Scoring matrix – Australia Day Grants 2024

| **Categories** | **Low (0-3)** | **Medium (4-6)** | **High (7-10)** |
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| **Community Benefit (30%)** | * People contributing to the event (1-3) * People attending the event (< 35) * Minimal or no community support/participation * Community benefits not identified or are unclear or appear unachievable. * No local goods and services sourced for event | * People contributing to the event (4-10) * People attending from the event (36 -200) * Some community support/participation * Community benefits appear clear and achievable * Some local sourcing of goods and services planned. | * People contributing to the event (11+) * People attending the event (201+) * Impact of the community benefit (anticipated community outcomes) * Strong community support/participation * Community benefits appear clear, achievable and well considered * Strong support for local sourcing of goods and services planned |
| **Alignment to Council Priorities (30%)** | * Little to no detail explaining alignment to Council priorities * No measures taken to deliver accessible and inclusive event. * Limited or no demonstration of plans to reduce environmental impact of event or promote sustainability. | * Some alignment to Council priority provided. * Some measures demonstrated to deliver accessible and inclusive event. * Some planning demonstrated to minimise environmental impact of event and/promote sustainability. | * Clear alignment to Council priority with reasons strongly articulated. * Supports initiatives that advance reconciliation and/or celebrate First Nations Peoples, or supports environmental/wellbeing priorities * Strong consideration and planning to minimize environmental impact and promote sustainability. * High level planning demonstrating accessible and inclusive event delivery. |
| **Ability to deliver the event (40%)** | * Inadequate budget – unclear/incomplete, event costs exceed event value. * Inadequate event plan – limited or no planning undertaken, aims are unclear or appear unachievable, event description and tasks list lacks clarity. * Inadequate risk management plan – potential risks or strategies to mitigate these not adequately considered or planned for. * No site plan included, or inadequate detail on site plan * Permits, permissions and insurances not considered or appropriately demonstrated. * Limited or no information on how event will be marketed or promoted. | * Adequate budget – most costs or income sources identified, even costs equal event value. * Adequate event plan – some planning undertaken and draft event plans provided, with clear and achievable aims, task list and event timeline. * Risk management plan provided– relevant risks considered with strategies to mitigate these. * Includes site plan with some key features identified. * Permits, permissions and insurances have been considered, but may be awaiting confirmation/additional may be required. * Some detail provided on how event will be marketed/promoted, but includes limited detail. | * Sound budget - all costs and income sources clearly identified, and project value exceeds project cost. * Strong event plan – final event plan provided with clear and well-ordered task list, realistic aims and timelines and demonstrated capacity to deliver event. * Clear risk management plan - relevant risks identified with carefully considered strategies to mitigate these. * Includes detailed site plan with all key features identified. * All appropriate permits, permissions and insurances in place/confirmed. * Marketing of event has well developed messaging and content, with consideration of multiple methods to reach a broad audience. |