

Hawkesbury City Council

EVENTS STRATEGY

2026–2030



HAWKESBURY



STATEMENT OF COMMITMENT TO FIRST NATIONS PEOPLES

The City of Hawkesbury is predominantly situated on Dharug Country and includes Darkinjung Country in the Colo Heights and St Albans areas.

Hawkesbury City Council recognises and acknowledges the Dharug and Darkinjung Peoples as the Traditional Custodians of this land.

Hawkesbury City Council pays respect to all Dharug and Darkinjung Elders past and present and acknowledges their continuing contribution to the life of this city and the region.

CONTENTS

OUR HAWKESBURY	4
WHY WE HOLD EVENTS	6
OUR VISION	8
WHY WE NEED AN EVENTS STRATEGY	10
WHERE DOES THE STRATEGY FIT?	12
HOW THIS STRATEGY WAS CREATED	18
ABOUT OUR HAWKESBURY	24
OUR TOURISM	28
EVENTS SNAPSHOT	32
OUR BRAND	52
OUR FOCUS AREAS	56

01

OUR HAWKESBURY



The Hawkesbury is a **special place**. It is a peri-urban local government region of 2,776 square kilometres with a population of 68,704 living in both urban and rural localities. There are 64 towns and villages, all of which have very different identities, communities and stories to tell. The majority of our residents are concentrated to our City's south east in and around the major towns of Windsor and Richmond and surrounding suburbs. This is where our City's population growth – projected to be an additional 17,000 people by 2036 – will be mostly located.

The Hawkesbury is **positioned perfectly** to capitalise on the neighbouring growth cities of The Hills, Blacktown and Penrith, projected to be a combined 1 million residents by 2031. These three locations make up a significant majority of our inbound tourism, which contributes more than \$400 million to our local economy annually. The T1 Richmond line connects our City to the Sydney Metropolitan Region, with six local stations. The new Western Sydney Airport at Badgerys Creek, opening in 2026, is located 45 minutes to our south.

The Hawkesbury has **natural beauty** around the river and its tributaries, mountains, national parks, wilderness areas and heritage towns. There are many narrations and stories from the first Aboriginal communities along the Dyarubbin – 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, sports, arts and the river.

The Hawkesbury community is **resilient**. The Hawkesbury has endured an unprecedented period of natural disasters, including bushfires, eight floods in four years and a pandemic between 2019 and 2024. We have come together and supported one another as a resilient Hawkesbury.



02

WHY WE HOLD EVENTS



Events are a way to build the Hawkesbury, to connect our diverse communities and to develop and strengthen our unique identity. 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 everyone can participate.

Events are a catalyst for economic development and activation of our town centres and public spaces. They support our local businesses and allow us to be a leader in sustainability.

Events give us the opportunity to introduce our amazing Hawkesbury to visitors from our neighbouring regions, the broader Sydney Metropolitan Region and further afield.

Our events create opportunities for us to build:



COMMUNITY

Involvement and participation



CAPACITY

The ability to self-organise, to grow our economy and develop resilience



CONNECTIONS

Social cohesion across communities and local businesses

We build capacity as we band together in times of natural disaster through teamwork and volunteerism.



03

OUR VISION



VISION

Hawkesbury delivers innovative and inclusive events that bring people together, celebrate our diversity and activate our spaces. These events build community, boost our local economy and showcase our natural beauty as a welcoming destination for all.

FOCUS AREAS

To achieve our vision, we have developed the following focus areas:

- **Vibrant places and spaces and meaningful event experiences**
- **Sustainable and future ready events**
- **Destination and visitor economy growth**
- **Safe, inclusive, accessible and connected event experiences**

GUIDING PRINCIPLES

Our guiding principles reflect how we approach the planning and delivery of all events, regardless of their size, location and type. They influence the decision making approach we take to attract, hold or sponsor events in the Hawkesbury.

OUR COMMITMENT TO ACCESSIBILITY

Council strives to make our events as inclusive, safe and accessible as possible.

Council is dedicated to improving access and inclusion to ensure everyone in our community can feel welcome and ensure a positive experience regardless of identity, background, gender, cultural observances, age or ability.

OUR COMMITMENT TO SUSTAINABILITY

Delivering events in a sustainable manner is a core component of the planning and delivery process.

Council is committed to sustainability by ensuring that our programs, projects, and operations do not compromise the ability of future generations to meet their needs. We consider the environmental, economic, and social impacts in everything we do.

Council has an important role in demonstrating best practices in sustainable event management, while also providing the community and event organisers with guidance to build their capacity to hold environmentally responsible events.

OUR COMMITMENT TO COMMUNITY

The Hawkesbury community is unique and resilient, having endured an unprecedented period of natural disasters, including bushfires and floods in recent years.

We build capacity as we band together planning for and holding events in partnership with communities, businesses, volunteers and event organisers creating opportunities to build **Community, Capacity** and **Connections**.

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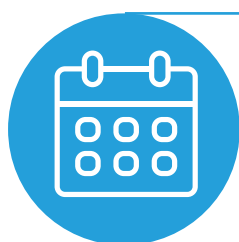
WHY WE NEED AN EVENTS STRATEGY



The Events Strategy and Action Plan was first developed in 2018, and it provided the initial framework which saw our events grow and thrive. It outlined our commitment to delivering events which were strategic and future focused that contributed to the identity of the Hawkesbury, the economy and quality of life, helping to create connected and vibrant towns and villages for residents and visitors.

This updated Strategy will continue to guide our strategic, future focused approach to the way we support events and will identify how we attract, partner, evaluate, produce, promote and approve events in the Hawkesbury.

The Strategy is supported by:



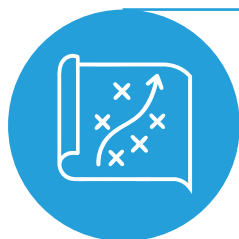
An annual events calendar for major, community and civic events



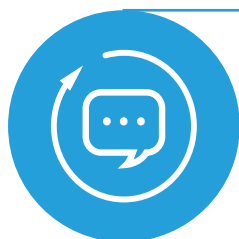
An Event Sponsorship Program and Events Sponsorship Policy for community events



An annual events budget



A future focused Implementation Plan



Continued engagement and feedback with attendees, stallholders and stakeholders

05

WHERE DOES THE STRATEGY FIT?



The Integrated Planning and Reporting (IP&R) framework begins with the community's aspiration for the Hawkesbury for the next 10 years and includes a suite of plans that identify a vision, a series of strategies and priorities and actions to achieve them.

Our Community Strategic Plan (CSP) 'Our Hawkesbury 2045' sits above all other Council plans and policies and sets the strategic direction for our Delivery Program and Operational Plan. The CSP is one of the key drivers to achieving the community's shared vision for the Hawkesbury.

“ We see the Hawkesbury as a vibrant and collaborative community living in harmony with our history and environment, whilst valuing our diversity, striving for innovation and a strong economy, to preserve and enhance our lifestyle and identity. ”

- Our Community Strategic Plan 'Our Hawkesbury 2045'



Our Community Strategic Plan identifies four key Strategic Directions which cover social, cultural, economic, environmental and leadership and are all relevant to the way Hawkesbury City Council delivers and supports events in our community.

CSP Direction	Events Strategy Focus Areas	Alignment
Great Place to Live 1.1 Collaborate with and empower the community to be resilient 1.2 Encourage, educate and enable our community to be safe and healthy 1.3 Create opportunities for partnerships, connection and collaboration 1.4 Invest in our places, spaces and infrastructure to support thriving, prepared communities 1.5 Enrich our local identity by enhancing connection to our unique stories, landscapes and places	Vibrant places and spaces and meaningful event experiences	Activate towns, villages and spaces across the Hawkesbury with events that foster community connections and celebrate our unique identity creating places that are dynamic, enjoyable and welcoming for residents and visitors.
Sustainable Environments and Heritage 2.2 Enrich collaborations through connection to nature, environments and heritage 2.4 Empower the Hawkesbury to make sustainable choices 2.6 Develop our understanding of the Hawkesbury's contribution to changing climate and invest in mitigation actions	Sustainable and future ready events	Championing environmentally responsible approaches to sustainable event planning and management that contributes to a thriving and sustainable future while being responsive to community needs and emerging trends.
Thriving Economy 3.2 Support our local businesses to be innovative, sustainable and connected 3.3 Promote the Hawkesbury as a great place to visit, work and invest 3.4 Enhance the unique qualities and connectivity of our towns and villages to contribute to a thriving Hawkesbury 3.5 Invest in local artists and creators to enrich Hawkesbury's identity and economy 3.6 Create opportunities for place-making celebrations, events, activations and cultural expressions	Destination and visitor economy growth	Position the Hawkesbury as a premier destination by attracting, hosting, sponsoring and partnering with events that drive tourism, support local businesses and sustained economic growth while showcasing the regions unique offerings.
Effective Leadership 4.1 Provide representative, responsive and accountable governance	Safe, inclusive, accessible and connected event experiences	Deliver innovative, creative, accessible and safe events that foster a sense of community connection, belonging and cultural expression that build trust and resilience.

The delivery, management and support of events also aligns with other key Council plans including the Cultural Plan, the Disability Inclusion Action Plan, the Reconciliation Action Plan and the Resilience Strategy Thriving Hawkesbury.

A series of event-additional Policies and documents have supported the effective delivery and management of events in the Hawkesbury.

GUIDES AND STRATEGIES

EVENT GUIDE

The Event Guide is a tool for all event organisers, both within Council and across the Hawkesbury, to use when holding events. The Event Guide addresses all aspects of running successful, safe and compliant events with check lists, templates, timelines and links to assist in event planning.

COMMUNICATION AND ENGAGEMENT STRATEGY

The 2024-2026 Communication and Engagement Strategy sets out the strategic direction for the organisation's communication efforts over the next four years. Good communication and engagement help us deliver our services, inform, empower and connect our community, particularly through events. The Strategy includes the range of methods and the channels that we use to communicate about events.

SUSTAINABLE EVENTS MANAGEMENT POLICY

The Sustainable Events Management Policy identifies a sustainable events management framework for Council to use when planning, managing, delivering and evaluating Council events. The Policy is supported by the Sustainable Events Guideline and includes a Sustainability Self Assessment.

