COMMUNITY EVENT
ASSESSMENT CRITERIA MATRIX

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

Objective	Criteria	Score Options	Score	Event Score
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	
Economic Benefit	Opportunities for local business involvement	No Yes	0 2	
	Origin of attendees	Hawkesbury LGA Outside LGA	2 1	
	Revenue generated from event	Cost neutral Revenue generated Returned to community	1 2 3	
Sustainability and Waste Management	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	

Objective	Criteria	Score Options	Score	Event Score
Venues/Location	Events that support the revitalisation of town centres and villages	No Yes	0 2	
	Develop vibrant town centres with 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	
Accessibility	Event is accessible for people living with a disability	No Yes	0 2	
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	
Promotional and Brand Exposure	Local/Regional promotion	No Local Regional	0 1 2	
	State promotion	No Yes	0 2	
	Provision of marketing plan	No Yes	0 2	
	Opportunity to grow the event	No Yes	0 1	
Sport	Local sporting promotion	No Yes	0 2	

366 George Street, WINDSOR (PO Box 146)
council@hawkesbury.nsw.gov.au | www.hawkesbury.nsw.gov.au | (02) 4560 4444

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EVENTS

Objective	Criteria	Score Options	Score	Event Score
Legacy	Opportunity for event growth	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 3	
	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	0	
	Event has been supported by Council for less than 2 years	Yes	1	
	Event has not been supported by Council	Yes	2	
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 40 for Community Event Sponsorship is required to be eligible to receive Community Event Sponsorship funding.