



## **Welcome to this month's newsletter**

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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)

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## **Merry Christmas from the City Design and Economic Development Team**

From our City Design and Economic Development Team we would like to wish you all a very Merry Christmas and a Happy New Year!

We hope you have a safe and enjoyable holiday period and we look forward to working with you in the new year.

Merry Christmas!



With love from

*The City Design and Economic Development Team*

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## Hawkesbury News

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### Light Up Windsor Festival – date change

Celebrate Christmas with us at the Light Up Windsor Street festival on Wednesday, 22 December 2021, 5pm-9pm. Changes to the State Government's COVID roadmap required a small change to our planned date.

We want Light Up Windsor to be a celebration for everyone in the Hawkesbury. The changes would have required us to fence off the Windsor CBD and check everyone's vaccination status if we kept it on the original date, which would have been impossible to do.

We will also switch on the light display at the Deerubbin Centre and the Old Hawkesbury Hospital on 18 December, which will then run every night until Christmas Eve.

We look forward to sharing this special family celebration with you!

Visit [www.hawkesbury.nsw.gov.au](http://www.hawkesbury.nsw.gov.au) or follow us on Facebook @hawkesburycitycouncil for more details.



## Hawkesbury Visitor Economy - Business Survey

Hawkesbury City Council adopted a Business Recovery Plan in May this year. This plan was prepared to help businesses recover from the recent external shocks. Since then, Council has been successful in receiving a \$200,000 grant from the Bushfire Local Economic Recovery Fund (BLERF) to enable implementation of various actions stemming from this plan. The initiatives include:

- Undertaking engaging with industries in the visitor economy
- Developing and implementing actions to support the visitor economy
- Continuing the Business Mentoring Program, and
- Continuing building the capacity of the industry.

In the coming weeks we will be undertaking surveys and one-on-one discussions to hear the views about how we can work together to make the Hawkesbury experience better for visitors, the local businesses and the community. We also want to hear from local businesses about how we can help them to become stronger and more resilient into the future.

[\[Complete the survey\]](#)



## Hawkesbury City Council – Vibe Survey

Hawkesbury City Council is conducting a survey to better understand the needs of Hawkesbury businesses and to support their continued recovery.

The survey should only take 7 minutes to complete. If you are a member of the Hawkesbury LGA business community, fill in the survey by Tuesday, 7 December 2021 to go into the draw to win one of two \$100 gift vouchers.

You may choose to remain anonymous if you wish.

Thank you in advance for completing the survey.

[\[Complete the survey\]](#)



## Australia Day on the Hawkesbury – become a sponsor!

Australia Day on the Hawkesbury is back in 2022 for what will be a bumper evening out at Governor Phillip Park!

Hawkesbury City Council is seeking expressions of interest from local businesses interested in becoming a sponsor of this exciting family event.

This will be an amazing opportunity to get your business branding in front of thousands of locals while also supporting an important and popular community celebration.

Please email your interest to [events@hawkesbury.nsw.gov.au](mailto:events@hawkesbury.nsw.gov.au)

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# Financial Assistance and Grants

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## Rural Landholders Grant

The Australian and NSW Governments have announced an additional \$400 million to support NSW communities affected by the February and March 2021 storms and floods and help them in the next stage of recovery.

As part of this initiative, over \$25 million has been committed to providing targeted assistance for rural landholders who do not qualify for existing programs to support the long-term recovery of impacted regions.

The Rural Landholders Grants (RLG) program will provide assistance to storm and flood-affected landholders in eligible local government areas (LGAs).

### Eligibility

Funding is available to eligible landholders in declared LGAs with holdings of at least 10ha and who receive at least \$20,000 in income from primary production per annum.

If you need help applying you can access free confidential assistance from your local [Rural Financial Counselling Service](#).

Applications close 28 January 2022.

[\[Apply now\]](#)



## Storm and Flood Industry Recovery Program

The Department of Regional NSW, alongside the Rural Assistance Authority, will deliver an \$80 million Storm and Flood Industry Recovery Program (SFIRP) to support NSW primary industries as they recover and rebuild from the February and March 2021 storm and flood events.

The SFIRP will be delivered in two targeted streams:

**Stream 1: Supply Chain Support Grant (approximately \$50 million)** - to help primary producers and primary production enterprises to rebuild and recover in the medium to longer-term with the aim of supporting job security, future resilience and enabling future production.

This stream is available to primary producers in [eligible industries and sectors](#) impacted by and operating in [eligible LGAs](#) declared under the February and March 2021 storms and floods.

You can find out more information [here](#).

**Stream 2: Sector Recovery and Resilience Grant (approximately \$30 million)** - for medium to longer-term recovery and resilience projects that will support industry-wide recovery, with a focus on building resilience and preparedness for future natural disasters.