All event organisers are encouraged to review the Policy, Guideline and Self Assessment prior to holding an event. All applicants for event sponsorship will be required to complete the Sustainability Self Assessment as part of the application and all applications will be scored and assessed, with proposed funding allocations developed based on these responses.

EVENT SPONSORSHIP POLICY AND EVENT SPONSORSHIP PROGRAM

The Events Sponsorship Program process was formalised in 2018, and has been updated regularly, to assist events which benefit the community and local economy and attract visitors to the region. The Program delivers a transparent framework for Council to determine funding and other assistance for community events based on a clear set of criteria and funding. There are two rounds of sponsorship for community events. The Event Sponsorship Policy, which was adopted in 2024, reflects current event sponsorship practices and has an existing annual budget of \$35,000.

POLICIES



ACCESSIBILITY AND INCLUSIVITY

Council strives to make our events as inclusive, safe and accessible as possible regardless of a participant's ability, age, identity, background, gender or cultural observances.

According to the Australian Bureau of Statistics, 11,299 residents, or 17 per cent of our population, reported living with a disability. Of those, 3735 or 5.6 per cent reported needing assistance with core activities. This is above the Sydney average of 5.2 per cent and represents a one percentage increase in just five years.

Staff have undertaken voluntary accessibility and inclusivity training to help identify the broad range of accessibility and inclusivity needs in the community, the diverse challenges faced by these community members, and practical methods of assistance that could be offered. Focus points which are considered when preparing for an event include:

- Accessible marketing: can our materials be easily accessed, read and understood?
- Preparing to visit: can Council better prepare individuals with diverse needs to visit our events?
- On-the-day communications: can people requiring assistance effectively communicate their needs to staff on the day, or access the information they need themselves?
- On the day access: are we doing enough to offer high quality access and services to all visitors, regardless of their level of need?
- Safe spaces: do visitors with diverse needs feel safe visiting us, or have the confidence there will be a safe space for them if they need it?

These five questions form the backbone of a comprehensive raft of new inclusions that are being introduced into our events to fundamentally change how we plan and deliver our major and civic events.



Council has recently become a member of the Hidden Disabilities Sunflower program. This allows us to show our commitment to accessibility and kindness, creating a space where everyone feels welcomed, respected, and supported.

By embracing the Hidden Disabilities Sunflower, we can take simple but powerful steps toward making everyone feel seen, supported, and valued – whether they're a customer or a colleague.

Through support, training and resources from the Sunflower program, our team is gaining the confidence to support our colleagues and customers with non-visible disabilities.

“ I liked that my son could have somewhere to chill when it all became too much ”
– Kelly regarding the Quiet Room at Australia Day on the Hawkesbury, 2026

“ I did like it, I could see it looked very calming and the children that were there enjoying it ”
– Melinda regarding the Quiet Room at Australia Day on the Hawkesbury, 2026



QUIET ROOM

At our Hawkesbury Fest event in August 2024, Council introduced a Quiet Room as a safe space for those with sensory needs, featuring comfortable seating, colouring-in sets and low impact lawn games. This Quiet Room was also introduced for our other major events, and at Australia Day on the Hawkesbury 2026 was grown to be managed in partnership with a local provider with the addition of sensory and fidget toys, ear muffs and rocker chairs.



VISUAL STORIES

In December 2024, Council trialed the use of a Visual Story at Light Up Windsor.

A Visual Story is a short narrative that explains social situations (in this case, the event), expectations, and appropriate behaviors to help individuals, particularly those with autism or other neurodevelopmental conditions, better understand and navigate social interactions. They are used to teach new skills, reduce anxiety, and promote positive behavior in various settings. This was authored in collaboration with Access Ability Australia using clear, short, easy-to-understand language this is both informative and could also be read by a carer to a person under their care. It was designed with large font and lots of imagery to illustrate each point.

These Visual Stories are now created for all four of Council's major events, and major park/playground openings.



COMMUNICATION BOARDS

At Savour the Flavour in October 2025, Council introduced communication boards at our Customer Service tent.

This is a visual aid used by individuals who have difficulty with verbal communication to express their needs, wants, and ideas. It contains features symbols, pictures, or words that users can point to, to communicate with others. This was also the first event where we started using large format event maps with larger typefaces and a simplified map design. The increased size improves readability for people with low vision, reduces visual strain, and allows for clearer wayfinding. By presenting key locations and routes in a more visible and intuitive format, the map helps ensure all attendees can independently and confidently navigate the event space.



06

HOW THIS STRATEGY WAS CREATED



An engagement program was developed and implemented to inform the review of the Events Strategy, associated calendar and budget for events. The engagement program was implemented through six activities involving more than **1,500 people** over 2 years:

- Community Satisfaction Survey
- Event Engagement Boards
- Events Focus Groups
- Councillor Workshops
- Service Review Events Budget
- Events Guide

The consultation and our research provided insights into what our community and visitors value, the type of events they want, where they should be located and how they could be funded.

COMMUNITY SATISFACTION SURVEY 2023

A Community Satisfaction Survey via telephone was conducted with more than 400 residents in October 2023 to understand what the community thinks about our service delivery from a range of perspectives.

One question was asked about the events and festivals that Council holds. The events and festivals were rated as having good performance with **87%** at least somewhat satisfied with the current events and festivals.

- The satisfaction with events and festivals has increased from 2021 (**3.45**) to 2023 (**3.73**)
- The importance of events and festivals has also increased from 2021 (**3.78**) to 2023 (**3.94**)
- This data shows that the value of events to our residents is increasing and that the current event program is improving in its desired outcomes.

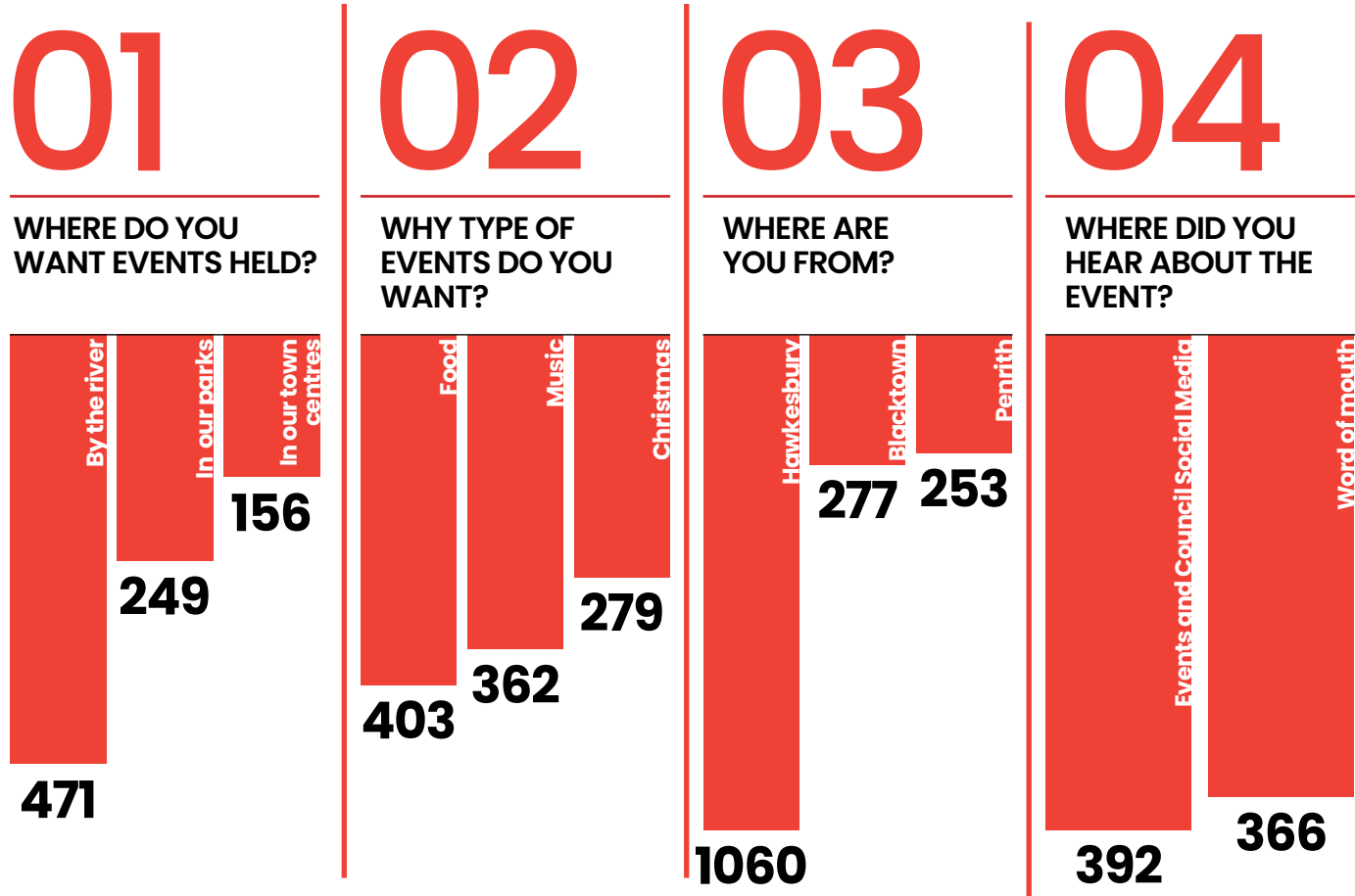
EVENT ENGAGEMENT BOARDS 2024–2025

A series of engagement boards were created to easily and visually understand what attendees of our four major events thought about the events, what they would like to see at events and where they would like to see the events held.

Engagement boards were set up in a central location at our four major events and attendees were invited to place stickers on the boards indicating their preferences at:

- Australia Day on the Hawkesbury
- Hawkesbury Fest
- Savour the Flavour
- Light Up Windsor

There was overwhelming engagement with the boards at the events with more than 1,000 people responding to the following questions:



EVENT FOCUS GROUPS 2024

Two face-to-face focus groups were held to engage residents and event stallholders to further understand the Community Satisfaction Survey and Event Boards results with targeted questions and analysis.

