



Attachment 2 to Item 51

Assessment Criteria Matrix's for
the ten Event Sponsorship
Applications under Round 1 Event
Sponsorship Program 2021/2022

Date of meeting: 8 March 2022
Location: By audio-visual link
Time: 6:30 p.m.

COMMERCIAL EVENT ASSESSMENT CRITERIA MATRIX

Event Name: Hawkesbury 120
Event Location: Governor Phillip Park
Event Date: 26/ 27 March 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	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	1
Attendee Appeal	Appeal to wide demographic	Specialised event Appeal to age group Universal Appeal	1 2 3	2
	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	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="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="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="2"/>
	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="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="text" value="1"/>
	Event has been supported by Council for less than 2 years	Yes	2	<input type="text" value="0"/>
	Event has not been supported by Council	Yes	3	<input type="text" value="0"/>

TOTAL SCORE

COMMUNITY EVENT ASSESSMENT CRITERIA MATRIX

Event Name: Hawkesbury Canoe Classic
Event Location: Macquarie Park
Event Date: 29/ 30 October 2022

Objective	Criteria	Score Options	Score	Event Score
Attendee Appeal	Appeal to wide demographic	Specialised event Appeal to age group Universal Appeal	1 2 3	2
	Number of attendees	<500 500-1000 >1000	0 1 2	2
	Free Event	No Yes	0 1	1
Community connections and resilience	Create community partnerships	No Yes	0 3	3
	Opportunities for local community group involvement	No Yes More than 2 groups	0 2 3	3
	Opportunity for community volunteers	No Yes	0 3	3
Economic Benefit	Opportunities for local business involvement	No Yes	0 2	2
	Origin of attendees	Hawkesbury Outside LGA	2 1	1
	Revenue generated from event	<\$20,000 >\$20,000	1 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
Venues/Location	Events that support revitalisation of town centres (CSP direction)	No Yes	0 2	<input type="text" value="0"/>
	Develop vibrant town centres with business growth and community connection (CSP direction)	No Yes	0 2	<input type="text" value="0"/>
	Events that celebrate our rivers or 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="2"/>
Arts, Culture, Heritage and Food	Showcasing Hawkesbury heritage	No Yes	0 2	<input type="text" value="0"/>
	Involvement of local artists	No Yes	0 2	<input type="text" value="0"/>
	Involvement of local musicians	No Yes	0 2	<input type="text" value="0"/>
	Involvement of local food producers	No Yes	0 2	<input type="text" value="2"/>
Promotional and Brand Exposure	Local/Regional promotions	No Local Regional	0 1 2	<input type="text" value="2"/>
	State promotion	No Yes	0 2	<input type="text" value="2"/>
	Provision of marketing strategy	No Yes	0 2	<input type="text" value="0"/>
Legacy	Opportunity to grow the event	No Yes	0 1	<input type="text" value="1"/>
	Multiple funding sources	No Yes	1 2	<input type="text" value="2"/>
	Event previously has been held in the Hawkesbury	No Yes	1 2	<input type="text" value="2"/>
	Strong business model	No Yes	0 1	<input type="text" value="1"/>
Council Support (answer one only)	Event has been supported by Council for more than 2 years	Yes	1	<input type="text" value="0"/>
	Event has been supported by Council for less than 2 years	Yes	2	<input type="text" value="0"/>
	Event has not been supported by Council	Yes	3	<input type="text" value="3"/>

TOTAL SCORE

COMMERCIAL EVENT ASSESSMENT CRITERIA MATRIX

Event Name: Collectors Plant Fair
Event Location: Hawkesbury Race Club
Event Date: 9/ 10 April 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	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	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="0"/>
	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="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="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="text" value="0"/>
	Event has been supported by Council for less than 2 years	Yes	2	<input type="text" value="0"/>
	Event has not been supported by Council	Yes	3	<input type="text" value="3"/>

