



Hawkesbury City Council

Attachment 1
to
item 156

Detailed summary of the applications
received and the proposed level of
financial assistance to be provided

date of meeting: 25 August 2020
location: by audio-visual link
time: 6:30 p.m.

Event Name	Event date/s	Status due to COVID-19	Satisfy Eligibility Criteria	Score on the Assessment Criteria Matrix. Maximum score of 70	Requested amount (\$) and money to be spent on	In-kind request	Recommended amount (\$) and inclusions	Other Council assistance	How the event aligns with the Community Strategic Plan	Discussion	Recommendation
Richmond Good Food Market Pty Ltd	Every Saturday 1 February to 19 December 2020	Proceeding as per usual as market sells predominately food	YES	47	\$5,000	Waste and recycle bins Marketing and promotion Access to power Access to water Venue hire fee waived	\$3200 for event distribution and \$1300 for 5 waste and 5 recycling bins TOTAL = \$4500	Marketing and promotion	5.5.1 Revitalise and enhance our two significant town centres of Windsor and Richmond, to create thriving centres each with its own character that attracts residents, visitors and businesses. 5.5.2 Create active partnerships to develop a network of vibrant centres, creating opportunities for business growth and community connection. 5.5.3 Assist our town and village centres to become vibrant local hubs. 5.6.1 Foster and promote an annual program of events, festivals, sporting and cultural activities that allows our communities to connect and celebrate with one another.	An all year round food/artisan markets held within Richmond Town Centre (Richmond Park). The markets provide opportunities for local businesses, assists with bringing tourism into the Hawkesbury, celebrates the original food bowl and Hawkesbury local produce.	Consider application in Event Sponsorship Round 1 2020/2021. Council is recommending they have a COVID safe Plan in place.
Hawkesbury Food & Wine Fest	13-Jun-20	Postponed – New date 13 March	YES	42	\$5,000	Banner poles	\$2000 for event distribution TOTAL = \$2000	Marketing and promotion	2.3.1 Encourage and facilitate community partnerships 5.7.1 Working in partnership we will actively market our City and our capabilities to existing and potential businesses, visitors and investors. 5.7.2 Develop Hawkesbury tourism to enhance and strengthen opportunities within our tourism sector	This event will be held at the Hawkesbury Race Club. The event will showcase local produce, supports local business and involves community, local musicians and volunteer groups. The event aims to bring visitors to the Hawkesbury.	Consider application in Event Sponsorship Round 1 2020/2021.
Hawkesbury 120 Ski Race Classic	16, 17 and 18 October 2020	Proceeding	YES	45	\$5,000	Waste and recycle bins Marketing and promotion Access to power Access to water Venue hire fee waived	\$3200 for event distribution \$1300 for 5 waste and 5 recycling bins TOTAL= \$4500	Marketing and promotion	5.4.1 Celebrate and use our rivers for a range of recreation, leisure, tourism and event activities. 5.6.1 Foster and promote an annual program of events, festivals, sporting and cultural activities that allows our communities to connect and celebrate with one another.	An annual event held at Governor Phillip Park. The event activates the Hawkesbury River, brings tourism and over night stays to the Hawkesbury. The event has opportunity for local businesses to support the event and be involved.	Consider application in Event Sponsorship Round 1 2020/2021. Council is recommending they have a COVID safe Plan in place.
Carols in the Park	20-Dec-20	Proceeding	YES	46	\$1,500	Waste bins, venue hire fee waived	\$1500 Event distribution (can be used on waste and venue hire fee) TOTAL = \$1500	Marketing and promotion	2.3.1 Encourage and facilitate community partnerships 5.5.1 Revitalise and enhance our two significant town centres of Windsor and Richmond, to create thriving centres each with its own character that attracts residents, visitors and businesses. 5.5.2 Create active partnerships to develop a network of vibrant centres, creating opportunities for business growth and community connection. 5.5.3 Assist our town and village centres to become vibrant local hubs. 5.6.1 Foster and promote an annual program of events, festivals, sporting and cultural activities that allows our communities to connect and celebrate with one another.	An annual christmas community event held within Richmond Town Centre (Richmond Oval). The event has plenty of community groups and local business involvement, local musicians and has over 1000 people attend.	Consider application in Event Sponsorship Round 1 2020/2021. Council is recommending they have a COVID safe Plan in place.