The participants of the Focus Groups were randomly selected from those who expressed interest as part of the Community Satisfaction Survey and from Council's database. In total, 20 participants were present and completed a range of group activities, providing insight into their event preferences and experiences.

The responses included:

A desire for events that are more accessible for example more transport options, parking, toilets in various locations, seating, quiet spaces

Lack of events for the elderly/seniors

Events to be held in locations west of the River

Lack of events for teenagers which are free and in well lit areas

Provision of more seating

Request for more events during Winter and for events to be spread across the year

Positive comments received about specific events included:

LIGHT UP WINDSOR

I love that the events celebrate the magic of Christmas

My highlight is the lighting of the Christmas tree and the countdown

The bump in process is always very seamless

Savour THE FLAVOUR®

This event is a great way to promote what the Hawkesbury is about and its history

This is an event that appeals to all ages

HAWKESBURY FEST CELEBRATING LOCAL GOVERNMENT WEEK

This is an event that creates so many community connections

AUSTRALIA DAY ON THE HAWKESBURY

This event has a great atmosphere



COUNCILLOR WORKSHOPS 2024-2025

At a Councillor Strategic Workshop in December 2024 Councillors decided to undertake a service review of Council events. A Councillor Workshop was held in February 2025 to review the Events Strategy, calendar and budget.

EVENTS STRATEGIC REVIEW 2025

The review of the Events Strategy and the corresponding events calendar and budget identified that the delivery of the current event program was no longer financially sustainable and needed to be remodelled.

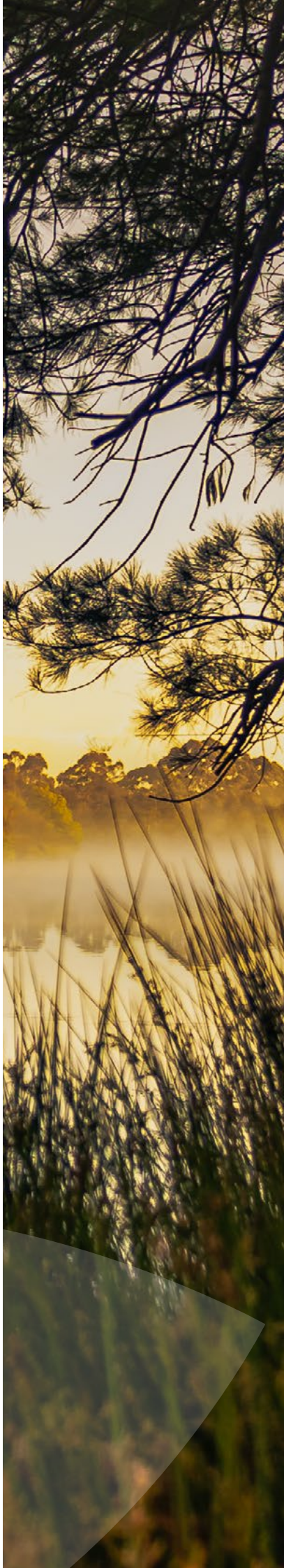
The review of the Events Strategy during the preparation of the 2025/2026 budget provided a unique opportunity to ensure the updated Events Strategy was supported by a financially sustainable events program. The review required decisions on the major event program including the most important events and which events to grow, retain and cut.

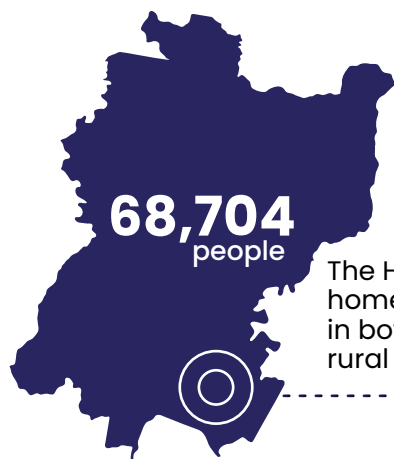
A review of the event program was then presented to a Council Meeting in April 2025, and changes were made to the calendar of events run by Council. It was agreed that Australia Day on the Hawkesbury and Hawkesbury Fest would continue to be held annually, and Savour the Flavour and Light Up Windsor would be held biennially from 2025. Savour the Flavour was held in 2025 and Light Up Windsor is planned for 2026. The Event Sponsorship Program was also reviewed and Council determined that the program would only offer community Event Sponsorship and no longer financially support commercial events.



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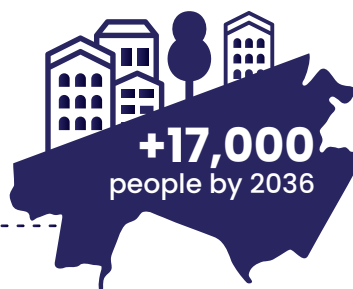
ABOUT OUR HAWKESBURY





The Hawkesbury is home to 68,704 living in both urban and rural areas.

Most residents are concentrated to the south east in and around the major towns of Windsor and Richmond and surrounding suburbs.



The Hawkesbury has 64 towns and villages, all of which have very different identities, communities and stories to tell.



Cultural diversity is continuing to increase, providing opportunities for new expression and learning. This includes a growing understanding and relationship with our Aboriginal community.



The Hawkesbury is a unique area located in the Hawkesbury River Valley.

It is the largest Local Government Area in the Sydney Metropolitan Region, covering approximately 2,776km².



For over 40,000 years the Dharug and Darkinjung people have lived in the Hawkesbury. The Hawkesbury River, known as the Dyarubbin to the Dharug people was a focus for these people.

It has been estimated there were up to 3,000 Aboriginal people living in the Hawkesbury area in 1788.



European explorers arrived in the Hawkesbury in 1789, making it the third oldest European settlement in Australia.

Windsor, which was established in 1794 is one of the five 'Macquarie Towns', four of which are located in the Hawkesbury – Windsor, Richmond, Wilberforce and Pitt Town



OUR NATURAL ASSETS



NATIONAL PARKS AND RESERVES

- Wollemi National Park as part of the Greater Blue Mountains World Heritage area
- Yengo National Park
- Cattai and Dharug National Parks
- Upper Colo Reserve
- Scheyville National Park
- Blue Mountains National Park
- Yarramundi Reserve



RIVERS

- Hawkesbury River
- Colo River
- Macdonald River
- Nepean and Grose Rivers



AIRBASE

- Richmond RAAF Base



EMERGENCY SERVICES

- Rural Fire Service brigades
- State Emergency Service brigade
- Police
- Ambulance
- Fire and Rescue



HOSPITAL

- Hawkesbury District Hospital



EDUCATION FACILITIES

- Western Sydney University
- Hawkesbury TAFE NSW Richmond
- High schools and primary schools



MAJOR TOWN CENTRES

- Windsor
- Richmond with access by train and North Richmond



PUBLIC SPACES

- Windsor Mall and Thompson Square
- Streets and thoroughfares



TOWNS AND VILLAGES

- Kurrajong
- St Albans
- Colo
- Bilpin
- Pitt Town
- Wilberforce
- Bowen Mountain



CULTURAL INFRASTRUCTURE

- Hawkesbury Gallery
- Hawkesbury Regional Museum
- Hawkesbury Central Library
- Richmond Library
- Surrounds and grounds of the
- Deerubbin Centre
- Windsor Function Centre



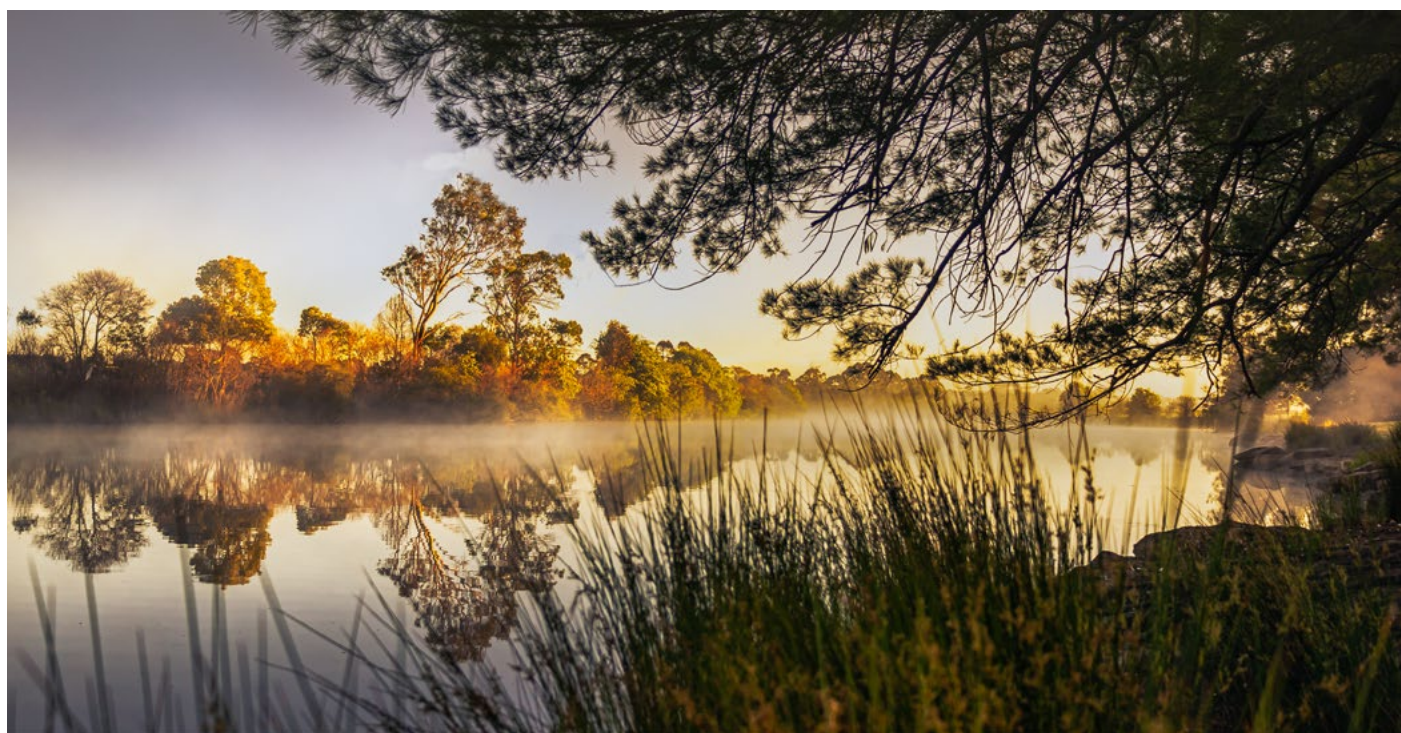
CULTURAL INFRASTRUCTURE

229 parks and reserves, including:

- Governor Phillip Park
- McQuade Park
- Macquarie Park
- Howe Park
- Richmond Park
- Hanna Park

OUR URBAN CENTRES

OUR SERVICES



OUR ECONOMY

The Hawkesbury has low unemployment and strong supportive industries that continue to grow, including construction, health care and social assistance.

