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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](mailto:Amanda.Kearney@hawkesbury.nsw.gov.au).

## Mayoral Column



### Welcome to the May edition of the business newsletter.

I am so pleased to see how busy and vibrant April was for the Hawkesbury Local Government Area and hope you all got to enjoy yourselves at the many different events that occurred throughout last month.

This month, we have partnered with NSW Business Connect and Western Sydney Business Centre to deliver FREE 60-minute business health checks for our local businesses. I encourage you to apply via the details in this newsletter as spots are limited. We also continue to proudly support local businesses at our community events. It's always wonderful hearing great feedback from our community about local businesses.

If Council can provide you with any further support, please do not hesitate to contact us.

Sincerely,  
Mayor Sarah McMahon

## In the Hawkesbury

Service NSW is coming  
to our community



### Service NSW Mobile Service Centre – Hawkesbury Dates

The Service NSW Mobile Service Centre bus will be visiting the Hawkesbury during the first week of May.

When visiting the mobile location, residents can access the same services they normally would at a Service NSW Centre, as well as receive a one-on-one consultation with a Service NSW team member.

#### **South Windsor Family Centre**

6 Greenhills Way

Tuesday 2 May, 09:30am-2:30pm

#### **Wilberforce School of Arts**

531 Wilberforce Road

Wednesday 3 May, 9:30am-2:30pm

#### **Colo Heights Hall**

2996 Putty Road

Thursday 4 May, 9:30am-2:30pm

#### **St Albans School of Arts**

7 Upper Macdonald Road

Friday 5 May, 9:30am-2:30pm

The dedicated Service NSW team can provide support for a range of services, including:

- Roads & Maritime Services licence and registration renewals and applications
- Processing of NSW Fitness to Drive Medical Assessments and Mobility Parking Applications
- Processing of RSA and RCG cards
- Undertaking Driver Knowledge Tests
- Births, Deaths, and Marriages
- Application and Renewal of Working with Children Checks
- Grant Specialist
- Business Concierge
- Savings Finder Rebates and Vouchers

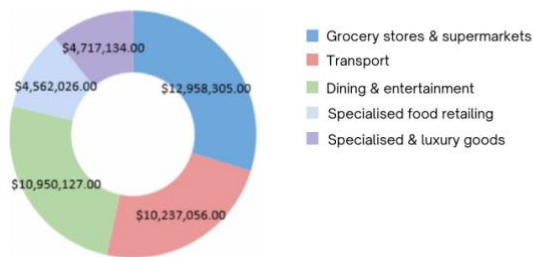
To find out more or to check the latest timetable, call 13 77 88 or visit [service.nsw.gov.au/msc](https://service.nsw.gov.au/msc).

# 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.

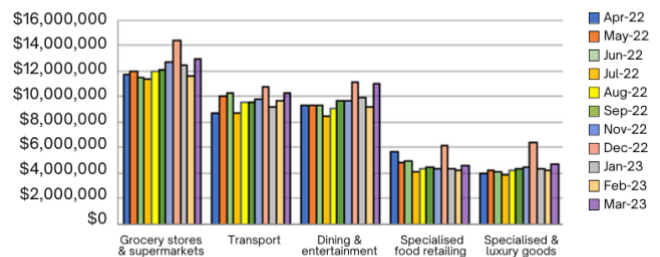
Using the data can help inform, manage, and help also to respond to long term economic trends and shocks and also gain insights into the visitor economy, online expenditure and escape expenditure. Spendmapp is used by a number of local government areas.

Visitor Spend in March 2023



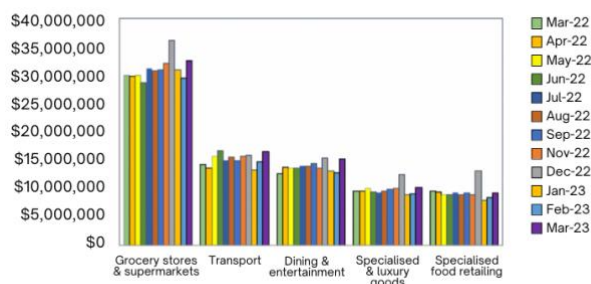
Data source: 'Spendmapp by Geografia'

Top 5 Categories Visitor Local Spend



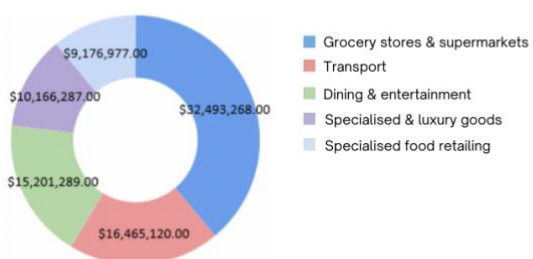
Data source: 'Spendmapp by Geografia'

Top 5 Categories Resident Local Spend March 2023



Data source: 'Spendmapp by Geografia'

Resident Spend in March 2023



Data source: 'Spendmapp by Geografia'

March 2023 has seen an increase in all areas of spending by both residents and visitors, with the standout category being Specialised and Luxury Goods coming in above Specialised Food Retailing.

## 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<sup>rd</sup> May** between 9:30am and 3:00pm. To book your free 60-minute session with a Business Connect advisor, contact [reception@wsbusiness.com.au](mailto:reception@wsbusiness.com.au).