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Light Up Windsor Festival	New dates - 11th December to 24/25 December 2020	Proceeding	YES	62	\$10,000	Marketing and promotion, banner poles, waivering of venue hire	\$5000 for event distribution TOTAL= \$5000	Marketing and promotion	<u>2.3.1</u> Encourage and facilitate community partnerships <u>5.5.1</u> Revitalise and enhance our two significant town centres of Windsor and Richmond, to create thriving centres each with its own character that attracts residents, visitors and businesses. <u>5.5.2</u> Create active partnerships to develop a network of vibrant centres, creating opportunities for business growth and community connection. <u>5.5.3</u> Assist our town and village centres to become vibrant local hubs 5.6.1 Foster and promote an annual program of events, festivals, sporting and cultural activities that allows our communities to connect and celebrate with one another. <u>5.7.1</u> Working in partnership we will actively market our City and our capabilities to existing and potential businesses, visitors and investors. <u>5.7.2</u> Develop Hawkesbury tourism to enhance and strengthen opportunities within our tourism sector	This Christmas event was started by the Windsor Business Group and has been running for more than 10 years. Now with the support of Council it has helped activate Windsor Town Centre, increased foot traffic with the local businesses, has community group involvement such as the Windsor Business Group, Windsor Girl Guides and Richmond Lions Club. The decision has been made to change the event plans due to COVID 19. Light Up Windsor with transform into a Christmas Trail which celebrates the town centre and surrounds of Windsor. The Trail will explore the town's heritage origins and contemporary cultural experiences with light	Consider application in Event Sponsorship Round 1 2020/2021.
Australiana Pioneer Village Traffic Management Plan (TMP)	TMP applicable for all events but particularly Australia Day (January 2021) and Twilight Markets (December 2020) and ongoing for future years	Proceeding	YES	50	\$5,000	Nil	\$5000 for a Traffic Management Plan for the venue. TOTAL= \$5000	Marketing and promotion	<u>2.3.1</u> Encourage and facilitate community partnerships <u>5.6.1</u> Foster and promote an annual program of events, festivals, sporting and cultural activities that allows our communities to connect and celebrate with one another. Develop Hawkesbury tourism to enhance and strengthen opportunities within our tourism sector. <u>5.7.2</u> Develop Hawkesbury tourism to enhance and strengthen opportunities within our tourism sector.	The Australiana Pioneer Village is operated by a volunteer group. They have two major events that attract approximately 3000 for each event that travel from all over Sydney. The venue itself is promoted nationally and internationally. The two events that now require a traffic management are Australia Day and their Twilight Markets. The plan will ensure the safety of their patrons.	Consider application in Event Sponsorship Round 1 2020/2021. Council is recommending they have a COVID safe Plan in place.

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Hawkesbury Business Events	Annual Program of business events	Proceeding with a new format	YES	41	\$2,000	Marketing and promotion	\$2000 for event distribution TOTAL = \$2000	Marketing and promotion	<u>2.3.1</u> Encourage and facilitate community partnerships <u>5.5.2</u> Create active partnerships to develop a network of vibrant centres, creating opportunities for business growth and community connection. <u>5.5.3</u> Assist our town and village centres to become vibrant local hubs. <u>5.6.1</u> Foster and promote an annual program of events, festivals, sporting and cultural activities that allows our communities to connect and celebrate with one another.	We are taking Hawkesbury Business Week and turning it into a full annual program of business events for the Hawkesbury. We want to inspire, acknowledge and promote innovation.	Consider application in Event Sponsorship Round 1 2020/2021. Council is recommending they have a COVID safe Plan in place.
Windsor Spectacular	New date 7-8 November TBC	Proceeding	YES	41	\$8,000	Nil	\$2000 for event distribution TOTAL = \$2000	Marketing and promotion	<u>2.3.1</u> Encourage and facilitate community partnerships <u>5.4.1</u> Celebrate and use our rivers for a range of recreation, leisure, tourism and event activities. <u>5.6.1</u> Foster and promote an annual program of events, festivals, sporting and cultural activities that allows our communities to connect and celebrate with one another.	An annual event held at Governor Phillip Park. The event activates our river, brings tourism and over night stays to the Hawkesbury. The event has oppurnity for local businesses to support the event and be involved.	Consider application in Event Sponsorship Round 1 2020/2021. Council is recommending they have a COVID safe Plan in place.
11th National Golden Retriever Championship Show & Trial	24 - 27 August 2020	Postponed - 23rd -26th August 2021	NO	33	\$4,700	Nil	Nil	Nil	NA	NA	Application to not be considered based on the information provided. The event does not meet Council's eligibility criteria.
Pound Paws Dog Day at Hawkesbury	New date TBC	Proceeding	NO	28	\$5,000	Waste and recycle bins, marketing and promotion, access to power and water, venue hire fee waived	Nil	Nil	NA	NA	Application to not considered based on the information provided. The event does not meet Council's Assessment eligibility criteria.
Hawkesbury Busking Competition	9 May 2020	Application withdrawn	NA	NA	NA	Nil	NA	NA	NA	Application withdrawn	Event Sponsorship Policy identifies that organisation can only apply for one event a year. Windsor Business Group is already applying for sponsorship for Light Up Windsor and have withdrawn their application for this

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Hawkesbury Aboriginal Reconciliation Golf Day 2020	19-Jun-20	Cancelled	NA	NA	NA	Nil	NA	NA	NA	NA	Application to be removed from application report as event was cancelled due to COVID 19
Taste of Hawkesbury	1 May - 3 May 2020	Cancelled	NA	NA	NA	Nil	NA	NA	NA	NA	Application to be removed from application report as event was cancelled due to COVID 19
Healthy Hawkesbury and Hospital Open Day	17-Oct-20	Cancelled	NA	NA	NA	Waste and recycle bins, marketing and promotion	NA	NA	NA	NA	Application to be removed from application report as event was cancelled due to COVID 19
Lost Trades Fair	24 - 25 October 2020	Cancelled	NA	NA	NA	Waste and recycle bins Marketing and promotion Access to power Access to power, fencing, signage	NA	NA	NA	NA	Application to be removed from application report as event was cancelled due to COVID 19
Kurrajong-A-Buzz	8-Nov-20	Cancelled	NA	NA	NA	NA	NA	NA	NA	NA	Application to be removed from application report as event was cancelled due to COVID 19
TOTAL					\$26,500						
AMOUNT AVAILABLE FOR 2020/2021					\$65,000						
AMOUNT ALLOCATED					\$26,500						
AMOUNT REMAINING					\$38,500						