Volunteering is also a key feature of our community with 13% participating, displaying a willingness to support each other.

OUR ECONOMY BREAKDOWN

34,417
in the workforce
(54.1% full time
30.4% part time)

150,000
visitors annually
(2022)

Key industries include
Food Services,
Defence,
Accommodation,
Trades, Education

\$4.77bn
gross regional
product
(2024)

Hawkesbury Show
attracts over
60,000
attendees
each year

08

OUR TOURISM



OUR VISITORS

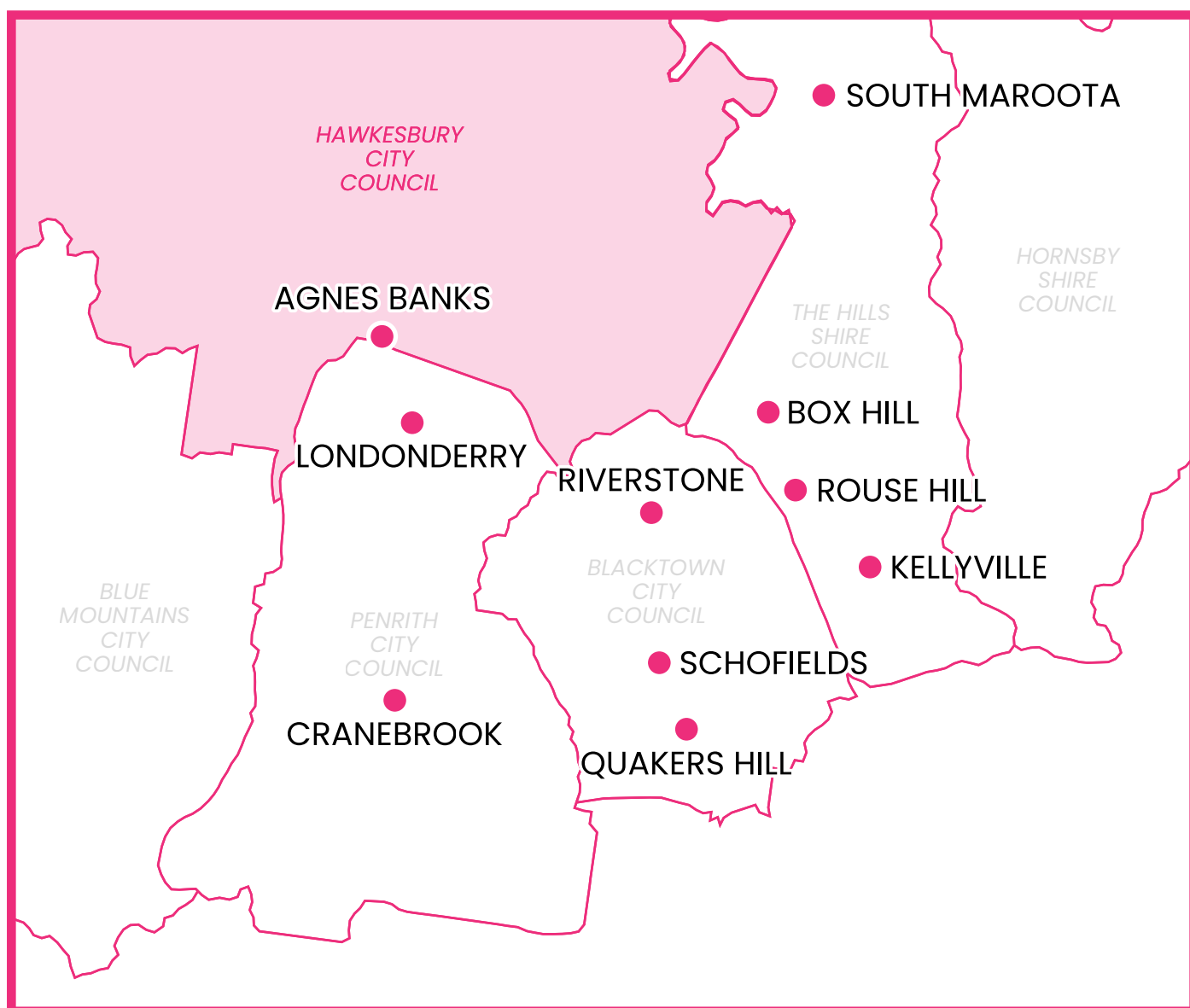
There are a number of methods by which we can profile our visitors. Primarily, these are economically through the SpendMap information portal, and face-to-face through engagement at our major events.

ECONOMIC DATA

In the 2023–2024 financial year, \$591.5 million was spent locally by visitors and businesses from outside the Hawkesbury – one third of the total spend within the LGA.

The top 10 external visitor origins by economic activity are Londonderry (Penrith LGA), Riverstone (Blacktown LGA), Kellyville (The Hills LGA), Cranebrook (Penrith LGA) and Box Hill (The Hills LGA), Rouse Hill (The Hills LGA), Agnes Banks (Penrith LGA), South Maroota (The Hills LGA), Quakers Hill (Blacktown LGA) and Schofields (Blacktown LGA).

We also attract statistically significant visitorship from the LGAs of Blue Mountains, Hornsby, Parramatta, Ryde, Wollondilly, Singleton and Central West (Orange).



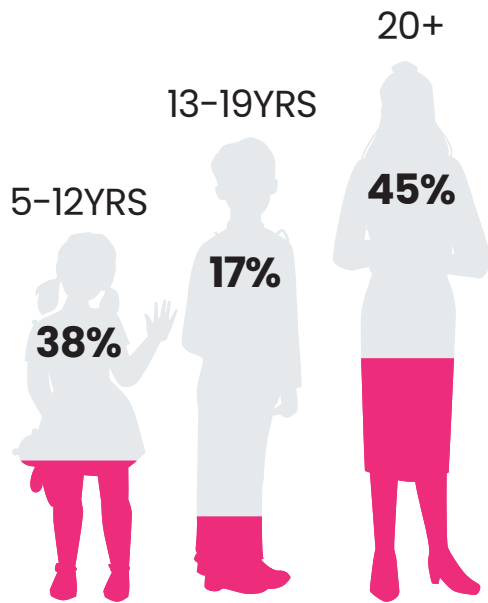
FACE TO FACE DATA

Council conducts face-to-face engagement opportunities at our four major events – Australia Day on the Hawkesbury, Hawkesbury Fest, Savour the Flavour Hawkesbury and Light Up Windsor. One of the metrics we gather data on is LGA of origin of our visitors.

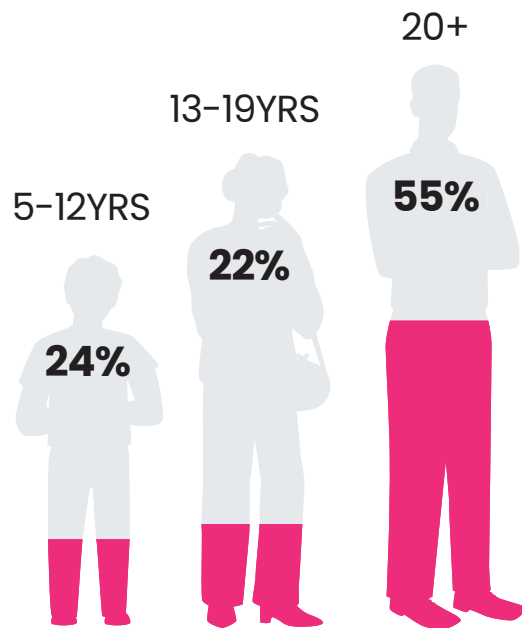
Each of our events has a different visitor profile, with Australia Day and Hawkesbury Fest being more localised in reach, while Savour the Flavour and Light Up Windsor are heavily promoted further afield as a tourism drawcard.



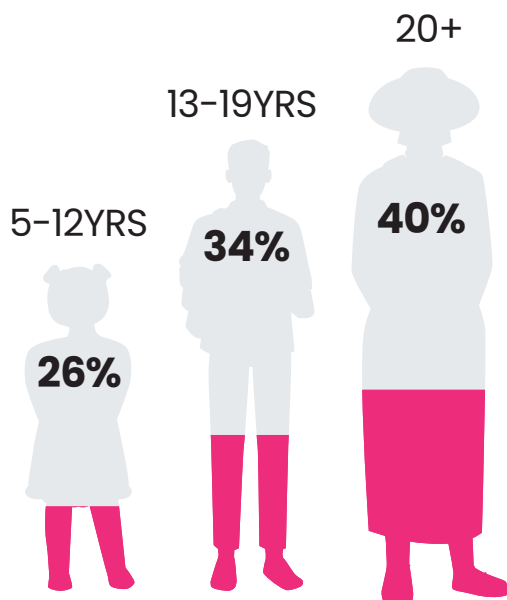
Our events also draw predominately young families.