[Download the flyer](#)

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A vibrant poster for the Zero Barriers Business Excellence Awards. The background is a mix of yellow and orange wavy shapes. At the top, the text 'ZERO BARRIERS BUSINESS EXCELLENCE AWARDS' is written in a bold, pink, sans-serif font. Above this text are four purple circles of varying sizes, and below it are four yellow and orange circles. To the right of the text is a red megaphone icon. Below the main title, the words 'NOMINATIONS ARE NOW OPEN' are written in a large, bold, blue font with a pink outline. Underneath this, in a smaller blue font, is the text 'In recognition of businesses & services committed to disability access & inclusion', with 'disability' in pink. At the bottom, a yellow banner with a blue border contains the text 'nominate here' in blue. A white hand icon with a black outline is pointing at the banner, with small black lines radiating from the tip of the finger to indicate a click.

# ZERO BARRIERS BUSINESS EXCELLENCE AWARDS

## NOMINATIONS ARE NOW OPEN

In recognition of businesses &  
services committed to **disability**  
**access & inclusion**

nominate here

### Zero Barriers Awards Nominations

Nominations are now open for the Zero Barriers Business Excellence Awards for Hawkesbury!

The [Zero Barriers](#) Business Excellence Awards provides an opportunity to businesses and services that have joined Zero Barriers to be recognised for the changes and adjustments they have made to be more inclusive of their whole community. Businesses and services can self-nominate or be nominated by a customer or client using the Zero Barriers Nomination form.

#### Awards

There are 8 awards across 4 categories.

- Social Access and Inclusion Awards
  - Inclusive Service Provision
  - Creative adjustments
- Physical Access and Inclusion Awards
  - Inclusive physical and sensory environment
  - Accessible premises and amenities
- Communication and Marketing Award

- Inclusive Employer Award
- Metro Council Award
- Regional Council Award

More information about the awards can be found on the [Zero Barriers website](#). **Nominations close 5:00pm 19<sup>th</sup> May 2023**. Late nominations will not be accepted.

Nominate a business

# NSW FIRST PROGRAM



## NSW First Program

The [NSW First Program](#), delivered by Destination NSW, assists tourism businesses develop, promote and sell their tourism products.

The program provides valuable information and resources, as well as face-to-face workshops and online webinars held throughout the year that offer insight on a range of topics relevant to the tourism industry.



### Destination NSW Sustainability Skills Micro-credentials (course)

[Destination NSW](#) has partnered with leading sustainable advisory and scientific benchmarking company [EarthCheck](#) to offer a fully funded micro-credentials course on sustainability.

Limited places available. Expressions of interest close 19 May 2023.

Learn more



### Selling Stays and Experiences to LGBTQIA+ Visitors (webinar)

Join [Destination NSW](#) and [Husbands That Travel](#) for an upcoming webinar series that will provide key insights and practical tips to tourism businesses about LGBTQIA+ visitors and how to create inclusive and welcoming experiences.

Learn more

## Quick tips for creating sustainable experiences

The [United Nations World Tourism Organization](#) defines sustainable tourism as “tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment and host communities”.

The NSW First Program has developed a [list of quick tips](#) for tourism businesses on how they can go about making the products, services and experiences they offer more sustainable.

### Resources

There are a number of other great resources, tools and grants available to help visitor economy businesses become more sustainable, such as [Sustainability Advantage](#), [Love Food Hate Waste](#) and the [Global Sustainable Tourism Council](#).

Visit the [Destination NSW website](#) for more information about sustainable tourism and a comprehensive list of business resources.



## Fine Food Australia - 2023 Flavours of NSW Zone

[Fine Food Australia](#), the largest food industry trade show in the southern hemisphere, is being held at the Sydney International Convention Centre (ICC) from 11 to 14 September 2023.

The NSW Government is coordinating a Flavours of NSW zone, to showcase the diverse food and beverage manufacturing capabilities of NSW and its support of the industry. Applications are now open to NSW food and beverage manufacturers to apply for a \$4,500 subsidy to exhibit in the Flavours of NSW zone.

Some of the benefits of exhibiting include:

- opportunity to display your products to domestic and international buyers, distributors and industry representatives
- networking events during exhibition
- NSW Government promotional marketing
- direct access on-site to NSW Government agency representatives
- assistance in engaging with other NSW Government support programs

Successful businesses will also have the opportunity to attend a Trade Show Readiness and Marketing workshop in Sydney on 31 July 2023, be provided with specialist export and exhibition advice, and receive assistance from the NSW Government business support experts before, during and after the event.

Applicants will be selected based on criteria including:

- Product uniqueness, niche characteristics and alignment with global trends
- Demonstrated growth and export potential
- Capacity to supply commercial volume
- Demonstrated marketing potential

Expressions of interest will close Friday 19 May 2023.

Apply now



## Upcoming Workshops



**Get your budget on track for success**  
Tuesday 2 May, 10am-11am (online)

[Register](#)



**Managing cash flow**  
Tuesday 2 May, 4pm-5pm (online)

[Register](#)



**How to start a business as a side hustle**  
Thursday 4 May, 10am-12pm (online)

[Register](#)



**Research & test your small business concept**  
Tuesday 9 May, 10am-12pm (online)

[Register](#)



**Worklife balance for women**  
Wednesday 17 May, 1pm-2pm (online)

[Register](#)