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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 our first business newsletter from Hawkesbury City Council for 2023! On behalf of Council, I would like to wish you all a Happy New Year. I hope everybody had a safe and relaxing break.

Hawkesbury City Council is proud to continue to work closely with our local business community and to develop a better understanding of what the Hawkesbury business community needs. I encourage all businesses to engage with programs being offered by local, state and federal governments and to utilise the services and information provided throughout this newsletter to help support your business needs. Please also feel welcome to share this newsletter with other local business owners.

If Council can provide you with any further support, please do not hesitate to contact us. I look forward to working with you all throughout 2023.

Sincerely,  
Mayor Sarah McMahon



## In the Hawkesbury



### Guides to help you prepare for and recover from disaster

While summer is the time to get out and enjoy the warmer weather, it's also a time to ensure the community is prepared for the increased risk of severe weather events such as storms and floods, as well as grass and bush fires. Higher than average rainfall has led to good grass and crop growth across the state, however as warmer weather sets in the landscape will dry out and increase the risk of dangerous and fast-moving grass fires. The combination of rainfall, floods and warmer weather also means there is a higher number of mosquitoes this summer.

With these risks in mind, the NSW Government Small Business Commissioner has developed the Get Ready for Disasters guides to help businesses prepare for disasters and handle the aftermath for the higher risk season ahead.

Visit the [Small Business Commissioner website](#) for more information or download the guides below.

Download the Get Ready Business guide

Download the Get Back to Business guide

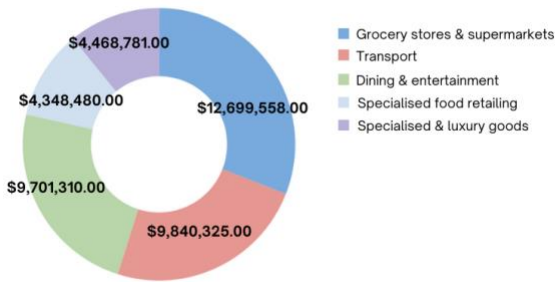
Download the Prepare for the unexpected guide

## SpendMapp (November 2022)

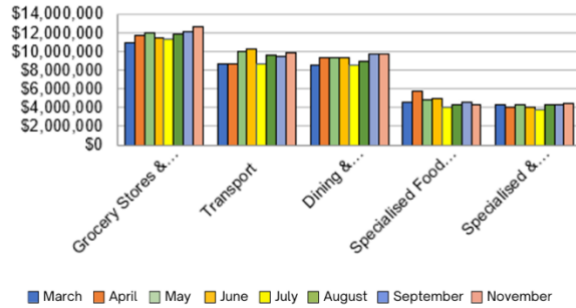
[SpendMapp by Geografia](#) is an economic modelling tool which uses bank data to measure consumer spending of both locals and visitors in a certain geographic area over specific time periods. It can help determine patterns of spending, by who and where, to get a better picture of the local economy.

Using the data can help inform, manage, and respond to long term economic trends and shocks, and gain insight into the visitor economy, online expenditure and escape expenditure. It is being used by several local government areas.

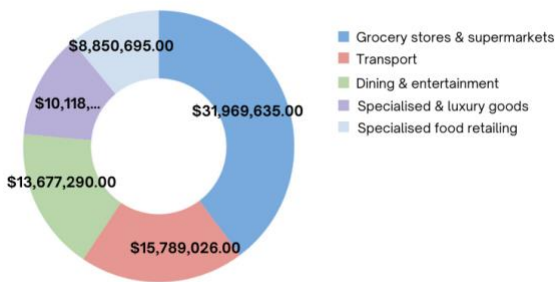
### Visitor Spend in November 2022



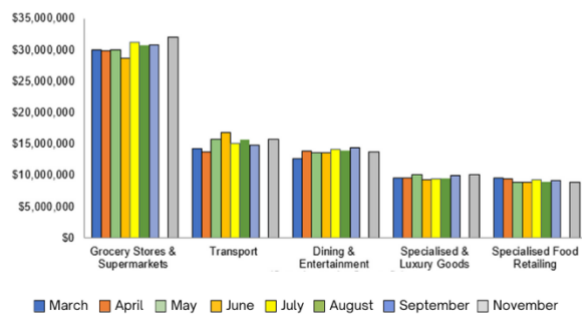
### Top 5 Categories Visitor Local Spend



### Resident Spend in November 2022



### Top 5 Categories Resident Local Spend 2022



In November 2022, Grocery and Supermarkets were still the top category for both Resident and Visitor spending and were steadily increasing in sales. The month also saw a rise in Transport and Specialised and Luxury Goods. Dining and Entertainment saw a small decrease in resident spending, but visitor spending stayed steady.

