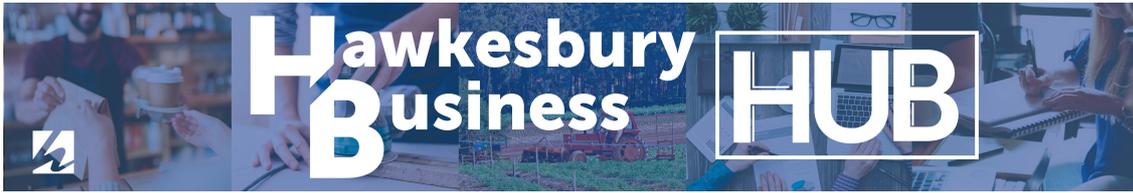


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## Welcome to this month's newsletter

This edition includes:

- [From Mayor Conolly's desk](#)
- [Business Impact Survey](#)
- [Destination NSW – The River's Just the Beginning](#)
- [Draft Hawkesbury Employment Lands Strategy - Have Your Say!](#)
- [Small Business Month Activities](#)
- [Financial Counsellor now in the Hawkesbury](#)
- [ATO reveals key JobKeeper dates](#)
- [EPA Bin Trim](#)
- [COVID-Safe Summer Plans from NSW Government](#)

We are always keen to build our knowledge and understanding of what Hawkesbury businesses need. 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](mailto:Amanda.Kearney@hawkesbury.nsw.gov.au)

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### [From Mayor Conolly's desk](#)

Hello, I'm Patrick Conolly, your new Hawkesbury Mayor.

I'd like to thank the Council for their confidence and support in electing me as Mayor of Hawkesbury on 22 September for the 2020-2021 Mayoral Term.

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My ambition is to work with the whole Council as the ratepayers expect us to, to benefit the wider community, and of course our local business community too.



Please join me in congratulating Councillor Mary Lyons-Buckett on her re-election as Deputy Mayor. I would also like to acknowledge the work of the former Mayor – Councillor Barry Calvert, over his past two years as Mayor.

We have a range of priorities to deliver, including the Local Environmental Plan, rolling out the Liveability funding, and a number of governance and risk issues to address. I hope you have been able to take advantage of the local business support that Council is continuing to provide, especially during these challenging times. I look forward to meeting you in future.

Mayor, Patrick Conolly



**BUSINESS POST-COVID**

### [What do local businesses need?](#)

Hawkesbury City Council is conducting a five-minute survey on the needs of local businesses during COVID-19.

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We want to understand the impacts of COVID-19, the support you require and

our direction for the future.

Your feedback is important to us and will be used to inform programs and strategy as we plan for a strong future together. Surveys are due 6 October, 2020.

[Complete Survey](#)

