



E V E N T S
NEW SOUTH
WALES

Initial Event Assessment Guide

Event:

Contact Name:

Contact Details:

Date completed:

Disclaimer: Any personal information you provide in this guide will be used solely for the evaluation of the proposed event by the event proponent and Events New South Wales. The form itself will remain the property of the Events New South Wales. You have the right to access and/or correct any Personal Information which Events New South Wales holds about you, subject to the Privacy and Personal Information Protection Act 1988 (NSW). For more information on our privacy policies, including your rights to access and/or correct your information, please visit our website at www.eventsnsw.com.au.

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Introduction

Events New South Wales identifies, attracts and nurtures events that provide significant economic, strategic and/or community benefits to Sydney and/or regional New South Wales. In this context, we will consider funding and supporting events that:

- provide a significant economic impact for Sydney and/or New South Wales on a medium to long term basis
- provide opportunities for the marketing and promotion of Sydney and New South Wales both nationally and internationally
- enhance Sydney's international brand and reputation as a global city.

Completing the Event Assessment Guide

The **Events New South Wales Initial Event Assessment Guide** has been prepared to assist organisations and/or individuals seeking financial and/or non-financial support from Events New South Wales.

As such, this Guide is an essential document for Events New South Wales in its initial consideration and analysis of event proposals.

The information you supply will enable Events New South Wales to:-

- classify the proposed event (an internal process);
- undertake an initial estimation of the likely economic, strategic and community impacts of the proposed event; and
- evaluate the likely whole-of-government cost of the proposed event.

The Guide is not meant to be a strict application form and not all questions may apply to your proposed event. However, the Guide sets out matters to be included in initial submissions requesting Events New South Wales' support for an event.

To enable consistency in the provision of information and subsequent analysis, the Guide's format should be followed as closely as possible. Detailed information about the proposed event and event organiser is essential to assessment.

When completing this form, please provide:-

- detailed background information;
- notes to accompany any assumptions; and
- previous event budgets.

This will greatly assist consideration of your proposal.

All financial information should be expressed in the current year Australian dollars and exclusive of GST.

Please note that provision of information as requested in this Guide does not mean that financial and/or non-financial support will automatically be provided by Events New South Wales for a proposed event.

Event Funding Criteria

Event proposals will be assessed against three primary impacts it can drive for New South Wales:-

- economic impact
- strategic and marketing impact
- community impact.

Other key event criteria that Events New South Wales may consider when assessing an event include:-

- event location (Sydney or regional New South Wales)
- access to the State's identified key international markets
- private sector investment
- seasonal capacity
- funding capacity

A definition of each criteria can be found at Appendix 1.

Section 1: The Event

1.1 Name of the event:

1.2 Type of event (indicate as many as applicable):

- ❖ Sport []
- ❖ Business [] by industry sector:
- ❖ Arts & Cultural []
- ❖ Entertainment []
- ❖ Lifestyle []

1.3 Description of the event:

1.4 Proposed date(s) of the event:

1.5 Proposed venue(s) and location for the event:

1.6 Aims and objectives of staging the event:

1.7 Proposed event program (including daily schedule - attach if known)

1.8 Is this an existing event? Yes/No

- ❖ If so, when and where was the event last held:

- ❖ When and where will the event next be held:

- ❖ Has the event ever been held in Sydney/NSW/Australia? **Yes/No**

1.9 Is this a new event? **Yes/No**

- ❖ Is this expected to be a one-off event? **Yes/No**

- ❖ Is this expected to be a recurring event? **Yes/No**

- ❖ If recurring, how often will it be held:

1.10 If a bid is required for the event, please provide details of the:

- ❖ Bid process:

- ❖ Bid documentation and support material needed:

- ❖ Bid timeline:

- ❖ Bid cost:

Section 2: The Event Organiser and Financials

Please note – detailed information about the proposed event organiser is essential to assessment.

2.1 Name and contact details of:

- ❖ The event organiser:

- ❖ All associated parties:

- ❖ The event owner (if not the event organiser or associated party):

- ❖ The event governing body (if not the event owner):

2.2 Details of previous events organised and conducted by:

- ❖ The event organiser and associated parties:

- ❖ The event owner/governing body:

- ❖ Testimonials / references from previous events (please provide contact details):

2.3 Type of entity established, or proposed to be established, to plan and organise the event (i.e. special purpose company, existing organisation):

2.4 Name of all approving authorities i.e. local council(s), precinct management authority, venue etc:

2.5 Please attach a top line event budget of anticipated expenditure and revenue. Please include the breakdown of private sector contributions or sponsorship.

If you are seeking financial assistance, please provide the overall percentage of the total event cost you are seeking from Events New South Wales.

