage	Use of Hawkesbury heritage site	No Yes	0 2	0
	Involvement of local artists	No Yes	0 2	2
	Involvement of local musicians	No Yes	0 2	2

Objective	Criteria	Score Options	Score	Event Score
Promotional Brand Exposure	Local/District promotion	No Local Regional	0 1 2	2
	Attract State/National promotion	No State National	0 1 2	2
	International exposure	No Some Good High	0 1 2 3	1
	Consistent with the Hawkesbury brand	Not consistent Somewhat consistent Consistent Highly consistent	0 1 2 3	3
	Provision of marketing strategy	No Yes	0 2	2
Attendee Appeal	Appeal to wide demographic	Specialised interest Age or interest group Universal appeal	0 1 2	2
	Number of attendees	< 500 Attendees 500 - 1000 Attendees > 1000 Attendees	1 2 3	3
	Open to the general public	No Yes	0 1	1
Legacy	Opportunity to grow the event	No Yes	0 2	2
	Proven track record	No Yes	0 2	2
Viability	Adequacy of budget proposal	No Yes	0 2	2
	Multiple funding sources	No Yes	1 2	2
	State/other Government funding secured	No Yes	1 2	1
	Strong business model	No Yes	1 2	2
	Governance model in place	No Yes	0 2	2

Total Score

58

Assessment Criteria Matrix

Event Name:	Lost Trades Fair
Event Location:	Hawkesbury Showground
Event Date:	5 - 6 October 2019

Objective	Criteria	Score Options	Score	Event Score
Community connections and resilience	Create community partnerships	No Yes More than 3 Partnerships	0 1 2	1
	Opportunities for local community group involvement	No More than 2 Groups More than 3 Groups More than 4 Groups	0 1 2 3	1
	Training and skills to be provided to local volunteers	No Yes	0 2	0
	Not for profit organisation	No Yes	1 2	0
Economic Benefit	Opportunities for local business involvement	No Yes More than 3	0 1 2	2
	Origin of attendees anticipated	Hawkesbury Outside LGA	1 2	2
	Anticipated number of people staying overnight	< 100 People 100 to 200 People > 200 People	1 2 3	1
	Estimated \$ impact (anticipated revenue generated)	< \$100,000 \$100,000 to \$500,000	1 2	2
Community Strategic Plan	Support revitalisation of town centres	No Yes	0 2	0
	Develop vibrant town centres with business growth and community connection	No Yes	0 2	0
	Assist town centres and villages to become vibrant local hubs	No Yes	0 2	0
	Events which create Hawkesbury community connections and resilience	No Yes	0 2	2
	Events that celebrate our Rivers or riverside locations	No Yes	0 2	0
	Venue has disability access	No Yes	0 2	2
Image and Profile	Ability to link or coordinate with other events held at the same time of the year	No Yes	0 2	0
Culture and Heritage	Use of Hawkesbury heritage site	No Yes	0 2	0
	Involvement of local artists	No Yes	0 2	2
	Involvement of local musicians	No Yes	0 2	0

Objective	Criteria	Score Options	Score	Event Score
Promotional Brand Exposure	Local/District promotion	No Local Regional	0 1 2	2
	Attract State/National promotion	No State National	0 1 2	0
	International exposure	No Some Good High	0 1 2 3	0
	Consistent with the Hawkesbury brand	Not consistent Somewhat consistent Consistent Highly consistent	0 1 2 3	3
	Provision of marketing strategy	No Yes	0 2	2
Attendee Appeal	Appeal to wide demographic	Specialised interest Age or interest group Universal appeal	0 1 2	2
	Number of attendees	< 500 Attendees 500 - 1000 Attendees > 1000 Attendees	1 2 3	3
	Open to the general public	No Yes	0 1	1
Legacy	Opportunity to grow the event	No Yes	0 2	2
	Proven track record	No Yes	0 2	2
Viability	Adequacy of budget proposal	No Yes	0 2	2
	Multiple funding sources	No Yes	1 2	2
	State/other Government funding secured	No Yes	1 2	1
	Strong business model	No Yes	1 2	2
	Governance model in place	No Yes	0 2	2

