

Attachment 2 to Item 10.2.1.

Community/ Commercial Events Assessment Criteria Matrix for the Event Sponsorship Application under Round 1 Event Sponsorship Program 2024/2025

Date of meeting: 12 November 2024

Location: Council Chambers

Time: 6:30pm



Organiser's Name: The Windsor Business Action Group Event Name: Windsor Gas Lamp Festival

Event Location: Windsor Mall/Thompson Sq

Date: 6-9 June

Objective	Criteria	Score Options	Score	Event Score
Attendee Appeal	Appeal to wide demographic	Specialised event Appeal to age group Universal appeal	1 2 3	3
	Number of attendees	<500 500 to 1000 >1000	0 1 2	2
	Entry Fee	No Yes	0	0
Community connections and resilience	Create community partnerships	No Yes	0 3	3
	Opportunities for local community groups involvement	No Yes More than 2 groups	0 2 3	2
	Opportunity for community volunteers	No Yes	0 3	3
Economic Benefit	Opportunities for local business involvement	No Yes	0 2	2
	Origin of attendees	Hawkesbury LGA Outside LGA	2	1
	Revenue generated from event	Cost neutral Revenue generated Returned to community	1 2 3	3
Sustainability and Waste Management	Completion of a sustainability checklist	No Yes	0 3	3
	Management of waste	No waste management General waste bins only Recycling and general waste bins Zero waste created	0 1 2 3	2



Objective	Criteria	Score Options	Score	Event Score
Venues/Location	Events that support the revitalisation of town	No	0	2
	centres and villages	Yes	2	
	Develop vibrant town centres with business	No	0	2
	growth and community connection	Yes	2	
	Events that celebrate our rivers or riverside locations	No	0	2
	locations	Yes	2	
	Hawkesbury Showground	No	0	0
	Transcopary energicana	Yes	1	0
			'	
Accessibility	Event is accessible for people living with a	No	0	2
	disability	Yes	2	
Arts, Culture,	Showcasing Hawkesbury heritage	No	0	2
Heritage and Food		Yes	2	
	Involvement of local artisans			
	involvement of local artisans	No Yes	0	2
			2	
	Involvement of local musicians	No	0	2
	I West Street St	Yes	2	_
	Involvement of local food producers	No	0	2
		Yes	2	
Promotional and	Local/Regional promotion	No	0	2
Brand Exposure		Local	1	
		Regional	2	
	State promotion	No	0	2
		Yes	2	
	Provision of marketing plan	No	0	0
		Yes	2	
Sport	Local sporting promotion	No	0	0
		Yes	2	



Objective	Criteria	Score Options	Score	Event Score
Legacy	Opportunity for event growth	No	0	1
		Yes	1	
	Maritim of condings of contract	N.	4	0
	Multiple funding sources	No Yes	1 2	2
		165	2	
	Event previously has been held in the	No	1	2
	Hawkesbury	Yes	2	
			_	
	Strong business model	No	0	1
		Yes	1	
First Nations	Do you conduct a Welcome to Country at your	No	0	3
Involvement	event?	Yes	3	
	Do you conduct an Acknowledgement of Country at your event?	No	0	2
	or Godinity at your overt.	Yes	2	
	Do you involve a First Nations group at your	No	0	2
	event?	Yes	2	
Council Support (answer one only)	Event has been supported by Council for more than 2 years	Yes	0	0
(unower one omy)	more than 2 years			
	Event has been supported by Council for less	Yes	1	1
	than 2 years			
	Event has not been supported by Council	Yes	2	0
	Zventinac net zeem eappented zij Geamen			
Special Event	Regionally significant with attendance typically >50,000 people	No Yes	0 2	0
		165	2	
	Outstanding long term (>20 years) contribution	No	0	0
	to social, cultural, economic factors	Yes	2	
	Provide demonstrated support to the local economy by recognizing small business	No	0	2
	excellence	Yes	2	

TOTAL SCORE



Organiser's Name: Hawkesbury Valley Baptist Church

Event Name: Hanna Park Carols

Event Location: Hanna Park North Richmond

Date: 21 - 12 - 2024

Community connections and resilience Opportuinvolver Opportuinvolver	to wide demographic r of attendees ee community partnerships	Specialised event Appeal to age group Universal appeal <500 500 to 1000 >1000 No Yes	1 2 3 0 1 2	2
Community connections and resilience Opportuinvolver Opportuinvolver	ee	500 to 1000 >1000 No Yes	0	
Community connections and resilience Opportuinvolver Opportuinvolver		Yes		0
connections and resilience Opportuinvolver Opportu	community partnerships	No		
Opport		Yes	0 3	3
	unities for local community groups ment	No Yes More than 2 groups	0 2 3	3
Economic Benefit Opposite	unity for community volunteers	No Yes	0 3	3
Оррони	unities for local business involvement	No Yes	0 2	2
Origin o	of attendees	Hawkesbury LGA Outside LGA	2	2
Revenu	ue generated from event	Cost neutral Revenue generated Returned to community	1 2 3	1
Sustainability and Waste Management	etion of a sustainability checklist	No Yes	0 3	3
Manage	ement of waste	No waste management General waste bins only Recycling and general waste bins	0 1 2	2



