



Hawkesbury City Council

attachment 1  
to  
item 204

Events Strategy

August 2018

date of meeting: 28 August 2018  
location: council chambers  
time: 6:30 p.m.





# HAWKESBURY CITY COUNCIL EVENTS STRATEGY





WELCOME

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A photograph of an apple orchard. In the foreground, a wooden crate filled with red and yellow apples sits on the grass. The crate has a red circular stamp on its side that reads "K. ANTICAMP". Several apples have fallen onto the grass around the crate. In the background, three people are running through the orchard. A man in a black shirt and brown pants is running towards the right, smiling. A woman in a red shirt and blue jeans is running towards the left. Another person is partially visible on the right. The orchard is filled with green leaves and red apples. The sky is overcast.

Our events create  
opportunities for us to build

**Community**  
involvement and participation

**Capacity**  
the ability to self organise and develop  
resilience in the community

**Connections**  
social cohesion across communities  
and local businesses



The Hawkesbury is a special place. It is 2,800 square kilometres with a population of 65, 000. There are 64 towns and villages all of which have very different identities, communities, connections and stories to tell. The Hawkesbury has natural beauty around the river and its tributaries, mountains, national parks, wilderness areas and heritage towns. There are many narrations – from the first Aboriginal communities along Deerubbin, the Hawkesbury River, to those of the third European settlers.

The Hawkesbury community is unique. We come together to celebrate in our towns and villages in a diversity of ways around food, culture, nature, sport, arts and the River.

The Hawkesbury community is resilient. We build capacity as we band together in times of natural disaster during fires and floods through team work and volunteerism.

# OUR HAWKESBURY



Our  
**events**  
tell our  
stories

# STREET LIFE

## Why we hold events in the Hawkesbury?

Events are a way to build the Hawkesbury community. They are a wonderful opportunity for us to develop our identity and to connect our communities. Events also help us to develop resilience and relationships that will endure in challenging times.

Events allow us to create a sense of place and celebrate what is uniquely Hawkesbury, helping us understand our history and its significance in a shared space where everybody can participate.

Events are a catalyst for economic development and activation of our town centres and public spaces.

Events also give us the opportunity to introduce our amazing Hawkesbury to visitors from Sydney and further afield.

# Why do we hold events in the Hawkesbury?

## HAWKESBURY CITY COUNCIL EVENTS - COMMUNITY FEEDBACK

### St Albans Writers' Festival

The St Albans Writers' Festival has been held in St Albans since 2013. It is an event that aims to bring together lovers of writing.

The St Albans Writers' Festival began as a one day Book Feast and has grown to a three day event with more than 500 people attending venues including St Albans Church, the Settlers Arms Inn and the School of Arts Hall.

Each Festival is a whole year in the planning, and involves all local community stakeholder groups who provide venues to hold the events, accommodation and catering, with a team of over 50 local volunteers.

Event organiser Jonathan Nolan, says *"Having a locally organised cultural festival means that the local community has a year-round involvement in building different aspects of a cultural festival and we are very proud of what we achieve together as a community".*

*"The festival provides a vehicle for locals to host visitors and share activities of agreed values, interests and aspirations. It adds to their sense of belonging to a community which pulls together and helps its members."*



Photo credit: St Albans Writers' Festival

*"Through the festival, community resilience is developed with inclusive celebrations involving diverse groups - local Aboriginal representatives, cultural and historical societies, the Rural Fire Service, books and writing groups, school fundraising, parents and teachers, local businesses, stalls, arts and crafts."*

Catherine du Peloux Menagé,  
Artistic Director

### Youthfest

Youthfest has been held for the last four years in Richmond Park as part of National Youth Week. This year more than 700 families and young people came together to enjoy this outdoor event which is organised by the Youth Action Team at the North Richmond Youth Development Project in conjunction with Hawkesbury City Council. There are lots of activities, free food, DJs, prizes and giveaways.

Specialist youth services based in the Hawkesbury are also involved with interactive displays and activities to help residents learn more about their services. These services can support young people with issues such as mental health, homelessness and couch surfing, drugs and alcohol, sexual and reproductive health, disability as well as health and fitness.

*"Youthfest '18 was incredible, with a wonderful vibe to the event. I have great co-workers that are just incredible, they are a group of highly motivated young people who want to support and fundraise for local charities and run events for local people in the Hawkesbury."*

Rochelle Nixon, Youth Development Worker, North Richmond Youth Development Project



## Kurrajong-A-Buzz

Kurrajong-A-Buzz has been held in the Kurrajong village for the last two years to promote Australian Pollinator Week which celebrates the importance of pollinators, bees, birds and mammals for food security and a healthy environment.

