Attachment 2 to Item 4.2.1.

Community and Commercial Events Assessment Criteria Matrix for the Event Sponsorship Application under Round 2 Event Sponsorship Program 2023/2024

Date of meeting: 14 May 2024
Location: Council Chambers
Time: 6:30pm

COMMUNITY EVENT
ASSESSMENT CRITERIA MATRIX

Organiser's Name:
Event Name:
Event Location:
Date:

Objective	Criteria	Score Options	Score	Event Score
Economic Benefit	Opportunities for local business involvement	No Yes	0 2	
	Origin of attendees	Hawkesbury Outside LGA	1 2	
	Revenue generated from event	<$20,000 >$20,000	1 2	
Attendee Appeal	Appeal to wide demographic	Specialised event Appeal to age group Universal Appeal	1 2 3	
	Number of attendees	<500 500 to 1000 >500	0 1 2	
	Entry Fee	No Yes	0 1	
Community connections and resilience	Create community partnerships	No Yes	0 3	
	Opportunities for local community groups involvement	No Yes More than 2 groups	0 2 3	
	Opportunity for community volunteers	No Yes	0 3	
Sustainability	Provision of a Sustainability Events Management Plan	No Yes	0 3	
	A Zero Waste Event	No Yes	0 3	

Objective	Criteria	Score Options	Score	Event Score
Arts, Culture, Heritage and Food	Showcasing Hawkesbury heritage	No Yes	0 2	
	Involvement of local artists	No Yes	0 2	
	Involvement of local musicians	No Yes	0 2	
	Involvement of local food producers	No Yes	0 2	
Venues/Location	Events that support the revitalisation of town centres (CSP direction)	No Yes	0 2	
	Develop vibrant town centres with opportunity for business growth and community connection (CSP direction)	No Yes	0 2	
	Events that celebrate our rivers or riverside locations (CSP direction)	No Yes	0 2	
	Hawkesbury Showground	No Yes	0 2	
	Venue is accessible	No Yes	0 2	
Promotional and Brand Exposure	Local/Regional promotion	No Local Regional	0 1 2	
	State promotion	No Yes	0 2	
	Provision of marketing strategy	No Yes	0 2	

Objective	Criteria	Score Options	Score	Event Score
Legacy	Opportunity to grow the event	No Yes	0 1	
	Multiple funding sources	No Yes	1 2	
	Event previously has been held in the Hawkesbury	No Yes	1 2	
	Strong business model	No Yes	0 1	
First Nations Involvement	Do you conduct a Welcome to Country at your event	No Yes	0 2	
	Do you conduct an Acknowledgement of Country at your event?	No Yes	0 2	
	Do you involve a First Nations group at your event	No Yes	0 2	
Council Support (answer one only)	Event has been supported by Council for more than 2 years	Yes	1	
	Event has been supported by Council for less than 2 years	Yes	2	
	Event has not been supported by Council	Yes	3	

TOTAL SCORE

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