Events that support the revitalisation of town centres and villages	Objective	Criteria	Score Options	Score	Event Score
Develop vibrant town centres with business growth and community connection No				0	
Events that celebrate our rivers or riverside No		centres and villages	Yes	2	
Events that celebrate our rivers or riverside No					
Events that celebrate our rivers or riverside locations			No	0	2
		growth and community connection	Yes	2	
Hawkesbury Showground No			No	0	2
Accessibility		locations	Yes	2	
Accessibility					
Accessibility		Hawkesbury Showground			0
Arts, Culture, Heritage and Food Showcasing Hawkesbury heritage No Yes 2			Yes	1	
Arts, Culture, Heritage and Food Showcasing Hawkesbury heritage No Yes 2	Accessibility	Event is accessible for people living with a	No	0	2
Arts, Culture, Heritage and Food Showcasing Hawkesbury heritage No	Accessionity				2
Heritage and Food Yes 2			100	_	
Heritage and Food Yes 2	Arts, Culture,	Showcasing Hawkesbury heritage	No	0	0
Involvement of local musicians			Yes	2	
Involvement of local musicians					
Involvement of local musicians		Involvement of local artisans	No	0	2
Involvement of local food producers			Yes	2	
Involvement of local food producers					
Involvement of local food producers		Involvement of local musicians	No	0	2
Promotional and Brand Exposure Local/Regional promotion No Local Regional 1 Local Regional 1 Local Regional 2 Local Regional 1 Local Regional 2 Local Regional 2 Local Regional 2 Local Regional 2 Local Sporting promotion No Yes 2 Local Sporting promotion No Yes 2 Local Sporting promotion No No 0 Local Sporting promotion No 0 Local Sporting promotion			Yes	2	
Promotional and Brand Exposure Local/Regional promotion No Local Regional 1 Local Regional 1 Local Regional 2 Local Regional 1 Local Regional 2 Local Regional 2 Local Regional 2 Local Regional 2 Local Sporting promotion No Yes 2 Local Sporting promotion No Yes 2 Local Sporting promotion No No 0 Local Sporting promotion No 0 Local Sporting promotion					
Promotional and Brand Exposure		Involvement of local food producers		0	2
Local 1 Regional 2			Yes	2	
Local 1 Regional 2					
Regional 2		Local/Regional promotion		0	1
State promotion No Yes Provision of marketing plan No Yes Position No Yes No Yes No Yes No Yes No Yes No Yes No	Dranu Exposure				
Provision of marketing plan No Yes 2 Provision of marketing plan No Yes 2 2 3 4 5 5 5 6 7 7 8 8 9 9 9 9 9 9 9 9 9 9 9					
Provision of marketing plan No Yes 2 Sport Local sporting promotion No 0 2 2 0 0 0		State promotion			0
Sport Local sporting promotion No 0 0			res	2	
Sport Local sporting promotion No 0 0		Provision of marketing plan	No	0	2
Sport Local sporting promotion No 0 0		1 Tovision of marketing plan			4
				_	
	Sport	Local sporting promotion	No	0	0
	-			2	



Objective	Criteria	Score Options	Score	Event Score
Legacy	Opportunity for event growth	No	0	1
		Yes	1	
	Multiple funding sources	Ne	4	2
	Multiple funding sources	No Yes	1 2	2
		163	_	
	Event previously has been held in the	No	1	2
	Hawkesbury	Yes	2	
	Strong husingge model	NI-	0	4
	Strong business model	No Yes	0	1
		163		
First Nations	Do you conduct a Welcome to Country at your	No	0	3
Involvement	event?	Yes	3	
	Do you conduct an Acknowledgement of Country at your event?	No	0	0
		Yes	2	
	Do you involve a First Nations group at your	No	0	2
	event?	Yes	2	
Council Support (answer one only)	Event has been supported by Council for more than 2 years	Yes	0	0
	Event has been supported by Council for less than 2 years	Yes	1	0
	titali 2 years			
	Event has not been supported by Council	Yes	2	0
Special Event	Regionally significant with attendance typically	No	0	0
opoolal Evolit	>50,000 people	Yes	2	
	Outstanding long term (>20 years) contribution to social, cultural, economic factors		0	0
	to social, cultural, coordinations	Yes	2	
	Provide demonstrated support to the local	No	0	0
	economy by recognizing small business	Yes	2	
	excellence			
		<u> </u>	<u> </u>	

TOTAL SCORE



Organiser's Name: Sydney Sheep Dog Club
Event Name: Club Championships
Event Location: Hawkesbury Showground

Date: 19-22 June 2025

Objective	Criteria	Score Options	Score	Event Score
Attendee Appeal	Appeal to wide demographic	Specialised event Appeal to age group Universal appeal	1 2 3	1
	Number of attendees	<500 500 to 1000 >1000	0 1 2	0
	Entry Fee	No Yes	0 1	1
Community connections and resilience	Create community partnerships	No Yes	0 3	3
	Opportunities for local community groups involvement	No Yes More than 2 groups	0 2 3	3
	Opportunity for community volunteers	No Yes	0 3	3
Economic Benefit	Opportunities for local business involvement	No Yes	0 2	2
	Origin of attendees	Hawkesbury LGA Outside LGA	2	2
	Revenue generated from event	Cost neutral Revenue generated Returned to community	1 2 3	3
Sustainability and Waste Management	Completion of a sustainability checklist	No Yes	0 3	3
	Management of waste	No waste management General waste bins only Recycling and general waste bins Zero waste created	0 1 2 3	2



