



Attachment 3 to Item 182

Commercial Events Assessment
Criteria Matrix for the Event
Sponsorship Application under
Round 1 Event Sponsorship
Program 2022/2023

Date of meeting: 15 November 2022
Location: Council Chambers
Time: 6:30 p.m.

COMMERCIAL EVENT ASSESSMENT CRITERIA MATRIX

Organiser's Name: Prismatic Group Pty Ltd
Event Name: Big Hawkesbury Bushdance
Event Location: Hawkesbury Showground
Event Date: 18 February 2023

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



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

Objective	Criteria	Score Options	Score	Event Score
Council Support (answer one only)	Event has been supported by Council for more than 2 years	Yes	1	<input type="checkbox"/>
	Event has been supported by Council for less than 2 years	Yes	2	<input type="checkbox"/>
	Event has not been supported by Council	Yes	3	<input checked="" type="checkbox"/>

TOTAL SCORE

46

COMMERCIAL EVENT ASSESSMENT CRITERIA MATRIX

Organiser's Name: Collectors Plant Fair Sydney
Event Name: Collector's Plant Fair
Event Location: Hawkesbury Race Club
Event Date: 15-16 April 2023

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



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

Objective	Criteria	Score Options	Score	Event Score
Council Support (answer one only)	Event has been supported by Council for more than 2 years	Yes	1	<input type="checkbox"/>
	Event has been supported by Council for less than 2 years	Yes	2	<input checked="" type="checkbox"/>
	Event has not been supported by Council	Yes	3	<input type="checkbox"/>

TOTAL SCORE

COMMERCIAL EVENT ASSESSMENT CRITERIA MATRIX

Organiser's Name: Max Adventure Pty Ltd/ Mark Roberts
Event Name: Convict 100 - Mountain Bike Race
Event Location: St Albans and Surrounding Trails
Event Date: 5-6 May 2023

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



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

Objective	Criteria	Score Options	Score	Event Score
Council Support (answer one only)	Event has been supported by Council for more than 2 years	Yes	1	<input type="checkbox"/>
	Event has been supported by Council for less than 2 years	Yes	2	<input type="checkbox"/>
	Event has not been supported by Council	Yes	3	<input checked="" type="checkbox"/>

TOTAL SCORE

54

COMMERCIAL EVENT ASSESSMENT CRITERIA MATRIX

Organiser's Name: Fantasia Showstoppers Inc
Event Name: Disney Frozen Junior Musical Theatre Production
Event Location: Windsor Function Centre, 7 Dight Street Windsor
Event Date: 20-23 April 2023

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



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

Objective	Criteria	Score Options	Score	Event Score
Council Support (answer one only)	Event has been supported by Council for more than 2 years	Yes	1	<input type="checkbox"/>
	Event has been supported by Council for less than 2 years	Yes	2	<input type="checkbox"/>
	Event has not been supported by Council	Yes	3	<input checked="" type="checkbox"/>

TOTAL SCORE

32

COMMERCIAL EVENT ASSESSMENT CRITERIA MATRIX

Organiser's Name: Lynwood Country Club
Event Name: Lynwood Christmas Spectacular
Event Location: Lynwood Country Club
Event Date: 10 December 2022

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



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

Objective	Criteria	Score Options	Score	Event Score
Council Support (answer one only)	Event has been supported by Council for more than 2 years	Yes	1	<input type="checkbox"/>
	Event has been supported by Council for less than 2 years	Yes	2	<input type="checkbox"/>
	Event has not been supported by Council	Yes	3	<input checked="" type="checkbox"/>

TOTAL SCORE

50

COMMERCIAL EVENT ASSESSMENT CRITERIA MATRIX

Organiser's Name: St Albans Village Market / Diana Furneyvall
Event Name: St Albans Village Market
Event Location: Private Property in the St Albans Town Centre - 2 Wharf St, St Albans
Event Date: Monthly Market - 2 Day Format

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



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

Objective	Criteria	Score Options	Score	Event Score
Council Support (answer one only)	Event has been supported by Council for more than 2 years	Yes	1	<input type="checkbox"/>
	Event has been supported by Council for less than 2 years	Yes	2	<input type="checkbox"/>
	Event has not been supported by Council	Yes	3	<input checked="" type="checkbox"/>

TOTAL SCORE

53

COMMERCIAL EVENT ASSESSMENT CRITERIA MATRIX

Organiser's Name: Prismatic Group Pty Ltd
Event Name: Hawkesbury and Beyond Tourism Conference and Expo
Event Location: Hawkesbury Race Club/Windsor Function Centre
Event Date: 7-9 March 2023

