



## 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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## From your Mayor

To all Hawkesbury residents and businesses that experienced their second flood in less than a month, I am in awe of your perseverance. There is a suite of government support available to help those impacted by the floods, and I strongly encourage anyone affected to access them.

As we emerge from COVID-19 and the associated financial pressures it brings, the NSW Small Business Commission has made available a number of tips to help small businesses ensure they are getting the best value for money.

And yet, during these extremely difficult times, the brilliance of Hawkesbury enterprises continues to shine. Karen Lebsanft of Kurrajong Kitchen shares her wealth of business knowledge in this webinar hosted by Council.



I also invite all local businesses to take part in the Local Business Awards, of which Council is a proud sponsor.

As always, I am proud to be your Mayor and represent the incredible businesses of the Hawkesbury.

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# Government Assistance for Businesses

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## Tips to ease the squeeze

Many small businesses are under pressure from rising costs and other challenges. Here are some tips from the NSW Small Business Commission on how you can lessen the impact of increasing cost pressures and ease the squeeze.

### **Use price comparison services to find a better deal**

If you're making regular payments to a service provider, it might be a good idea to check that you're getting the best deal. Insurance, energy and banking costs can vary significantly between providers and there are tools available to help you find a better price.

Perform price comparisons using services like [this](#) one, speak to an [insurance broker](#) to ensure you have the right policy at a competitive price, and use the [NSW Government's Fuel Check app](#) to find the cheapest fuel near you.

### **Ask your current provider for a better deal**

Don't assume you are already getting the best deal from your electricity, telecommunications provider or bank. Pricing and products often change, and you won't necessarily be given the lowest offer unless you ask for it.

### **Take advantage of government rebates and grants**

There are a number of grants and funding arrangements covering a range of purposes. Search for current grants and eligibility at the [Service NSW website](#).

### **Sign up to government voucher schemes for consumers**

[Register to participate](#) in voucher schemes (such as Dine & Discover NSW and Parents NSW vouchers) to attract more customers.

### **Look for ways to become more efficient**

Review your operations and make changes if you identify ways to reduce waste. A good way to reduce costs is to improve energy efficiency in your business. As a small business you can [check](#) how your electricity costs compare to other businesses and [get free advice](#) on ways to reduce your energy footprint.



## Commercial landlord hardship fund extended

The [Commercial Landlord Hardship Fund](#), which allows [eligible landlords](#) to offset the costs of providing rental assistance to tenants, has been extended.

Landlords who provided rental relief to commercial and retail tenants between 14 January and 13 March 2022 are now able to apply for grants of up to \$3,000 a month per eligible property.