Objective	Criteria	Score Options	Score	Event Score
Venues/Location	Events that support the revitalisation of town	No	0	0
	centres and villages	Yes	2	
	Develop vibrant town centres with business	No	0	0
	growth and community connection	Yes	2	
	Events that celebrate our rivers or riverside locations	No	0	0
	locations	Yes	2	
	Llaudeachum Chausanaum d			4
	Hawkesbury Showground	No Yes	0	1
		res	1	
Accessibility	Event is accessible for people living with a	No	0	2
	disability	Yes	2	
Arts, Culture,	Showcasing Hawkesbury heritage	No	0	0
Heritage and Food		Yes	2	
	Involvement of local artisans	No	0	2
		Yes	2	
	Involvement of local musicians	No	0	0
		Yes	2	
	Involvement of local food producers	No	0	2
		Yes	2	
Promotional and Brand Exposure	Local/Regional promotion	No	0	2
		Local Regional	1	
	State promotion	No	0	2
	State promotion	Yes	2	4
		1.22	_	
	Provision of marketing plan	No	0	2
	J .	Yes	2	
Sport	Local sporting promotion	No	0	2
		Yes	2	



Objective	Criteria	Score Options	Score	Event Score
Legacy	Opportunity for event growth	No	0	1
		Yes	1	
	Multiple funding a sure	N.	4	0
	Multiple funding sources	No Yes	1 2	2
		165	2	
	Event previously has been held in the	No	1	2
	Hawkesbury	Yes	2	
			_	
	Strong business model	No	0	1
		Yes	1	
First Nations	Do you conduct a Welcome to Country at your	No	0	3
Involvement	event?	Yes	3	
	Do you conduct an Acknowledgement of Country at your event?	No	0	2
	or occurry at your overte.	Yes	2	
	Do you involve a First Nations group at your	No	0	2
	event?	Yes	2	
Council Support (answer one only)	Event has been supported by Council for more than 2 years	Yes	0	0
(unionion one omly)	mero man z youre			
	Event has been supported by Council for less	Yes	1	1
	than 2 years			
	Event has not been supported by Council	Yes	2	0
	Zvent nac net zeem eappented zij Geamen	1.00		
Special Event	Regionally significant with attendance typically >50,000 people	No Yes	0 2	
		165	2	
	Outstanding long term (>20 years) contribution	No	0	
	to social, cultural, economic factors	Yes	2	
	Provide demonstrated support to the local economy by recognizing small business	No	0	
	excellence	Yes	2	

TOTAL SCORE



Organiser's Name: Windsor Business Group

Event Name: LUW – Railway to Fitz Street

Event Location: Windsor

Date: 30/11/2024

Objective	Criteria	Score Options	Score	Event Score
Attendee Appeal	Appeal to wide demographic	Specialised event Appeal to age group Universal appeal	1 2 3	3
	Number of attendees	<500 500 to 1000 >1000	0 1 2	2
	Entry Fee	No Yes	0	0
Community connections and resilience	Create community partnerships	No Yes	0 3	3
	Opportunities for local community groups involvement	No Yes More than 2 groups	0 2 3	3
	Opportunity for community volunteers	No Yes	0 3	3
Economic Benefit	Opportunities for local business involvement	No Yes	0 2	2
	Origin of attendees	Hawkesbury LGA Outside LGA	2	2
	Revenue generated from event	Cost neutral Revenue generated Returned to community	1 2 3	3
Sustainability and Waste Management	Completion of a sustainability checklist	No Yes	0 3	0
	Management of waste	No waste management General waste bins only Recycling and general waste bins	0 1 2 3	2
		Zero waste created	J	



Objective	Criteria	Score Options	Score	Event Score
Venues/Location	Events that support the revitalisation of town	No	0	2
	centres and villages	Yes	2	
	Develop vibrant town centres with business	No	0	2
	growth and community connection	Yes	2	
	Events that celebrate our rivers or riverside	No	0	2
	locations	Yes	2	
	Hawkesbury Showground	No	0	0
		Yes	1	
Accessibility	Event is accessible for people living with a disability	No	0	2
		Yes	2	
Arto Culturo	Showensing Howkeshum heritage	No	0	0
Arts, Culture, Heritage and Food	Showcasing Hawkesbury heritage	No Yes	0	2
		163	2	
	Involvement of local artisans	No	0	2
	invervement of local artisans	Yes	2	2
			_	
	Involvement of local musicians	No Yes	0	0
		res	2	
	Involvement of local food producers	No	0	0
	involvement of local local producers	Yes	2	O
			_	
Promotional and	Local/Regional promotion	No	0	2
Brand Exposure	Local/Teglorial promotion	Local	1	4
		Regional	2	
	State promotion	No	0	2
		Yes	2	
	Provision of marketing plan	No	0	0
		Yes	2	
Sport	Local sporting promotion	No	0	0
		Yes	2	



