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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

Welcome to this month's edition of the business newsletter. We know how challenging this year has been for small business in the Hawkesbury, therefore I'm particularly excited for Council to be hosting the upcoming Savour the Flavour event on Saturday 15 October. This will be more than just a fun day out - after three years of bushfires, floods and a pandemic, supporting locally-grown quality food is a great way to give local producers a much-needed and appreciated hand.

I am also pleased to advise that the Destination Management Plan has been formally adopted by Council and has been included in this newsletter for your reference. The Destination Management Plan provides the direction and framework for growing the local visitor and tourism economy of the Hawkesbury and will further support the development of the region.

I encourage all businesses to make use of the workshops and resources available from local, state, and federal governments that are listed in this newsletter, and look forward to continuing to support the local business community in any way we can.

Sincerely,

Mayor Sarah McMahon



In the Hawkesbury



The poster features a background image of hands holding a basket of fresh produce. The text is overlaid on this image. At the top left are the logos for Hawkesbury City Council and Hawkesbury Events. The main title 'Savour the Flavour HAWKESBURY' is in a large, stylized font. Below the title, the event details are listed: 'Saturday 15 October 2022 4pm - 8pm, Richmond Park' and 'Delicious food and beverages | Local produce | Cooking demonstrations | Live entertainment'. At the bottom, there are logos for the Australian Government, Destination Sydney Surrounds North, The Royal Richmond Hotel, Crowne Plaza, Richmond Good Food Market, and Hawkesbury Harvest. The website 'discoverthehawkesbury.com.au' is prominently displayed at the bottom, with a 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

Destination Sydney Surrounds North

EST. 1848
THE ROYAL
RICHMOND HOTEL

CROWNE PLAZA
AN IHG HOTEL
HAWKESBURY VALLEY

richmond
GOOD FOOD MARKET

HAWKESBURY HARVEST

discoverthehawkesbury.com.au
Image copyright Destination NSW

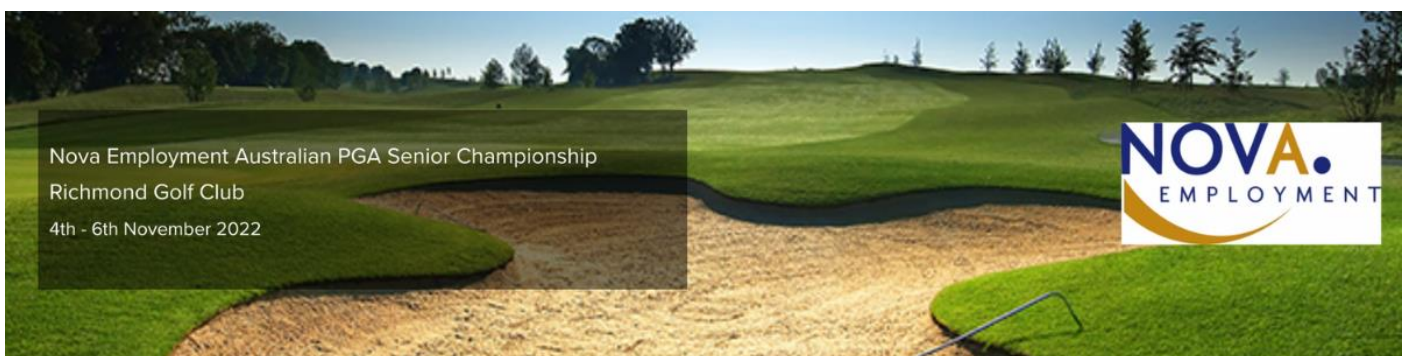
Savour the Flavour Hawkesbury 2022

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 artesian 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.



The banner shows a scenic view of a golf course with a sand trap in the foreground. A semi-transparent box on the left contains the event details. The Nova Employment logo is on the right.

Nova Employment Australian PGA Senior Championship
Richmond Golf Club
4th - 6th November 2022

NOVA.
EMPLOYMENT

National Coverage of Hawkesbury Golf Tournament

One of the Hawkesbury's most feted golf clubs will receive national television coverage in a new deal struck by the PGA of Australia.

The Nova Employment Australian PGA Senior Championship will be held at Richmond Golf Club from November 4-6 and for the first time in the event's history will be broadcast through Fox Sports and Kayo.

The \$120,000 54-hole tournament is one of the richest on the SParms PGA Legends Tour and attracts some of the greats of Australian golf to the region.

