

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



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	
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,	Showcasing Hawkesbury heritage	No	0	
Heritage and Food		Yes	2	
	Involvement of local artists	NI		
	involvement of local article	No Yes	0 2	
		103	2	
	Involvement of local musicians	No	0	
		Yes	2	
	Involvement of local food producers	No	0	
		Yes	2	
Venues/Location	Events that support the revitalisation of town	No	0	
	centres (CSP direction)	Yes	2	
	Develop vibrant town control with consulting			
	Develop vibrant town centres with opportunity for business growth and community	No Yes	0	
	connection (CSP direction)		2	
	Events that celebrate our rivers or riverside	No	0	
	locations (CSP direction)	Yes	2	
	Hawkesbury Showground	No	0	
		Yes	2	
	Venue is accessible	No	0	
		Yes	2	
Promotional and	Local/Regional promotion	No	0	
Brand Exposure		Local	1	
		Regional	2	
	State promotion	No	0	
		Yes	2	
	Provision of marketing strategy	No	0	
		Yes	2	

Description of the second of	Objective	Criteria	Score Options	Score	Event Score
Multiple funding sources	Legacy	Opportunity to grow the event	No	0	
Event previously has been held in the Hawkesbury			Yes	1	
Event previously has been held in the Hawkesbury					
Event previously has been held in the Hawkesbury Event previously has been held in the Hawkesbury Strong business model No Yes 1 Pirst Nations Involvement Do you conduct a Welcome to Country at your event Po you conduct an Acknowledgement of Country at your event? No Yes 2 Do you conduct an Acknowledgement of Country at your event? No Yes 2 Council Support (answer one only) Event has been supported by Council for more than 2 years Event has been supported by Council for Yes 2		Multiple funding sources	No	1	
Hawkesbury Strong business model No Yes 1 First Nations Involvement Do you conduct a Welcome to Country at your event Do you conduct an Acknowledgement of Country at your event? No Yes 2 Do you conduct an Acknowledgement of Country at your event? No Yes 2 Council Support (answer one only) Event has been supported by Council for more than 2 years Event has been supported by Council for Yes 2			Yes	2	
Hawkesbury Strong business model No Yes 1 First Nations Involvement Do you conduct a Welcome to Country at your event Do you conduct an Acknowledgement of Country at your event? No Yes 2 Do you conduct an Acknowledgement of Country at your event? No Yes 2 Council Support (answer one only) Event has been supported by Council for more than 2 years Event has been supported by Council for Yes 2					
Strong business model No Yes 1 First Nations Involvement Do you conduct a Welcome to Country at your event Do you conduct an Acknowledgement of Country at your event? No Yes 2 Do you conduct an Acknowledgement of Country at your event? No Yes 2 Council Support (answer one only) Event has been supported by Council for more than 2 years Yes 2 Levent has been supported by Council for Yes Event has been supported by Council for Yes 2			No	1	
First Nations Involvement Do you conduct a Welcome to Country at your event Do you conduct an Acknowledgement of Country at your event? Do you conduct an Acknowledgement of Country at your event? No yes 2 Do you involve a First Nations group at your event No yes 2 Council Support (answer one only) Event has been supported by Council for more than 2 years Event has been supported by Council for yes 2		Hawkesbury	Yes	2	