The unique event is an opportunity to build strong connections across the local community as people come together to engage with the event. The event planning involves representatives from the Kurrajong Community Forum working with local community organisations, including the Hawkesbury Environment Network, Kurrajong-Comleroy Historical Society, The Secret Garden, Earthcare, Hawkesbury City Council, Kurrajong Public School, Hawkesbury Amateur Beekeepers Association, local farmers through Harvest Trails and Markets, the Rural Fire Service and Kurrajong business owners. More than 70 volunteers come together on the day to help out. Kurrajong-A-Buzz provides an opportunity for local community members to create an inclusive, engaging and educational event with a sense of fun and positive community spirit.

The event involves residents and visitors who travel specifically for the day from right across Sydney.



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*"The support of local businesses and organisations ensures a fun-filled and action-packed educational experience and one that is positively embraced by the many people who attended."*

*Lyn Ward and Elizabeth Docking  
Kurrajong-A-Buzz, Event Coordinators*

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## Hawkesbury Show

The first Hawkesbury Agricultural Show was held at Clarendon in 1845. In 1879 the Hawkesbury District Agricultural Association was formed and it has held an annual Show since that time moving onto the showgrounds at Clarendon in 1987.

The focus of the Show is on the district's agricultural heritage with local displays and judging of produce and livestock. There is also live music, concerts, parades, amusement rides, an animal nursery, show bags and fireworks.

For many years, Council has had a 'Council display tent' at the Show where staff are able to engage with locals and visitors to the Hawkesbury. Visitors can learn about the projects Council is working on, provide feedback and receive giveaways like plants from our nursery. In 2018 there was a record Show attendance of 60,000 with more than 7000 people visiting the Council tent.

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*"The Show is the longest running event in the Hawkesbury. It is a fabulous three days of festivities that pay tribute to the rural history of the region while embracing modern day lifestyle. The Show is a true community event bringing more than 60,000 people to the Hawkesbury from right across Sydney and beyond"*

*Ross Matthieson, President of the Hawkesbury District  
Agricultural Association*

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## What the Community told us about events

This Events Strategy has been prepared by listening and engaging with the Hawkesbury community over a number of years, since the preparation of the Hawkesbury Community Strategic Plan in 2016. A great number and diversity of people have been involved in providing feedback on our events by attending our town meetings and contributing to the Community Strategic Plan, completing our Community Satisfaction survey, coming along to our events, completing the Place Survey and evaluating our events.

There is more work to be done to continue to engage with our community to find out what events they would like to see on the events calendar and how our community measures the success of the local events.

# Consultations

## Community Strategic Plan

Face to face town meetings and an online survey were conducted in 2016 as part of the preparation of the Hawkesbury Community Strategic Plan to contribute to the Directions and Strategies of the future plan.

Nine town meetings were held and 350 people participated.

The preparation of the Hawkesbury Community Strategic Plan, provided the opportunity for Council to research and engage with the community about events in the Hawkesbury. During the preparation of the Hawkesbury Community Strategic Plan the community told us that they support Council's role in events and would like to see Council provide, host and support more events across the Hawkesbury. This Events Strategy is the outcome of this work and a first step towards implementing what the community told us they want events to look like in the future.

## Community Satisfaction Survey

A combination of telephone surveys and face to face interviews were held to understand the community's satisfaction. For the first time in 2017, the community were surveyed about their satisfaction with events and how important they thought events were to the Hawkesbury.

400 surveys were completed.

The Community Satisfaction Survey found that the community was 'moderately' satisfied with community events and festivals and that they were 'moderately important' to the community.

## Community Insight Report PlaceScore Survey

Online and face to face surveys were conducted during December 2017 and February 2018 to understand the place attributes that were most important to the ideal town centre and how much they impacted on enjoyment of the place.

2149 surveys were completed.

The PlaceScore Survey told us that people value day and night activities in their town centres and that people wanted to see evidence of public events in their town centres.

## Event Evaluation Survey

Council has recently been asking events attendees to complete surveys after an event to provide feedback on the event and offer suggestions about future events.

Most recently, event evaluation surveys have been completed for the Business Meet and Greet, Richmond Pool Party and the Hawkesbury Show. Generally the responses have all been positive with requests for events to continue to grow and develop. Suggestions have also been made about ways the events could be improved.





Events present an opportunity for us to partner with businesses to develop strategic relationships and to build the local economy.

Events are an opportunity for us to use our places and spaces to showcase their beauty, their personality and functionality.

Events generate tourism for the area, creating a tourist destination, allowing us to share our story with a wider, diverse community.

There is a diverse range of events held in the Hawkesbury that attract local residents as well as members of the wider community and tourists. These events are designed to engage and cater for the varied communities who live in or visit the Hawkesbury.

Hawkesbury City Council is a host, supporter and sponsor of events and is committed to developing and facilitating more events in the Hawkesbury to ensure that our city is welcoming, healthy, safe and vibrant.

STREET  
EVENTS

## Why have we prepared an Events Strategy?

Hawkesbury City Council invests substantial resources annually to fund, approve, produce and promote events. This Strategy identifies how Council will attract, partner, access, fund, produce, promote and approve events in the Hawkesbury. It aims to ensure that the funds and resources invested by Council create new opportunities to learn from our history to build community, capacity and connections. This will deliver social and economic benefits to our community.