Eligible projects for this stream must:

- have a primary focus on recovery from the storms and floods, building resilience and/or preparedness for future natural disasters within targeted industries
- support sector-wide business and primary production enterprise training, monitoring, systems, innovative management and development
- build industry sustainability, support or increase value-add production, improve supply-chain efficiencies, support product viability or diversification, support market expansion or other innovative activities that will support sustainable jobs.

To be eligible, recipients must be invited to apply by the Department of Regional NSW.

You can find out more about both streams of the SFIRP by visiting the [Rural Assistance Authority](#).



## Commercial Landlord Hardship Fund – now open

Applications for grants from the Commercial Landlord Hardship Fund, which provides additional support to smaller commercial or retail landlords whose main source of income has been impacted due to providing rent relief to tenants, is now open.

Grants of up to \$3,000 per month, per property, are available for eligible landlords who have provided rental waivers to affected tenants.

### **Eligibility**

To be eligible for the grants, landlords must:

- have total taxable unimproved landholdings of less than \$5 million (excluding primary place of residence)
- have rental income as their primary source of income
- have a tenant that is eligible for protections under the Retail and Other Commercial Leases (COVID-19) Regulation 2021
- have provided rental waivers to their impacted tenants of at least the same value of the grant from 13 July 2021 that will not be claimed as 2021 land tax relief
- have not claimed land tax relief for the relevant property for rent reductions between 1 July 2021 and 31 December 2021.

For more information on the Fund and to apply for a grant, visit the [Service NSW website](#).



## **2022 NSW Small Business Month Grants**

The NSW Government is offering grants to fund events for the 2022 NSW Small Business Month, which will be held in March next year.

NSW Small Business Month is a dedicated program bringing together all levels of government and industry leaders to support the small business community. It provides events and activities that upskills, promotes and connects small business owners in NSW.

Local councils can apply for a grant of up to \$2,500, with grants of up to \$3,500 available for business chambers, industry associations and not-for-profits. Activities funded by the grant will directly benefit and support the small business community, helping NSW small businesses recover from challenges faced during the pandemic.

Applicants must design and produce an activity that supports small businesses in their local area, aligning with the 2022 theme - 'Rebuild, Recharge, Renew'. Events can be held in person or online, and must be COVID-19 safe. Some examples include webinars, networking nights, podcasts, seminars, and workshops.

[\[Download the 2022 NSW Small Business Month guidelines\]](#)

Grant applications must be submitted by 10 December, with organisations encouraged to get online, review the grant guidelines and start preparing applications now. Grants are competitive and applications will be assessed against the published criteria.

[\[Find out more and apply\]](#)

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## Destination NSW - Feel New Campaign

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Destination NSW has launched a new brand campaign, FEEL NEW, aimed at unifying Sydney and Regional areas of NSW and bringing to life all the diverse feelings in the state that combine to make visitors feel new.

Following the successful launch of the Feel New visitor brand in October 2021, Destination NSW has commenced its next phase 'RENEW', a tactical burst of activity that will drive immediate visitation and spend in NSW and Sydney. The campaign aims to increase planning and bookings of overnight stays and day trips for key Sydney and NSW destinations, increase visitor spend, and promote attendance and ticket sales for Sydney and NSW events.

### Get Involved

The NSW Government's voucher schemes to support NSW tourism, entertainment and Sydney accommodation businesses will be promoted in the 'RENEW' activity. To find out more and to check your business' eligibility visit [Dine & Discover](#) and [Stay & Rediscover](#).

Access marketing assets by visiting the [Destination NSW Resources Hub](#).

Get tips on social media and selling online through the [NSW First Program](#).

Destination NSW has also put together a toolkit to show you how you can make small changes to your marketing to align with the FEEL NEW brand campaign.

[\[Download the toolkit\]](#)

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## Responsible Cafés

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Responsible Cafes, an initiative of the not-for-profit organisation Responsible Runners, was founded in 2013 to tackle the waste issue of disposable cups. The program works by offering a discount to encourage customers to use their own cups when visiting cafes, and now has a network of more than 5000 participating cafes around Australia.

### **Cafes, COVID & Cups**

Reusable cups have taken a back seat during the pandemic due to health concerns. However, there is no proven benefit to using disposable cups over reusable ones when it comes to health, hygiene and the COVID-19 pandemic.

Responsible Cafes have put together a simple guide on choosing to reuse.

[\[Download the fact sheet\]](#)

### **Become a Responsible Cafe**

Join thousands of other cafes across the country striving to reduce single-use plastic. Be included on a searchable map of participating cafes, attract new customers, increase customer loyalty and do your bit for the planet.

[\[Register your cafe\]](#)