First Nations Involvement Do you conduct a Welcome to Country at your event Do you conduct an Acknowledgement of Country at your event? No you conduct an Acknowledgement of Country at your event? No you involve a First Nations group at your event No yes 2 Do you involve a First Nations group at your event Event has been supported by Council for more than 2 years Event has been supported by Council for yes 2					
First Nations Involvement Do you conduct a Welcome to Country at your event Do you conduct an Acknowledgement of Country at your event? No yes 2 Do you conduct an Acknowledgement of Country at your event? No yes 2 Do you involve a First Nations group at your event No yes 2 Council Support (answer one only) Event has been supported by Council for more than 2 years Event has been supported by Council for yes 2		Strong business model	No	0	
Involvement event Pes 2 Do you conduct an Acknowledgement of Country at your event? No Yes 2 Do you involve a First Nations group at your event No Yes 2 Council Support (answer one only) Event has been supported by Council for more than 2 years Event has been supported by Council for Yes 2 Event has been supported by Council for Yes 2			Yes	1	
Involvement event Do you conduct an Acknowledgement of Country at your event? Do you involve a First Nations group at your event Do you involve a First Nations group at your event No Yes 2 Do you involve a First Nations group at your event Yes 2 Council Support (answer one only) Event has been supported by Council for more than 2 years Event has been supported by Council for Yes 2					
Do you conduct an Acknowledgement of Country at your event? Do you involve a First Nations group at your event Do you involve a First Nations group at your event No Yes 2 Council Support (answer one only) Event has been supported by Council for more than 2 years Event has been supported by Council for Yes 2	First Nations		No	0	
of Country at your event? Do you involve a First Nations group at your event No Yes Council Support (answer one only) Event has been supported by Council for more than 2 years Event has been supported by Council for Yes Event has been supported by Council for Yes 2	Involvement	event	Yes	2	
of Country at your event? Do you involve a First Nations group at your event No Yes Council Support (answer one only) Event has been supported by Council for more than 2 years Event has been supported by Council for Yes Event has been supported by Council for Yes 2					
Do you involve a First Nations group at your event No Yes Council Support (answer one only) Event has been supported by Council for more than 2 years Yes No Yes 2 The supported of the su			No	0	
event Yes Council Support (answer one only) Event has been supported by Council for more than 2 years Event has been supported by Council for Yes Event has been supported by Council for Yes 2		of Country at your event?	Yes	2	
event Yes Council Support (answer one only) Event has been supported by Council for more than 2 years Event has been supported by Council for Yes Event has been supported by Council for Yes 2					
Council Support (answer one only) Event has been supported by Council for more than 2 years Event has been supported by Council for Yes Event has been supported by Council for Yes 2			No	0	
(answer one only) more than 2 years Event has been supported by Council for Yes 2		eveni	Yes	2	
(answer one only) more than 2 years Event has been supported by Council for Yes 2					
Event has been supported by Council for Yes 2			Yes	1	
	(answer one only)	more than 2 years			
		Event has been supported by Council for		_	
			Yes	2	
Event has not been supported by Council Yes 3		Event has not been supported by Council	Vas	3	
			100		

