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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.

Mayoral Column

The last time this email was sent, the Hawkesbury was in the grips of yet another major flood.

Understanding the devastation and urgency experienced by local businesses and residents once again, I have requested meetings with the NSW Minister for Water and other Mayors and MPs who reside on the Hawkesbury-Nepean Flood Plain, to legislate for the immediate reclassification of the Warragamba Dam so it can be used for flood mitigation purposes.

I will also continue to strongly advocate for the raising of the dam wall.

I encourage all of those impacted by the flood to reach out for the help they need. As your Mayor, I am here to advocate for everyone in the Hawkesbury. If there is something Council needs to be made aware of, or that you would like us to take to other parts of government, please get in touch.

I am very proud to lead such an extraordinary community who experience far more adversity than they rightfully should.

Sincerely,
Mayor Patrick Conolly



Flood Recovery Support



ASSISTANCE FOR SMALL BUSINESSES, NOT-FOR-PROFITS AND FARMERS

Find Assistance

If the recent floods have impacted your business, the [Storm and flood assistance for businesses tool](#) available on the Service NSW website can help you with information on clean up options, mental health support and more. You can also use the [Disaster Assistance Finder](#) – a simple online tool that gives you a personalised list of flood recovery services.

Assistance is also available through the [Service NSW Business Concierge](#), which offers ongoing, tailored help for NSW businesses. Professional advisors can help you access storm and flood support, grants and loans, and connect you to a variety of services and advice. Book an appointment online or call 13 77 88 Monday to Friday, 7am to 7pm.

[Disaster Relief Grant for Small Businesses](#)

If you're a small business or a not-for-profit organisation in NSW and you've been directly impacted by storms and floods in June and July 2022, you may be eligible for a storm and flood disaster recovery small business grant.

This disaster recovery grant of up to \$50,000 is to help pay for the costs of clean-up and reinstatement of a small business or not-for-profit organisation's operations.

[Special Disaster Grants](#)

The NSW and Australian Governments have announced Special Disaster Grants of up to \$75,000 for primary producers who have been impacted by severe weather and flooding from February 2022 onwards.

[Disaster Relief Loans](#)

Businesses in local government areas declared as [disaster areas](#) may be eligible for concessional loans from the NSW Government.

- Small businesses – up to \$130,000.
- Not-for-profit organisations – up to \$25,000.
- Sporting clubs – up to \$10,000.
- Primary producers – up to \$130,000 and transport subsidies up to \$15,000.

[Rural Landholders Grant](#)

A grant of up to \$25,000 is available to help landholders who aren't eligible under existing support requirements with clean-up, damages or losses.

[Mediation Support for Commercial Tenancies](#)

If you're a retail or other commercial premises tenant, property agent or owner and unsure who is responsible for repairs caused by storm damage, check the terms of your lease agreement to understand repair obligations.

[Revenue NSW](#)

If you are or have been impacted by the recent floods and are having difficulty managing your obligations with Revenue NSW, there are a range of options we can offer to assist you based on your specific circumstances including:

- extension of payment / lodgement timeframes
- lifting of licence or registration sanctions
- putting debts on short term hold
- assistance with hardship applications

Tax Relief

The ATO is offering assistance with meeting tax obligations for businesses impacted by floods. Visit the [ATO website](#) or call the ATO Emergency support line on 1800 806 218 to see what support is available in your circumstances.

Legal Support

Businesses can contact [LawAccess NSW](#) on 1300 888 529 to discuss legal support that may be available from Legal Aid NSW, Community Legal Centres and other free legal assistance services in your area.

[Legal Aid NSW](#) lawyers may be able to provide free legal advice to businesses affected by disasters on a range of issues including insurance, tenancy, credit and debt problems.

Insurance Assistance

The [NSW Small Business Commissioner's quick guide to making an insurance](#) claims can help businesses through the claims process to get paid quickly and smoothly after a disaster or disruption.

[The Insurance Council of Australia](#) may be able to assist businesses who have queries relating to insurance. Visit their website or call 1800 734 621.

Property Assessment and Demolition Grants (PAD)

Free structural assessments and demolition for damaged primary production properties. Register for the Flood Property Assessment Program [here](#).

