

Welcome to this month's newsletter

1. Mayoral Column

2. In the Hawkesbury

- 2.1. Savour the Flavour Hawkesbury set to sizzle in October!
- 2.2. Small Business Month Webinar – Hawkesbury City Council & The Socialista
- 2.3. Light up Windsor 2023
- 2.4. Free Business Health Checks
- 2.5. Spendmapp – August 2023

3. Business News & Updates

- 3.1. Preparing for local construction works: a guide for small business owners
- 3.2. Keeping your customers' personal information safe
- 3.3. Business Connect online resources
- 3.4. Get your small business ready for bushfire season

4. Upcoming Workshops & Webinars

- 4.1. Webinar series: World class agritourism and culinary experiences
- 4.2. Budget 101: Developing a practical budget
- 4.3. Strategies to sell your product or service
- 4.4. Understanding your market
- 4.5. DIY tools for successful social media marketing

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.

Mayoral Column



Welcome to the October edition of the business newsletter.

I am excited to be re-elected as Mayor of Hawkesbury City Council for another 12 months and look forward to working closely with, and supporting the Hawkesbury business community in any way I can.

This month, Hawkesbury City Council is proudly hosting Savour the Flavour for the second year in a row, and I highly encourage you all to attend. The event will be held at Richmond Oval on Saturday 14 October 2023 and will celebrate the Hawkesbury's past and present as the original 'food bowl' of Sydney.

If you have any questions, please feel welcome to reach out to Council's City Design and Economic Development team or email business@hawkesbury.nsw.gov.au.

In the Hawkesbury



Savour the Flavour Hawkesbury set to sizzle in October!

The Hawkesbury's newest taste sensation event is back - Savour the Flavour Hawkesbury – Council's huge food and beverage event is set for Saturday, 14 October 2023 from 4pm to 9pm at Richmond Park, Richmond. Free entry!

Everyone is invited to this special event that will celebrate the Hawkesbury on a spring afternoon through to twilight and into a magical evening, with the event extended to 9pm this year to allow plenty of time to relax and enjoy the wonderful local food, produce and Hawkesbury setting.

A delicious line up of stalls will have food, produce and beverages to sample and buy – including fresh produce, apple pies, fresh and barbecued meats, pizza, bush tucker, honey, desserts, organic food, jams, juices, alcoholic beverages and more.

Local restaurateurs and producers will hold on-stage live cooking demonstrations. There will also be live entertainment to enjoy – including facepainting, outdoor lawn games and rides.

The Hawkesbury Regional Gallery will hold their popular Leonardo da Vinci workshops and the Secret Garden will host fun and interactive kids' workshops. The event is free entry however tickets to the workshops will be available to purchase in mid-September. Keep an eye out on Council's website for more information on these workshops.

Where: Richmond Park, Richmond
When: Saturday, 14 October 2023 from 4pm to 9pm
Details: www.savourtheflavour.com.au



Small Business Month Webinar - Using social media and branding to attract dream clients and make sales on autopilot!

As part of NSW Government Small Business Month, Hawkesbury City Council and Monique Lombardo from The Socialista will host a FREE online webinar to the Hawkesbury City Council small business community to provide information on how to utilise social media and branding in 2024 to attract dream clients and make sales on autopilot!

This online webinar will provide Hawkesbury local businesses to learn practical skills on marketing and promotion of their goods and services, along with how to enhance their social media presence, explore selling online, website development, and how to take their business digital and grow their online presence.

The virtual webinar will be uploaded to Hawkesbury City Council's website and available for all local businesses to view for a series of months.

This event is proudly funded by the NSW Government Small Business Month program.

[Click here](#) to view the video.



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 sponsors! Download the [2023 Sponsorship Proposal](#) now to learn more.

For more information about the event visit the website: www.lightupwindsor.com.au