Objective	Criteria	Score Options	Score	Event Score
Legacy	Opportunity for event growth	No	0	1
		Yes	1	
	Maritim of condings of contract	N.	4	0
	Multiple funding sources	No Yes	1 2	2
		165	2	
	Event previously has been held in the	No	1	2
	Hawkesbury	Yes	2	
	Strong business model	No	0	1
		Yes	1	
First Nations	Do you conduct a Welcome to Country at your	No	0	3
Involvement	event?	Yes	3	
	Do you conduct an Acknowledgement of Country at your event?	No	0	2
	or Godinity at your overte.	Yes	2	
	Do you involve a First Nations group at your	No	0	
	event?	Yes	2	
Council Support (answer one only)	Event has been supported by Council for more than 2 years	Yes	0	
(_ y os			
	Event has been supported by Council for less	Yes	1	
	than 2 years			
	Event has not been supported by Council	Yes	2	
			_	
0		N.	0	
Special Event	Regionally significant with attendance typically >50,000 people	No Yes	0 2	
	, , , , , , , , , , , , , , , , , , ,	163		
	Outstanding long term (>20 years) contribution		0	
	to social, cultural, economic factors	Yes	2	
	Provide demonstrated support to the local economy by recognizing small business	No Yes	0 2	
	excellence	163		

TOTAL SCORE



Organiser's Name: Hawkesbury Trail Runners

Event Name: Burralow Bush Bash

Event Location: Bilpin Fruit Bowl

Date: 20/7/2025

Objective	Criteria	Score Options	Score	Event Score
Attendee Appeal	Appeal to wide demographic	Specialised event Appeal to age group Universal appeal	1 2 3	1
	Number of attendees	<500 500 to 1000 >1000	0 1 2	1
	Entry Fee	No Yes	0	1
Community connections and resilience	Create community partnerships	No Yes	0 3	3
	Opportunities for local community groups involvement	No Yes More than 2 groups	0 2 3	3
	Opportunity for community volunteers	No Yes	0 3	3
Economic Benefit	Opportunities for local business involvement	No Yes	0 2	2
	Origin of attendees	Hawkesbury LGA Outside LGA	2	1
	Revenue generated from event	Cost neutral Revenue generated Returned to community	1 2 3	2
Sustainability and Waste Management	Completion of a sustainability checklist	No Yes	0 3	0
	Management of waste	No waste management General waste bins only Recycling and general waste bins	0 1 2 3	2
		Zero waste created	J	



Objective	Criteria	Score Options	Score	Event Score
Venues/Location	Events that support the revitalisation of town	No	0	2
	centres and villages	Yes	2	
	Develop vibrant town centres with business	No	0	2
	growth and community connection	Yes	2	
	Events that celebrate our rivers or riverside locations	No	0	0
	locations	Yes	2	
	Hawkesbury Showground	No	0	0
	The state of the s	Yes	1	
Accessibility	Event is accessible for people living with a	No	0	2
	disability	Yes	2	
Arts, Culture, Heritage and Food	Showcasing Hawkesbury heritage	No	0	2
Heritage and Food		Yes	2	
	Involvement of local artisans	No	0	0
	invervement of local artisarie	Yes	2	
	Involvement of local musicians	No	0	2
		Yes	2	
	Involvement of local food producers	No	0	2
		Yes	2	
Promotional and	Local/Regional promotion	No	0	2
Brand Exposure		Local	1	
		Regional	2	_
	State promotion	No	0	2
		Yes	2	
	Provision of marketing plan	No	0	0
		Yes	2	
Sport	Local sporting promotion	No	0	2
		Yes	2	



	Criteria	Score Options	Score	Event Score
Legacy	Opportunity for event growth	No	0	1
		Yes	1	
	Multiple funding sources	No	1	1
	ampio tanamig ocalicos	Yes	2	
	Event previously has been held in the Hawkesbury	No	1	2
	Tiawkossary	Yes	2	
	Strong business model	No	0	1
		Yes	1	
	D			
First Nations Involvement	Do you conduct a Welcome to Country at your event?	No Yes	0	0
		165	3	
	Do you conduct an Acknowledgement	No	0	2
	of Country at your event?	Yes	2	
-	Do you involve a First Nationa group at your	NI-	0	2
	Do you involve a First Nations group at your event?	No Yes	0 2	2
		100	_	
Council Support (answer one only)	Event has been supported by Council for more than 2 years	Yes	0	0
(answer one only)	more than 2 years			
	Event has been supported by Council for less	Yes	1	1
	than 2 years			
	Event has not been supported by Council	Yes	2	
	.,			
Special Event	Regionally significant with attendance typically	No	0	
Special Evelit	>50,000 people	Yes	2	
_				
	Outstanding long term (>20 years) contribution to social, cultural, economic factors	No Yes	0 2	
	•	103	_	
-	Provide demonstrated support to the local	No	0	
	economy by recognizing small business	Yes	2	
	excellence			