The Strategy also delivers a transparent framework for Council to determine funding and other assistance for events, based on a clear set of objectives and criteria. It includes a five year action plan with clear deliverables and timing.



# Links to the Community Strategic Plan

The Hawkesbury Community Strategic Plan 2017 – 2036 sets clear goals for events. The Plan's Focus Area 'Our Future' has an intention statement with an event focus

**By 2036, we will be a place that is vibrant, attractive and welcoming that treasures and celebrates our shared history, environment, local economy and lifestyle.**

Four of the Community Strategic Plan's key Directions and Strategies relate to events

5.4 – Celebrating our Rivers

5.4.1 – Celebrate and use our rivers for a range of recreation, leisure, tourism and event activities

## Australia Day on the Hawkesbury 2018

Australia Day on the Hawkesbury is one way Council and the event sponsors celebrated our River.



The inaugural Australia Day on the Hawkesbury was held at Governor Phillip Park, Windsor on Friday, 26 January 2018. The day started with a breakfast BBQ by the Rotary Club of Richmond and the Rotary Club of Kurrajong North Richmond. More than 20 people became new citizens at the Hawkesbury City Council's annual Citizenship Ceremony. The Citizenship Ceremony was followed by the annual Australia Day Awards Ceremony where many locals in the community were recognised for their wonderful achievements including Young Citizen of the Year, Local Hero Award, Volunteer of the Year and Community Organisation of the Year.

The RAAF had a flyover at 12:15pm. Planes made a number of passes over the festivities. The afternoon event started at 4pm, with food trucks, jumping castles, a giant water slide, face painting and many other fun activities. More than 4000 people came along to enjoy the event. The evening concluded with a spectacular fireworks display on the River.

5.5 – Reinforcing our dynamic places

5.5.1 – Revitalise and enhance our two significant town centres of Windsor and Richmond, to create thriving centres each with its own character that attracts residents, visitors and businesses

5.5.2 – Create active partnerships to develop a network of vibrant centres, creating opportunities for business growth and community connection

5.5.3 – Assist our town and village centres to become vibrant local hubs

## Live and Local Music Hawkesbury 2018

Council is working to revitalise and enhance our town centres and recently held micro music festivals in Richmond and Kurrajong. Local musicians played in business venues with soloists and groups performing a whole range of genres including jazz, pop and country. This initiative gave Council the opportunity to work with local businesses and musicians. It helped build the local arts scene and provided a chance to promote the Hawkesbury as a creative and vibrant place to live, work and visit.



# Links to the Community Strategic Plan

- 5.6 – Instigating Place Making programs
- 5.6.1 – Foster and promote an annual program of events, festivals, sporting and cultural activities that allows our communities to connect and celebrate with one another

## Commemorative 1867 Flood Event in Windsor

The inaugural Flood Event was held in June 2017. It was a three day commemoration of the 1867 flood 150 years on – the 1867 flood was the highest-ever recorded flood in local history.

The event included guided walks around key locations in the Windsor town centre, an afternoon tea and a special night time community gathering at Thompson Square, Windsor. The night time commemoration had a vibrant and moving atmosphere amid music, performers and storytelling with so many people captivated by Uncle Wes' Dreamtime stories around the campfire at the Howe House garden.



Eather descendant Divinia Eather shared two poems and sung a self-penned song about floods. Divinia was also present with her family at the unveiling of a new memorial sign at Cornwallis for the Eather family members – 10 children and two mothers who were swept away in the dark of night from their rooftop.

Australian Pioneer Village members added to the spirit of the occasion, by dressing in heritage clothes and putting on a heritage display. St Matthews Catholic Church and St Mathews Anglican Church joined in the flood commemoration with church services and educational talks. The award-winning FLOOD! exhibition was held at the Hawkesbury Regional Museum. The State Emergency Services and Infrastructure NSW put on a display and were involved in the weekend events.

Around the time of the commemorative events, Infrastructure NSW launched Resilient Valley, Resilient Communities - the Hawkesbury-Nepean Valley Flood Risk Management Strategy at Governor Phillip Park, Windsor.

The series of events across the three days was an amazing opportunity to bring the community together to commemorate an extreme event which could affect the communities of the Hawkesbury in

the future. Involving the people of the Hawkesbury in organising and being part of the event helped generate community capacity, social connections and the ability to self organise, particularly during weather events.

The 1867 Flood Event is one way that Council is working to develop placemaking programs that allow communities to celebrate and connect.

The event created the opportunity for people to build knowledge and capacity about the 1867 flood and its impact through the FLOOD! exhibition and walking tours around the town. The educational activities and fact sheets provided knowledge about what to do in the event of a future flood.

The commemorative night time events provided the opportunity for community, businesses and visitors to the area to connect and celebrate together.

A Flood Event will form part of Council's annual program of events in the future.