Flood Clean-up Assistance

Help for businesses in disaster declared LGAs to clear debris from inside and around their property, if it prevents safe restoration or access.

Help from your Financial Institution

Flood-affected residents of NSW may also be granted loan deferrals or reduced payment arrangements by their financial institution for some business loans depending on their circumstances. Contact your financial institution for further details.

Help from Telecommunications Providers

Optus has announced a [range of support](#) for affected customers, including additional bonus data on eligible plans, free interim services for private and business fixed internet customers affected by the floods. A dedicated phone number for flood-affected Optus customers has also been set up - call 1800 507 581.

Telstra has announced a disaster relief package for its residential and small business customers who have lost services following the severe storms and major flooding across eastern parts of NSW. The package includes mobile call diversion, a boost to data and free calls as well as reconnection support to those impacted in the Northern NSW flood affected areas. Call 1800 888 888 or visit Telstra's [disaster relief page](#) for more information.

National Debt Hotline

The National Debt Hotline offers free and confidential financial counselling and resources. Call 1800 007 007 or visit <https://ndh.org.au/>.

GETTING BACK TO BUSINESS

Business Guide to Recovering from Disaster

"Get back to business" by the NSW Small Business Commissioner is a step-by-step guide for business owners dealing with a disaster. The guide provides information to help businesses from the moment disaster hits, to the days, weeks and months ahead. Visit the [NSW Small Business Commissioner website](#) for more information, or download the guide [here](#).

Disaster Recovery Initiatives

Over the past few years, the NSW Government has introduced a number of planning initiatives to support families, businesses and communities across the state to rebuild and recover following natural disasters.

Click [here](#) for more information on these initiatives and other general guidance material that may assist you in your emergency response work, including returning to your property, cleaning up and rebuilding your home.

Local Recovery Support Services

[Workplace Advice Line](#) – 13 29 59

Free to all businesses within NSW for the next 4 weeks who have been impacted by the current flood disaster.

[Download Flood Recovery Information for Businesses | PDF](#)

In the Hawkesbury



The poster features a background image of hands holding a basket of red apples. The text 'Savour the FLAVOUR HAWKESBURY' is prominently displayed in a stylized font. Below the title, the event details are provided: 'Saturday 15 October 2022 4pm - 8pm, Richmond Park' and 'Delicious food and beverages | Local produce | Cooking demonstrations | Live entertainment'. The top left corner includes logos for Hawkesbury City Council and Hawkesbury EVENTS. The bottom section contains logos for the Australian Government National Recovery and Resilience Agency, Destination Sydney Surrounds North, The Royal Richmond Hotel, Crowne Plaza, Richmond Good Food Market, and Hawkesbury Harvest. A banner at the bottom reads 'discoverthehawkesbury.com.au' with a small copyright notice for Destination NSW.

Hawkesbury City Council

Hawkesbury EVENTS

Savour the FLAVOUR HAWKESBURY

Saturday 15 October 2022 4pm - 8pm, Richmond Park

Delicious food and beverages | Local produce | Cooking demonstrations | Live entertainment

Australian Government National Recovery and Resilience Agency

This project received grant funding from the Australian Government

Destination Sydney Surrounds North

THE ROYAL RICHMOND HOTEL

CROWNE PLAZA AN IHG HOTEL HAWKESBURY VALLEY

richmond GOOD FOOD MARKET

HAWKESBURY HARVEST

discoverthehawkesbury.com.au

Image copyright Destination NSW

Savour the Flavour Hawkesbury 2022

Get your tastebuds ready!

Hawkesbury City Council is launching the first ever Savour the Flavour Hawkesbury, a new food and beverage event celebrating our past and present as the original 'food bowl' of Sydney.

Visitors and locals will have the chance to sample and purchase delicious food, produce and beverages from local farmers and businesses, including fruit and vegetables, ciders, wines, beers and honey, as well as artisan goods such as breads, preserves and cheeses. There will also be cooking demonstrations and live entertainment to enjoy.

For more information, visit discoverthehawkesbury.com.au.



Zero Barriers – Hawkesbury City Council Collaboration

Hawkesbury City Council is a proud partner in the Zero Barriers project and is committed to promoting and supporting the inclusion of all residents and visitors in the Hawkesbury region. We encourage all initiatives that help make the Hawkesbury more accessible for people with disabilities.