	3	
TOTALS	SCORE	



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	
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,	Showcasing Hawkesbury heritage	No	0	
Heritage and Food		Yes	2	
	Involvement of local artists	NI		
	involvement of local article	No Yes	0 2	
		103	2	
	Involvement of local musicians	No	0	
		Yes	2	
	Involvement of local food producers	No	0	
		Yes	2	
Venues/Location	Events that support the revitalisation of town	No	0	
	centres (CSP direction)	Yes	2	
	Develop vibrant town control with consulting			
	Develop vibrant town centres with opportunity for business growth and community	No Yes	0	
	connection (CSP direction)		2	
	Events that celebrate our rivers or riverside	No	0	
	locations (CSP direction)	Yes	2	
	Hawkesbury Showground	No	0	
		Yes	2	
	Venue is accessible	No	0	
		Yes	2	
Promotional and	Local/Regional promotion	No	0	
Brand Exposure		Local	1	
		Regional	2	
	State promotion	No	0	
		Yes	2	
	Provision of marketing strategy	No	0	
		Yes	2	

Description of the second of	Objective	Criteria	Score Options	Score	Event Score
Multiple funding sources	Legacy	Opportunity to grow the event	No	0	
Event previously has been held in the Hawkesbury			Yes	1	
Event previously has been held in the Hawkesbury					
Event previously has been held in the Hawkesbury Event previously has been held in the Hawkesbury Strong business model No Yes 1 Pirst Nations Involvement Do you conduct a Welcome to Country at your event Po you conduct an Acknowledgement of Country at your event? No Yes 2 Do you conduct an Acknowledgement of Country at your event? No Yes 2 Council Support (answer one only) Event has been supported by Council for more than 2 years Event has been supported by Council for Yes 2		Multiple funding sources	No	1	
Hawkesbury Strong business model No Yes 1 First Nations Involvement Do you conduct a Welcome to Country at your event Do you conduct an Acknowledgement of Country at your event? No Yes 2 Do you conduct an Acknowledgement of Country at your event? No Yes 2 Council Support (answer one only) Event has been supported by Council for more than 2 years Event has been supported by Council for Yes 2			Yes	2	
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First Nations Involvement Do you conduct a Welcome to Country at your event Do you conduct an Acknowledgement of Country at your event? Do you conduct an Acknowledgement of Country at your event? No yes 2 Do you involve a First Nations group at your event No yes 2 Council Support (answer one only) Event has been supported by Council for more than 2 years Event has been supported by Council for yes 2		Hawkesbury	Yes	2	
First Nations Involvement Do you conduct a Welcome to Country at your event Do you conduct an Acknowledgement of Country at your event? No you conduct an Acknowledgement of Country at your event? No you involve a First Nations group at your event No yes 2 Do you involve a First Nations group at your event Event has been supported by Council for more than 2 years Event has been supported by Council for yes 2					
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Involvement event Pes 2 Do you conduct an Acknowledgement of Country at your event? No Yes 2 Do you involve a First Nations group at your event No Yes 2 Council Support (answer one only) Event has been supported by Council for more than 2 years Event has been supported by Council for Yes 2 Event has been supported by Council for Yes 2			Yes	1	
Involvement event Do you conduct an Acknowledgement of Country at your event? Do you involve a First Nations group at your event Do you involve a First Nations group at your event No Yes 2 Do you involve a First Nations group at your event Yes 2 Council Support (answer one only) Event has been supported by Council for more than 2 years Event has been supported by Council for Yes 2					
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event Yes Council Support (answer one only) Event has been supported by Council for more than 2 years Event has been supported by Council for Yes Event has been supported by Council for Yes 2		of Country at your event?	Yes	2	
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Council Support (answer one only) Event has been supported by Council for more than 2 years Event has been supported by Council for Yes Event has been supported by Council for Yes 2			No	0	
(answer one only) more than 2 years Event has been supported by Council for Yes 2		eveni	Yes	2	
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Event has been supported by Council for Yes 2			Yes	1	
	(answer one only)	more than 2 years			
		Event has been supported by Council for		_	
			Yes	2	
Event has not been supported by Council Yes 3		Event has not been supported by Council	Vas	3	
			100		

	3	
TOTALS	SCORE	



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

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Heritage and Food		Yes	2	
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	involvement of local article	No Yes	0 2	
		103	2	
	Involvement of local musicians	No	0	
		Yes	2	
	Involvement of local food producers	No	0	
		Yes	2	
Venues/Location	Events that support the revitalisation of town	No	0	
	centres (CSP direction)	Yes	2	
	Develop vibrant town control with consulting			
	Develop vibrant town centres with opportunity for business growth and community	No Yes	0	
	connection (CSP direction)		2	
	Events that celebrate our rivers or riverside	No	0	
	locations (CSP direction)	Yes	2	
	Hawkesbury Showground	No	0	
		Yes	2	
	Venue is accessible	No	0	
		Yes	2	
Promotional and Brand Exposure	Local/Regional promotion	No	0	
		Local	1	
		Regional	2	
	State promotion	No	0	
		Yes	2	
	Provision of marketing strategy	No	0	
		Yes	2	