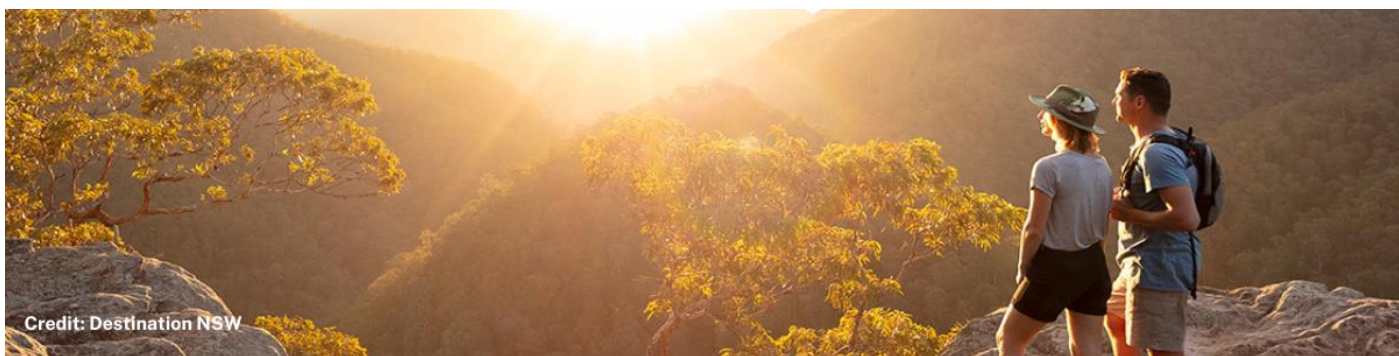
International tournament winners and local legends Rodger Davis (2015), Peter Senior (2019) and Andre Stolz (2020) have all triumphed at Richmond Golf Club and ISPS HANDA PGA Tour of Australia winners Richard Green, Scott Laycock and Jason Norris will make their debuts at Richmond next month.

It is the eighth time that Richmond has hosted the event and the course will now be showcased to thousands of viewers across the country.

If you would like further information on how you can be involved with this exciting event, please call 4578 1144.

You can view the full list of entries here: <https://pga.org.au/tournament/?tourn=2223&season=2022&class=snr>

Business News & Updates



Destination Management Plan

The Hawkesbury City Council Destination Management Plan was formally adopted by Council on 13 September 2022. The Destination Management Plan provides the direction and framework for growing the local visitor and tourism economy of the Hawkesbury and will further support the development of the region.

The Destination Management Plan outlines the priority actions to aid the 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.

[Download the Destination Management Plan](#)



Service NSW for Business

The Service NSW Business Concierge team can assist businesses to identify and understand regulations, government services and financial support. The Service NSW for Business team provides:

- 'One front door' for businesses to access NSW Government services, information and financial support
- A suite of digital tools to access transactions across government including licenses
- Tailored case management to support businesses to recover and grow in the NSW economy, including during emerging issues and crisis
- Regional staff who understand local businesses and can help them access services
- Help for businesses to understand and comply with existing, new or amended policy, compliance requirements or processes
- Supporting business to access rebates, grants, services and programs

For personalised support from a Business Concierge, businesses can request a call back on the Service NSW website.

For more information, visit the [Service NSW for Business website](#). For the latest information on current grants, loans and financial assistance click [here](#).

In 2022, NSW is banning certain single-use plastics

Item	Ban Date
Lightweight plastic shopping bags	from June 1
Single-use plastic straws,* stirrers and cutlery	from November 1
Single-use plastic plates and bowls	from November 1
Expanded polystyrene foodware	from November 1

*Exemptions will apply for providing a plastic straw for people with a disability or medical need.

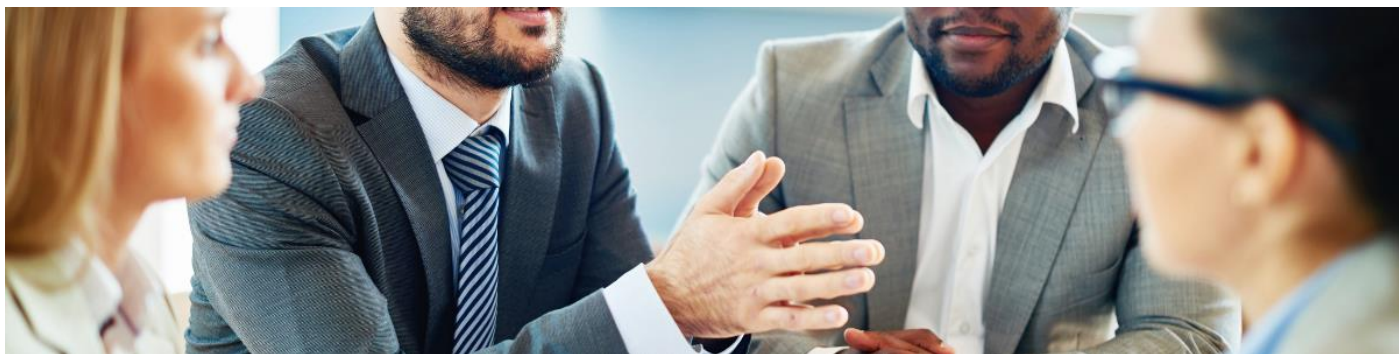
NSW Single-use Plastics Ban – information sessions

The NSW Government has committed to banning certain problematic plastics in two stages during 2022, such as phasing out single-use plastics, and addressing the problem of plastic waste. Visit [Plastics Ban NSW](#) for more information about the ban and tips on how to make a smooth transition in your business.