2.6 Who owns the commercial, media and other rights to the event?

2.7 Who is the legal contracting party(ies) should Events New South Wales decide to support the event?

2.8 Will the event be run on a not-for-profit basis or will it be run to generate a commercial return? Please outline the organisation(s) that will receive the event revenue and/or profits.

2.9 Organisation(s) or underwriter(s) responsible for any loss:

2.10 Is this a ticketed event? Yes/No

Is entry via ticket only? Yes/No

Average ticket prices by category?

Section 3: Economic Impact Data

3.1 Total number of event participants and attendees:

- ❖ New South Wales residents:

- ❖ Interstate visitors:

- ❖ International visitors:

3.2 Average length of stay for visitors coming primarily to the event:

- ❖ Interstate visitors:

- ❖ International visitors:

3.3 Average daily expenditure by interstate and international visitors to the event:

When calculating both figures below, please consider

- ✓ Accommodation
- ✓ Transport (taxi, bus, petrol etc), but not including airfares
- ✓ Food and beverages (dining out, takeaway etc.)
- ✓ Retail (gifts, clothing etc.)
- ✓ Personal Shopping (medical, toiletries etc.)
- ✓ Entertainment (cinema, show, bar etc.)
- ✓ Tourism attractions/organised tours

- ❖ Interstate visitors:

- ❖ International visitors:

3.4 What associated extension events or activities will you create or build around your event to increase the number of interstate and international visitors and their length of stay in NSW?

- ❖ Event-related congresses, conferences, exhibitions, meetings
 - ❖ Arts/cultural
 - ❖ Social
 - ❖ Other...
-

Section 4: Strategic Impact Data

4.1 Historical Data

Please provide any historical information you have about the event.

4.1.1 Breakdown of INTERNATIONAL television broadcast:

- ❖ Free to air TV broadcasters by name/country:

TV Broadcasters	Name	Country

- ❖ Pay TV broadcasters by name/country or region:

TV Broadcasters	Name	Country/Region

- ❖ Actual (not potential) audiences by program and by broadcaster/country:

Actual Audiences	Program	Broadcaster	Country

- ❖ Nature of telecast by date, start time, duration, broadcaster and country (i.e. live/delayed/repeat/package):

Nature of telecast	Date	Start time	Duration	Broadcaster	Country

- ❖ Age, gender and socio-economic breakdown by broadcaster:

Broadcaster	Age	Gender	Socio-economic breakdown

4.1.2 Breakdown of DOMESTIC television broadcast:

- ❖ Free to air TV broadcasters:

Free to air TV Broadcasters

- ❖ Pay TV broadcasters:

Pay TV Broadcasters

- ❖ Actual (not potential) audiences by program, by broadcaster:

Audiences	Program	Broadcaster

- ❖ Nature of telecast by date, start time, duration, broadcaster (i.e. live/delayed/repeat/package):

Nature of telecast	Date	Start time	Duration	Broadcaster

- ❖ Age, gender and socio-economic breakdown by broadcaster:

Broadcaster	Age	Gender	Socio-economic breakdown

4.1.3 Media Benefits – Destination logo/message on:

Media	Destination logo/message	Benefit
Visual postcards of host destination in broadcast		
Perimeter signage		
Integrated event logo		
Interview backdrop		
Media	Destination logo/message	Benefit
Television on-screen logo		
Television pull-throughs		
Grass signage		
Virtual signage		
3D signage		
Scrolling signage		
Stingers		
Other		

4.1.4 Details of domestic press coverage:

❖ Number of articles:

❖ Publications by State:

Publication	State

❖ Circulation:

4.1.5 Details of international press coverage:

❖ Circulation:

4.1.6 Details of domestic television news coverage:

Number of items by country, broadcaster, date, start time, duration and audience

Item	Country	Broadcaster	Date	Start time	Duration	Audience

4.1.7 Details of international television news coverage:

Number of items by country, broadcaster, date, start time, duration and audience

Item	Country	Broadcaster	Date	Start time	Duration	Audience

4.1.8 What overseas markets was the event seen in?

4.1.9 How has the event portrayed previous host destinations to the world?

4.2 Projected Data

4.2.1 Breakdown of INTERNATIONAL television broadcast:

❖ Free to air TV broadcasters by name/country

Free to air TV Broadcasters	Name	Country

❖ Pay TV broadcasters by name/country or region

Pay TV Broadcasters	Name	Country

❖ Actual (not potential) audiences by program and by broadcaster/country

Actual Audience	Program	Broadcaster	Country

❖ Nature of telecast by date, start time, duration, broadcaster and country (i.e. live/delayed/repeat/packaged)