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Hawkesbury Strong business model No Yes 1 First Nations Involvement Do you conduct a Welcome to Country at your event Do you conduct an Acknowledgement of Country at your event? No Yes 2 Do you conduct an Acknowledgement of Country at your event? No Yes 2 Council Support (answer one only) Event has been supported by Council for more than 2 years Event has been supported by Council for Yes 2			Yes	2	
Hawkesbury Strong business model No Yes 1 First Nations Involvement Do you conduct a Welcome to Country at your event Do you conduct an Acknowledgement of Country at your event? No Yes 2 Do you conduct an Acknowledgement of Country at your event? No Yes 2 Council Support (answer one only) Event has been supported by Council for more than 2 years Event has been supported by Council for Yes 2					
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First Nations Involvement Do you conduct a Welcome to Country at your event Do you conduct an Acknowledgement of Country at your event? Do you conduct an Acknowledgement of Country at your event? No yes 2 Do you involve a First Nations group at your event No yes 2 Council Support (answer one only) Event has been supported by Council for more than 2 years Event has been supported by Council for yes 2		Hawkesbury	Yes	2	
First Nations Involvement Do you conduct a Welcome to Country at your event Do you conduct an Acknowledgement of Country at your event? No you conduct an Acknowledgement of Country at your event? No you involve a First Nations group at your event No yes 2 Do you involve a First Nations group at your event Event has been supported by Council for more than 2 years Event has been supported by Council for yes 2					
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Involvement event Do you conduct an Acknowledgement of Country at your event? Do you involve a First Nations group at your event Do you involve a First Nations group at your event No Yes 2 Do you involve a First Nations group at your event Yes 2 Council Support (answer one only) Event has been supported by Council for more than 2 years Event has been supported by Council for Yes 2					
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Do you involve a First Nations group at your event No Yes Council Support (answer one only) Event has been supported by Council for more than 2 years Yes No Yes 2 The supported of the su			No	0	
event Yes Council Support (answer one only) Event has been supported by Council for more than 2 years Event has been supported by Council for Yes Event has been supported by Council for Yes 2		of Country at your event?	Yes	2	
event Yes Council Support (answer one only) Event has been supported by Council for more than 2 years Event has been supported by Council for Yes Event has been supported by Council for Yes 2					
Council Support (answer one only) Event has been supported by Council for more than 2 years Event has been supported by Council for Yes Event has been supported by Council for Yes 2			No	0	
(answer one only) more than 2 years Event has been supported by Council for Yes 2		eveni	Yes	2	
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Event has been supported by Council for Yes 2			Yes	1	
	(answer one only)	more than 2 years			
		Event has been supported by Council for		_	
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Event has not been supported by Council Yes 3		Event has not been supported by Council	Vas	3	
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	3	
TOTALS	SCORE	



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Event Name:	
Event Location:	
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		103	2	
	Involvement of local musicians	No	0	
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	Involvement of local food producers	No	0	
		Yes	2	
Venues/Location	Events that support the revitalisation of town	No	0	
	centres (CSP direction)	Yes	2	
	Develop vibrant town control with consulting			
	Develop vibrant town centres with opportunity for business growth and community	No Yes	0	
	connection (CSP direction)		2	
	Events that celebrate our rivers or riverside	No	0	
	locations (CSP direction)	Yes	2	
	Hawkesbury Showground	No	0	
		Yes	2	
	Venue is accessible	No	0	
		Yes	2	
Promotional and Brand Exposure	Local/Regional promotion	No	0	
		Local	1	
		Regional	2	
	State promotion	No	0	
		Yes	2	
	Provision of marketing strategy	No	0	
		Yes	2	