- 5.7 – Tourism and Economic Development
- 5.7.1 – Working in partnership we will actively market our City and our capabilities to existing and potential businesses, visitors and investors

Australia Day on the Hawkesbury was sponsored by Hawkesbury City Council, Windsor RSL, Crowne Plaza Hawkesbury, Richmond Club, Hawkesbury Race Club, Hawkesbury Chamber of Commerce, RAAF Base Richmond and Hawkesbury Gazette. By working together with sponsors, Hawkesbury City Council was able to create a bigger and better event. There are plans to develop future event sponsorship opportunities.



- 5.7 – Tourism and Economic Development
- 5.7.2 – Develop Hawkesbury tourism to enhance and strengthen opportunities within the tourism sector.

Council has recently prepared the 'Discover the Hawkesbury' website to help enhance and strengthen tourism within the Hawkesbury.

Council posts regular Friday Facebook posts to local followers and visitors promoting weekend tourism activities.

# Snapshot of Events

**In the future bigger and better events are planned for the Hawkesbury. Council is working with event sponsors and using our local spaces and places to hold events that are unique to our area.**

## Snapshot of Events

Council holds and supports a range of events in the Hawkesbury. Some of the events supported over the last few years include:

### Civic Events

- Citizenship Ceremony
- Australia Day Awards
- Rotary Reception
- Hawkesbury Sports Award
- Hawkesbury Garden Competition
- Business Awards
- Community Appreciation Party
- Business Meet and Greet



### Community Events

- Australia Day on the Hawkesbury
- Flood Event
- Richmond Pool Party
- Hawkesbury Show



### Council Sponsored Community Events

- Equifest
- St Albans Writers' Festival
- Caravan and Camping Rally
- Kurrajong-A-Buzz
- Christmas Program
- St Matthews 200 Year Birthday Bash
- Blues and Roots Festival



These are promoted through an events calendar available on Council's website and through the Hawkesbury Events Facebook page.

The Hawkesbury Events Facebook page was setup in 2015. It now has more than 5,000 followers. The page was recently rebranded to include the Hawkesbury City Council logo so that followers are aware that the events promoted on the page are either hosted or sponsored by Council.

# What's working well for us

## HAWKESBURY CITY COUNCIL EVENTS

### Event Highlight – Civic Event Business Meet and Greet

Council's Mayor and General Manager have been holding regular Meet and Greet events for the Hawkesbury Business community at the Hawkesbury Regional Museum in Windsor.

Over 100 local businesses have attended Business Meet and Greet events. It is a great opportunity for businesses to network and a chance to hear about Council projects and events.



### Event Highlight – Community Event Richmond Pool Party

Hawkesbury City Council has been holding the annual community pool party celebration at Richmond Pool for many years. In 2018 more than 1000 locals came along to join in the fun on the dunk tank, the jumping castle, the maze, outdoor games, a giant water slide and enjoy snow cones and a sausage sizzle by the local Richmond Rotary Club.

The Pool Party is a great way to connect the community of the Hawkesbury and to celebrate the end of summer with fun activities.



### Event Highlight – Sponsored Event Christmas Program

Council has established a Christmas Sponsorship Program where local towns and community groups are encouraged to apply for funding to assist their Christmas program.

In the past, sponsorship has been provided to the Kurrajong Community Forum, The Windsor Business Group, St John of God Hawkesbury District Health Care, and Richmond Rotary.



# Our Future Events Calendar

Council has developed a calendar of possible future events.

Month	Event
January	Australia Day on the Hawkesbury Australia Day Awards Citizenship Ceremony Indigenous Smoking Ceremony
February	Richmond Pool Party Business Meet and Greet
March	Cleanup Australia Day Harmony Day
April	Hawkesbury Show ANZAC Day Youth Week
May	Hawkesbury Sports Awards IDAHOBIT Day Sorry Day
June	
July	NAIDOC Week Citizenship Ceremony Business Meet and Greet
August	Local Government Week Waste 2 Art National Heritage Week
September	Agricultural Festival Garden Competition St Albans Writers' Festival
October	Garage Sale Trail Jazz in the Park Flood Event
November	Business Meet and Greet Community Appreciation Party Kurrajong-A-Buzz
December	Christmas Program Mental Health Month



The community has told us that they would like to see events and festivals in the Hawkesbury area. They have also told us they would like our Town Centres to be vibrant places. Council will be working with the community to try to deliver these goals over the next five years. The event calendar will be updated and refined based on the success of the events held within the region.

# Hawkesbury Brand



Council is looking to develop a Hawkesbury brand. The brand will capture the essence of the region, its community, its heritage and its vibrancy.

Events will contribute to promoting the City. Events will increasingly becoming an important component of the brand and destination marketing.

Linked to this is tourism - promotion of our river, centres, places and spaces, and the tourism sector identified in the Hawkesbury Community Strategic Plan.



## Hawkesbury Events Brand

Council does have a Hawkesbury Event brand which we are using on all of the promotional event material for events which are either hosted or sponsored by Council.