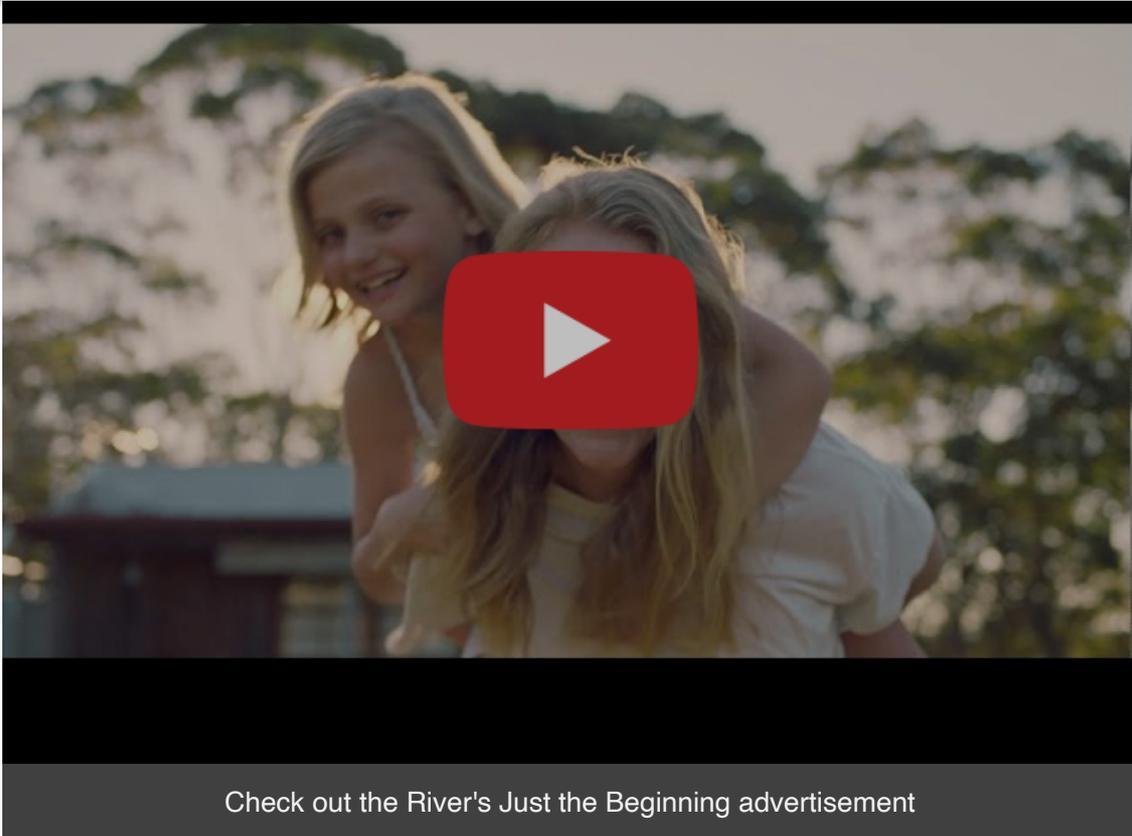
*The River's Just the Beginning*

## [The River's Just the Beginning information and toolkit link](#)

Hawkesbury City Council is delighted to announce the launch of the latest Destination NSW advertising campaign promoting the beautiful Hawkesbury region. The River's Just the Beginning campaign kicks off in September 2020 and will promote the stunning Hawkesbury region showcasing what's on offer and the amazing experiences available. The campaign highlights the region as an ideal overnight destination perfect for that weekend away.

The eight week advertising campaign will engage a number of industry partners to share the story of the Hawkesbury as well as using traditional advertising on billboards across Sydney. The campaign will also feature a strong digital and social media approach with advertising on Facebook, Youtube and Instagram.

We encourage local tourism operators and businesses to get involved in the River's Just the Beginning campaign so we can spread the word and inspire people to choose the Hawkesbury as a weekend getaway. Check out the Factsheet [HERE](#) for ways that your organisation can get involved and support the campaign.

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## [Draft Hawkesbury Employment Lands Strategy - Have Your Say!](#)

Hawkesbury City Council has recently prepared the Draft Hawkesbury Employment Lands Strategy in order to address the Sydney Region Plan, and inform the Draft Local Strategic Planning Statement and subsequent review of the Hawkesbury Local Environment Plan and Development Control Plan.

The Draft Hawkesbury Employment Lands Strategy identified the following opportunities in Key Industry Sectors and Economic Anchors:

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- education
- Defence/RAAF Base Richmond
- equine
- tourism

The Draft Hawkesbury Employment Lands Strategy and other supporting documentation is on public exhibition for the period **Friday 11 September 2020 to Monday 12 October 2020**.

The Draft Strategy and supporting documentation can be viewed during the exhibition period:

- Council's online community engagement site [www.yourhawkesbury-yoursay.com.au](http://www.yourhawkesbury-yoursay.com.au)
- on Council's website [www.hawkesbury.nsw.gov.au](http://www.hawkesbury.nsw.gov.au), or
- between 9.00am and 4.00pm Monday to Friday at Council's Administration Office, 366 George Street, Windsor.

Written submissions in relation to the Draft Strategy can be:

- submitted via Council's online community engagement site [www.yourhawkesbury-yoursay.com.au](http://www.yourhawkesbury-yoursay.com.au)
- posted to Hawkesbury City Council, PO Box 146, WINDSOR NSW 2756,
- faxed to (02) 4587 7740, or
- emailed to [council@hawkesbury.nsw.gov.au](mailto:council@hawkesbury.nsw.gov.au).

Should you have any enquiries with respect to this matter, please contact Andrew Kearns, Manager Strategic Planning on (02) 4560 4604 or Sunehla Bala, Strategic Land Use Planning Coordinator on (02) 4560 4544.



[Subscribe](#)[Past Issues](#)[Join us for Small Business Month](#)[Translate ▼](#)

Hawkesbury City Council, in partnership with Hawkesbury Chamber of Commerce, is proud to host a series of webinars and online discussions throughout Small Business Month, with a focus on supporting local small businesses through these disruptive times.



*[Anna Samios & Robert Gerrish are both speaking during Small Business Month](#)*

From strengthening the financial foundations of local businesses to growing with digital technologies, Council wants to support local small businesses as they enter their recovery phase. Business operators can explore many other grants, programs and initiatives on Council's Hawkesbury Business Hub [www.yourhawkesbury-yoursay.com.au/hbh](http://www.yourhawkesbury-yoursay.com.au/hbh) and also on the NSW Government's Business Connect website at <https://business-connect-register.industry.nsw.gov.au/pages/home.html>

NSW Small Business Month is the only dedicated festival for small businesses in NSW and it is brought to you by the NSW Government. To see all the activities being held across NSW for Small Business Month, visit [www.businessmonth.nsw.gov.au](http://www.businessmonth.nsw.gov.au)



[Small Business Financial Counsellor is now in the Hawkesbury.](#)

Is your small regional business experiencing, or at risk of, financial hardship due to the impacts of drought, bushfire or COVID-19?