Starting from 9 September 2022, the National Retail Association will hold weekly Q&A sessions every Friday at 10:00am AEST.

These sessions are open to all businesses, community organisations and other impacted stakeholders to ask questions about the ban and how to prepare.

[Register for a session](#)



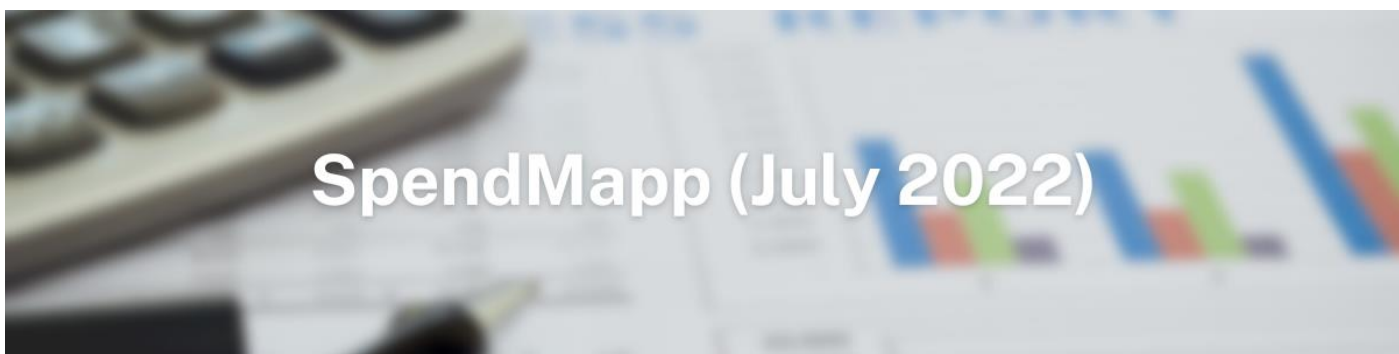
NSW Small Business Commission – fees slashed for business mediation

The NSW Small Business Commission has slashed the cost of its mediation service by almost half to help more businesses resolve disputes over leases and other business issues quickly and efficiently. From **1 August 2022**, the cost of mediation for each party to a dispute has been reduced from \$608 to \$330 (including GST). The fee allows for a mediation of up to 4 hours. Additional hours, if required, are \$152 per hour, per party.

The NSW Small Business Commissioner encourages more small businesses, landlords, and retail and commercial tenants to consider mediation, as it very often results in a practical solution.

The Commission has also launched a new guide to mediation to help those considering the service to understand how the process works, what to expect and how to prepare for a mediation.

For more information visit the [NSW Small Business Commission website](https://www.nswsmallbusiness.com.au).



[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.