Zero Barriers is a free business and service support project aiming to eliminate barriers for people with a disability by creating a more accessible and inclusive business community.

Zero Barriers works with businesses and service providers to make small changes by:

- Educating on accessibility and inclusion barriers encountered by people with disability
- Supporting businesses and services to become more disability friendly
- Recognising and promoting businesses and services that are committed to eliminating barriers for people with disability

Our collaboration with Zero Barriers will assist us in creating a community where all people, regardless of age, background, or ability, are supported.

Over the coming weeks, officers from Zero Barriers will be visiting local businesses in the Hawkesbury to support and discuss opportunities for improving disability access.

For more information on the Zero Barriers program, visit <https://zerobarriers.net.au/>.

DESTINATION MANAGEMENT PLAN
2022 – 2024

Public Exhibition of Draft Destination Management Plan – Extension

Hawkesbury City Council is inviting community members to view and comment on Council's Draft Destination Management Plan, which has now been extended and will be on public exhibition from Thursday 30 June to Friday 12 August 2022.

The Draft Destination Management Plan outlines the priority actions to aid recovery and to build resilience of the visitor economy sector across the region. This plan is a combination of targeted and tactical short-term responses, as well as long term actions to work towards, to help the sector recover and thrive moving forward. The development of the Destination Management Plan is an action from the Business Recovery Plan.

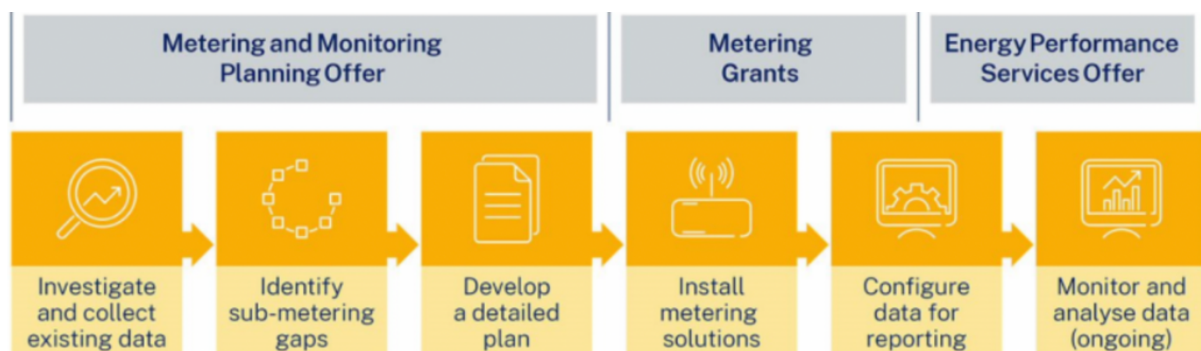
The documents are available to the public on Council's website at www.hawkesbury.nsw.gov.au via the [Your Hawkesbury Your Say](#) tab.

Business Resources & Support

NSW Government - Submetering grants for Businesses

Metering and monitoring systems are a cost-effective way for NSW businesses to manage and reduce their energy use. These systems use a combination of hardware and software to collect and analyse data about energy performance. This data can then be used to help businesses save energy and cut costs. A well-planned and designed metering and monitoring system can save business energy and money. Typical energy savings range from 5% to 15%.

Introducing NSW Government \$12 million metering package - to help NSW businesses improve their metering and monitoring systems. NSW Government will provide support at different stages of the metering and monitoring process, from planning to implementation and continuous improvement.



Submetering grants available from 11 July 2022

As part of the metering package, the NSW Government has \$1.5 million in funding available to assist eligible NSW businesses improve their submetering coverage. Submeters provide more data than a regular utility meter about the energy performance of equipment and processes, which can help identify ways to save energy and cut costs.

- **Who is eligible?** These grants are open to NSW businesses with sites that spend a minimum of \$200,000 a year on energy bills. You can apply for one grant per site across NSW.
- **What funding is available?** Grants of up to \$20,000 (excluding GST) matched funding per site are available to support the purchase and installation of sub-meters for measuring energy performance. The NSW Government will fund up to 50% of incurred costs in a single payment once the project is complete. All projects must be completed by 30 June 2023.

