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Please share this newsletter with other local businesses, become a member of the Hawkesbury Business Hub (It's free!) and please tell me what you think by contacting me on 4560 4437 or 0418 296 579 or email Amanda.Kearney@hawkesbury.nsw.gov.au.

Welcome to the April edition of the business newsletter.

Hawkesbury City Council is proud to advise that we are working in conjunction with Business Connect to deliver a free business health check in May 2023. Registrations are limited therefore I would highly recommend you register your business via the link in this newsletter.

Please feel welcome to share this newsletter with any other businesses in the Hawkesbury that would benefit from receiving this information.

I wish you and your families a safe and Happy Easter.

Sincerely,
Mayor Sarah McMahon

In the Hawkesbury

Economic Development Strategy Survey

Hawkesbury City Council is preparing a new Economic Development Strategy and have engaged NDP Economic Development to assist in this process.

The purpose of this email is to invite you to complete a survey so we can better understand the views of the business community.

The survey will take approximately 5 minutes and you remain anonymous if you wish. You can also choose to enter the draw to win one of four $50 gift vouchers.

The feedback received from the surveys will be used to assist in developing the key focus areas of the Economic Development Strategy.

Complete the survey

Free Mother's Day Business Promotion in the Hawkesbury

Are you a Hawkesbury business? Do you have a Mother's Day special or promotion?

Expressions of interest are now open for local business owners within the Hawkesbury LGA to promote their upcoming Mother's Day experiences and promotions through Hawkesbury City Council.

If you are a local business owner, please send through your upcoming Mother's Day specials and any promotions within the Hawkesbury as an opportunity to promote your business for free.

The free business promotion will include promoting your business in our May 2023 business newsletter, along with inclusion on Council's LinkedIn page and Council website. If you would like to submit your expression of interest to promote your Mother's Day experiences, please send through your submission to business@hawkesbury.nsw.gov.au.

Expressions of interest close on **Wednesday 19 April 2023.**

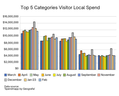
(All submissions received by the above closing date will be considered by Council and will need to be approved by Council officers prior to final promotion. Businesses must comply with all Council's regulations).

Spendmapp by Geografia is an economic modelling tool which uses bank data to measure consumer spending of both locals and visitors in a certain geographic area over specific time periods. It can help determine patterns of spending, by who and where, to get a better picture of the local economy.

Using the data can help inform, manage, and respond to long term economic trends and shocks, and gain insight into the visitor economy, online expenditure and escape expenditure. It is being used by several local government areas.

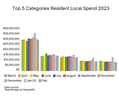
Visitor Spend in February 2023

Top 5 Categories Visitor Local Spend



Resident Spend in February 2023

Top 5 Categories Resident Local Spend 2023



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Business News & Updates

Business Connect Free Business Health Check

The Business Health Check, delivered in partnership with Hawkesbury City Council, Western Sydney Business Centre and NSW Business Connect, is designed to help you identify opportunities and potential challenges to help your business thrive.

Business Health Check's will be offered at Hawkesbury City Library on Wednesday 3 May between 9:30am and 3:00pm. To book your free 60-minute session with a Business Connect advisor, contact reception@wsbusiness.com.au.

Download the flyer

Winning Business – Free Online Training Course

The NSW Small Business Commission has launched a new online short course aimed at helping small businesses learn how to bid for contracts and improve their business pitch. *Winning Business* is a free introductory course that will teach you the skills you need to secure new customers, build better business proposals and manage contracts when you get them.

The course takes approximately 20-40 minutes, and you will receive a printable certificate upon completion.

Register

Energy Efficiency Grants for Small Business

A new grant from the Australian Government is providing up to $25,000 to small and medium businesses to replace or upgrade existing equipment to improve energy efficiency and reduce costs.

Grants are from $10,000 to $25,000, to cover up to 100% of eligible project expenditure. They will be awarded to eligible applicants on a first come, first served basis until the funding is exhausted.

Check your eligibility, learn more about the grant program or learn how your business can apply on the Business.gov website.

Rural Assistance Authority Grants for Primary Producers

Primary producers from declared local government areas in NSW are being encouraged to apply for recovery assistance through the jointly funded Commonwealth-State Disaster Recovery Funding Arrangements (DRFA).

Special Disaster Grant – applications close 30 June
Grants of up to $75,000 are available to primary producers recovering from the devastating impacts of the 2022 floods. The grant can be used to help pay for clean-up costs, reinstatement activities and emergency measures associated with the immediate recovery of your primary production enterprise.

For those impacted by the floods in March 2022 or July 2022, claims are open until 30 September 2023. For those impacted by the September/October 2022 floods, you have until 8 May 2024 to submit claims.

For more information about the grant and grant applications, visit the Rural Assistance Authority website.

Critical Producers Grant – applications close 30 June
The Critical Producer Grant provides additional funding to help impacted primary producers rebuild and recover in the medium to longer term. Funding complements the $75,000 Special Disaster Grant and supports NSW agriculture, horticulture, aquaculture and forestry industries.

Claims are open until 31 May 2024. More information is available on the Rural Assistance Authority website.

Rural Landholders Grant – applications close 30 June
Grants of up to $10,000 are available for landholders and oyster farmers in eligible areas who receive at least $20,000 in income from primary production per annum and do not qualify for support through existing recovery programs.

Claims for the Rural Landholders Grant will close 30 September 2023 for those impacted by the March 2022 or July 2022 floods and 5 June 2024 for those affected by the floods in October 2022. More information can be found here.

Upcoming Workshops

Marketing plan 1 day
Thursday 4 April, 8am-9am (online)

Register

Social media - content from content
Wednesday 5 April, 8am-9am (online)

Register

Complaint handling
Wednesday 5 April, 1pm-2pm (online)

Register

Business and branding
Thursday 13 April, 10am-12pm (online)

Register

Refreshing your website
Tuesday 18 April, 8am-9am (online)

Register

Latest cyber alerts and phishing scams
Monday 17 April, 10am-12pm (online)

Register

The 7 steps of selling
Wednesday 26 April, 8am-9am (online)

Register

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