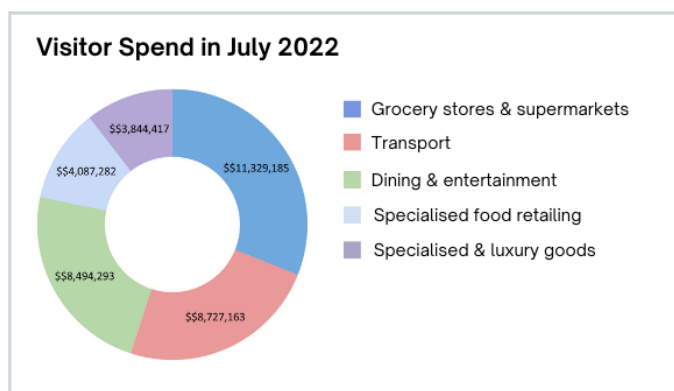


Figure 1. Visitor spend in July 2022, Spendmapp by Geografia, July 2022

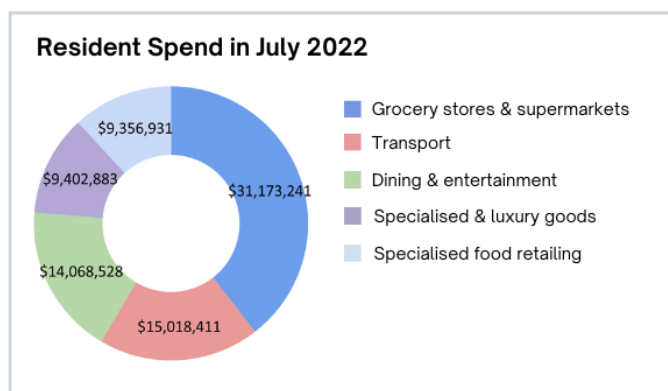


Figure 2. Resident spend in July 2022, Spendmapp by Geografia, July 2022

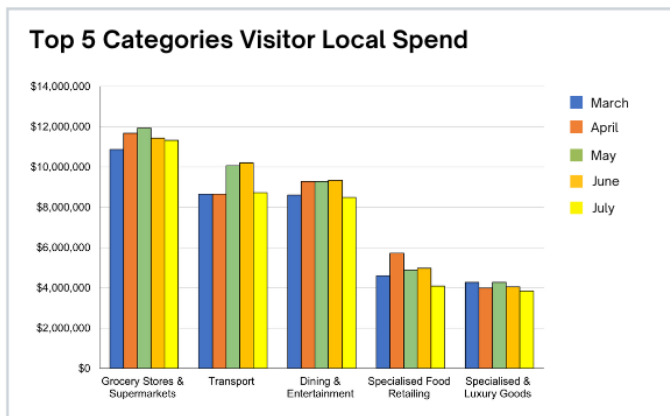


Figure 3. Top categories for visitor local spend, Spendmapp by Geografia, July 2022

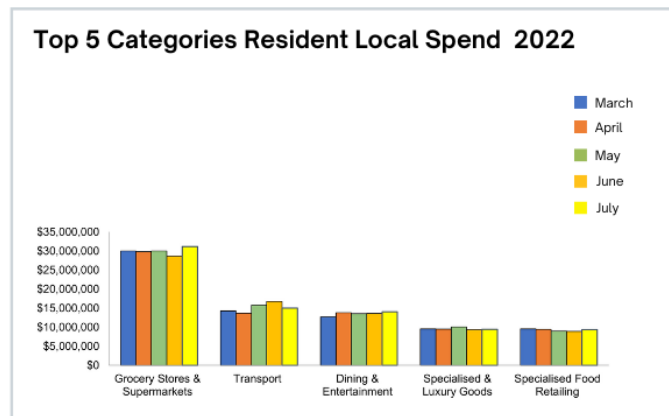


Figure 4. Top categories for resident local spend, Spendmapp by Geografia, July 2022

The data shows an increase in Resident spend and a slight decrease in Visitor spend compared to last month's figures. This reflects the increment weather conditions that the Hawkesbury was experiencing at the time. Dining and Entertainment, Grocery and Supermarkets, Luxury goods and Specialised Food retailing experience showed an increase in local spend from the previous month.

Upcoming Workshops



Small Business Month - Agritourism Business Workshops

Hawkesbury City Council has been successful in receiving a Small Business Month Grant for \$5,000. Council will be running business networking sessions, in partnership with Hawkesbury Harvest on "How to run an Agritourism business." Further information on these workshops will be provided in the coming weeks.

HAWKESBURY Visitor Economy Workshop

'Working with the Media and Tourism Ecosystem'



Working with the Media and Tourism Ecosystem

This workshop will teach you ways to become a storyteller and create media coverage for your business. It will outline ways that you can work with the broader tourism industry and media ecosystem, with tips on crafting your story and tools for pitching your business.

This workshop will be run by Sparrowly Group on behalf of Hawkesbury City Council and will be joined by Dominic Mehling, the Industry Relations Manager for Tourism Australia, who will be talking about their current campaigns and how to work with Tourism Australia and international media.

This workshop is free of charge and is funded under the Bushfire Local Economic Recovery Fund (BLERF) Grant received by Hawkesbury City Council. It is open to all tourism businesses at any stage of their business journey.

Monday 31 October 2022, 10:00am to 12:00pm

Crowne Plaza Hawkesbury

Click [here](#) to book your tickets.



How to price & package your services
Wednesday 5 October, 10am-12pm
Western Sydney Business Centre, Penrith

Register



How to achieve greater customer satisfaction
Wednesday 5 October, 1pm-2pm (*Online*)

Register



Contracting, tendering & consulting in the gig economy

Tuesday 11 October, 10am-12pm (*Online*)

[Register](#)



The State of Social Media in 2022

Monday 17 October, 10am-12pm (*online*)

[Register](#)



Developing a finance plan

Thursday 20 October, 4pm-6pm (*Online*)

[Register](#)



Succession Planning

Tuesday 25 October, 10am-12pm (*online*)

[Register](#)