TOTAL SCORE



Organiser's Name:Merana Aboriginal Community Association for the Hawkesbury INC

Event Name: Naidoc Ball

Event Location: Windsor Function Centre

Date: 26/7/25

Objective	Criteria	Score Options	Score	Event Score
Attendee Appeal	Appeal to wide demographic	Specialised event Appeal to age group Universal appeal	1 2 3	1
	Number of attendees	<500 500 to 1000 >1000	0 1 2	0
	Entry Fee	No Yes	0	0
Community connections and resilience	Create community partnerships	No Yes	0 3	3
	Opportunities for local community groups involvement	No Yes More than 2 groups	0 2 3	3
	Opportunity for community volunteers	No Yes	0 3	3
Economic Benefit	Opportunities for local business involvement	No Yes	0 2	2
	Origin of attendees	Hawkesbury LGA Outside LGA	2	2
	Revenue generated from event	Cost neutral Revenue generated Returned to community	1 2 3	3
Sustainability and Waste Management	Completion of a sustainability checklist	No Yes	0 3	0
	Management of waste	No waste management General waste bins only Recycling and general waste bins	0 1 2	0
		Zero waste created	3	



Objective	Criteria	Score Options	Score	Event Score
Venues/Location	Events that support the revitalisation of town	No	0	2
	centres and villages	Yes	2	
	Develop vibrant town centres with business	No	0	2
	growth and community connection	Yes	2	
	Events that celebrate our rivers or riverside locations	No	0	0
	locations	Yes	2	
	Hawkesbury Showground	No	0	0
	Tramossary snowground	Yes	1	
		. 65	'	
Accessibility	Event is accessible for people living with a	No	0	2
	disability	Yes	2	
Arts, Culture,	Showcasing Hawkesbury heritage	No	0	2
Heritage and Food		Yes	2	
	Involvement of local artisans			
	involvement of local artisans	No Yes	0	2
		100	2	
	Involvement of local musicians	No	0	2
	mververnern er ressar maererane	Yes	2	_
	Involvement of local food producers	No	0	2
		Yes	2	
Promotional and	Local/Regional promotion	No	0	2
Brand Exposure		Local	1	
		Regional	2	
	State promotion	No	0	2
		Yes	2	
	Provision of marketing plan	No	0	0
		Yes	2	
Sport	Local sporting promotion	No	0	0
		Yes	2	



Objective	Criteria	Score Options	Score	Event Score
Legacy	Opportunity for event growth	No	0	1
		Yes	1	
	Multiple funding a sure	N.	4	0
	Multiple funding sources	No Yes	1 2	2
		165	2	
	Event previously has been held in the	No	1	2
	Hawkesbury	Yes	2	
	Strong business model	No	0	1
		Yes	1	
First Nations	Do you conduct a Welcome to Country at your	No	0	3
Involvement	event?	Yes	3	
	Do you conduct an Acknowledgement of Country at your event?	No	0	0
	or Godinity at your event:	Yes	2	
	Do you involve a First Nations group at your	No	0	2
	event?	Yes	2	
Council Support (answer one only)	Event has been supported by Council for more than 2 years	Yes	0	0
(answer one only)	more than 2 years			
	Event has been supported by Council for less	Yes	1	1
	than 2 years			
	Event has not been supported by Council	Yes	2	0
	Event has not been supported by Council	163		O
Special Event	Regionally significant with attendance typically >50,000 people	No	0	
	- 30,000 people	Yes	2	
	Outstanding long term (>20 years) contribution	No	0	
	to social, cultural, economic factors	Yes	2	
	Provide demonstrated support to the local	No	0	
	economy by recognizing small business excellence	Yes	2	

TOTAL SCORE



Organiser's Name: Rotary Club Richmond
Event Name: Christmas Carols
Event Location: Richmond Oval
Date: 15 – 12 - 2024

Objective	Criteria	Score Options	Score	Event Score
Attendee Appeal	Appeal to wide demographic	Specialised event Appeal to age group Universal appeal	1 2 3	3
	Number of attendees	<500 500 to 1000 >1000	0 1 2	2
	Entry Fee	No Yes	0	0
Community connections and resilience	Create community partnerships	No Yes	0 3	3
	Opportunities for local community groups involvement	No Yes More than 2 groups	0 2 3	3
	Opportunity for community volunteers	No Yes	0 3	3
Economic Benefit	Opportunities for local business involvement	No Yes	0 2	2
	Origin of attendees	Hawkesbury LGA Outside LGA	2	2
	Revenue generated from event	Cost neutral Revenue generated Returned to community	1 2 3	3
Sustainability and Waste Management	Completion of a sustainability checklist	No Yes	0 3	0
	Management of waste	No waste management General waste bins only Recycling and general waste bins	0 1 2 3	1
		Zero waste created	3	



Objective	Criteria	Score Options	Score	Event Score
Venues/Location	Events that support the revitalisation of town	No	0	2
	centres and villages	Yes	2	
	Develop vibrant town centres with business	No	0	2
	growth and community connection	Yes	2	
	Events that celebrate our rivers or riverside locations	No	0	0
	locations	Yes	2	
	Lloudeachur Chougraund	N.	0	0
	Hawkesbury Showground	No Yes	0	0
		res	1	
Accessibility	Event is accessible for people living with a	No	0	2
	disability	Yes	2	
Arts, Culture,	Showcasing Hawkesbury heritage	No	0	0
Heritage and Food		Yes	2	
	Involvement of local artisans	No Yes	0	2
		res	2	
	Involvement of local musicians	No	0	2
		Yes	2	
	Involvement of local food producers	No	0	2
	involvement of local lood producers	Yes	0	2
			_	
Promotional and	Local/Regional promotion	No	0	1
Brand Exposure		Local	1	
		Regional	2	
	State promotion	No	0	0
		Yes	2	
	Provision of marketing plan	No	0	0
		Yes	2	
Sport	Local sporting promotion	No	0	0
Sport	Local sporting promotion	No Yes	0 2	U
	L	1.00		



