

Major Event Sponsorship Scheme: Post Event Evaluations Summary

					Application					
QUALITATIVE CRITERIA		1	2	3	4	5	6	7	8	9
a) Strategic Fit	Score/20	6	12	14	14	16	-	14	8	16
b) Value for Money	Score/20	2	10	14	12	14	-	12	7	12
c) Audience Development/ Values of Excellence and Diversity	Score/20	12	10	12	12	12	-	12	6	12
d) Genre	Score/10	6	5	6	6	7	-	6	7	7
e) Venue Suitability	Score/10	6	9	9	6	7	-	6	7	7
f) Production Capacity	Score/10	6	6	6	6	6	-	8	6	7
g) Timing	Score/10	2	5	6	5	6	-	5	6	6
TOTAL SCORE	100	40	57	67	61	68	-	63	68	67
Comments: Officers evaluated all post event reports received using the tender scoring system. Overall the events recommended have potential and officers will work closely with those that are endorsed to improve and ensure they adequately meet the objectives of the scheme.										

Major Event Sponsorship Scheme: Economic Impact

Example workings North West Sprintcar Stampede:

	Locals	Intrastate Visitors	Interstate Visitors	International	Total	Notes
Visiting Specifically	4176	1044	7	0	5227	*Information provided in the post event report stated that 20% of attendees were from out of the City of Karratha region
Average Daily Spend	0	124	144			*Data provided by the Tourism Council WA from 2014 daily spend data
Average Length of Stay		1	3			
Total Indirect Economic Impact		\$129,456.00	\$3,024.00		\$132,480.00	
Direct Event Spend					\$55,240.80	*Based on information provided an assumption of 80% local spend was calculated
Total Economic Impact					\$187,720.80	
City Sponsorship					\$20,000	
Return on Investment					\$9.39	*Total economic impact divided by City sponsorship