TOTAL SCORE

COMMERCIAL EVENT ASSESSMENT CRITERIA MATRIX

Event Name: Hawkesbury Home Show
Event Location: Hawkesbury Showground
Event Date: September 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	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	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="0"/>
	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="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="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="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="1"/>
	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="text" value="0"/>
	Event has been supported by Council for less than 2 years	Yes	2	<input type="text" value="0"/>
	Event has not been supported by Council	Yes	3	<input type="text" value="3"/>

TOTAL SCORE

COMMUNITY EVENT ASSESSMENT CRITERIA MATRIX

Event Name: Hawkesbury Show
Event Location: Hawkesbury Showground
Event Date: 6-8 May 2022

Objective	Criteria	Score Options	Score	Event Score
Attendee Appeal	Appeal to wide demographic	Specialised event Appeal to age group Universal Appeal	1 2 3	3
	Number of attendees	<500 500-1000 >1000	0 1 2	2
	Free Event	No Yes	0 1	0
Community connections and resilience	Create community partnerships	No Yes	0 3	3
	Opportunities for local community group involvement	No Yes More than 2 groups	0 2 3	3
	Opportunity for community volunteers	No Yes	0 3	3
Economic Benefit	Opportunities for local business involvement	No Yes	0 2	2
	Origin of attendees	Hawkesbury Outside LGA	2 1	1
	Revenue generated from event	<\$20,000 >\$20,000	1 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
Venues/Location	Events that support revitalisation of town centres (CSP direction)	No Yes	0 2	<input type="text" value="0"/>
	Develop vibrant town centres with business growth and community connection (CSP direction)	No Yes	0 2	<input type="text" value="0"/>
	Events that celebrate our rivers or 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"/>
Arts, Culture, Heritage and Food	Showcasing Hawkesbury heritage	No Yes	0 2	<input type="text" value="2"/>
	Involvement of local artists	No Yes	0 2	<input type="text" value="2"/>
	Involvement of local musicians	No Yes	0 2	<input type="text" value="2"/>
	Involvement of local food producers	No Yes	0 2	<input type="text" value="2"/>
Promotional and Brand Exposure	Local/Regional promotions	No Local Regional	0 1 2	<input type="text" value="2"/>
	State promotion	No Yes	0 2	<input type="text" value="2"/>
	Provision of marketing strategy	No Yes	0 2	<input type="text" value="0"/>
Legacy	Opportunity to grow the event	No Yes	0 1	<input type="text" value="1"/>
	Multiple funding sources	No Yes	1 2	<input type="text" value="2"/>
	Event previously has been held in the Hawkesbury	No Yes	1 2	<input type="text" value="2"/>
	Strong business model	No Yes	0 1	<input type="text" value="1"/>
Council Support (answer one only)	Event has been supported by Council for more than 2 years	Yes	1	<input type="text" value="1"/>
	Event has been supported by Council for less than 2 years	Yes	2	<input type="text" value="0"/>
	Event has not been supported by Council	Yes	3	<input type="text" value="0"/>

TOTAL SCORE

COMMUNITY EVENT ASSESSMENT CRITERIA MATRIX

Event Name: Hawkesbury Spotlight
Event Location: Windsor Mall
Event Date: June 2022