# Zero Barriers and Hawkesbury City Council

## Business Information and Networking Session

When: Monday 6 March 2023, 10am-12pm  
Where: Hawkesbury City Council Library





## Zero Barriers and Hawkesbury City Council Information Session

Zero Barriers, in partnership with Hawkesbury City Council invites you to join us for a **FREE** information session to explain how your business can become more inclusive at little to no cost.

Date: Monday 6 March 2023

Time: 10am – 12pm

Location: Hawkesbury City Council Library

Light refreshments and morning tea will be served.

Registration details will be provided shortly.

## Business News & Updates



### RunwayHQ Migrant and Refugee Business Growth Program

[RunwayHQ](#) is an Australian not-for-profit that builds the capability of people to be successful – starting, pivoting and growing their businesses. Runway exists to support and foster innovation and entrepreneurial thinking for startups and SMEs in regional communities. Through Federal funding, Runway are supporting migrants and refugees in Australia to start, pivot or grow their business.

Runway is offering scholarships worth almost \$10,000 to budding entrepreneurs or existing businesses from a migrant or refugee background through their READY SET GROW Business Growth Program (RSG). The program aims to help people to:

- start a new business
- build resilience in an existing business or overcome barriers to growth
- find new business growth opportunities
- test emerging business growth plans
- get set up to take their best new ideas to market

Applications are now open nationally for up to 96 places over the next two years (at no cost to participants – the program is fully funded by the Federal Government).

For more information download the [program outline](#) or visit the [Get SET, GROW program webpage](#). To apply click [HERE](#) and fill out the form.



## CCTV Fund

The NSW Government's Community and Small Business CCTV Fund is a program that provides free CCTV security packages to support safer and more secure communities.

Applications are open to small businesses with turnover of \$10 million or less than 20 employees, or who are an incorporated not for-profit community organisation. You must also be operating from premises within one of the eligible Local Government Areas (LGAs).

Each application will be considered on a case-by-case basis by the CCTV Fund Assessment Panel.

You can find more information at <http://www.crimeprevention.nsw.gov.au/cctvfund>

## Upcoming Workshops



### Business continuity planning to minimise disaster and event impact workshop

Most businesses have faced a need for reactive disaster recovery in recent times. Even with a few 'practices' many businesses are still operating with incomplete Disaster Recovery Plans (DRP) and Business Continuity Plans (BCP). More recently some insurers even for small businesses like nail salons are insisting on broader Risk Management Plans (RMP) being instigated.

Key takeaways:

- Learn what risk actually is and whether to accept, mitigate, or eliminate risk
- Assess a few risks in your business which may have high impact and devise plans to mitigate the risk
- Understand the difference and uses of BCP and DRP and learn how to start devising your own plans
- Take home for attendees: Slide pack and risk management spreadsheet



Download the flyer [HERE](#)

Date: Wednesday 22 February 2023

Time: 10am – 12pm

Location: Tebutt Room, Hawkesbury City Library

Cost: free to attend but registration is essential

Register to attend



### How to create a winning website strategy

Friday 3 February, 10am-12pm (online)

Register



### Learn how successful businesses scale and grow profitably

Tuesday 7 February, 10am-11:00am (online)

Register



### Creating additional income streams

Tuesday 7 February, 10am-12:00pm (online)

Register



### Ask the coach – sales

Tuesday 7 February, 4pm-5:30pm (online)

Register



### Choosing the right business model

Thursday 9 February, 10am-11:30am (online)

Register



### Marketing checklist for 2023

Tuesday 14 February, 10am-11:30am (online)

Register



**Selling a service vs selling a product**  
Tuesday 21 February, 1pm-2pm (online)

[Register](#)