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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 us what you think by contacting [business@hawkesbury.nsw.gov.au](mailto:business@hawkesbury.nsw.gov.au).

## Mayoral Column



### Welcome to the November edition of the business newsletter

Thank you to all of you that attended our Savour the Flavour event in October! The event was a great success, and it was wonderful being able to celebrate with our residents and local businesses. Throughout the month of October, we also celebrated Small Business Month and it was great to see our Hawkesbury business community come together to put on a range of networking events. Council's Small Business Month webinar can be downloaded for the coming months and more information is provided throughout this newsletter.

Throughout November, Council has many free business workshops and is hosting another free business health check session in conjunction with Business Connect on Tuesday, 8 November 2023 in Council's library. If you are a local business owner, I would highly encourage you to register as spots are limited.

This newsletter also features details on our upcoming Light Up Windsor event, which is happening on Saturday, 2 December 2023. This will be a wonderful opportunity to enjoy local hospitality while celebrating Christmas time with other local business owners, family, and friends.

Yours sincerely,

Mayor Sarah McMahon

## In the Hawkesbury



### Light up Windsor 2023

The Hawkesbury's favourite annual Christmas celebration, Light Up Windsor Street Fair returns!

From **5pm to 9pm on Saturday 2 December**, Windsor Mall and George Street will burst to life with Christmas cheer, including dozens of market stalls, snow flurries, Christmas lights, free face painting, and live entertainment.

Light Up Windsor is looking for businesses to sponsor the event! If you're a business that would like to be seen in front of more than 12,000 people, then this opportunity is not to be missed. Download the [2023 Sponsorship Proposal](#) to learn more.

For more information about the event visit the website: [www.lightupwindsor.com.au](http://www.lightupwindsor.com.au)





## Changes to the NSW agritourism policy: pick-your-own business operations

Under changes made to the NSW Government's agritourism policy, pick-your-own farm operations can now have more than 100 visitors at a time without the need for planning approval.

More information about the policy and changes is available on the [NSW Department of Planning website](#).

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## Free Business Health Checks

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.

Free Business Health Check's will be offered at Hawkesbury City Library on **Wednesday 8 November 2023 between 9:30am and 3:00pm.**

Working one-on-one with a Business Connect advisor, you will complete a 60-minute Business Health Check to provide useful insights to support you prioritise the next steps for your business.

[Click here](#) to book your free 60-minute session with a Business Connect advisor. Once you have reserved your spot [reception@wsbusiness.com.au](mailto:reception@wsbusiness.com.au) will contact you to confirm your time slot.

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## Talking Tourism for Western Sydney networking event

Join other local tourism-interested businesses, operators, agents, stakeholders and investors for *Talking Tourism for Western Sydney*, a networking event hosted by Blue Mountains Tourism in partnership with Penrith Chamber of Commerce.

**When:** Wednesday 8 November 2023, 5:30pm – 7:30pm

**Where:** Crowne Plaza Hawkesbury Valley

**Tickets:** tickets are \$49 per person and can be purchased online [here](#)

[Download the flyer](#)

## FEEDBACK NEEDED

Hawkesbury City Council is seeking feedback on its Visitor Information Services from Accommodation Operators and Attraction and Business Operators



## Visitor Information Services Survey

Hawkesbury City Council is seeking feedback on its Visitor Information Services from Accommodation Operators and Attraction and Business Operators.

We would greatly appreciate it if you could take a few moments to fill out the relevant survey via the links below.

[Accommodation Operators](#)

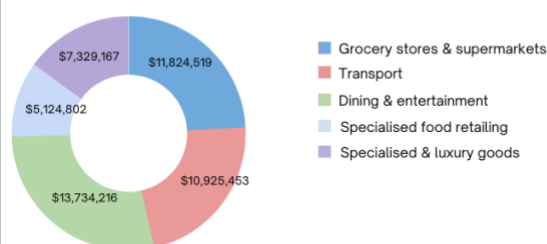
[Attraction and Business Operators](#)

# Spendmapp Monthly Data

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

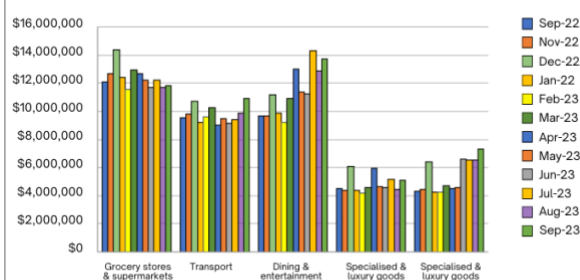
Using the data can help inform, manage, and help also to respond to long term economic trends and shocks and also gain insights into the visitor economy, online expenditure and escape expenditure. Spendmapp is used by a number of local government areas.