Objective	Criteria	Score Options	Score	Event Score
Attendee Appeal	Appeal to wide demographic	Specialised event Appeal to age group Universal Appeal	1 2 3	3
	Number of attendees	<500 500-1000 >1000	0 1 2	2
	Free Event	No Yes	0 1	1
Community connections and resilience	Create community partnerships	No Yes	0 3	3
	Opportunities for local community group involvement	No Yes More than 2 groups	0 2 3	3
	Opportunity for community volunteers	No Yes	0 3	3
Economic Benefit	Opportunities for local business involvement	No Yes	0 2	2
	Origin of attendees	Hawkesbury Outside LGA	2 1	2
	Revenue generated from event	<\$20,000 >\$20,000	1 2	1
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
Venues/Location	Events that support revitalisation of town centres (CSP direction)	No Yes	0 2	<input type="text" value="2"/>
	Develop vibrant town centres with business growth and community connection (CSP direction)	No Yes	0 2	<input type="text" value="2"/>
	Events that celebrate our rivers or 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"/>
Arts, Culture, Heritage and Food	Showcasing Hawkesbury heritage	No Yes	0 2	<input type="text" value="2"/>
	Involvement of local artists	No Yes	0 2	<input type="text" value="2"/>
	Involvement of local musicians	No Yes	0 2	<input type="text" value="2"/>
	Involvement of local food producers	No Yes	0 2	<input type="text" value="2"/>
Promotional and Brand Exposure	Local/Regional promotions	No Local Regional	0 1 2	<input type="text" value="1"/>
	State promotion	No Yes	0 2	<input type="text" value="0"/>
	Provision of marketing strategy	No Yes	0 2	<input type="text" value="0"/>
Legacy	Opportunity to grow the event	No Yes	0 1	<input type="text" value="1"/>
	Multiple funding sources	No Yes	1 2	<input type="text" value="2"/>
	Event previously has been held in the Hawkesbury	No Yes	1 2	<input type="text" value="1"/>
	Strong business model	No Yes	0 1	<input type="text" value="1"/>
Council Support (answer one only)	Event has been supported by Council for more than 2 years	Yes	1	<input type="text" value="0"/>
	Event has been supported by Council for less than 2 years	Yes	2	<input type="text" value="0"/>
	Event has not been supported by Council	Yes	3	<input type="text" value="3"/>

TOTAL SCORE

COMMUNITY EVENT ASSESSMENT CRITERIA MATRIX

Event Name: Music in the Park
Event Location: Memorial Park
Event Date: April 2022

Objective	Criteria	Score Options	Score	Event Score
Attendee Appeal	Appeal to wide demographic	Specialised event Appeal to age group Universal Appeal	1 2 3	3
	Number of attendees	<500 500-1000 >1000	0 1 2	1
	Free Event	No Yes	0 1	1
Community connections and resilience	Create community partnerships	No Yes	0 3	3
	Opportunities for local community group involvement	No Yes More than 2 groups	0 2 3	3
	Opportunity for community volunteers	No Yes	0 3	3
Economic Benefit	Opportunities for local business involvement	No Yes	0 2	2
	Origin of attendees	Hawkesbury Outside LGA	2 1	2
	Revenue generated from event	<\$20,000 >\$20,000	1 2	1
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
Venues/Location	Events that support revitalisation of town centres (CSP direction)	No Yes	0 2	<input type="text" value="0"/>
	Develop vibrant town centres with business growth and community connection (CSP direction)	No Yes	0 2	<input type="text" value="2"/>
	Events that celebrate our rivers or 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"/>
Arts, Culture, Heritage and Food	Showcasing Hawkesbury heritage	No Yes	0 2	<input type="text" value="0"/>
	Involvement of local artists	No Yes	0 2	<input type="text" value="2"/>
	Involvement of local musicians	No Yes	0 2	<input type="text" value="2"/>
	Involvement of local food producers	No Yes	0 2	<input type="text" value="2"/>
Promotional and Brand Exposure	Local/Regional promotions	No Local Regional	0 1 2	<input type="text" value="1"/>
	State promotion	No Yes	0 2	<input type="text" value="0"/>
	Provision of marketing strategy	No Yes	0 2	<input type="text" value="0"/>
Legacy	Opportunity to grow the event	No Yes	0 1	<input type="text" value="1"/>
	Multiple funding sources	No Yes	1 2	<input type="text" value="2"/>
	Event previously has been held in the Hawkesbury	No Yes	1 2	<input type="text" value="2"/>
	Strong business model	No Yes	0 1	<input type="text" value="1"/>
Council Support (answer one only)	Event has been supported by Council for more than 2 years	Yes	1	<input type="text" value="1"/>
	Event has been supported by Council for less than 2 years	Yes	2	<input type="text" value="0"/>
	Event has not been supported by Council	Yes	3	<input type="text" value="0"/>

