

# COMMERCIAL EVENT ASSESSMENT CRITERIA MATRIX

<b>Organiser's Name:</b>
<b>Event Name:</b>
<b>Event Location:</b>
<b>Date:</b>

Objective	Criteria	Score Options	Score	Event Score
<b>Attendee Appeal</b>	Appeal to wide demographic	Specialised event	1	
		Appeal to age group	2	
		Universal appeal	3	
	Number of attendees	<1000	1	
		1000 to 3000	2	
		>3000	3	
	Entry Fee	No	0	
		Yes	1	
<b>Community connections and resilience</b>	Create community partnerships	No	0	
		Yes	3	
	Opportunities for local community groups involvement	No	0	
Yes More than 2 groups		2 3		
Opportunity for community volunteers	No	0		
	Yes	2		
<b>Economic Benefit</b>	Opportunities for local business involvement	No	0	
		Yes	2	
	Origin of attendees anticipated	Hawkesbury LGA	1	
		Outside LGA	2	
Anticipated number of people staying overnight	<100 people	1		
	100 to 200 people	2		
	>200 people	3		
Revenue generated from event	<\$20,000	1		
	>\$20,000	2		

Objective	Criteria	Score Options	Score	Event Score
<b>Sustainability and Waste Management</b>	Completion of a sustainability checklist	No Yes	0 3	
	Management of waste	No waste management General waste bins only Recycling and general waste bins Zero waste created	0 1 2 3	
<b>Venues/Location</b>	Events that support the revitalisation of town centres and villages	No Yes	0 2	
	Develop vibrant town centres with opportunity for business growth and community connection	No Yes	0 2	
	Events that celebrate our rivers or riverside locations	No Yes	0 2	
	Hawkesbury Showground	No Yes	0 1	
<b>Accessibility</b>	Event is accessible for people living with a disability	No Yes	0 2	
<b>Arts, Culture, Heritage and Food</b>	Showcasing Hawkesbury heritage	No Yes	0 3	
	Involvement of local artists	No Yes	0 3	
	Involvement of local musicians	No Yes	0 3	
	Involvement of local food producers	No Yes	0 3	

Objective	Criteria	Score Options	Score	Event Score
<b>Promotional and Brand Exposure</b>	Local/Regional promotion	No	0	
		Yes	1	
		Regional	2	
	State/National promotion	No	0	
		State	1	
		National	2	
Provision of marketing plan	No	0		
Yes	2			
<b>Sport</b>	Local sporting promotion	No	0	
Yes	2			
<b>Legacy</b>	Opportunity for event growth	No	0	
		Yes	2	
	Multiple funding sources	No	1	
		Yes	2	
Event previously has been held in the Hawkesbury	No	1		
	Yes	2		
Strong business model	No	0		
	Yes	2		
<b>First Nations Involvement</b>	Do you conduct a Welcome to Country at your event?	No	0	
		Yes	3	
	Do you conduct an Acknowledgement of Country at your event?	No	0	
Yes		2		
Do you involve a First Nations group at your event?	No	0		
	Yes	2		
<b>Council Support (answer one only)</b>	Event has been supported by Council for more than 2 years	Yes	0	
	Event has been supported by Council for less than 2 years	Yes	1	
	Event has not been supported by Council	Yes	2	

Objective	Criteria	Score Options	Score	Event Score
Special Event	Regionally significant with attendance typically >50,000 people	No Yes	0 2	
	Outstanding long term (>20 years) contribution to social, cultural, economic factors	No Yes	0 2	
	Provide demonstrated support to the local economy by recognizing small business excellence	No Yes	0 2	

**TOTAL SCORE**

**Note :** A Score above 50 for Commercial Event Sponsorship is required to be eligible to receive Commercial Event Sponsorship funding.