

COMMUNITY EVENT ASSESSMENT CRITERIA MATRIX

Organiser's Name:
Event Name:
Event Location:
Event Date:

Objective	Criteria	Score Options	Score	Event Score
Attendee Appeal	Appeal to wide demographic	Specialised event Appeal to age group Universal Appeal	1 2 3	
	Number of attendees	<500 500-1000 >1000	0 1 2	
	Free Event	No Yes	0 1	
	Create community partnerships	No Yes	0 3	
	Opportunities for local community group involvement	No Yes More than 2 groups	0 2 3	
	Opportunity for community volunteers	No Yes	0 3	
Economic Benefit	Opportunities for local business involvement	No Yes	0 2	
	Origin of attendees	Hawkesbury Outside LGA	2 1	
	Revenue generated from event	<\$20,000 >\$20,000	1 2	
Sustainability	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
Venues/Location	Events that support revitalisation of town centres (CSP direction)	No Yes	0 2	
	Develop vibrant town centres with business growth and community connection (CSP direction)	No Yes	0 2	
	Events that celebrate our rivers or riverside locations (CSP direction)	No Yes	0 2	
	Hawkesbury Showground	No Yes	0 2	
	Venue is accessible	No Yes	0 2	
Arts, Culture, Heritage and Food	Showcasing Hawkesbury heritage	No Yes	0 2	
	Involvement of local artists	No Yes	0 2	
	Involvement of local musicians	No Yes	0 2	
	Involvement of local food producers	No Yes	0 2	
Promotional and Brand Exposure	Local/Regional promotions	No Local Regional	0 1 2	
	State promotion	No Yes	0 2	
	Provision of marketing strategy	No Yes	0 2	
Legacy	Opportunity to grow the event	No Yes	0 1	
	Multiple funding sources	No Yes	1 2	
	Event previously has been held in the Hawkesbury	No Yes	1 2	
	Strong business model	No Yes	0 1	
First Nations Involvement	Do you conduct a Welcome to Country at your event	No Yes	0 2	
	Do you involve a First Nations people at your event	No Yes	0 2	

	Do you conduct an Acknowledgement of Country at your event?	No Yes	0 2	
Council Support (answer one only)	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