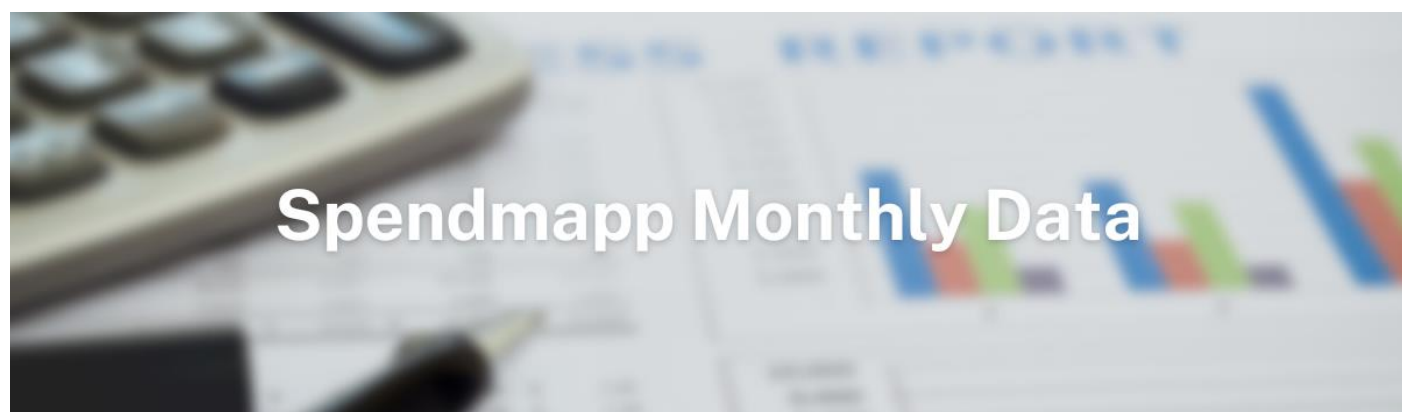
Free Business Health Checks

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.**

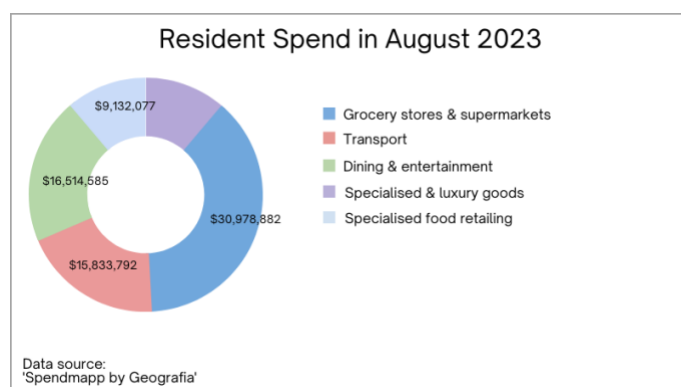
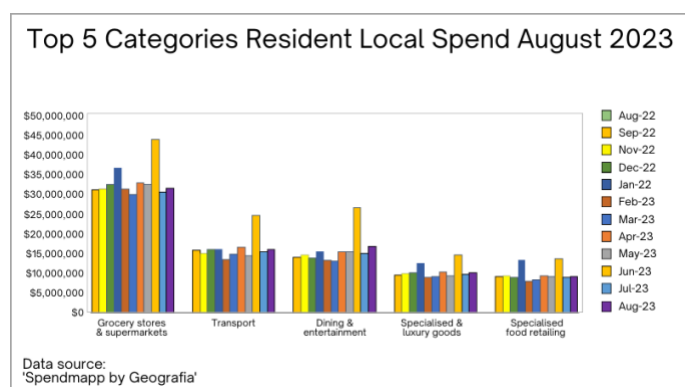
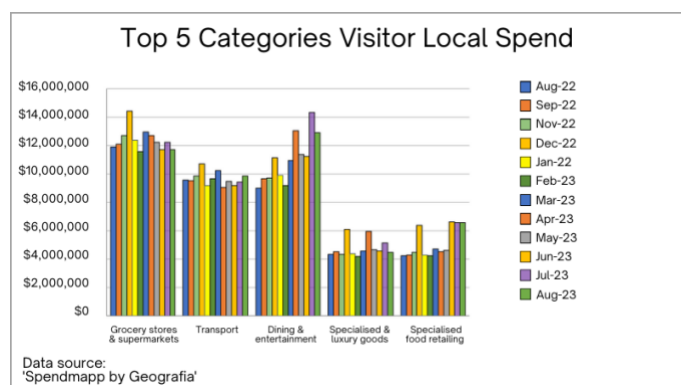
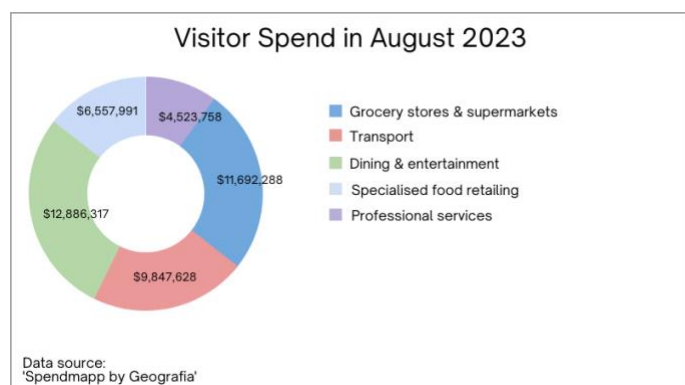
Working one-on-one with a Business Connect advisor, you will complete a 60-minute Business Health Check to provide useful insights to support you prioritise the next steps for your business.