TOTAL SCORE

COMMERCIAL EVENT ASSESSMENT CRITERIA MATRIX

Event Name: Richmond Good Food Markets
Event Location: Richmond Park
Event Date: Every Saturday in 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	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	0
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	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	2
	Develop Vibrant town centres with opportunity for business growth and community connections (CSP direction)	No Yes	0 2	2
	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	2
	State/National promotion	No State National	0 1 2	1
	Provisions of marketing plan/strategy	No Yes	0 2	0
Legacy	Opportunity for event growth	No Yes	0 2	2
	Multiple funding sources	No Yes	1 2	1
	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="text" value="1"/>
	Event has been supported by Council for less than 2 years	Yes	2	<input type="text" value="0"/>
	Event has not been supported by Council	Yes	3	<input type="text" value="0"/>

TOTAL SCORE

COMMUNITY EVENT ASSESSMENT CRITERIA MATRIX

Event Name: HCDC Inc Driven Graded Dressage Qualifier Series
Event Location: Hawkesbury Showgrounds
Event Date: 4 June 2022 and 25 August 2022

Objective	Criteria	Score Options	Score	Event Score
Attendee Appeal	Appeal to wide demographic	Specialised event Appeal to age group Universal Appeal	1 2 3	<input type="text" value="1"/>
	Number of attendees	<500 500-1000 >1000	0 1 2	<input type="text" value="0"/>
	Free Event	No Yes	0 1	<input type="text" value="0"/>
Community connections and resilience	Create community partnerships	No Yes	0 3	<input type="text" value="3"/>
	Opportunities for local community group involvement	No Yes More than 2 groups	0 2 3	<input type="text" value="2"/>
	Opportunity for community volunteers	No Yes	0 3	<input type="text" value="3"/>
Economic Benefit	Opportunities for local business involvement	No Yes	0 2	<input type="text" value="2"/>
	Origin of attendees	Hawkesbury Outside LGA	2 1	<input type="text" value="1"/>
	Revenue generated from event	<\$20,000 >\$20,000	1 2	<input type="text" value="1"/>
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
Venues/Location	Events that support revitalisation of town centres (CSP direction)	No Yes	0 2	<input type="text" value="0"/>
	Develop vibrant town centres with business growth and community connection (CSP direction)	No Yes	0 2	<input type="text" value="0"/>
	Events that celebrate our rivers or 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"/>
Arts, Culture, Heritage and Food	Showcasing Hawkesbury heritage	No Yes	0 2	<input type="text" value="0"/>
	Involvement of local artists	No Yes	0 2	<input type="text" value="0"/>
	Involvement of local musicians	No Yes	0 2	<input type="text" value="0"/>
	Involvement of local food producers	No Yes	0 2	<input type="text" value="0"/>
Promotional and Brand Exposure	Local/Regional promotions	No Local Regional	0 1 2	<input type="text" value="2"/>
	State promotion	No Yes	0 2	<input type="text" value="2"/>
	Provision of marketing strategy	No Yes	0 2	<input type="text" value="0"/>
Legacy	Opportunity to grow the event	No Yes	0 1	<input type="text" value="1"/>
	Multiple funding sources	No Yes	1 2	<input type="text" value="1"/>
	Event previously has been held in the Hawkesbury	No Yes	1 2	<input type="text" value="2"/>
	Strong business model	No Yes	0 1	<input type="text" value="1"/>
Council Support (answer one only)	Event has been supported by Council for more than 2 years	Yes	1	<input type="text" value="0"/>
	Event has been supported by Council for less than 2 years	Yes	2	<input type="text" value="0"/>
	Event has not been supported by Council	Yes	3	<input type="text" value="3"/>

TOTAL SCORE