Objective	Criteria	Score Options	Score	Event Score
Legacy	Opportunity for event growth	No	0	1
		Yes	1	
	Multiple funding a sure	N.	4	0
	Multiple funding sources	No Yes	1 2	2
		165	2	
	Event previously has been held in the	No	1	2
	Hawkesbury	Yes	2	
			_	
	Strong business model	No	0	1
		Yes	1	
First Nations	Do you conduct a Welcome to Country at your	No	0	0
Involvement	event?	Yes	3	
	Do you conduct an Acknowledgement of Country at your event?	No	0	2
	or occurry at your overte.	Yes	2	
	Do you involve a First Nations group at your	No	0	0
	event?	Yes	2	
Council Support (answer one only)	Event has been supported by Council for more than 2 years	Yes	0	0
(union on one omy)	mero man z youre			
	Event has been supported by Council for less	Yes	1	0
	than 2 years			
	Event has not been supported by Council	Yes	2	0
	Zvoneniae necessin supported by Geamon	1.00		
Special Event	Regionally significant with attendance typically >50,000 people	No Yes	0 2	0
		165	2	
	Outstanding long term (>20 years) contribution	No	0	0
	to social, cultural, economic factors	Yes	2	
	Provide demonstrated support to the local economy by recognizing small business	No	0	0
	excellence	Yes	2	

TOTAL SCORE



Organiser's Name: Kurrajong Baptist Church

Event Name: Christmas Carols

Event Location: Kurrajong Memorial Park

Date: 14 - 12 - 2024

Community connections and resilience Copportunity connections and resilience Opportunity connections and resilience	ommunity partnerships ities for local community groups	Specialised event Appeal to age group Universal appeal <500 500 to 1000 >1000 No Yes No Yes	1 2 3 0 1 2 0 1	0 0
Community connections and resilience Opportuninvolvement Opportun Opportun Opportun Opportun	emmunity partnerships ities for local community groups	500 to 1000 >1000 No Yes	1 2 0 1	
Community connections and resilience Opportuninvolvement Opportun Opportun Opportun Opportun	ommunity partnerships ities for local community groups	Yes No	1	0
connections and resilience Opportuninvolvement Opportun Comportun Opportun Opportun	ities for local community groups		0	
Opportun Economic Benefit Opportun			3	3
Economic Benefit Opportun		No Yes More than 2 groups	0 2 3	3
Орронин	ity for community volunteers	No Yes	0 3	3
Origin of	ities for local business involvement	No Yes	0 2	0
ong on	attendees	Hawkesbury LGA Outside LGA	2	2
Revenue	generated from event	Cost neutral Revenue generated Returned to community	1 2 3	3
Sustainability and Waste Management Completic	on of a sustainability checklist	No Yes	0 3	3
Managem	nent of waste	No waste management General waste bins only Recycling and general waste bins	0 1 2	2



Objective	Criteria	Score Options	Score	Event Score
Venues/Location	Events that support the revitalisation of town	No	0	2
	centres and villages	Yes	2	
	Develop vibrant town centres with business	No	0	2
	growth and community connection	Yes	2	
	Events that celebrate our rivers or riverside locations	No	0	0
	locations	Yes	2	
	Lloudeachur Chougraund	N.	0	0
	Hawkesbury Showground	No Yes	0	0
		res	1	
Accessibility	Event is accessible for people living with a	No	0	2
	disability	Yes	2	
Arts, Culture,	Showcasing Hawkesbury heritage	No	0	0
Heritage and Food		Yes	2	
	Involvement of local artisans	No Yes	0	2
		res	2	
	Involvement of local musicians	No	0	2
		Yes	2	
	Involvement of local food producers	No	0	2
	involvement of local lood producers	Yes	0	2
			_	
Promotional and	Local/Regional promotion	No	0	1
Brand Exposure		Local	1	
		Regional	2	
	State promotion	No	0	0
		Yes	2	
	Provision of marketing plan	No	0	0
		Yes	2	
Sport	Local sporting promotion	No	0	0
Sport	Local sporting promotion	No Yes	0 2	U
	L	1.00		



Objective	Criteria	Score Options	Score	Event Score
Legacy	Opportunity for event growth	No	0	1
		Yes	1	
	Maritim of condings of contract	N.	4	0
	Multiple funding sources	No Yes	1 2	2
		165	2	
	Event previously has been held in the	No	1	2
	Hawkesbury	Yes	2	
			_	
	Strong business model	No	0	1
		Yes	1	
First Nations	Do you conduct a Welcome to Country at your	No	0	0
Involvement	event?	Yes	3	
	Do you conduct an Acknowledgement of Country at your event?	No	0	2
		Yes	2	
	Do you involve a First Nations group at your	No	0	0
	event?	Yes	2	
Council Support (answer one only)	Event has been supported by Council for more than 2 years	Yes	0	0
(union on one omy)	more than 2 years			
	Event has been supported by Council for less	Yes	1	0
	than 2 years			
	Event has not been supported by Council	Yes	2	0
	Zventinac net zeem eappented zij Geamen			
Special Event	Regionally significant with attendance typically >50,000 people	No Yes	0 2	0
		165	2	
	Outstanding long term (>20 years) contribution	No	0	0
	to social, cultural, economic factors	Yes	2	
	Provide demonstrated support to the local economy by recognizing small business	No	0	0
	excellence	Yes	2	