Description of the second of	Objective	Criteria	Score Options	Score	Event Score
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Hawkesbury Strong business model No Yes 1 First Nations Involvement Do you conduct a Welcome to Country at your event Do you conduct an Acknowledgement of Country at your event? No Yes 2 Do you conduct an Acknowledgement of Country at your event? No Yes 2 Council Support (answer one only) Event has been supported by Council for more than 2 years Event has been supported by Council for Yes 2			Yes	2	
Hawkesbury Strong business model No Yes 1 First Nations Involvement Do you conduct a Welcome to Country at your event Do you conduct an Acknowledgement of Country at your event? No Yes 2 Do you conduct an Acknowledgement of Country at your event? No Yes 2 Council Support (answer one only) Event has been supported by Council for more than 2 years Event has been supported by Council for Yes 2					
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First Nations Involvement Do you conduct a Welcome to Country at your event Do you conduct an Acknowledgement of Country at your event? Do you conduct an Acknowledgement of Country at your event? No yes 2 Do you involve a First Nations group at your event No yes 2 Council Support (answer one only) Event has been supported by Council for more than 2 years Event has been supported by Council for yes 2		Hawkesbury	Yes	2	
First Nations Involvement Do you conduct a Welcome to Country at your event Do you conduct an Acknowledgement of Country at your event? No you conduct an Acknowledgement of Country at your event? No you involve a First Nations group at your event No yes 2 Do you involve a First Nations group at your event Event has been supported by Council for more than 2 years Event has been supported by Council for yes 2					
First Nations Involvement Do you conduct a Welcome to Country at your event Do you conduct an Acknowledgement of Country at your event? No yes 2 Do you conduct an Acknowledgement of Country at your event? No yes 2 Do you involve a First Nations group at your event No yes 2 Council Support (answer one only) Event has been supported by Council for more than 2 years Event has been supported by Council for yes 2		Strong business model	No	0	
Involvement event Pes 2 Do you conduct an Acknowledgement of Country at your event? No Yes 2 Do you involve a First Nations group at your event No Yes 2 Council Support (answer one only) Event has been supported by Council for more than 2 years Event has been supported by Council for Yes 2 Event has been supported by Council for Yes 2			Yes	1	
Involvement event Do you conduct an Acknowledgement of Country at your event? Do you involve a First Nations group at your event Do you involve a First Nations group at your event No Yes 2 Do you involve a First Nations group at your event Yes 2 Council Support (answer one only) Event has been supported by Council for more than 2 years Event has been supported by Council for Yes 2					
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of Country at your event? Do you involve a First Nations group at your event No Yes Council Support (answer one only) Event has been supported by Council for more than 2 years Event has been supported by Council for Yes Event has been supported by Council for Yes 2					
Do you involve a First Nations group at your event No Yes Council Support (answer one only) Event has been supported by Council for more than 2 years Yes No Yes 2 The supported of the su			No	0	
event Yes Council Support (answer one only) Event has been supported by Council for more than 2 years Event has been supported by Council for Yes Event has been supported by Council for Yes 2		of Country at your event?	Yes	2	
event Yes Council Support (answer one only) Event has been supported by Council for more than 2 years Event has been supported by Council for Yes Event has been supported by Council for Yes 2					
Council Support (answer one only) Event has been supported by Council for more than 2 years Event has been supported by Council for Yes Event has been supported by Council for Yes 2			No	0	
(answer one only) more than 2 years Event has been supported by Council for Yes 2		eveni	Yes	2	
(answer one only) more than 2 years Event has been supported by Council for Yes 2					
Event has been supported by Council for Yes 2			Yes	1	
	(answer one only)	more than 2 years			
		Event has been supported by Council for		_	
			Yes	2	
Event has not been supported by Council Yes 3		Event has not been supported by Council	Vas	3	
			100		

	3	
TOTALS	SCORE	



COMMERCIAL 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	
	Anticipated number of people staying overnight	<100 People 100 to 200 People >200 People	1 2 3	
	Revenue generated from event	<\$50,000 >\$50,000	1 2	
Attendee Appeal	Appeal to wide demographic	Specialised event Appeal to age group Universal Appeal	1 2 3	
	Number of attendees	<1000 1000 to 3000 >3000	1 2 3	
	Entry Fee	No Yes	0	
Community connections and resilience	Create community partnerships	No Yes	0 3	
	Opportunities for local community groups involvement	No Yes More than 2	0 2 3	
	Opportunity for community volunteers	No Yes	0 2	
Sustainability	Provision of a Sustainability Events Management Plan	No Yes	0	
	A Zero Waste Event	No Yes	0	