Hawkesbury  
City Council's

*Hawkesbury*  
**EVENTS**

## Council's role in Events

Council has an important role in identifying opportunities, providing support and resources, sponsorship, approval, funding, promotion and ensuring that events are conducted in a safe and environmentally sustainable way.

Council also has a range of roles in event management.



# Council's role in Events

## 1. Community leadership and support

Hawkesbury events are playing an increasingly important role in the development of vibrant and sustainable local communities, contributing to the social fabric and the local economy, particularly in rural areas like St Albans and Kurrajong.



Council funds significant local events including Australia Day events, Richmond Pool Party, Business Meet and Greet, Sports Awards, Community Appreciation Party and building and park openings. Council is the event organiser for these events.

Council is looking to support events which achieve the goals of the Hawkesbury Community Strategic Plan and achieve the community's long term strategic objectives. Council has plans to support future events around heritage, agriculture, town centre revitalisation and raising flood awareness.

Council is continuing to develop its annual event sponsorship program which enables other groups to deliver a range of events including Christmas events, the St Albans Writers Festival, Kurrajong-A-Buzz and Youth Week.

Council will consider the types of events which:

- Lead - Civic events
- Host - Community events
- Support - Sponsored events.

## 2. Resource management

Council has a range of resources at its disposal that it can offer to assist with the planning, management and control of community events such as:

- Venues and public spaces – parks, Hawkesbury Regional Gallery, Hawkesbury Central Library, Hawkesbury Regional Museum, heritage buildings, pools, with special consideration of accessibility, AUSLAN interpreters and availability of hearing loops. An Access and Inclusion checklist is available to assess accessibility.
- Services – water, electricity, toilet and waste facilities
- Equipment – stage, waste and recycle bins, road barriers, signage.
- Promotional opportunities – through Council's website and Hawkesbury Events Facebook page, media releases, Mayoral Column.
- Specialist expertise – event support for planning.

## 3. Event Promoter

Council is an events promoter, Council's website [www.hawkesbury.nsw.gov.au](http://www.hawkesbury.nsw.gov.au) contains a calendar of local events. Local events organised by local organisations can be promoted on this calendar. Hawkesbury Events Facebook page has more than 5000 Likes and is a key tool in promoting both Council's events and Council sponsored local events for the Hawkesbury and a wider audience. Council has recently created a Corporate Facebook page that provides additional promotional opportunities for events.

## 4. Event Coordination

A range of organisations share the responsibility for event management and administer related legislation:

- Ambulance Service NSW
- Fire and Rescue NSW
- NSW Rural Fire Service
- NSW Police Force
- Transport for NSW
- Roads and Maritime Service
- Transport Authorities - Railcorp, Sydney Buses, Transport for NSW

Other agencies with specific legislation include:

- Office of Environment and Heritage for environmental issues including noise, waste
- The Casino, Liquor and Gaming Control Authority and the NSW Office of Liquor, Gaming and Racing – Fundraising and licensing the sale of alcohol and events where applicable
- NSW Food Authority
- Workcover NSW – fireworks, Workplace Health and Safety, community safety and risk assessment.

An Events Coordinator position has been created at Council to oversee these responsibilities and facilitate cross agency coordination.

Council has established an internal group that meets twice a month which includes representatives from customer service, traffic, waste, parks and corporate communication and events to discuss event planning.

## 5. Promotion of Sustainable Principles

Council has an important opportunity to encourage event organisers to reinforce the sustainable message and contribute to sustainable activities in their area.

Council has a Sustainable Events Management Policy that event organisers are required to consider.



# Council's role in Events

## 6. Risk Management

Council must be confident that all the risks and their impacts are understood and that steps are taken to manage the risks. A plan must be prepared to manage the risks and be submitted to Council.

## 7. Regulatory Responsibilities

Council has an integral role in event management when an event is being held the local area. Other agencies can also have specific legislative responsibility for particular aspects of event management.

Approval under the Local Government Act, 1993:

- If an activity takes place wholly or partly on public land (including roads, footpaths, parks, Council venues and sports grounds) they require approval from Council and/or other government agencies. Generally, such events require Council approval under the Local Government Act, 1993.

Consent authority under the Environmental Planning and Assessment Act, 1979:

- Depending on the size and scale of an event, organisers may be required to lodge a Development Application under the Environmental Planning and Assessment Act, 1979. Consent may be required for activities such as building, carrying out work and the use of private land for staging events.

Consent authority under the Roads Act, 1993 and the Road Transport (Safety and Traffic Management) Act, 1999, Liquor Act, 2007:

- A person selling food or operating stalls and outlets used for selling food is a 'food business' and a food business must sell safe and suitable food in accordance with the Food Act, 2003.
- A limited liquor licence will need to be obtained from the NSW Office of Liquor, Gaming and Racing for an infrequent or temporary special event.
- Council has a management responsibility for local and regional roads. Event related traffic movement and road closures may require Council approval. Approval may also be required from the NSW Police and the Roads and Maritime Service.

