

NEW SOUTH WALES MAJOR AND SPECIAL EVENT CATEGORIES – APPENDIX 1

Event Categories	Category A Mega Events	Category B Hallmark	Category C Commemorative / Ceremonial	Category D Major Cultural / Sporting Events	Category E Minor Cultural / Sporting Events
Event Category Description	A must see event with an international focus and audience. Usually a one off event in terms of location and unlikely to recur in the short to medium term.	One off or recurring event that enhances awareness, appeal and profitability of a destination at a particular time.	One off or recurring event that celebrates or commemorates significant events /achievements in the nation's/state's history.	One off or recurring sporting or cultural events that generally attracting more than 20,000 people	One off or recurring events that generally attract less than 20,000 people
Event Category Examples only – subject to formal classification	<ul style="list-style-type: none"> <li>• World Cup Soccer</li> <li>• Rugby World Cup</li> <li>• Olympic Games</li> <li>• Commonwealth Games</li> <li>• World Fairs</li> </ul>	<ul style="list-style-type: none"> <li>• New Year's Eve</li> </ul>	<ul style="list-style-type: none"> <li>• Australia Day</li> <li>• Centenary of Federation</li> <li>• Corroboree 2000</li> <li>• Remembrance Day</li> <li>• Anzac Day</li> <li>• Ticker Tape Parades</li> <li>• State Funerals</li> <li>• Visits by Heads of State</li> </ul>	<ul style="list-style-type: none"> <li>• Sydney Festival</li> <li>• Big Day Out</li> <li>• State of Origin</li> <li>• Cricket Tests and One Day Internationals</li> <li>• Rugby Union Test Matches</li> </ul>	<ul style="list-style-type: none"> <li>• Street Fairs</li> <li>• Local Festivals</li> <li>• Regular season matches – league, union, soccer</li> </ul>
Principal Target Market/ Audience	International	International and/or National	State	State/Regional	Local
Economic and Business Benefits	Substantial	Significant	Low	Medium – Low	Low
Social and Cultural Benefits	Significant	Significant	Substantial	Major – Low	Medium - Low

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Event Impact	<p>Significant impact on strategic road network/transport system of medium to long term duration.</p> <p>Significant impact on surrounding areas.</p>	<p>High impact on strategic road network/transport system of medium to long duration.</p> <p>High impact on surrounding areas.</p>	<p>High/moderate impact on strategic road network/transport system of short to medium duration.</p> <p>High medium impact on surrounding areas.</p>	<p>Moderate or localised impact on strategic road network and of short to medium duration.</p> <p>High to medium impact on surrounding areas.</p>	<p>Little to no impact on strategic road network and of short duration.</p> <p>Medium to Low impact on surrounding areas.</p>
Event Logistics and Coordination	<p>Highly Complex</p> <p>High level of Government agency coordination.</p>	<p>Complex</p> <p>Requires coordination of a number of Government agencies.</p>	<p>Complex</p> <p>Requires coordination between one or more Government agencies.</p>	<p>Moderate</p> <p>May require coordination between one or more Government agencies.</p>	<p>Simple</p> <p>May require involvement of one to two Government agencies.</p>
Contributes to Government Policy	<p>High level of synergy with numerous Government policies</p>	<p>High to medium level of synergy with one or more Government policies</p>	<p>High to medium level of synergy with one or two Government policies.</p>	<p>Synergy usually limited to policies of one Government agency.</p>	<p>Generally no direct synergy with Government policy</p>
Event Commerce	<ul style="list-style-type: none"> <li>• Primarily Ticketed</li> <li>• Financial and in-kind sponsors including Government</li> <li>• Government representative on organising committee</li> </ul>	<ul style="list-style-type: none"> <li>• Ticketed or non ticketed</li> <li>• Financial and in-kind sponsors</li> </ul>	<ul style="list-style-type: none"> <li>• Principally Non Ticketed</li> <li>• Financial and in-kind sponsors</li> </ul>	<ul style="list-style-type: none"> <li>• Ticketed or non ticketed</li> <li>• Financial and in-kind sponsorship</li> </ul>	<ul style="list-style-type: none"> <li>• Ticketed and non ticketed</li> <li>• Financial and in-kind sponsorship</li> </ul>