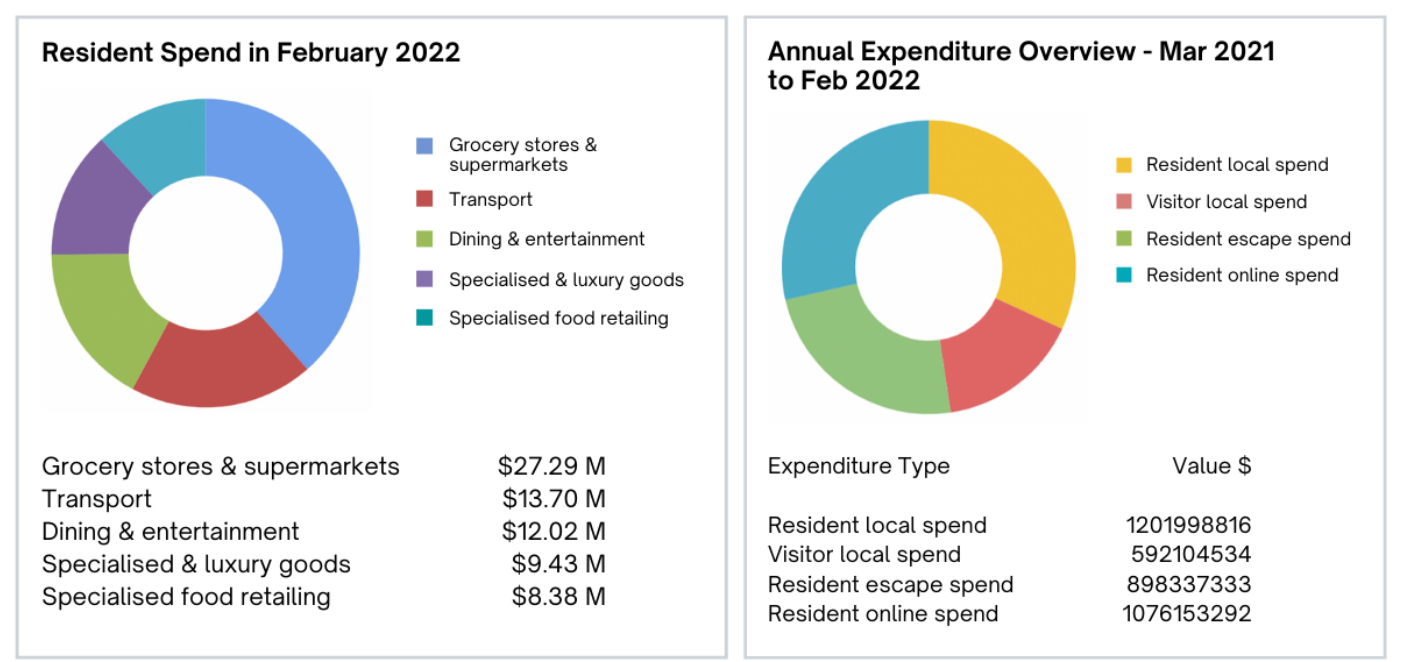
Applications close on 31 May 2022. Visit [Service NSW](#) to apply.

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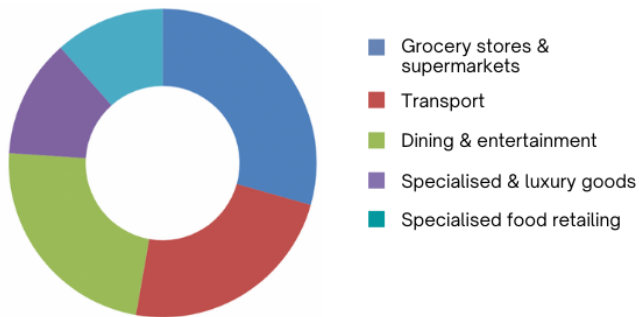
## SpendMapp

[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.



### Top 5 Visitor Spend Categories



Grocery stores & supermarkets	\$10.87 M
Transport	\$8.66 M
Dining & entertainment	\$8.50 M
Specialised & luxury goods	\$4.60 M
Specialised food retailing	\$4.27 M

If you would like any further information, please feel welcome to contact Council's City Design and Economic Development Team on 02 4560 4272 or email [business@hawkesbury.nsw.gov.au](mailto:business@hawkesbury.nsw.gov.au).

## SMALL BUSINESS WEBINAR

With **Karen Lebsanft**  
CEO and co-founder of Kurrajong Kitchen



## Small Business Webinar with Karen Lebsanft – available now

Hawkesbury City Council celebrated small business month, held in March, by conducting a webinar featuring local businesswoman Karen Lebsanft, CEO and co-founder of Kurrajong Kitchen. Karen, sharing her real-life stories and experiences, will inspire and motivate you to lead your business towards future success, and provide insight and tools on how to grow your business. The webinar has been uploaded to Council's website and will be available to watch for 12 months. View the webinar [here](#).



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## Workshops

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### Business Workshops in May

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.

#### **Marketing and Sales Planning**

Wednesday 11 May 2022, 6pm-8pm

Click [here](#)

#### **Business Planning Essentials**

Monday 23 May 2022, 10am-12pm

Click [here](#)

#### **Create Customer Wow Sales**

Monday 30 May 2022, 10am-12pm

Click [here](#)

#### **Sales 101**

Tuesday 31 May 2022, 10am-12pm

Click [here](#)

Stay up to date on the latest business workshops, events and training by visiting the [Hawkesbury Business Hub upcoming events page](#).



### Hawkesbury Living Sustainably – Workshops for businesses

To assist businesses in tackling food waste and addressing the introduction of the [NSW Single-use plastic ban](#), Council is running a series of *Living Sustainably* workshops, presented by Jo Taranto from [Good for the Hood](#).