Council is the first point of contact for event approval matters involving traffic control and road closures. Council staff prepare a submission to the Local Traffic Committee. The Local Traffic Committee has representatives from Council, Police, Busways and the Roads and Maritime Service. The Traffic Management Plan is required to be submitted to Council six months prior to the event date.

The role of the group is to provide expert advice and information and to detail the conditions that may affect traffic and transport, and assess the traffic impact of an event.



# Council measuring success

We will be assessing our events against the Directions and Strategies in the Community Strategic Plan whilst delivering on the outcomes identified in this Events Strategy – opportunities for events to build Community, Capacity and Connections and the broader needs of the community.

We will ask event attendees to complete an Evaluation Survey after each event to understand the positive aspects of the event, and to identify ways that an event may be improved.

This Strategy supports an ongoing review process for the events on the Events Calendar. The review process will allow Council to ascertain where particular events are meeting their objectives and the outcomes that the community desires.

An Event Evaluation Framework has been developed. Each event will be evaluated against this Framework to identify opportunities for continuous improvement and refinement of the Events Calendar to create events that are meeting the needs of the community.

## Event Evaluation Framework

Our Goal	Our Measure
Celebrating our Rivers	<ul style="list-style-type: none"><li>• Number and diversity of river and river parkland events</li><li>• Attendance at river and river parkland events</li><li>• Site accessibility of river and river parkland events</li></ul>
Activate our places and townships	<ul style="list-style-type: none"><li>• Number and diversity of events</li><li>• Number of events in townships</li><li>• Creation of ongoing program of events in townships</li><li>• Identifying local communities that Council works with to create an event</li></ul>
Develop partnership opportunities	<ul style="list-style-type: none"><li>• Number of community driven events sponsored by Council</li><li>• Number and range of community partners involved</li><li>• Local business engagement in the event</li></ul>
Build capacity and connect communities	<ul style="list-style-type: none"><li>• Public attendance at events</li><li>• Resident satisfaction with events</li><li>• Satisfaction of event attendees, partners and suppliers</li><li>• Volunteer involvement in events</li><li>• Resident involvement in events</li></ul>
Promote tourism	<ul style="list-style-type: none"><li>• Anticipated overnight visitation rate</li><li>• Linkage to other events at same time of year</li></ul>

# Council funding and resources

## Council Direct Funding

Council directly funds a range of events like Australia Day, Citizenship Ceremonies, award ceremonies, building and park openings.

The Local Government Act, 1993 defines sponsorship as a business transaction in which Council provides a financial contribution or value in kind to support an event in return for negotiated benefits to the Council and community. The benefits are negotiated for each event and documented in a formal legal agreement.

Sponsorship decisions and funding occur in three ways:

1. Determined as part of the Operational Plan
2. Event Sponsorship Program (note community events which were previously sponsored under the Community Sponsorship Program have been transferred to the Event Sponsorship Program)
3. Requests that may be determined by a report to Council.

## Event Sponsorship Program

Council's Event Sponsorship Program is a funding program administered in accordance with the Sponsorship Policy 2007. The Event Sponsorship Program has been developed out of the Community Sponsorship Program which was originally developed to support activities or events that would benefit the residents of the Hawkesbury.

The Event Sponsorship Program currently allows community organisations to apply for event sponsorship in accordance with the Sponsorship Policy 2007. The Sponsorship Policy identifies that a sponsorship arrangement has the potential to:

- 18.3 (a) Promote Council's key messages, programs and activities  
(b) Build relationships with stakeholders  
(c) Deliver a benefit to the community in accordance with Council's goals and objectives  
(d) Provide members of the public and community groups with equitable access to Council and community facilities.

A Council report is prepared for each application and brought before Council for determination. There is currently no eligibility criteria to assess competing proposals against.

As part of this Events Strategy an Eligibility Criteria has been developed. Council will only support applicants that meet the following criteria:

Eligibility Criteria	
Registered organisation with ABN	Yes/No
Public Liability Insurance Policy - \$10 million or over	Yes/No
Event to occur in the year it is advertised (unless otherwise agreed)	Yes/No
Applicant has not received financial support from Council for the same or another event in the current financial year	Yes/No
Event takes place in the Hawkesbury Local Government Area	Yes/No
Commitment to obtain all regulatory approvals for the event	Yes/No
Lodged Event Application Form 1	Yes/No
Applicant has not received Council funding for more than 3 consecutive years	Yes/No
A score of 40 or more in the Assessment Criteria Matrix	Yes/No
Commitment to complete a Funding Acquittal Form	Yes/No

# Council funding and resources

## Other Sponsorship Requests

The Community Sponsorship Program provides an opportunity for community groups and individuals to seek financial assistance from Council. There are six categories under the Community Sponsorship Program:

- Minor assistance
- Event sponsorship (for up to three years)
- Seeding grants
- Access to community facilities
- Improvements to Council facilities
- Accessibility improvement.

Council recently resolved that a framework be prepared for the evaluation of future event sponsorship proposals to ensure alignment with the objectives of the Community Strategic Plan, and to enable event sponsorship proposals to be assessed relative to each other.