Total Score

40

Assessment Criteria Matrix

Event Name: St Albans Folk Festival

Event Location: St Albans

Event Date: 24-26 April 2020

Objective	Criteria	Score Options	Score	Event Score
Community connections and resilience	Create community partnerships	No Yes More than 3 Partnerships	0 1 2	2
	Opportunities for local community group involvement	No More than 2 Groups More than 3 Groups More than 4 Groups	0 1 2 3	3
	Training and skills to be provided to local volunteers	No Yes	0 2	2
	Not for profit organisation	No Yes	1 2	2
Economic Benefit	Opportunities for local business involvement	No Yes More than 3	0 1 2	2
	Origin of attendees anticipated	Hawkesbury Outside LGA	1 2	2
	Anticipated number of people staying overnight	< 100 People 100 to 200 People > 200 People	1 2 3	2
	Estimated \$ impact (anticipated revenue generated)	< \$100,000 \$100,000 to \$500,000	1 2	1
Community Strategic Plan	Support revitalisation of town centres	No Yes	0 2	2
	Develop vibrant town centres with business growth and community connection	No Yes	0 2	2
	Assist town centres and villages to become vibrant local hubs	No Yes	0 2	2
	Events which create Hawkesbury community connections and resilience	No Yes	0 2	2
	Events that celebrate our Rivers or riverside locations	No Yes	0 2	2
	Venue has disability access	No Yes	0 2	2
Image and Profile	Ability to link or coordinate with other events held at the same time of the year	No Yes	0 2	0
Culture and Heritage	Use of Hawkesbury heritage site	No Yes	0 2	2
	Involvement of local artists	No Yes	0 2	0
	Involvement of local musicians	No Yes	0 2	2

Objective	Criteria	Score Options	Score	Event Score
Promotional Brand Exposure	Local/District promotion	No Local Regional	0 1 2	2
	Attract State/National promotion	No State National	0 1 2	0
	International exposure	No Some Good High	0 1 2 3	0
	Consistent with the Hawkesbury brand	Not consistent Somewhat consistent Consistent Highly consistent	0 1 2 3	3
	Provision of marketing strategy	No Yes	0 2	0
Attendee Appeal	Appeal to wide demographic	Specialised interest Age or interest group Universal appeal	0 1 2	2
	Number of attendees	< 500 Attendees 500 - 1000 Attendees > 1000 Attendees	1 2 3	2
	Open to the general public	No Yes	0 1	1
Legacy	Opportunity to grow the event	No Yes	0 2	2
	Proven track record	No Yes	0 2	2
Viability	Adequacy of budget proposal	No Yes	0 2	2
	Multiple funding sources	No Yes	1 2	1
	State/other Government funding secured	No Yes	1 2	1
	Strong business model	No Yes	1 2	2
	Governance model in place	No Yes	0 2	2

Total Score

54

Assessment Criteria Matrix

Event Name: Hawkesbury Business Showcase

Event Location: Hawkesbury Race Club Clarendon

Event Date: 2 October 2019

Objective	Criteria	Score Options	Score	Event Score
Community connections and resilience	Create community partnerships	No Yes More than 3 Partnerships	0 1 2	0
	Opportunities for local community group involvement	No More than 2 Groups More than 3 Groups More than 4 Groups	0 1 2 3	0
	Training and skills to be provided to local volunteers	No Yes	0 2	0
	Not for profit organisation	No Yes	1 2	2
Economic Benefit	Opportunities for local business involvement	No Yes More than 3	0 1 2	2
	Origin of attendees anticipated	Hawkesbury Outside LGA	1 2	1
	Anticipated number of people staying overnight	< 100 People 100 to 200 People > 200 People	1 2 3	1
	Estimated \$ impact (anticipated revenue generated)	< \$100,000 \$100,000 to \$500,000	1 2	1
Community Strategic Plan	Support revitalisation of town centres	No Yes	0 2	2
	Develop vibrant town centres with business growth and community connection	No Yes	0 2	2
	Assist town centres and villages to become vibrant local hubs	No Yes	0 2	2
	Events which create Hawkesbury community connections and resilience	No Yes	0 2	2
	Events that celebrate our Rivers or riverside locations	No Yes	0 2	0
	Venue has disability access	No Yes	0 2	2
Image and Profile	Ability to link or coordinate with other events held at the same time of the year	No Yes	0 2	2
Culture and Heritage	Use of Hawkesbury heritage site	No Yes	0 2	0
	Involvement of local artists	No Yes	0 2	0
	Involvement of local musicians	No Yes	0 2	0

