



Attachment 2 to Item 4.2.3

Community and Commercial Events
Assessment Criteria Matrix for the Event
Sponsorship Application under Round 1 Event
Sponsorship Program 2023/2024

Date of meeting: 21 November 2023
Location: Council Chambers
Time: 6:30 p.m.

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	
Community connections and resilience	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

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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

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	
Community connections and resilience	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

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	
Community connections and resilience	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

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	
Community connections and resilience	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

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	
Community connections and resilience	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	
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	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

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	
Community connections and resilience	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	
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	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

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	
Community connections and resilience	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

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	
Community connections and resilience	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

COMMERCIAL EVENT ASSESSMENT CRITERIA MATRIX

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

Objective	Criteria	Score Options	Score	Event Score
Economic Benefit	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	
Attendee Appeal	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	
Community Connections and Resilience	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	
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
Arts, Culture, Heritage and Food	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	
Location	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	
Promotional and Brand Exposure	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	
Legacy	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
First Nations Involvement	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	
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

COMMERCIAL EVENT ASSESSMENT CRITERIA MATRIX

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

Objective	Criteria	Score Options	Score	Event Score
Economic Benefit	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	
Attendee Appeal	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	
Community Connections and Resilience	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	
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
Arts, Culture, Heritage and Food	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	
Location	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	
Promotional and Brand Exposure	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	
Legacy	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
First Nations Involvement	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	
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

COMMERCIAL EVENT ASSESSMENT CRITERIA MATRIX

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

Objective	Criteria	Score Options	Score	Event Score
Economic Benefit	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	
Attendee Appeal	Appeal to wide demographic	Specialised event Appeal to age group Universal Appeal	1 2 3	
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	Entry Fee	No Yes	0 1	
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	Opportunities for local community groups involvement	No Yes More than 2	0 2 3	
	Opportunities for community volunteers	No Yes	0 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
Arts, Culture, Heritage and Food	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	
Location	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	
Promotional and Brand Exposure	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	
Legacy	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
First Nations Involvement	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	
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

COMMERCIAL EVENT ASSESSMENT CRITERIA MATRIX

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

Objective	Criteria	Score Options	Score	Event Score
Economic Benefit	Opportunities for local business involvement	No Yes	0 2	
	Origin of attendees anticipated	Hawkesbury Outside LGA	1 2	
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	Opportunities for local community groups involvement	No Yes More than 2	0 2 3	
	Opportunities for community volunteers	No Yes	0 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
Arts, Culture, Heritage and Food	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	
Location	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	
Promotional and Brand Exposure	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	
Legacy	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
First Nations Involvement	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	
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