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



[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.



Resident Spend for August 2023 was looking steady with a small increase in most areas. Visitor Spend saw a small decrease from the previous month, but Professional Services saw an increase that brought it into the top five categories.

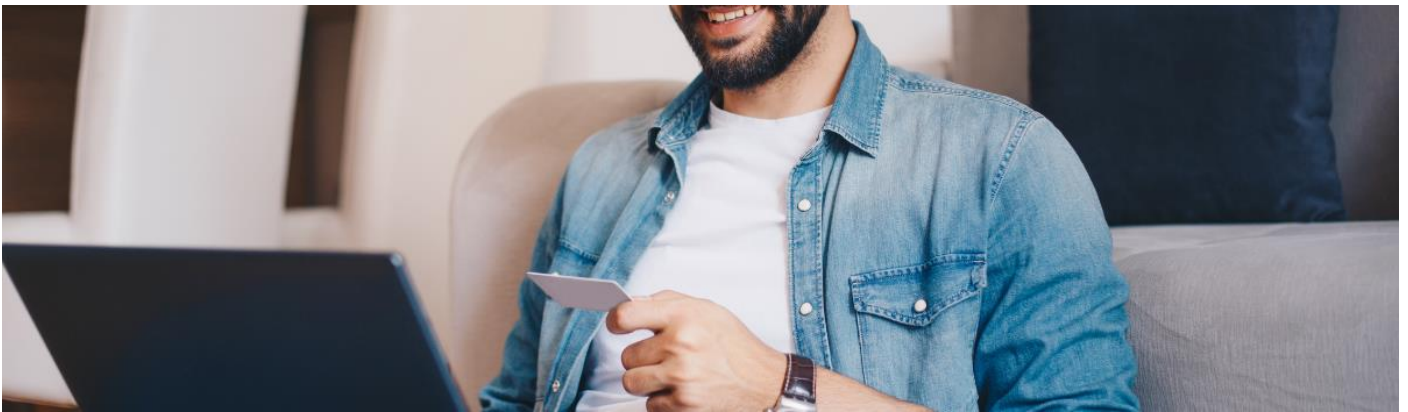
Business News & Updates



Preparing for local construction works: a guide for small business owners

A new guide from the NSW Small Business Commission has been developed to help businesses prepare for local construction works. *Preparing for local construction works: a guide for small business owners* is a step-by-step guide on how to minimise the impacts of disruptions to trade and customers, such as altered pedestrian access and noise, and contains a checklist of activities businesses can complete to prepare.

The guide can be downloaded from the [NSW Small Business Commissioner's website](#).



Keeping your customers' personal information safe

[ID Support](#) is a NSW Government service designed to help people affected by data breaches and identity misuse.

ID Support NSW regularly delivers online education and awareness sessions and are hosting free small business cyber webinars throughout October to coincide with NSW Small Business Month.

To explore upcoming sessions visit the [ID Support NSW website](#) and search by location, mode or topic.



Business Connect online resources

24/7 online resources are available to view and download from Service NSW Business Connect.

Explore on demand webinars and resources for practical tips and insights to help you start, run or grow your small business. Watch training videos on a range of topics, from how to start a business to agritourism, tenders, cyber security and much more.

Explore



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

Upcoming Workshops & Webinars

Webinar series: World class agritourism and culinary experiences

Join [Destination NSW](#) and a panel of industry experts over two free webinars to explore opportunities to develop world-class culinary and agritourism experiences. The webinars, part of the [NSW First Program](#), are delivered by Destination NSW to assist businesses in developing, promoting and selling their visitor experiences.



Creating World Class Agritourism Experiences

Wednesday 18 October, 10:30am-11:30am

Find out how to create world class agritourism experiences that exceed expectations and are practical for your farming business.

[Register](#)

Elevate Your Culinary Experience

Wednesday 25 October, 10:30am-11:30am

Discover how you can enrich the visitor experience by delivering world-class tour, attraction or accommodation experiences that showcase the culinary offering of your destination.

[Register](#)



Budget 101: Developing a practical budget

Tuesday 3 October, 9am-11am (online)

[Register](#)



Strategies to sell your product or service

Friday 13 October, 12pm-1:30pm (online)

[Register](#)



Understanding your market

Tuesday 17 October, 12pm-1:30pm (online)

[Register](#)



DIY tools for successful social media marketing

Thursday 26 October, 10am-12pm (online)

[Register](#)