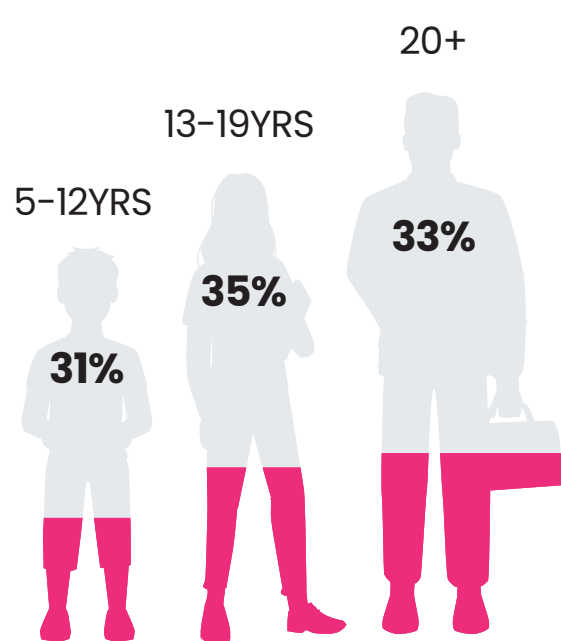
**HAWKESBURY
FEST**
CELEBRATING LOCAL GOVERNMENT WEEK



Savour THE
FLAVOUR®



**LIGHT UP
WINDSOR**



**AUSTRALIA
DAY** ON THE HAWKESBURY

09

EVENTS SNAPSHOT



EVENTS SNAPSHOT

Events range from small community gatherings to major events. Our events are classified by type, size and delivery mode which helps to guide the planning, approvals and support.

TYPE

MAJOR EVENTS

Cultural celebrations, festivals, shows, sporting events that attract significant local attendance and visitation to the region and have economic impacts.

TARGETED EVENTS

These events have a key focus, demographic or specific initiative – sports, inclusion, diversity, business, cultural, emerging trends, youth, arts, seniors

CIVIC AND COMMUNITY EVENTS

Official ceremonies, initiatives that mark milestones and achievements e.g. citizenship, openings, Mayoral functions, student leadership program, community engagement sessions

COMMERCIAL EVENTS

These events are organised by an entity for a profit and depending on location is either approved by Council or the land owner

SIZE

MAJOR: 5,000+

MEDIUM: 1,000 – 5,000 participants/or large footprint or impact on the community

SMALL: 100 – 1,000 attendees with contained footprint

MICRO: 1-99 attendees with contained footprint

DELIVERY MODE

COUNCIL LED: Fully managed and coordinated by Council

COUNCIL IN PARTNERSHIP: Delivered in partnership between Council and community and/or community organisation

THIRD PARTY: Externally managed event on Council land or private land with approval. These may have Council support. Events can be community or commercially led.

SPONSORED: Events which are sponsored through Council's Event Sponsorship Program

GRANT FUNDED: Events which receive a contribution from a grant program and are run by Council



Savour^{THE} FLAVOUR[®]

Savour the Flavour Hawkesbury is our newest major event and serves to be both a celebration of the Hawkesbury's historic and ongoing status as Sydney's food bowl, and as an important opportunity to activate the historic Richmond town centre.

2025 was the fourth year this event has run, growing quickly from 5000 visitors in 2022 to 15,000 in 2025 and necessitating the usage of the entire Richmond Oval. The strategy is to continually grow this event and to develop stronger connections with the surrounding town centre business community. Additional exposure is available for local businesses through event sponsorship opportunities.

From 2025, Savour the Flavour Hawkesbury transitioned to a biennial format. The next event will be held in 2027.

Visitors are offered the opportunity to sample and purchase delicious food, produce and beverages from local farmers and businesses, partake in cooking demonstrations, family arts and crafts workshops, carnival rides, apple pie eating contest and live entertainment.

Savour the Flavour is one of the two major events that we seek to promote over a greater area of the Sydney metropolitan region and surrounds, and as such part of the promotion is to connect with accommodation providers to help sell the event as an opportunity for weekenders to enjoy as part of a multi-day stay. The event is ideally-located a short walk from Richmond train station, and there is ample parking in and around the Richmond town centre, The event has a dedicated website – savourtheflavour.com.au



LOCAL MARKET STALLS
(primary from local producers and food businesses)



COOKING DEMONSTRATIONS AND Q&AS



LIVE MUSIC



ROVING ENTERTAINMENT



ARTS AND CRAFTS WORKSHOPS



APPLE PIE EATING COMPETITION



CARNIVAL RIDES



QUIET SPACE



FREE FACE PAINTING



KIDS' ACTIVITIES



PHOTO INSTALLATION

SNAPSHOT

15K+

VISITORS

10

BUSINESS SPONSORS

\$1,466,599

SPENT IN RICHMOND

5

LOCAL PERFORMERS

50

MARKET STALLS

Well done, well organised. Was a great night for the community and local restaurants/ pubs
– Brad

Fabulous night with so many of our local producers showing off there amazing creations we can try! Always enjoy this event for the food, drink and live music!
– Sasi Le

Another fabulous year at Savour the Flavour thank you so much to everyone who made this possible. Delicious food and drinks, fun music, great atmosphere, 10/10 – Christine



LIGHT UP WINDSOR

Light Up Windsor Street Festival is a one-night Christmas celebration held in Windsor Town Centre on a Saturday in late November – early December, and is the only event of its kind in western Sydney. Council took over the event from the Windsor Business Group in 2018 with the goal of significantly growing the event which had operated as a small Christmas market for approximately a decade. It has been run annually since then. In terms of spend and community engagement, Light Up Windsor is Hawkesbury City Council's largest event.

The event now attracts more than 15,000 visitors to the Windsor Town Centre to enjoy market stalls from local suppliers selling Christmas wares, gift wares and handicrafts; Christmas lights display, snow zone with snow flurries, free facepainting, live roving and stage entertainment, lighting of the giant Christmas tree and a visit from Santa and Mrs Claus.

Local eateries and retailers also stay open to take advantage of the crowds.

As one of Council's larger events, the primary goal is to activate the historic town centre by drawing in locals and tourists from adjoining LGAs, which in turn supports the businesses in and adjoining Windsor Mall. Additional exposure is available for local businesses through event sponsorship opportunities.

In 2024, the event attracted a \$65,000 funding boost from the NSW Government's Open Spaces Program to activate George Street between Windsor Mall and Windsor train station with a Christmas trail that included illuminated installations, festive chalk art, live music, meet and greet with reindeers and Christmas murals.



15K	57	5	6	5	\$1,270,717	\$720,814
VISITORS	MARKET STALLS	COMMUNITY GROUPS	LOCAL GROUP PERFORMANCES	BUSINESS SPONSORS	SPENT IN WINDSOR (STREET FAIR)	SPENT IN WINDSOR (CHRISTMAS TRAIL)

FROM 2025, LIGHT UP WINDSOR WILL TRANSITION TO A BIENNIAL FORMAT, WITH THE NEXT EVENT TO BE HELD IN 2026.

Thankyou Hawkesbury City Council what a great night! - The Church Bar

Such a great event and outstanding attendance. Well done Hawkesbury and to all organisers - Cameron

What a wonderful community event, well done to everyone involved! Great to hear the laughter and see all the smiling faces - Maree





Hawkesbury Fest is held annually on the Sunday of Local Government Week (first week of August) as a celebration of our Council's contribution to the Hawkesbury community. It is unique among other celebrations by NSW councils in the size and scope of the event, showcasing Council's services on a grand scale.

While incorporating carnival elements, the primary focus is on promoting Council's activities, initiatives and functions; as well as connecting the community with the many community services that Council partners with to help support community wellbeing.

Hawkesbury Fest has been held at Governor Phillip Park in Windsor since 2018, excluding 2020-2021 due to the COVID pandemic and subsequent floods. In 2024, Hawkesbury Fest attracted 10,000 visitors (up from 8,000 the year prior) for five hours of activities.

Hawkesbury Fest is an all-ages event, however young families have been the primary audience due to the location incorporating a large accessible playspace, and a strong mix of activities targeting both children and parents.

Small business sponsorship packages of \$500 were created to assist local small businesses with promoting their service to the community.



KIDS' ACTIVITIES



QUIET SPACE



FREE CARNIVAL RIDES



LOCAL MARKET STALLS



FOOD TRUCKS



LIVE ENTERTAINMENT



LOCAL EMERGENCY SERVICES DISPLAYS



DOG AGILITY AND RACING ACTIVITIES



DOG-FRIENDLY EVENT (ON A LEASH)



COUNCIL SERVICES AND COMMUNITY SERVICES DISPLAYS

10K

VISITORS

20

MARKET STALLS

20

COMMUNITY DISPLAYS

7

LOCAL BUSINESS SPONSORS

6

LOCAL PERFORMANCES

\$ 646,316

SPENT IN WINDSOR

Congratulations! This was such a great family event – Kathy

Thanks Hawkesbury City Council for a terrific community event today. We all had lots of fun at the festival – Bronwyn

What an awesome local community event! We loved it the first year and loved it this year! So family friendly, something for everyone, so generous to have free rides for the kids! Will definitely be back next time – Lindsay

*** THE 2025 HAWKESBURY FEST EVENT WAS CANCELLED DUE TO ONGOING WET WEATHER**

SNAPSHOT



AUSTRALIA DAY ON THE HAWKESBURY

Australia Day on the Hawkesbury is held annually in the afternoon/evening of 26 January in Governor Phillip Park, Windsor, activating this popular riverside space. The first event was held in 2018.

As most neighbouring local government areas have their own Australia Day celebrations, this event is primarily promoted to local residents. In spite of a trend among some local government areas to move away from Australia Day celebrations, this event has grown steadily in popularity in the Hawkesbury over the past five years.

Australia Day on the Hawkesbury is an all-ages event, however young families have been the primary audience due to the location incorporating a large accessible playspace, the relaxed nature of the event and its timing landing within the summer school holiday period.

A key feature of the event is the fireworks display finale. The display is extremely popular, with the majority of visitors remaining at the event until after the conclusion of the display.