The proposed transfer of the Event Sponsorship category within the Community Sponsorship Program to the Event Sponsorship Program will create a consistent approach to the centralised assessment of all proposals for event sponsorship.

## Assessment Criteria Matrix

In order to develop a consistent approach to the assessment of all event applications bi-yearly, competitive funding program will be developed in accordance with the Sponsorship Policy.

The program will be advertised in the newspapers and online. All previous organisations that have entered into a Sponsorship Agreement will be notified of the change and will be notified well in advance of the opening of the funding program.

A funding Assessment Criteria Matrix has been developed to provide objectivity and to guide both the applicant and Council as the decision maker on which events deliver appropriate economic and social returns to the Hawkesbury, should they receive funding. The Matrix will be used to determine future bi-annual funding requests, as well as those received outside the process.

As part of a Sponsorship Application, Council will assess each event against the Assessment Criteria Matrix. The highest score that can be achieved when all of the event criteria has been assessed using the Matrix is a score of 70. As a guide when using the Matrix events which score:

Less than 40	May not be eligible to receive Council sponsorship
Between 40-50	Should receive Council sponsorship
Greater than 50	Eligible to receive Council sponsorship

The use of the Matrix will be subject to ongoing review.

## Ad Hoc Applications

An application for sponsorship which will be assessed by Council can be made at any time.

## Council Fees and Charges

Council levies a range of fees and charges for events. These include application fees, venues and usage fees, bonds, banner pole fees and utility usage.

Community and not for profit groups are charged reduced fees and are only charged a bond fee for the hire of the banner poles.

In accordance with the Local Government Act and Council's Schedule of Fees and Charges, Council can waive fees and charges for registered charities that deliver charitable services to the community. Council is unable to waiver the fees for the direct costs it incurs such as labour, water, electricity, waste collection and disposal.

# Assessment Criteria Matrix

Event Name: \_\_\_\_\_

Event Location: \_\_\_\_\_

Event Date: \_\_\_\_\_

Objective	Criteria	Score Options	Score	Event Score
Community connections and resilience	Create community partnerships	No Yes More than 3 Partnerships	0 1 2	<input type="checkbox"/>
	Opportunities for local community group involvement	No More than 2 Groups More than 3 Groups More than 4 Groups	0 1 2 3	<input type="checkbox"/>
	Training and skills to be provided to local volunteers	No Yes	0 2	<input type="checkbox"/>
	Not for profit organisation	No Yes	1 2	<input type="checkbox"/>
Economic Benefit	Opportunities for local business involvement	No Yes More than 3	0 1 2	<input type="checkbox"/>
	Origin of attendees anticipated	Hawkesbury Outside LGA	1 2	<input type="checkbox"/>
	Anticipated number of people staying overnight	< 100 People 100 to 200 People > 200 People	1 2 3	<input type="checkbox"/>
	Estimated \$ impact (anticipated revenue generated)	< \$100,000 \$100,000 to \$500,000	1 2	<input type="checkbox"/>
Community Strategic Plan	Support revitalisation of town centres	No Yes	0 2	<input type="checkbox"/>
	Develop vibrant town centres with business growth and community connection	No Yes	0 2	<input type="checkbox"/>
	Assist town centres and villages to become vibrant local hubs	No Yes	0 2	<input type="checkbox"/>
	Events which create Hawkesbury community connections and resilience	No Yes	0 2	<input type="checkbox"/>
	Events that celebrate our Rivers or riverside locations	No Yes	0 2	<input type="checkbox"/>
	Venue has disability access	No Yes	0 2	<input type="checkbox"/>
Image and Profile	Ability to link or coordinate with other events held at the same time of the year	No Yes	0 2	<input type="checkbox"/>
Culture and Heritage	Use of Hawkesbury heritage site	No Yes	0 2	<input type="checkbox"/>
	Involvement of local artists	No Yes	0 2	<input type="checkbox"/>
	Involvement of local musicians	No Yes	0 2	<input type="checkbox"/>

Objective	Criteria	Score Options	Score	Event Score
Promotional Brand Exposure	Local/District promotion	No Local Regional	0 1 2	<input type="checkbox"/>
	Attract State/National promotion	No State National	0 1 2	<input type="checkbox"/>
	International exposure	No Some Good High	0 1 2 3	<input type="checkbox"/>
	Consistent with the Hawkesbury brand	Not consistent Somewhat consistent Consistent Highly consistent	0 1 2 3	<input type="checkbox"/>
	Provision of marketing strategy	No Yes	0 2	<input type="checkbox"/>
Attendee Appeal	Appeal to wide demographic	Specialised interest Age or interest group Universal appeal	0 1 2	<input type="checkbox"/>
	Number of attendees	< 500 Attendees 500 - 1000 Attendees > 1000 Attendees	1 2 3	<input type="checkbox"/>
	Open to the general public	No Yes	0 1	<input type="checkbox"/>
Legacy	Opportunity to grow the event	No Yes	0 2	<input type="checkbox"/>
	Proven track record	No Yes	0 2	<input type="checkbox"/>
Viability	Adequacy of budget proposal	No Yes	0 2	<input type="checkbox"/>
	Multiple funding sources	No Yes	1 2	<input type="checkbox"/>
	State/other Government funding secured	No Yes	1 2	<input type="checkbox"/>
	Strong business model	No Yes	1 2	<input type="checkbox"/>
	Governance model in place	No Yes	0 2	<input type="checkbox"/>