Nature of Telecast	Date	Start time	Duration	Broadcaster	Country

❖ Age, gender and socio-economic breakdown by broadcaster

Broadcaster	Age	Gender	Socio-economic breakdown

4.2.2 Breakdown of DOMESTIC television broadcast:

❖ Free to air TV broadcasters

Free to air TV Broadcasters

❖ Pay TV broadcasters

Pay TV Broadcasters

❖ Actual (not potential) audiences by program, by broadcaster

Actual Audience	Program	Broadcaster

❖ Nature of telecast by date, start time, duration, broadcaster (i.e. live/delayed/repeat/package)

Nature of telecast	Date	Start time	Duration	Broadcaster

❖ Age, gender and socio-economic breakdown by broadcaster

Broadcaster	Age	Gender	Socio-economic breakdown

4.2.3 Media Benefits – Sydney or New South Wales logo/message on:

Media	Destination logo/message	Benefit
Visual postcards of Sydney and New South Wales in broadcast		
Perimeter signage		
Integrated event logo		
Interview backdrop		
Television on-screen logo		
Television pull-throughs		

Grass signage		
Virtual signage		
3D signage		
Scrolling signage		
Stingers		
Other		

4.2.4 Details of domestic press coverage:

- ❖ Number of articles:

- ❖ Publications by State:

Publication	State

- ❖ Circulation:

4.2.5 Details of international press coverage:

- ❖ Circulation:

4.2.6 Details of domestic television news coverage:

- ❖ Number of items by country, broadcaster, date, start time, duration and audience:

Items	Country	Broadcaster	Date	Start time	Duration	Audience

4.2.7 Details of international television news coverage:

- ❖ Number of items by country, broadcaster, date, start time, duration and audience:

Items	Country	Broadcaster	Date	Start time	Duration	Audience

4.2.8 What overseas markets will the event be seen in?

4.2.9 How will the event portray Sydney and New South Wales to the world?

Appendix One: Event Evaluation Criteria Definitions

Economic Impact

This is the ability of an event to drive new spend and/or future investment in New South Wales as a direct result of the event being held in the State. The key factors we assess are:-

- the anticipated number of interstate and international participants, spectators, officials and/or other visitors who will attend the event;
- their average length of stay; and
- their estimated daily expenditure.

In order to verify this information, data from previous events should be used. Where the proposed event is being held for the first time, a credible estimate of its potential economic impact is gauged through discussions with the event proponent as well as comparing the proposed event to events of a similar nature.

Spend by intrastate visitors to Sydney or another New South Wales location for an event is not included in the economic impact assessment of an event.

Strategic and Marketing Impact

This is an event's capacity to act as an external marketing vehicle for the event location and New South Wales. An event's effectiveness as an external marketing platform will depend on several key factors including, but not limited to:-

- what the event says about New South Wales/Sydney or the location;
- the nature and size of the event audience;
- how the event may raise or create awareness of New South Wales' expertise in an area; and
- the overall media impact achieved via domestic and international media coverage.

Community Impact

This is an event's capacity and effectiveness as an internally-facing marketing vehicle for the state. This will depend on the events capacity to positively engage large and diverse sections of the community and, in so doing, make them proud of their home city and state.

Regional Events

Events that deliver significant benefits to regional communities in New South Wales is a key focus for Events New South. These events are assessed using the same three key factors as Sydney-focused events. However, the events economic and strategic / marketing impact is assessed on that derived for the particular region of New South Wales.

Key International Markets

Events New South Wales seeks information on the extent to which an event can deliver coverage or some other beneficial impact in the New South Wales Government's key international markets. These markets include China, Germany, Korea, Hong Kong, India, Japan, Malaysia, New Zealand, Singapore, the United Kingdom, the USA and the Gulf States. An event which provides significant coverage or other beneficial impact in these key markets will receive favourable consideration under this criterion.

Private Sector Investment

The percentage of the event budget provided by non-government sources is an important consideration for Events New South Wales when assessing an event funding proposal. The greater the revenue percentage provided by the private sector, the more favourable the assessment under this criterion.

Seasonal Capacity

In each year there are high and low seasons for tourism and hotel occupancy rates. During high season the hotels are near to capacity and amenities and attractions are generally very busy. The opposite applies during the low season. Therefore, an event proposed to be held in the low season (i.e. June, July, August and December) will be considered more favourably than an event staged in the high season.

Funding Capacity

Events New South Wales has a finite level of funding it can allocate to event support each year. This may mean an event can meet all of the other criteria but still not receive funding due to insufficient funds in a particular year. In these circumstances, the event proponent will be advised that Events New South Wales's inability to fund the event will prohibit the assessment process going any further.