					
FIREWORKS DISPLAY FINALE	CARNIVAL RIDES	FREE FACE PAINTING	RAAF FLYOVER	QUIET SPACE	ROVING ENTERTAINMENT
					
AN OUTDOOR STAGE WITH LIVE ENTERTAINMENT	LOCAL EMERGENCY SERVICES DISPLAYS	THONG THROWING COMPETITION	FOOD AND DRINK VENDORS	DOG-FRIENDLY EVENT (ON A LEASH)	CRICKET GAME

SNAPSHOT

8K	16	10+	3	5	5	\$567,787
VISITORS	FOOD VENDORS	MINUTE FIREWORKS DISPLAY	COMMUNITY GROUPS	LOCAL PERFORMANCES	EMERGENCY SERVICES ATTENDANCE	EVENT TOWN SPEND IN WINDSOR

The fireworks were amazing, an excellent event - Kim

Such a great night, thank you. For someone who never got the chance to show her 2 year old fireworks for new year...., I am grateful for the display you offered tonight - Emily

It was a fantastic evening- Thankyou - Pkal





The Hawkesbury Show is the second largest agricultural show in the Southern Hemisphere and annually attracts more than 70,000 visitors over three days in April. The Show has been run by the Hawkesbury District Agricultural Association since 1879.

The high number of local visitors makes it a very attractive location to seek face-to-face engagement between Council and its ratepayers through our Hawkesbury City Council Pops Up at the Show initiative.

In 2025 there were more than 21,000 visitors to our Hawkesbury City Council Pops-Up at the Show display tent and Council were awarded a second-place display ribbon by the show committee.

The award-winning Hawkesbury Show passport activity was a smash hit with 1,500 visitors of all ages taking up the challenge to collect stamps from our emergency service partners and winning a fun prize.

21K

**VISITORS TO
COUNCIL TENT**

1,500

**VISITORS COMPLETED
COUNCIL PASSPORT**

1,000

**PLANTS GROWN BY THE
HAWKESBURY COMMUNITY
NURSERY GIVEN AWAY**

500

**KIDS COMPLETED THE
CONSTRUCTION ZONE
OBSTACLE COURSE**

398

**VISITORS KNOCKED ON THE
HI NEIGHBOUR DOOR AND
TOLD US WHAT MAKES A
GOOD NEIGHBOUR**

301

**VISITORS GAVE FEEDBACK
ON THEIR PRIORITIES FOR
THE HAWKESBURY**

286

**VISITORS GAVE
SUGGESTIONS FOR FUTURE
CUSTOMER SERVICE
POP-UP LOCATIONS**

100

**MUMS RECEIVED A FREE CUPCAKE
ON MOTHER'S DAY AND MANY MORE
POSED FOR A PHOTO IN FRONT OF
THE SPECIAL HAWKESBURY
REMAKERY FLOWER DISPLAY**

87

**VISITORS TOLD US THEIR
BIG IDEAS FOR LOCAL
ARTS AND CULTURE IN
THE HAWKESBURY**

600

**FREE DESKTOP
GARBAGE BINS
GIVEN AWAY**

60

**DISCOUNT ADOPTION
VOUCHERS WERE CLAIMED
FROM THE COMPANION
ANIMAL SHELTER TEAM**

10

**COUNCIL TEAMS
ATTENDED TO MAKE
IT ALL HAPPEN**

It was lots of fun we really enjoyed it!!! I loved giving my neighbour a plant. – Rocky

Our girls had an amazing time in the tent doing your passport. Thank you. – Ricardo



SCHOOL Leadership and Awareness Program

Council has been holding The School Leadership and Awareness Program since 2022.

Students rotate through three sessions and learn about the role of Council staff, our involvement in such activities as Bushcare, Cultural Services and Community Services, and how we look after roads, rubbish, parks, pools and our libraries.

We hold a mock Council meeting where students took the role of Mayor and Councillors to debate a community issue, a Wheel of Fortune-style quiz, a 'priorities survey', student showbag and a student workbook. We have also included an interactive presentation from partner organisation Royal Life Saving NSW to discuss water safety in the Hawkesbury River in a bid to address recent drownings in the area.

The students also learned about the three different levels of government – Federal, State and Local as well as the role the of the Mayor and Councillors as representatives of Hawkesbury City Council.

2022

88

STUDENTS FROM
4 SCHOOLS
(2X 1 DAY EVENT)

2023

393

STUDENTS FROM
12 SCHOOLS
(2X 1 DAY EVENT)

2024

79

STUDENTS FROM
4 SCHOOLS
(1 DAY EVENT)

2025

97

STUDENTS FROM
4 SCHOOLS
(1 DAY EVENT)

I really think the Hawkesbury City Council's School Leadership Program is doing an amazing job of linking what you learn with real life. It gives young people a chance to connect with their community, understand how it functions, and build important leadership skills. The way they use interactive and fun activities means the learning is more easily consolidated and has a real impact.

– Adriana, Class Teacher Windsor Public School

I fully support this program and hope for more partnerships between Hawkesbury City Council and local schools. Programs like this are crucial for developing future community leaders.

– Rosie, Principal Kurrajong East Public School

The program offered a unique and engaging opportunity for students to step beyond the classroom and gain firsthand insight into the workings of local council. Through interactive workshops, students learned about civic responsibilities, the decision-making process, community planning, and the roles of elected officials and council staff. The sessions were thoughtfully designed, age-appropriate, and highly interactive, which not only enhanced student understanding but also sparked genuine interest in civic life.

– Jeanette, Stage 3 Teacher Glossodia Public School



CIVIC AND COMMUNITY EVENTS

In addition to major events, Council also hosts a number of civic and community events. While generally smaller in nature, these events are a mix of pop-up community activations and official legislated and contractual business of Council.

AUSTRALIA DAY AWARDS

Council runs an annual Australia Day Awards Program. The awards ceremony takes place in the morning of 26 January each year as part of Council's full day of Australia Day celebrations. The categories include Citizen of the Year, Young Citizen of the Year, Local Hero Award, Sportsperson of the Year, Arts and Culture Award, Environmental Award, Community Organisation of the Year and Commemorative Plaque.

CITIZENSHIP CEREMONIES

Council holds several Citizenship Ceremonies throughout the year – on Australia Day and Australian Citizenship Day in September, and as needed. This event includes the ceremony and light refreshments, and is attended by new citizens, family members, Councillors and State and Federal representatives.

CIVIC RECEPTIONS

Several times a year, Council will welcome delegations and visitors at or prior to an official Council meeting. This includes, but is not limited to, a traditional smoking ceremony prior to the first Council meeting each year, volunteer thank yous and Sister City visits.

INFRASTRUCTURE OPENINGS

The opening of new infrastructure is a cause for celebration, whether it be a new recreational space or a major new road connection for our more isolated communities. Council will often hold special pop-up events with light refreshments, music and an official opening ribbon cutting. These events can be required under the terms of government funding agreements, for which the relevant dignitaries are also invited.

COMMUNITY ENGAGEMENT SESSIONS

Council values the input and feedback from our community when it comes to designing new major infrastructure, preparing policies and strategies and approving major developments. On occasion, these activities warrant face-to-face engagement with our community in guided sessions designed to encourage conversation and useful feedback. These sessions are usually incentivised and include light refreshments.

MAJOR COMMUNITY EVENTS

In addition to Council's major events, a number of major community events take place throughout the year. Council may, at times provide financial or in-kind support to the running of these events, and may have a physical presence at these events.

As of 2024/2025, these events include, but are not necessarily limited to:

- Hawkesbury Show
- RAAF Richmond Open Day
- Winterfest
- Hanna Park Carols
- Richmond Rotary Carols
- St Albans Folk Festival
- Bridge to Bridge Water Ski Classic
- Return to Rio
- Hawkesbury Canoe Classic
- All Holden Day
- Youth FEST





Image credit Destination NSW

WE SUPPORT COMMUNITY EVENTS

Council supports a range of community events and activities that contribute towards the outcomes of the Community Strategic Plan.

Council looks to assist community events that highlight Hawkesbury’s heritage, celebrate our river, enhance our town centres, assist towns and villages to become local hubs, create cultural experiences, promote and assist tourism and that create community and business connections. Events create the opportunity to build:



Council has an Event Sponsorship Program which is designed to assist community events which benefit the community and local economy and attract visitors to the region. Through receipt of financial and in-kind sponsorship, Council can enhance these activities to provide a greater benefit to the local community.

The Event Sponsorship Program offers two rounds of sponsorship to community events. The Program has a transparent framework that Council can use to determine sponsorship funding and other assistance for events, based on a clear set of objectives and criteria in the Eligibility Criteria and the Assessment Criteria Matrix. The Program currently sponsors only community events but prior to 2024 Council also sponsored commercial events.

Since 2018 Council sponsored more than 100 community events and more than 20 commercial events in a range of towns and villages across the LGA:

- Windsor
- Richmond
- St Albans
- Bilpin
- Kurrajong
- Clarendon – Showground
- Bowen Mountain
- North Richmond
- Pitt Town
- Wilberforce

The top 5 events which have received event sponsorship are –

- Hawkesbury Show, Hawkesbury Showground – Hawkesbury District Agricultural Association
- Richmond Good Food and Markets, Richmond Park – Richmond Good Food and Markets
- St Albans Folk Festival, St Albans Town Centre – St Albans Folk Festival
- Hawkesbury 120 Ski Race, Governor Phillip Park Windsor– Upper Hawkesbury Power Boat Club
- Light Up Windsor, Windsor Town Centre – Windsor Business Group

Council annually sponsors the Hawkesbury Eisteddfod for \$25,164. Council has been sponsoring the Hawkesbury Eisteddfod since 2003/2004.

Council sponsored the Hawkesbury Local Business Awards from 2017/2018 until 2024/2025.

The management of this program is detailed in full in Council's Event Sponsorship Policy.





HOW WE PROMOTE OUR EVENTS

Council utilises a substantial multi-platform approach to promoting events in the Hawkesbury, across traditional and digital media and promotional channels.

Council recognises that its residents are demographically and geographically diverse, requiring a diversity of methods to promote events.

These strategies are outlined in greater depth in the Hawkesbury Communication and Engagement Strategy 2024-2028 and include:

- Media releases
- Council's corporate website
- Dedicated events websites
- Quarterly community newsletter
- Fortnightly email newsletters
- Social media posts and paid advertising (Facebook and Instagram)
- External social media influencers and community pages
- Sponsor and stallholder social media pages
- Newspaper and magazine print advertising, including front covers where available
- Posters and flyers
- Direct mail
- Digital billboards
- Ground decals
- Banners and flags
- Email signature

These are promoted through an events calendar available on Council's website and through the Hawkesbury Events Facebook and Instagram profiles. The Hawkesbury Events Facebook page has more than 13,800 followers and the Instagram page has more than 4,300 followers.