Visitor Spend in September 2023



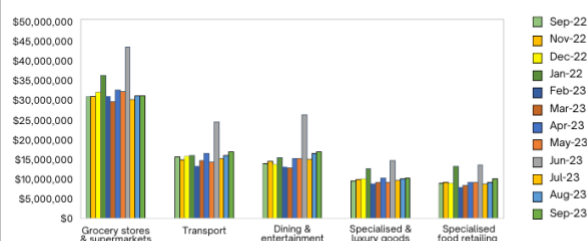
Data source:  
'Spendmapp by Geografia'

Top 5 Categories Visitor Local Spend



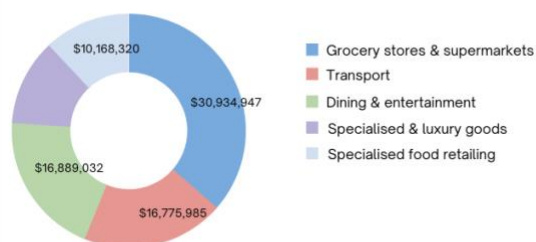
Data source:  
'Spendmapp by Geografia'

Top 5 Categories Resident Local Spend



Data source:  
'Spendmapp by Geografia'

Resident Spend in September 2023



Data source:  
'Spendmapp by Geografia'

September 2023 showed an increase in visitor spending for all five categories, which means visitors are starting to spend more in our LGA.

## Get Your Business Bushfire Ready





## Get your small business ready for bushfire season

As we come into what is set to be the most significant bushfire season since the 2019/20 black summer fires, businesses are being urged to prepare. There are many ways a bushfire can impact your business, such as road closures and blackouts, so even if you're not in a fire zone, you could still be at risk.

Preparing your business to withstand a bushfire or other natural disaster is vital for every business owner. The NSW Small Business Commissioner's four **Get Ready for Disasters** guides and **Get Ready for Disasters Kit** can help you prepare so you can minimise impacts and get back to business sooner.

[Get the guides](#)

## Download the Hazards Near Me NSW app

Download the app on your smartphone to get up to date information on emergencies in your area and get notified when things change.

## Download the Hazards Near Me app

Download the Hazards Near Me NSW app to get the most up to date information about local emergencies, including flood, bushfire and tsunamis, and advice on what to do to stay safe. The app also provides other warnings and activities for your area, such as current fire danger ratings, fire bans and hazard reductions.

**Search the app store or use the links below to download the app on your smartphone or tablet:**

[IOS \(apple\)](#)

Android

### View hazards on your desktop

To view current bushfire alerts and warnings on your computer, visit the [NSW Rural Fire Service website](#).



### Farm fire safety

If you live or own a farm or property, it is important that you know what to do in the event of a bushfire and prepare early. To help you get bushfire ready this season, the NSW RFS have worked with farmers to create the **Farm Fire Plan** and the steps below to help manage fire risks on your land.

#### Four steps to help get you ready

**PREPARE:** prepare your property and take action

**DISCUSS:** what will you do in the event of a fire

**KNOW:** know the conditions

**KEEP:** keep the bushfire information numbers, websites and smartphone app

#### More information

You can find more information on how to get yourself and your property ready for bushfires on the [NSW Rural Fire Service website](#).



 Hawkesbury  
City Council

# Prepared, Informed and Ready

Collect your emergency  
Grab-and-Go Bag





## Have you collected your Grab and Go Bag?

Hawkesbury City Council's Grab and Go Bags have been designed to assist you in being Prepared, Informed and Ready for this summer's bushfire season.

Some of the items inside the bag include:

- A waterproof wallet, so you can keep all your important documents safe and in one place.
- A checklist to help you identify what other items you may need to keep in the bag in case of an emergency.
- A list of useful links and contact numbers to help in an emergency.

We also suggest that you keep copies of all your documents on a USB, which you can give to a family member or friend to hold onto.

You can pick up your Grab and Go bag from the following locations:

- **Council Administration Building** - 366 George St Windsor
- **Hawkesbury Central Library** - 300 George St Windsor
- **Richmond Branch Library** - 29 West Market St Richmond
- **Visitor Information Centre** - 328 Hawkesbury Valley Way Richmond
- **Hawkesbury Regional Museum** - 8 Baker St Windsor

You can also collect your Grab and Go bag from one of our weekly **Community Hubs** between 9:30am and 1pm:

Monday: Bowen Mountain Park Hall  
Wednesdays: Wilberforce School of Arts Hall  
Thursdays: Colo Heights Hall  
Fridays: St Albans School of Arts Hall

Visit our [Disaster and Emergency Dashboard](#) and [Prepared, Informed and Ready webpage](#) for more information on emergency preparedness in the Hawkesbury.

## Business News & Updates



### Regenerative Agriculture Mentoring Program (RAMP)

The Regenerative Agriculture Mentorship Program (RAMP) aims to facilitate and support farmers to make the transformational change from traditional to regenerative agricultural principles and practices.

The program aims to create farm resilience by partnering expert mentors in regenerative agriculture with local farmers. By delivering training and values-based experiences, these trusted experts will help farmers understand complex systems to better manage their land while developing their capacity to respond to the challenges they face.

The program runs for six months and, since it is being supported by the Australian Government's Future Drought Fund, NSW Environmental Trust, Southern Cross University and local partners, it is highly subsidised at a commitment fee of \$330 per farmer.

[Click here](#) for more information or download the flyer below.



[Download the flyer](#)

## Upcoming Workshops & Webinars



### **Use your bookkeeping data to increase revenue**

Tuesday 14 November, 10am-11:30am (online)

[Register](#)



### **Business Planning**

Wednesday 22 November, 12pm-1pm (online)

[Register](#)



### **Marketing fundamentals for small businesses**

Thursday 23 November, 1pm-2pm (online)

[Register](#)



### **Easy video creation for social media**

Thursday 30 November, 1:30pm-3pm (online)

[Register](#)