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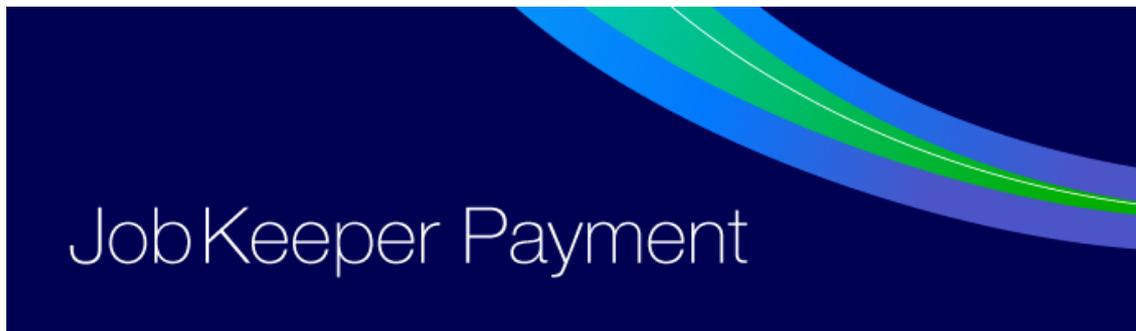
We understand this has been a difficult time for small regional businesses that rely on primary production and thriving communities to survive. To help businesses with the challenges they are experiencing and get back on their feet, the Australian Government is investing more than \$12.7 million in small business financial counselling:

This support will run until 30 June 2021, which will help you to:

- better understand your financial position
- connect with government programs and assistance schemes
- identify long-term recovery options
- implement plans to improve the viability of your business
- access broader professional advice and support.

Talk to a small business financial counsellor. It's a free, confidential service. They can give you individual support and create a tailored recovery plan.

Mob: 0427 458 647 or Ph:(02) 6551 5879



## [ATO reveals key JobKeeper dates, urges employers to get ready.](#)

On 21 July, the Government announced it is extending the JobKeeper Payment until 28 March 2021 and is targeting support to those businesses and not-for-profits which continue to be significantly impacted by the Coronavirus.

From 28 September 2020, eligibility for the JobKeeper Payment will be based on actual turnover in the relevant periods, the payment will be stepped down and paid at two rates.

Further changes were announced on 7 August 2020 to adjust the reference date for employee eligibility and make it easier for organisations to qualify for the JobKeeper Payment extension from 28 September 2020.

Information about the operation of the existing JobKeeper Payment until 27 September 2020 is available on the [ATO website](#).

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## [Free NSW Environment Protection Authority Bin Trim](#)

*Reduce Waste, Increase Recycling and Save Money*

**Independent Bin Trim** assessors are conducting free waste assessments to businesses in your area. Bin Trim is run by the NSW EPA as part of the Waste Less, Recycle More initiative.

[Bin Trim](#) assessors provide free waste assessments and ongoing support to help businesses recycle more and reduce waste sent to landfill. Businesses could also be eligible for generous grants to contribute toward the purchase of new recycling equipment. Find your local Bin Trim assessors [here](#).

For further information, please don't hesitate to get in touch with the Bin Trim team at [bin.trim@epa.nsw.gov.au](mailto:bin.trim@epa.nsw.gov.au)



[COVID-Safe Summer Plan from the](#)

The NSW Government recently launched its [COVID-Safe Summer Plan](#). It is made up of the five following pillars:

1. Marking out safe distancing in our parklands and highly visited public spaces from the beginning of October
2. Encouraging all beachgoers to 'Keep a beach towel length between you' (1.5 metres) and anyone not from the same household
3. Running a COVID-Safe summer program of events in our parklands and public spaces
4. Encouraging local businesses to take advantage of outdoor dining
5. Partnering with councils on a 'new local' campaign to showcase alternative public spaces for the community to enjoy.



## [Hawkesbury Business Hub is live - have you joined?](#)

Our Hawkesbury Business Hub was recently launched to help support our local business community. We now have a new addition to the Hub which is a Business Directory. Hawkesbury City Council encourages you to drop a pin in

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We will be regularly promoting the local businesses who register on our Directory Map through our Facebook page. It's free promotion for your business, so get on board today!

 Follow this link to our [Business Hub Directory Map](#)

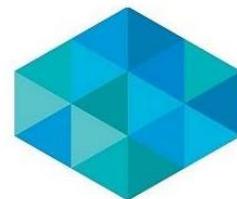
 See what our Business Hub has to offer [here](#)

 If you would like assistance with setting up your business in our directory, call our Customer Service Team on 4560 4444.

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## [WSBC free online training](#)

Western Sydney Business Centre is offering a series of free webinars to help businesses acquire and refine essential skills. Click [here](#) to learn more.



**WESTERN SYDNEY**  
BUSINESS CENTRE



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