Other upcoming grants for businesses

Metering and monitoring planning offer - the NSW Government will support NSW businesses to establish comprehensive metering and monitoring plans to enable energy productivity improvements. The plans will identify submetering gaps and provide a costed proposal to implement recommendations for improving metering and monitoring systems. Applications will open in late 2022.

Metering plan implementation grants - the NSW Government will fund up to 50% of the cost of implementing the

recommendations from approved metering and monitoring plans.
Applications are expected to open in the first half of 2023.

Energy performance services support - the NSW Government will support NSW businesses make the best use of their existing metered data to continuously improve energy efficiency and productivity.
Applications are expected to open in 2024.

More details at <https://www.energysaver.nsw.gov.au/browse-energy-offers/business-offers/metering-and-monitoring>



Media Famils

What is a Famil?

A famil is a familiarisation visit (also known as FAM) and is your opportunity to have the domestic and international travel trade, trade and consumer media experience your product first hand. Trade includes distribution partners, for example wholesalers, online travel agents (OTAs) and inbound tour operators, and media includes journalists and writers for print, broadcast and online media outlets.

Having a famil visit can be a great way to generate positive coverage for your product or experience as well as the destination - helping you reach your audience in a credible and timely way.

Who organises Famils?

Trade and media visits are often coordinated by Destination NSW or Tourism Australia (TA). Your Regional Tourism Organisation (RTO) or Local Tourism Organisation (LTO) or Council can also be contacted or media enquiries for famils can come directly to you.

For DNSW or TA, famil visits are coordinated by publicists and communication teams and are supported by tourism operators who provide assistance with accommodation, meals, transport and tours.

Generally, support for famils is requested free of charge in return for the benefits for your business e.g. media coverage, exposure to travel trade. However, it is always a good idea to ask the organiser if there is a budget available.

Famils are education-based opportunities and all stakeholders involved need to understand that this is a major marketing opportunity. Coverage generated through PR is seen as credible and authentic and has a much broader reach than, in most cases, individual-business marketing reach.

How do I attract famils to my business?

Get clear on:

- What is my value proposition? What is my offering and what makes my product or experience so special? and
- For who - who is my customer? It is important that you are clear on this as this will ensure you attract the right famils to your business and the right customer as a result.

What do I need to prepare?

Develop a marketing plan, otherwise known as a media kit, for your business. This should include:

- A fact sheet about your business and offering (value proposition) and any recent awards or industry recognised accreditations.
- Product sheet which outlines a description of your product or experience.
- High resolution digital images and video
- High resolution company logo

Don't forget to include key contact information on all your collateral (e.g. fact and product sheets) including a contact person, email, phone, website and booking links.

Once you have this information collated in electronic format, contact the media teams at DNSW and TA to let them know all about your product. Don't forget to let the Visitor Centres know!

Information and Resources

- [Tourism Australia - Working With the Media](#)
- [Tourism Australia - Making a Splash](#)
- [Tourism Australia - Tourism Export Toolkit](#)
- [NSW First - Promote Your Tourism Business](#)
- Key media contacts (to keep updated with new news from your business)
 - Tourism Australia - media@tourism.australia.com
 - Destination NSW - media@dnsw.com.au

[Sparrowly Group](#) are holding free business workshops for tourism businesses in the Hawkesbury including one specifically around working with the media.

'Distribution - how to get more customers for your business'
Monday 8 August 10am - tickets can be booked [here](#).

'Working with the Media and the Tourism Ecosystem'
Monday 31 October 10am - more information coming soon.

If you would like more information about the workshops please contact justine@sparrowly.com.

Business News & Updates



Small Business Month

Connect for Success this NSW Small Business Month 1 – 30 November 2022.

The NSW Government will celebrate small businesses in November and make available grants of up to \$5,000 to eligible organisations to host targeted events and activities as part of Small Business Month.

The theme for Small Business Month, “Connect for Success” refers to small businesses connecting with experts and their peers to learn new skills, discover new opportunities and grow their businesses.

NSW Small Business month will be held closer to its original programming after the 2021 program was rescheduled to March 2022 on account of the pandemic.