Objective	Criteria	Score Options	Score	Event Score
Arts, Culture,	Showcasing Hawkesbury heritage	No	0	
Heritage and Food		Yes	3	
	Involvement of local artists	No	0	
		Yes	3	
	Involvement of local musicians	No	0	
		Yes	3	
	Involvement of local food producers	No	0	
		Yes	3	
Location	Events that support the revitalisation of town	No	0	
	centres (CSP direction)	Yes	2	
	Develop vibrant town centres with opportunity	INO	0	
	for business growth and community connection (CSP direction)	Yes	2	
	Events that celebrate our rivers or riverside	No	0	
	locations (CSP direction)	Yes	2	
	Hawkesbury Showground	No	0	
		Yes	2	
	Venue is accessible	No	0	
		Yes	2	
Promotional and Brand Exposure	Local/Regional promotion	No	0	
		Yes Regional	1 2	
	State/National promotion	No	0	
		State	1	
	Description of montrolling attacks and	Regional	2	
	Provision of marketing plan/strategy	No Yes	0 2	

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

	3	
TOTAL SCORE		



COMMERCIAL 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	
	Anticipated number of people staying overnight	<100 People 100 to 200 People >200 People	1 2 3	
	Revenue generated from event	<\$50,000 >\$50,000	1 2	
Attendee Appeal	Appeal to wide demographic	Specialised event Appeal to age group Universal Appeal	1 2 3	
	Number of attendees	<1000 1000 to 3000 >3000	1 2 3	
	Entry Fee	No Yes	0	
Community connections and resilience	Create community partnerships	No Yes	0 3	
	Opportunities for local community groups involvement	No Yes More than 2	0 2 3	
	Opportunity for community volunteers	No Yes	0 2	
Sustainability	Provision of a Sustainability Events Management Plan	No Yes	0	
	A Zero Waste Event	No Yes	0	

Objective	Criteria	Score Options	Score	Event Score
Arts, Culture, Heritage and Food	Showcasing Hawkesbury heritage	No	0	
		Yes	3	
	Involvement of local artists	No	0	
		Yes	3	
	Involvement of local musicians	No	0	
		Yes	3	
	Involvement of local food producers	No	0	
		Yes	3	
Location	Events that support the revitalisation of town	No	0	
	centres (CSP direction)	Yes	2	
	Develop vibrant town centres with opportunity	INO	0	
	for business growth and community connection (CSP direction)	Yes	2	
	Events that celebrate our rivers or riverside locations (CSP direction)	No	0	
	locations (CSF direction)	Yes	2	
	Hawkesbury Showground	No	0	
		Yes	2	
	Venue is accessible	No	0	
		Yes	2	
Promotional and Brand Exposure	Local/Regional promotion	No	0	
Brana Exposare		Yes Regional	1 2	
	State/National promotion	No	0	
		State	1	
	During the state of the state o	Regional	2	
	Provision of marketing plan/strategy	No Yes	0 2	
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Objective	Criteria	Score Options	Score	Event Score
Legacy	Opportunity for event growth	No	0	
		Yes	2	
	Multiple funding sources	No	1	
		Yes	2	
	Event previously has been held in the	No	1	
	Hawkesbury	Yes	2	
	Strong business model	No	0	
		Yes	2	
First Nations	Do you conduct a Welcome to Country at your	No	0	
Involvement	event	Yes	2	
	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	
Council Support (answer one only)	Event has been supported by Council for more than 2 years	Yes	1	
(anower one only)	more than 2 years			
	Event has been supported by Council for	V		
	less than 2 years	Yes	2	
	Event has not been supported by Council	Yes	3	

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TOTAL SCORE		