To help shape the workshop content and to determine the most suitable date and time, please complete the [Your Hawkesbury Your Say survey](#) if you are interested. Event registration details will then be made available closer to the date on the [Hawkesbury Living Sustainably Eventbrite page](#).

[Complete the survey](#)

# HAWKESBURY

## Visitor Economy Workshop

**'Creating Awesome Tourism Experiences'**

When: Monday 23 May 2022, 10am  
Where: Richmond Club



 Hawkesbury  
City Council

**SPARROWLY  
GROUP**

## Visitor Economy Workshop – 'Creating Awesome Tourism Experiences'

Hawkesbury City Council invites ALL businesses working in the visitor economy to attend a practical **FREE** learning and networking event.

Presented by business and tourism experts Sparrowly Group, the workshop **'Creating Awesome Tourism Experiences'** will be held **Monday 23 May 2022** at the Richmond Club. In this workshop you will:

- understand what an 'experience' is
- learn about the types of experiences visitors are seeking
- map out how to create a possible experience or ways to improve your current offering
- have the opportunity to meet with other business owners from across the Hawkesbury

This is the second workshop in a series that will be held across the Hawkesbury in 2022. They are open to all businesses who work in the visitor economy, at any stage of their business journey.

Date: Monday 23 May 2022

Time: Please arrive at 9:45am for a 10am start. *Light refreshments to be served after*

Location: [Richmond Club](#), 6 E Market St, Richmond NSW 2753

[Register](#)

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## Local Business Awards

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Nominations for the 2022 Local Business Awards are now open! This is your chance to nominate a local business, organisation or individual from the business community for an award you believe they truly deserve. Finalists are selected based on the most nominated organisations or individuals in each category.

You can vote online [here](#). Nominations close on Wednesday 25th May 2022.

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## Digital Advice for Small Business

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# HIGH QUALITY DIGITAL ADVICE FOR YOUR SMALL BUSINESS



The Australian Small Business Advisory Services and Digital Solutions program supports the Australian Government's commitment to enhance the capabilities of local small businesses. It delivers low cost, high quality and digital advisory services to Australian Small Businesses in metro and regional areas.

## DIGITAL BUSINESS SOLUTIONS

Our Digital Advisors are coming  
to your Council area!

What we are offering is a

# FREE

1 hour one-on-one appointment  
to help you grow your online  
presence!



### WEBSITES - E-COMMERCE

Whether you are just starting out or looking to improve your website presence we are here to help. We offer advisory services for e-commerce solutions. SEO, privacy, security and user experience.



### SOCIAL MEDIA & DIGITAL MARKETING

Build a strong online presence and create an effective digital marketing and social media strategy. We offer advice on account set-up, advertising and how to get the most out of your digital marketing & social media accounts.



### BUSINESS SOFTWARE

We offer Advisory services for a wide range of business software such as accounting and content management applications that help businesses operate efficiently online.



### CYBER SECURITY

Protect your data and comply with GDPR requirements with our online and data security services.



Australian Government

**DIGITAL SOLUTIONS**

Australian Small Business  
Advisory Services



**WESTERN SYDNEY  
BUSINESS CENTRE**



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## Button Battery Safety

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### Button Battery Safety Information Standards for Businesses

The ACCC is urging businesses who supply button batteries, or products that are powered by them, to ensure they are complying with the new button battery safety standards ahead of the laws becoming mandatory on 22 June. The ACCC is also calling on consumers to check for unsafe button battery products in their homes. A list of recalled products can be found on the [Product Safety website](#).

Under the [mandatory safety and information standards](#), products must have secure battery compartments to prevent children from gaining access to the batteries. Manufacturers must undertake compliance testing, supply batteries in child-resistant packaging, and place additional warnings and emergency advice on packaging and instructions.

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## NSW Export Awards 2022

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NSW Export Awards program aims to recognize the success and resilience of NSW exporters and their achievements in the international markets.

There are 13 national categories and 4 NSW State categories that exporters can consider applying to. Exporters may apply to more than one category.

Award applications close 10 June 2022.

[Apply now](#)