Objective	Criteria	Score Options	Score	Event Score
Promotional Brand Exposure	Local/District promotion	No Local Regional	0 1 2	2
	Attract State/National promotion	No State National	0 1 2	0
	International exposure	No Some Good High	0 1 2 3	0
	Consistent with the Hawkesbury brand	Not consistent Somewhat consistent Consistent Highly consistent	0 1 2 3	3
	Provision of marketing strategy	No Yes	0 2	2
Attendee Appeal	Appeal to wide demographic	Specialised interest Age or interest group Universal appeal	0 1 2	1
	Number of attendees	< 500 Attendees 500 - 1000 Attendees > 1000 Attendees	1 2 3	1
	Open to the general public	No Yes	0 1	0
Legacy	Opportunity to grow the event	No Yes	0 2	2
	Proven track record	No Yes	0 2	2
Viability	Adequacy of budget proposal	No Yes	0 2	1
	Multiple funding sources	No Yes	1 2	2
	State/other Government funding secured	No Yes	1 2	1
	Strong business model	No Yes	1 2	2
	Governance model in place	No Yes	0 2	2

Total Score

40

Assessment Criteria Matrix

Event Name: Bridge to Bridge Water Ski Classic

Event Location: Governor Phillip Park Windsor

Event Date: 23 - 25 November 2019

Objective	Criteria	Score Options	Score	Event Score
Community connections and resilience	Create community partnerships	No Yes More than 3 Partnerships	0 1 2	2
	Opportunities for local community group involvement	No More than 2 Groups More than 3 Groups More than 4 Groups	0 1 2 3	2
	Training and skills to be provided to local volunteers	No Yes	0 2	2
	Not for profit organisation	No Yes	1 2	2
Economic Benefit	Opportunities for local business involvement	No Yes More than 3	0 1 2	2
	Origin of attendees anticipated	Hawkesbury Outside LGA	1 2	2
	Anticipated number of people staying overnight	< 100 People 100 to 200 People > 200 People	1 2 3	3
	Estimated \$ impact (anticipated revenue generated)	< \$100,000 \$100,000 to \$500,000	1 2	1
Community Strategic Plan	Support revitalisation of town centres	No Yes	0 2	0
	Develop vibrant town centres with business growth and community connection	No Yes	0 2	0
	Assist town centres and villages to become vibrant local hubs	No Yes	0 2	0
	Events which create Hawkesbury community connections and resilience	No Yes	0 2	0
	Events that celebrate our Rivers or riverside locations	No Yes	0 2	2
	Venue has disability access	No Yes	0 2	2
Image and Profile	Ability to link or coordinate with other events held at the same time of the year	No Yes	0 2	2
Culture and Heritage	Use of Hawkesbury heritage site	No Yes	0 2	0
	Involvement of local artists	No Yes	0 2	0
	Involvement of local musicians	No Yes	0 2	0

Objective	Criteria	Score Options	Score	Event Score
Promotional Brand Exposure	Local/District promotion	No Local Regional	0 1 2	2
	Attract State/National promotion	No State National	0 1 2	2
	International exposure	No Some Good High	0 1 2 3	2
	Consistent with the Hawkesbury brand	Not consistent Somewhat consistent Consistent Highly consistent	0 1 2 3	3
	Provision of marketing strategy	No Yes	0 2	2
Attendee Appeal	Appeal to wide demographic	Specialised interest Age or interest group Universal appeal	0 1 2	2
	Number of attendees	< 500 Attendees 500 - 1000 Attendees > 1000 Attendees	1 2 3	3
	Open to the general public	No Yes	0 1	1
Legacy	Opportunity to grow the event	No Yes	0 2	2
	Proven track record	No Yes	0 2	2
Viability	Adequacy of budget proposal	No Yes	0 2	2
	Multiple funding sources	No Yes	1 2	2
	State/other Government funding secured	No Yes	1 2	0
	Strong business model	No Yes	1 2	2
	Governance model in place	No Yes	0 2	2

Total Score

47