Applications for grants will open on 4 July and close on 5 August 2022.

For more information visit smallbusinessmonth.nsw.gov.au.

SpendMapp (May 2022)

[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.

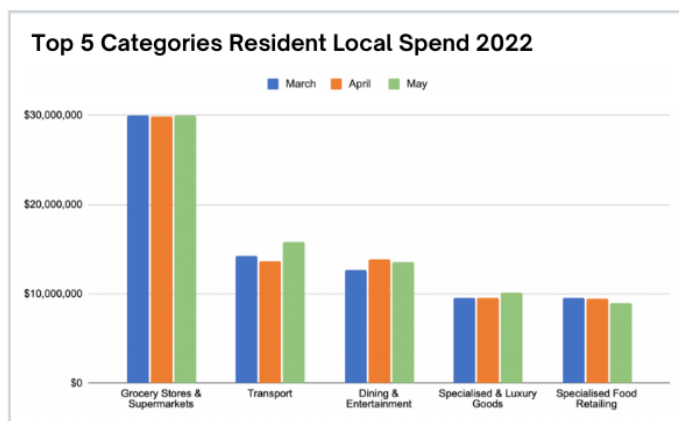


Figure 1. Top categories for resident local spend, Spendmapp by Geografia, May 2022



Figure 2. Top categories for visitor local spend, Spendmapp by Geografia, May 2022

Online spending continues to grow, which is a trend reflected nationally. For Hawkesbury, there has been an increase of 13.5% from the same period last year in resident online spending. This highlights the need for local businesses to make sure they have a strong online presence with booking and purchasing enabled.

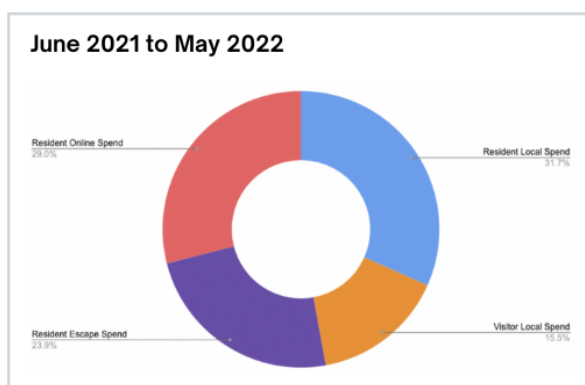


Figure 3. Long-term pattern for expenditure, Spendmapp by Geografia, June 2021 - May 2022

Figure 3 (above) shows the long-term pattern for expenditure.

Other key insights from SpendMapp for May 2022 include the following.

Top 3 suburbs by total local spend May 2022

1. Richmond \$36.59M
2. Windsor 26.35M
3. North Richmond \$21.19M

Top 3 suburbs by Visitor local spend May 2022

1. Londonderry
2. Riverstone
3. Kellyville

Upcoming Workshops

Find and book your next workshop, webinar or event from an expert. Develop your business skills, learn something new, or get your new business idea off the ground.



Apps to simplify your business
Thursday 4 August, 1pm-2:30pm

[Register](#)



Soil Biology Masterclass
Monday 8 – Tuesday 9 August (2 days)

[Register](#)



Distribution: How to get more customers to your business
Monday, 8 August, 10am-12pm

[Register](#)



Introduction to Cyber security and digital currency
Tuesday 16 August, 10am-12pm

[Register](#)



Introduction to Environmental Accounting
Wednesday 17 August, 3pm

[Register](#)



Planning for growth
Thursday 18 August, 4pm-5:30pm

[Register](#)



Aviation Job Skills Workshop for Women

[Airports and Aviation](#), a community focused program for women of all ages aimed at creating awareness of the careers available at airports and in aviation, is holding several workshops to encourage women and provide them with the knowledge and skills on how to access these opportunities.

Each workshop, held in different locations around Sydney, includes information about aviation career opportunities and training pathways, interview skills coaching, CV writing, and tips on how to apply for airport & aviation jobs.

Hawkesbury Central Library - Tebbutt Room
Thursday 8 September, 10am-1pm

All workshops are free to attend but places are limited, make sure to secure your place by registering online [here](#).