TOTAL SCORE



Organiser's Name: Windsor Uniting Church
Event Name: LUW – Light up their church
Event Location: Windsor
Date: 30/11/2024

Criteria Objective **Score Options Event Score** Score Specialised event 1 Attendee Appeal Appeal to wide demographic 1 2 Appeal to age group 3 Universal appeal 0 Number of attendees <500 2 1 500 to 1000 2 >1000 0 **Entry Fee** No 1 1 Yes Community Create community partnerships 0 No 3 connections and 3 Yes resilience No Opportunities for local community groups 0 2 Yes involvement 2 More than 2 groups 3 0 Opportunity for community volunteers No 3 3 Yes **Economic Benefit** No 0 Opportunities for local business involvement 0 2 Yes Hawkesbury LGA 2 Origin of attendees 2 Outside LGA 1 Cost neutral Revenue generated from event 1 3 Revenue generated 2 Returned to community 3 Sustainability and 0 Completion of a sustainability checklist No 3 Waste Yes 3 Management 0 Management of waste No waste management 2 1 General waste bins only 2 Recycling and general

waste bins

Zero waste created



Objective	Criteria	Score Options	Score	Event Score
Venues/Location	Events that support the revitalisation of town	No	0	2
	centres and villages	Yes	2	
	Develop vibrant town centres with business	No	0	2
	growth and community connection	Yes	2	
	Events that celebrate our rivers or riverside	No	0	0
	locations	Yes	2	0
	Hawkesbury Showground	No	0	0
		Yes	1	
Accessibility	Event is accessible for people living with a disability	No	0	2
		Yes	2	
Arts, Culture,	Showcasing Hawkesbury heritage	No	0	2
Heritage and Food		Yes	2	
	Involvement of local artisans	No	0	0
		Yes	2	
	Involvement of local musicians	No	0	0
		Yes	2	
	Involvement of local food producers	No	0	0
	involvement of local food producers	Yes	0	2
			2	
Promotional and	Local/Regional promotion	No	0	1
Brand Exposure		Local	1	
		Regional	2	
	State promotion	No	0	0
		Yes	2	
	Provision of marketing plan	No	0	0
	Trovision of marketing plan	Yes	2	J
			_	
Sport	Local sporting promotion	No	0	0
		Yes	2	



Objective	Criteria	Score Options	Score	Event Score
Legacy	Opportunity for event growth	No	0	1
		Yes	1	
	Multiple funding sources	No	1	2
		Yes	2	
	Event previously has been held in the	No	1	2
	Hawkesbury	Yes	2	
	Strong business model	No	0	1
		Yes	1	
First Nations	Do you conduct a Welcome to Country at your	No	0	0
Involvement	event?	Yes	3	
	Do you conduct an Acknowledgement	No	0	0
	of Country at your event?	Yes	2	
	Do you involve a First Nations group at your	No	0	0
	event?	Yes	2	
Council Support (answer one only)	Event has been supported by Council for more than 2 years	Yes	0	0
	Event has been supported by Council for less than 2 years	Yes	1	1
	Event has not been supported by Council	Yes	2	0
Special Event	Regionally significant with attendance typically	No	0	0
	>50,000 people	Yes	2	
	Outstanding long term (>20 years) contribution	No	0	0
	to social, cultural, economic factors	Yes	2	
	Provide demonstrated support to the local	No	0	0
	economy by recognizing small business excellence	Yes	2	
			I	1

TOTAL SCORE



COMMERCIAL EVENT ASSESSMENT CRITERIA MATRIX

Organiser's Name: Hawkesbury Agricultural Society

Event Name: Hawkesbury Show

Event Location: Hawkesbury Showground

Date: 9 May 2025

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



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



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



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

TOTAL SCORE

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Note:

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





COMMERCIAL EVENT ASSESSMENT CRITERIA MATRIX

Organiser's Name: Max Adventure PTY LTD

Event Name: Convict 100 Mountain Bike Marathon

Event Location: St Albans

Date: 3 - 5 - 2025

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



Objective	Criteria	Score Options	Score	Event Score
Sustainability and	Completion of a sustainability checklist	No	0	3
Waste Management		Yes	3	
	Management of waste	No waste management	0	2
		General waste bins only	1	
		Recycling and general	2	
		waste bins		
		Zero waste created	3	
Venues/Location	Events that support the revitalisation of town	No	0	0
	centres and villages	Yes	2	
	Develop vibrant town centres with opportunity for business growth and community		0	2
	connection	Yes	2	
	Events that celebrate our rivers or riverside	No	0	2
	locations	Yes	2	2
		103		
	Hawkesbury Showground	No	0	0
	-	Yes	1	
Accessibility	Event is accessible for people living with a	No	0	0
	disability	Yes	2	
Arts, Culture,	Showcasing Hawkesbury heritage	No	0	3
Heritage and Food		Yes	3	
	Involvement of local artisans	No Yes	0	0
		165	3	
	Involvement of local musicians	No	0	0
		Yes	3	
	Involvement of local food producers	No	0	3
		Yes	3	