Total Score

# Council's Action Plan

## Council's Five Year Action Plan

Council will continue to have multiple roles in relation to the ongoing growth and development of events. To guide Council's investment and resourcing for events we will aim to deliver the following five objectives:

1. A streamlined Events Package
2. Develop and refine an Events Calendar
3. Develop Community, Capacity and Connections through events
4. Promote sponsorship partnerships
5. Optimise the tourism and economic value of events.

### Objective 1

A streamlined Events Package

	Strategy	Action	Timing	Outcome
1.1	Prepare an Events Package	1. Prepare Events Application Forms 1 and 2 2. Prepare Request for Council to Sponsor an Event Form 3. Prepare Event Sponsorship Package Expression of Interest	Ongoing	Complete Events Package that streamlines the event process
1.2	Develop and refine the Assessment Criteria Matrix	Continue to develop, refine and apply the Matrix to assess event applications requiring Council sponsorship	Ongoing	Matrix used
1.3	Continue to provide funding and sponsorship for Hawkesbury events	Develop a bi-yearly competitive funding program	2018	Two grant rounds annually
1.4	Respect the environment through responsible and sustainable event management	Review the Sustainable Events Management Policy and enforce its implementation	2019	Use of sustainable products

### Objective 2

Develop and refine an Events Calendar

	Strategy	Action	Timing	Outcome
2.1	Develop and sponsor new events	Identify, target and continue to attract new events to the Hawkesbury	Ongoing	New events
2.2	Continuously improve and refine Events Calendar	Evaluate events against Event Evaluation Framework	Ongoing	Identify the best events for the Hawkesbury
2.3	Invite attendees of events to complete an Events Survey after each event	Complete Events Survey	Ongoing	Understanding of event successes and things that can be refined
2.4	Event reporting	Prepare internal quarterly report on events	Quarterly	Detailed understanding of events held in the Hawkesbury
2.5	Actively promote events	Continue to maintain updated online Events Calendar and promotion through website, newsletters and social media	Ongoing	Optimise attendance and understand how people heard about the event

# Council's Action Plan

## Objective 3

Develop Community, Capacity and Connections through events

	Strategy	Action	Timing	Outcome
3.1	Maintain a diverse program of events to appeal to a wide audience across Hawkesbury communities	Review funding and sponsorship on a regular basis to ensure events remain relevant	Ongoing	Diverse Event Calendar
3.2	Increase volunteer involvement in events	Develop program of event volunteers	2020	Increased volunteer numbers
3.3	Champion the use of local places and spaces for events	Promote available spaces	Ongoing	Increased use of local event spaces
3.4	Events to become self-sustaining	Ensure sponsorship is not provided for events for more than three years	2019	Self-sustaining events after three years

## Objective 4

Promote sponsorship partnerships

	Strategy	Action	Timing	Outcome
4.1	Develop relationships with local businesses encouraging them to sponsor Australia Day on the Hawkesbury	Develop Sponsorship Expression of Interest	2018	Increased business sponsorship of Australia Day on the Hawkesbury event
4.2	Develop relationships with local businesses encouraging them to sponsor local events	Develop a program of local business events that could have sponsorship. Develop Sponsorship Expression of Interest	2019	Increased sponsorship of events

## Objective 5

Optimise the tourism and economic value of events

	Strategy	Action	Timing	Outcome
5.1	Seek best economic return to Hawkesbury from funding or sponsoring events	Adopt the Assessment Criteria Matrix to assist in determining applications for event funding	Ongoing	Matrix applied
		Build awareness with event organisers of local suppliers including artists and musicians. Create database of local artists and musicians	Ongoing	Use of local businesses
		Work with Regional Strategic Alliance and other tourism groups to increase the attentiveness of the Hawkesbury through promotion of the LGA and the region	Ongoing	Event and tourism travel and accommodation packages developed

A group of men, likely a marching band, are playing brass instruments (trumpets and tubas) in an outdoor setting. The men are wearing black shirts and are focused on their playing. The background shows a building with large windows and a sign that says "VIA".

Our  
**events**  
build our  
community



If you would like additional information on Hawkesbury City Council's events or you would like to apply for sponsorship of your event please contact Council's Event Coordinator on (02) 4560 4444 or [events@hawkesbury.nsw.gov.au](mailto:events@hawkesbury.nsw.gov.au)



**HAWKESBURY CITY COUNCIL  
EVENTS STRATEGY**

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