

# COMMERCIAL EVENT ASSESSMENT CRITERIA MATRIX

<b>Organiser's Name:</b>
<b>Event Name:</b>
<b>Event Location:</b>
<b>Event Date:</b>

Objective	Criteria	Score Options	Score	Event Score
<b>Economic Benefit</b>	Opportunities for local business involvement	No Yes	0 2	
	Origin of attendees anticipated	Hawkesbury Outside LGA	1 2	
	Anticipated number of people staying overnight	< 100 People 100 to 200 People > 200 People	1 2 3	
	Revenue generated from event	< \$50,000 >\$50,000	1 2	
<b>Attendee Appeal</b>	Appeal to wide demographic	Specialised event Appeal to age group Universal Appeal	1 2 3	
	Number of attendees	<1000 1000-3000 >3000	1 2 3	
	Entry Fee	No Yes	0 1	
<b>Community Connections and Resilience</b>	Create community partnerships	No Yes	0 3	
	Opportunities for local community groups involvement	No Yes More than 2	0 2 3	
	Opportunities for community volunteers	No Yes	0 2	
<b>Sustainability</b>	Provision of a Sustainability Events Management Plan	No Yes	0 3	
	A zero waste event	No Yes	0 3	



Objective	Criteria	Score Options	Score	Event Score
<b>Arts, Culture, Heritage and Food</b>	Showcasing Hawkesbury heritage	No Yes	0 3	
	Involvement of local musicians	No Yes	0 3	
	Involvement of local artists	No Yes	0 3	
	Involvement of local food producers	No Yes	0 3	
<b>Location</b>	Events that support the revitalisation of town centres (CSP direction)	No Yes	0 2	
	Develop Vibrant town centres with opportunity for business growth and community connections (CSP direction)	No Yes	0 2	
	Events that celebrate our rivers and riverside locations (CSP direction)	No Yes	0 2	
	Hawkesbury Showground	No Yes	0 2	
	Venue is accessible	No Yes	0 2	
<b>Promotional and Brand Exposure</b>	Local/Regional promotion	No Local Regional	0 1 2	
	State/National promotion	No State National	0 1 2	
	Provisions of marketing plan/strategy	No Yes	0 2	
<b>Legacy</b>	Opportunity for event growth	No Yes	0 2	
	Multiple funding sources	No Yes	1 2	
	Event previously held in the Hawkesbury	No Yes	1 2	
	Strong business model	No Yes	0 2	

Objective	Criteria	Score Options	Score	Event Score
<b>First Nations Involvement</b>	Do you conduct a Welcome to Country at your event	No Yes	0 2	
	Do you conduct an Acknowledgement of Country at your event	No Yes	0 2	
	Do you involve a First Nations group at your event	No Yes	0 2	
<b>Council Support (answer one only)</b>	Event has been supported by Council for more than 2 years	Yes	1	
	Event has been supported by Council for less than 2 years	Yes	2	
	Event has not been supported by Council	Yes	3	

**TOTAL SCORE**