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



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

Objective	Criteria	Score Options	Score	Event Score
Council Support (answer one only)	Event has been supported by Council for more than 2 years	Yes	1	<input type="checkbox"/>
	Event has been supported by Council for less than 2 years	Yes	2	<input type="checkbox"/>
	Event has not been supported by Council	Yes	3	<input checked="" type="checkbox"/>

TOTAL SCORE

51

COMMERCIAL EVENT ASSESSMENT CRITERIA MATRIX

Organiser's Name: Prismatic Group Pty Ltd
Event Name: Hawkesbury Expo 2023
Event Location: Hawkesbury Race Club
Event Date: 10-11 March 2023

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



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

Objective	Criteria	Score Options	Score	Event Score
Council Support (answer one only)	Event has been supported by Council for more than 2 years	Yes	1	<input type="checkbox"/>
	Event has been supported by Council for less than 2 years	Yes	2	<input type="checkbox"/>
	Event has not been supported by Council	Yes	3	<input checked="" type="checkbox"/>

TOTAL SCORE

44

COMMERCIAL EVENT ASSESSMENT CRITERIA MATRIX

Organiser's Name: Sydney Vaulting Group/ Lyn Lynch
Event Name: Sydney Vaulting Group Official Competition
Event Location: Heritage Horse Park 31 Palmer St Windsor
Event Date: 1-2 April 23

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



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	Involvement of local artists	No Yes	0 3	<input type="text" value="0"/>
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Location	Events that support the revitalisation of town centres (CSP direction)	No Yes	0 2	<input type="text" value="0"/>
	Develop Vibrant town centres with opportunity for business growth and community connections (CSP direction)	No Yes	0 2	<input type="text" value="0"/>
	Events that celebrate our rivers and riverside locations (CSP direction)	No Yes	0 2	<input type="text" value="0"/>
	Hawkesbury Showground	No Yes	0 2	<input type="text" value="0"/>
	Venue is accessible	No Yes	0 2	<input type="text" value="2"/>
Promotional and Brand Exposure	Local/Regional promotion	No Local Regional	0 1 2	<input type="text"/>
	State/National promotion	No State National	0 1 2	<input type="text" value="0"/>
	Provisions of marketing plan/strategy	No Yes	0 2	<input type="text" value="0"/>
Legacy	Opportunity for event growth	No Yes	0 2	<input type="text" value="2"/>
	Multiple funding sources	No Yes	1 2	<input type="text" value="2"/>
	Event previously held in the Hawkesbury	No Yes	1 2	<input type="text" value="2"/>
	Strong business model	No Yes	0 2	<input type="text" value="2"/>

Objective	Criteria	Score Options	Score	Event Score
Council Support (answer one only)	Event has been supported by Council for more than 2 years	Yes	1	<input type="checkbox"/>
	Event has been supported by Council for less than 2 years	Yes	2	<input type="checkbox"/>
	Event has not been supported by Council	Yes	3	<input checked="" type="checkbox"/>

TOTAL SCORE

COMMERCIAL EVENT ASSESSMENT CRITERIA MATRIX

Organiser's Name: Daniel McTackett / Richmond Good Food Market Pty Ltd
Event Name: Richmond Food Good Market
Event Location: Richmond Park
Event Date: Every Saturday 2023

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



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

Objective	Criteria	Score Options	Score	Event Score
Council Support (answer one only)	Event has been supported by Council for more than 2 years	Yes	1	<input type="checkbox"/>
	Event has been supported by Council for less than 2 years	Yes	2	<input checked="" type="checkbox"/>
	Event has not been supported by Council	Yes	3	<input type="checkbox"/>

TOTAL SCORE

COMMERCIAL EVENT ASSESSMENT CRITERIA MATRIX

Organiser's Name: Prismatic Group PTY LTD
Event Name: Hawkesbury Business Awards
Event Location: Hawkesbury Race Club
Event Date: 19 May 23

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



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

Objective	Criteria	Score Options	Score	Event Score
Council Support (answer one only)	Event has been supported by Council for more than 2 years	Yes	1	<input type="checkbox"/>
	Event has been supported by Council for less than 2 years	Yes	2	<input type="checkbox"/>
	Event has not been supported by Council	Yes	3	<input checked="" type="checkbox"/>

TOTAL SCORE

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