10

OUR BRAND



OUR CORPORATE LOGO

The Hawkesbury is a distinct community which takes its name from the Hawkesbury River, that flows through our boundaries. Within the Hawkesbury there are four river valleys, fertile flood plains and wetlands, hills, ridges and gorges. This is captured in Council's distinctive corporate logo.

This logo appears on all promotional material for Council's major, community and civic events, as well as any events Council supports financially or materially. Its appearance gives all attendees the confidence that the event is appropriately supported and endorsed by Hawkesbury City Council.

Permission to use the logo is granted to approved events providers via contractual arrangement and must be supplied to the event provider via Council's Corporate Communications and Events team or approved delegate.



HAWKESBURY EVENTS LOGO

Hawkesbury's events are vibrant, bright and energetic. The Hawkesbury Events logo expresses these qualities. Visitors will see this logo appear on promotional material for Council-managed major and community events only. It is an endorsement that the event is directly managed by Council's Corporate Communications and Events team.



DISCOVER THE HAWKESBURY LOGO

Hawkesbury City Council's Discover the Hawkesbury branding is applied to all activities and promotions endorsed by the Hawkesbury Visitor Information Centre. These activities and promotions are primarily tourism-focused.



INDIVIDUAL EVENTS BRANDING

Council's major events each have a carefully curated brand, with logo design, font selection, elements and colour palette. These brands ensure that each event maintains a familiar and consistent character that is easily recognisable within the community and potential visitors.







OUR FOCUS AREAS



OUR FOCUS AREAS

Over the next four years the key focus areas of the Events Strategy are aligned with the four Strategic Directions in the Hawkesbury Community Strategic Plan:



STRATEGIC DIRECTION 1 GREAT PLACES TO LIVE

FOCUS AREA — Vibrant places and spaces and meaningful event experiences

Activate towns, villages and spaces across the Hawkesbury with events that foster community connections and celebrate our unique identity creating places that are dynamic, enjoyable and welcoming for residents and visitors.



STRATEGIC DIRECTION 2 SUSTAINABLE ENVIRONMENTS AND HERITAGE

FOCUS AREA — Sustainable and future ready events

Championing an environmentally responsible approach to sustainable event planning and management that contribute to a thriving and sustainable future while being responsive to community needs and emerging trends.



STRATEGIC DIRECTION 3 THRIVING ECONOMY

FOCUS AREA — Destination and visitor economy growth

Position the Hawkesbury as a premier destination by attracting, hosting, sponsoring and partnering with events that drive tourism, support local businesses and sustained economic growth while showcasing the region's unique offerings.



STRATEGIC DIRECTION 4 EFFECTIVE LEADERSHIP

FOCUS AREA — Safe, inclusive, accessible and connected event experiences

Deliver innovative, creative, accessible and safe events that foster a sense community connection, belonging and cultural expression that build trust and resilience.

CSP Direction	Events Strategy Focus Areas	Alignment
Great Place to Live 1.1 Collaborate with and empower the community to be resilient 1.2 Encourage, educate and enable our community to be safe and healthy 1.3 Create opportunities for partnerships, connection and collaboration 1.4 Invest in our places, spaces and infrastructure to support thriving, prepared communities 1.5 Enrich our local identity by enhancing connection to our unique stories, landscapes and places	Vibrant places and spaces and meaningful event experiences	Activate towns, villages and spaces across the Hawkesbury with events that foster community connections and celebrate our unique identity creating places that are dynamic, enjoyable and welcoming for residents and visitors. - Diverse portfolio of events - Promotion of events and event calendar
Sustainable Environments and Heritage 2.2 Enrich collaborations through connection to nature, environments and heritage 2.4 Empower the Hawkesbury to make sustainable choices 2.6 Develop our understanding of the Hawkesbury's contribution to changing climate and invest in mitigation actions	Sustainable and future ready events	Championing environmentally responsible approaches to sustainable event planning and management that contributes to a thriving and sustainable future while being responsive to community needs and emerging trends. Sustainable Events Management Policy Checklist and Guidelines
Thriving Economy 3.2 Support our local businesses to be innovative, sustainable and connected 3.3 Promote the Hawkesbury as a great place to visit, work and invest 3.4 Enhance the unique qualities and connectivity of our towns and villages to contribute to a thriving Hawkesbury 3.5 Invest in local artists and creators to enrich Hawkesbury's identity and economy 3.6 Create opportunities for place-making celebrations, events, activations and cultural expressions	Destination and visitor economy growth	Position the Hawkesbury as a premier destination by attracting, hosting, sponsoring and partnering with events that drive tourism, support local businesses and sustained economic growth while showcasing the regions unique offerings. - Event Sponsorship Program and Policy - SpendMap data
Effective Leadership 4.1 Provide representative, responsive and accountable governance	Safe, inclusive, accessible and connected event experiences	Deliver innovative, creative, accessible and safe events that foster a sense of community connection, belonging and cultural expression that build trust and resilience. - Risk Management - Accessibility and inclusivity - Event Guide

IMPLEMENTATION PLAN

A four year implementation plan has been developed which identifies actions which are currently included in Council's current plans and strategies.

Additional actions which are contingent on future grants or funding have also been identified and shaded.

FOCUS AREA:

Vibrant places and spaces and meaningful event experiences

Goal	Action	Council Team Responsible	Collaboration and Strategy Alignment	Funded	Year	Resourcing
Activate towns, villages and spaces across the Hawkesbury with events that foster community connections and celebrate our unique identity, creating places that are dynamic, enjoyable and welcoming for residents and visitors.	Deliver calendar of iconic, civic and community events	Events	Event Strategy Event calendar	✓	2025-2029	OP, DP
	Promote calendar of iconic, civic and community events	Communications	Communication and Engagement Strategy	✓	2025-2029	OP, DP
	Develop infrastructure improvements to enable event ready spaces	Assets Project Delivery Events	Asset Management Strategy and Plans	✗		
	Deliver the community event sponsorship program	Events	Event Sponsorship Policy	✓	2025-2029	OP, DP
	Continually streamline the application and acquittal processes for sponsorship to improve customer experience and accessibility for recipients	Events IT Business Transformation and Customer Experience	Bookable Module	✓	2025-2029	OP, DP
	Continue to review the assessment criteria in the Event Sponsorship Policy during Round 1 and Round 2 of event sponsorship	Events	Events Sponsorship Policy	✓	2025-2029	OP, DP

Goal	Action	Council Team Responsible	Collaboration and Strategy Alignment	Funded	Year	Resourcing
	Deliver events which recognise and celebrate new and upgraded locations and assets	Events	Operational Plan	✓	2025-2029	OP, DP
	Include consideration of event ready spaces in Local Character Studies	Assets/Project Delivery/Events/Economic Development	Asset Management Strategy Character Studies	✗		
	Consider activation events on western side of River	Events	Events Strategy	✗		
	Continue to work with emergency services and invite them to attend iconic events to promote awareness and community connections	Events	Events Strategy Event calendar	✓	2025-2029	OP, DP
	Share available Traffic Management Plans with event organisers for sponsored events in town centres	Events	Event Sponsorship Policy	✓	2025-2029	OP, DP
	Continue to evaluate events in a range of ways and ensure feedback is used to direct improvements for future events and collaborative partnerships that benefit Council and the community.	Events	Events Strategy Event calendar Event Sponsorship Policy Sustainable Event Management Policy	✓	2025-2029	OP, DP
	Embed cultural story telling and heritage into culturally appropriate events	Arts and Culture Events	Cultural Plan Events Strategy	✓	2025-2029	OP, DP
	Community engagement and co-design on culturally appropriate events	Arts and Culture Events	Cultural Plan Events Strategy	✓	2025-2029	OP, DP

FOCUS AREA:

Sustainable and future ready events

Goal	Action	Responsibility	Collaboration and Strategy Alignment	Funded	Year	Resourcing
Championing an environmentally responsible approach to sustainable event planning and management that contributes to a thriving and sustainable future while being responsive to community needs and emerging trends.	Demonstrate best practice event management through the use and application of the Sustainable Event Management Policy 2025, the Sustainability Self Assessment and the Sustainable Events Guideline	Events Sustainability	Sustainable Event Management Policy	✓	2025-2029	OP, DP
	Assess all community event sponsorship applications against the Sustainability Checklist in the Event Sponsorship Policy	Events	Event Sponsorship Policy Sustainable Events Management Policy	✓	2025-2029	OP, DP
	Continue to review the sustainability requirement of the assessment criteria and checklist in the Event Sponsorship Policy during Round 1 and Round 2 of event sponsorship	Events	Event Sponsorship Policy Sustainable Events Management Policy	✓	2025-2029	OP, DP
	Hold Event Guide training and upskilling for staff with a focus on sustainable event practices	Events	Event Guide	✓	2025-2029	OP, DP
	Continue to review and update Sponsorship Agreements to align with Council's sustainable practices	Events	Sustainable Events Management Policy	✓	2025-2029	OP, DP
	Investigate emerging sustainable event opportunities to enhance, streamline and future proof events.	Events	Sustainable Events Management Policy	✓	2025-2029	OP, DP
	Review the Sustainable Events Management Policy with 2 years	Events	Sustainable Event Management Policy	✓	2025-2029	OP, DP
	Continue to provide advice and support to community event sponsorship applicants about holding sustainable events	Events	Sustainable Event Management Policy Events Guide	✓	2025-2029	OP, DP

Goal	Action	Responsibility	Collaboration and Strategy Alignment	Funded	Year	Resourcing
Train and upskill staff	Continue to undertake regular training for the Events Guide sessions	Events	Sustainable Event Management Policy Events Guide	✓	2025-2029	OP, DP

FOCUS AREA:

Destination and visitor economy growth

Goal	Action	Responsibility	Collaboration and Strategy Alignment	Funded	Year	Resourcing
Position the Hawkesbury as a premier destination by attracting, hosting, sponsoring and partnering with events that drive tourism, support local businesses and sustained economic growth while showcasing the region's unique offerings.	Continue to offer 2 rounds of community event sponsorship each year	Events	Events Strategy Destination Management Plan Event Sponsorship Policy Event Guide	✓	2025-2029	OP, DP
	Maintain the dynamic What's On calendar that includes council led and external events across the Hawkesbury	Events Visitor Information Centre	Events Strategy Destination Management Plan Draft Economic Development Strategy	✓	2025-2029	OP, DP
	Continue to promote council events and community events sponsored by Council	Events Communication	Communication and Engagement Strategy	✓	2025-2029	OP, DP
	Review the Bookable online module	Events Customer Experience and Business Transformation IT	Bookable Module	✓	2025-2029	OP, DP
	Investigate additional survey tools and programs to assist in how to measure more accurately attendance figures and community response to events and activations	Events Communication Economic Development	Communication and Engagement Development Strategy Events Strategy Draft Economic Development Strategy SpendMap	✓	2025-2029	OP, DP
	Place making strategies for town centres	Events Economic Development	Draft Economic Development Strategy	✓	2025-2029	OP, DP

Goal	Action	Responsibility	Collaboration and Strategy Alignment	Funded	Year	Resourcing
	Develop active partnerships to develop network of vibrant centres which bring opportunities for business growth and community connection	Events Economic Development	Draft Economic Development Strategy Events Strategy	✓	2025-2029	OP, DP
	Event partnership, sponsorship, support	Events	Event Sponsorship Policy	✓	2025-2029	OP, DP
	Apply for relevant grant funding for actions in Implementation Plan	Events	Event Strategy	✓	2025-2029	OP, DP
	Investigate engaging local volunteers to help deliver council events which will enrich the life of our volunteers and connect them with the community.	Events Community Planning and Partnerships	Volunteer Strategy	✗		

FOCUS AREA:

Safe, inclusive, accessible and connected event experiences

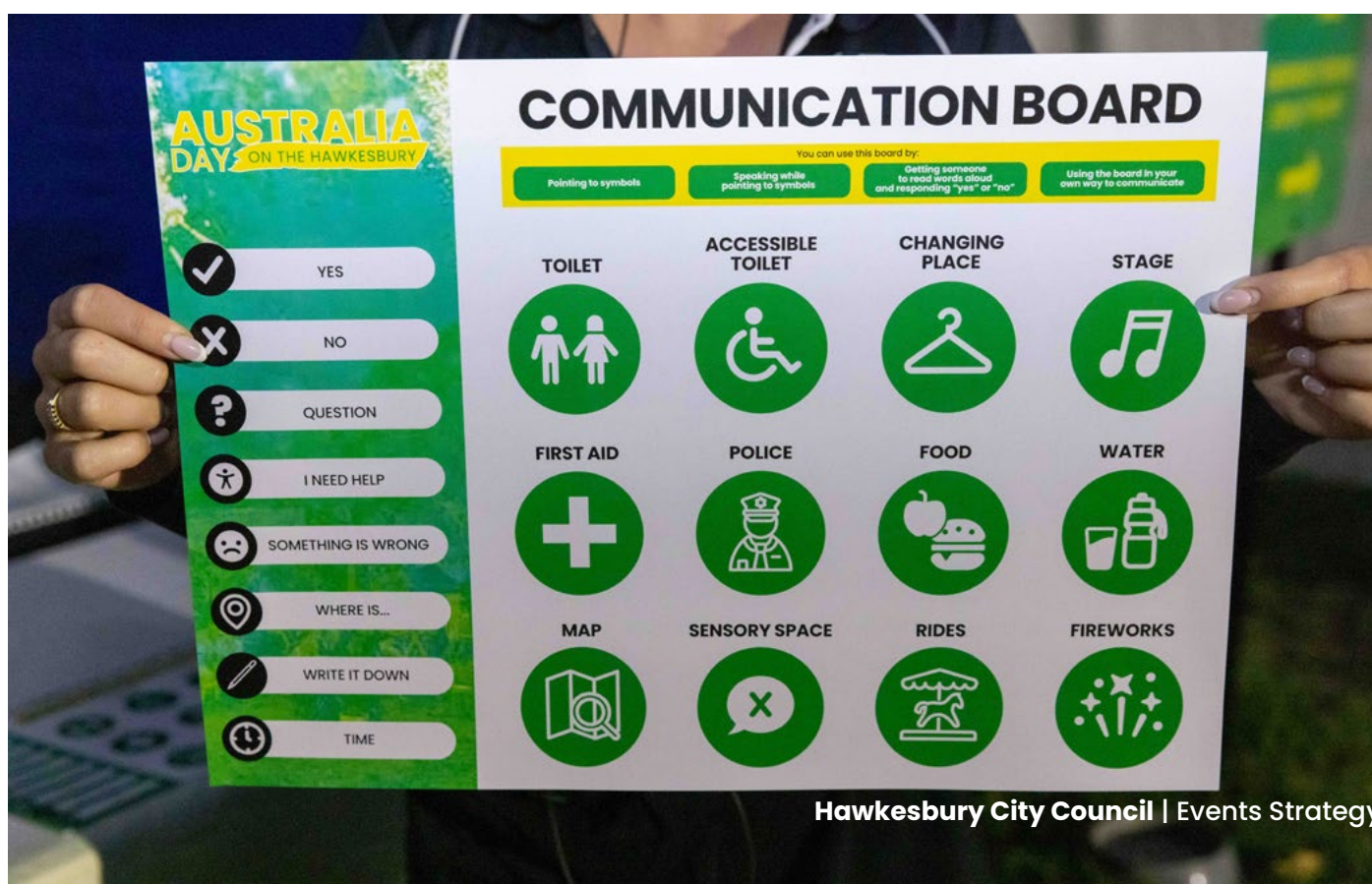
Goal	Action	Responsibility	Collaboration and Strategy Alignment	Funded	Year	Resourcing
Deliver innovative, creative, accessible and safe events that foster a sense of community connection, belonging and cultural expression that build trust and resilience.	Continue to embed and increase recognition of the Dharug and Darkinjung Peoples cultural partnerships and protocols in accordance with the Reconciliation Action Plan	Community Planning and Partnerships	Reconciliation Action Plan	✓	2025–2029	OP, DP
		Arts and Culture Events	Cultural Plan Events Strategy			
	Continue to embed accessibility and inclusion actions from the Disability Inclusion Action Plan into events	Community Planning and Partnerships	Disability Inclusion Action Plan	✓	2025–2029	OP, DP
		Events Communication	Events Strategy Events Sponsorship Program Communication and Engagement Strategy			
	Continue to incorporate accessibility and inclusion aspects within our events – quiet sensory hour, designated quiet space, communication boards, social stories, large format event maps, accessible toilets and parking, accessible shuttle buses where applicable	Events Community Planning and Partnerships Communication Arts and Culture	Event Guide Events Strategy Cultural Plan Communication and Engagement Strategy Disability Inclusion Action Plan	✓	2025–2029	OP, DP
	Seek sponsorship from local businesses for iconic events	Events	Event Sponsorship Policy	✓	2025–2029	OP, DP
	Work with the Library Gallery Museum to deliver actions from the Cultural Plan	Events Arts and Culture	Cultural Plan	✓	2025–2029	OP, DP

Goal	Action	Responsibility	Collaboration and Strategy Alignment	Funded	Year	Resourcing
	Sponsorship recipients to receive logo kit and guidelines for use as well as how to promote Council support. Compliance is checked during project delivery and assessed at the acquittal stage	Events Communication	Communication and Engagement Strategy Brand Style Guide	✓	2025-2029	OP, DP
	Continue to ensure risk assessments and WHS Compliance Forms are completed for all civic, community and major events	Events	Event Guide	✓	2025-2029	OP, DP
	Continue to request that all event stakeholders/ contractors complete Council's events online compliance form before entering any council event and provide all required safety documentation	Events	Event Guide Risk Management System	✓	2025-2029	OP, DP
	Undertake training in contractor management to manage risks	Events Work Health and Safety	Events Strategy Event Guide	✓	2025-2029	OP, DP
	Identify further opportunities to engage young people at our major events and pop ups with diverse activities	Events Arts and Culture Community Planning and Partnerships	Events Strategy Event Calendar Cultural Plan	✓	2025-2029	OP, DP
	Continue to update and improve Council's website and event websites with new imaging, content, accessibility and resources	Events Communication	Communication and Engagement Strategy	✓	2025-2029	OP, DP
	Adapt event communication to improve access and better reflect community needs including linguistic and informational accessibility	Arts and Culture Events Communication	Cultural Plan Disability Inclusion Action Plan Communication and Engagement Strategy	✓	2025-2029	OP, DP
	Support Arts and Culture in the delivery of cultural tourism partnerships and initiatives	Arts and Culture Events Visitor Information Centre	Cultural Plan Event Strategy Communication and Engagement Strategy	✓	2025-2029	OP, DP

EVALUATION AND CONTINUOUS IMPROVEMENT

Events are evaluated in a range of ways and the feedback is used to direct improvements for future events and collaborative partnerships that benefit Council and the community.

Event Metrics		
Event Assessment	- Attendance - Participation - Spending - Location - Sponsorship	- Accessibility and inclusiveness - Media interest and coverage - Stallholders/community groups/music and entertainment - Emergency services - Income
Sustainability	Sustainability Self Assessment	
Event Sponsorship	Assessment Matrix Criteria	Event Evaluation
Operational Plan and Strategic Alignment	Council's events and Sponsored events and event calendar aligning with Operational Plan, Delivery Plan, Mission and Values	Actions built into Operational Plan, budget and resources for tracking
Feedback	- Events surveys - Customer satisfaction Survey feedback - Post event surveys, attendees, stallholders, sponsors	- Economic benefit, SpendMap - Staff debrief - Grant acquittals and reporting
Risk Evaluation	- Insurance coverage for Council events - Event Risk Management Plans	- WHS Compliance Check - Reported number of incidents and accidents at events





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