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



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	

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Organiser's Name: Regal Star Productions

Event Name: Asia Model Festival

Event Location: Cornwallis House - Cornwallis

Date: 17-5-2024

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



Objective	Criteria	Score Options	Score	Event Score
Sustainability and	Completion of a sustainability checklist	No	0	3
Waste Management		Yes	3	
	Management of waste	No waste management	0	2
		General waste bins only	1	
		Recycling and general	2	
		waste bins		
		Zero waste created	3	
Venues/Location	Events that support the revitalisation of town	No	0	0
	centres and villages	Yes	2	
	Develop vibrant town centres with opportunity for business growth and community	No	0	0
	connection	Yes	2	
	Events that celebrate our rivers or riverside	No	0	0
	locations	Yes	2	
		103		
	Hawkesbury Showground	No	0	0
	-	Yes	1	
Accessibility	Event is accessible for people living with a	No	0	2
	disability	Yes	2	
Arts, Culture,	Showcasing Hawkesbury heritage	No	0	0
Heritage and Food		Yes	3	
	Involvement of local artisans	No Yes	0	3
		165	3	
	Involvement of local musicians	No	0	3
		Yes	3	
	Involvement of local food producers	No	0	3
		Yes	3	



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

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Organiser's Name: St Albans Village Market

Event Name:

Event Location: St Albans

Date: Held L/W and School Holidays

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



Objective	Criteria	Score Options	Score	Event Score
Sustainability and	Completion of a sustainability checklist	No	0	3
Waste Management	, ,	Yes	3	
	Management of waste	No waste management	0	2
		General waste bins only	1	
		Recycling and general	2	
		waste bins		
		Zero waste created	3	
Venues/Location	Events that support the revitalisation of town	No	0	2
	centres and villages	Yes	2	
	Develop vibrant town centres with opportunity	No	0	2
	for business growth and community connection	Yes	2	
	Events that celebrate our rivers or riverside	No	0	2
	locations	Yes	2	2
		165	2	
	Hawkesbury Showground	No	0	0
	, ,	Yes	1	
Accessibility	Event is accessible for people living with a	No	0	2
	disability	Yes	2	
Arts, Culture,	Showcasing Hawkesbury heritage	No	0	3
Heritage and Food		Yes	3	
	Involvement of local artisans	No Yes	0	3
		res	3	
	Involvement of local musicians	No	0	3
		Yes	3	
	Involvement of local food producers	No	0	3
		Yes	3	



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



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

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Organiser's Name: Lynwood Country Club

Event Name: The Gables 2024 Pro Am

Event Location: Pitt Town

Date: 18/12/2024

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



Objective	Criteria	Score Options	Score	Event Score
Sustainability and	Completion of a sustainability checklist	No	0	0
Waste Management		Yes	3	
	Management of waste	No waste management	0	2
		General waste bins only	1	
		Recycling and general	2	
		waste bins		
		Zero waste created	3	
Venues/Location	Events that support the revitalisation of town	No	0	0
	centres and villages	Yes	2	
	Develop vibrant town centres with opportunity	No	0	0
	for business growth and community connection	Yes	2	
	Events that celebrate our rivers or riverside	No	0	0
	locations	Yes	2	
		103		
	Hawkesbury Showground	No	0	0
	-	Yes	1	
Accessibility	Event is accessible for people living with a	No	0	2
	disability	Yes	2	
Arts, Culture,	Showcasing Hawkesbury heritage	No	0	0
Heritage and Food		Yes	3	
	Involvement of local artisans	No Yes	0	3
		165	3	
	Involvement of local musicians	No	0	3
		Yes	3	
	Involvement of local food producers	No	0	3
		Yes	3	



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

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Organiser's Name: Bianca Satucci
Event Name: Puppy and Paws Expo
Event Location: Richmond Oval

Date: 10/5/2025

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



Objective	Criteria	Score Options	Score	Event Score
Sustainability and	Completion of a sustainability checklist	No No	0	0
Waste Management	, ,	Yes	3	
	Management of waste	No waste management	0	1
		General waste bins only	1	
		Recycling and general	2	
		waste bins		
		Zero waste created	3	
Venues/Location	Events that support the revitalisation of town	No	0	2
	centres and villages	Yes	2	
	Develop vibrant town centres with opportunity for business growth and community	No	0	2
	connection	Yes	2	
	Events that celebrate our rivers or riverside	No	0	0
	locations	Yes	2	0
		163		
	Hawkesbury Showground	No	0	0
	, 3	Yes	1	
Accessibility	Event is accessible for people living with a disability	No	0	2
		Yes	2	
Arts, Culture,	Showcasing Hawkesbury heritage	No	0	0
Heritage and Food		Yes	3	
	Involvement of local artisans	No	0	0
		Yes	3	
	Involvement of local musicians	No	0	0
		Yes	3	
	Involvement of local food producers	No	0	0
		Yes	3	



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

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