



1. Mayoral Column

2. In the Hawkesbury

- 2.1. Hawkesbury Fest
- 2.2. Hawkesbury Local Business Awards
- 2.3. Free business advice through Business Connect

3. Business News & Updates

- 3.1. Food Safety Grower Guidelines
- 3.2. Training for Businesses - Inclusive Customer Service
- 3.3. Vibrancy Reforms
- 3.4. Liquor Licence Manager

4. Business Grants & Funding

- 4.1. \$1000 Small Business Rebate
- 4.2. Fee Free Training
- 4.3. Growing Tomorrows Farmers

5. Upcoming Workshops

- 5.1. Supercharge your marketing with AI
- 5.2. Marketing made easy
- 5.3. Developing a sales and marketing plan
- 5.4. Enhance your visual branding
- 5.5. Social media trends for small businesses
- 5.6. Writing a business plan

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 business@hawkesbury.nsw.gov.au.



Welcome to this month's edition of the business newsletter

There are many projects and events to look forward to in the coming months, including Council's very own upcoming Hawkesbury Fest event being held on Sunday 4 August at the Governor Phillip Park, and our Savour the Flavour Hawkesbury event being held on Saturday 12 October 2024. These events allow Council to showcase and support locally grown foods and support local businesses. Both events will be a great fun day out for the Hawkesbury community, and we hope to see you all there.

The works to transform our beloved Windsor town centre are well underway! It is exciting to see the trees already being planted and new pavement being laid. Don't forget to stay up to date on the progress of works at www.yourhawkesbury-yoursay.com.au/lptc.

I am also pleased to advise that the voting for the Hawkesbury Local Business Awards opens Monday 12 August. I strongly encourage you to register your business online and vote for your favourite local businesses. More information on how to register and vote is included within this newsletter.

Sincerely,
Mayor Sarah McMahon

In the Hawkesbury



The banner features the Hawkesbury City Council logo and the Hawkesbury Events logo on the left. The main text reads: 'SUNDAY 4 AUGUST | 10AM-3PM GOVERNOR PHILLIP PARK Free'. Below this, it lists 'ACTIVITIES' including 'KIDS' ACTIVITIES • GIVEAWAYS • MARKET STALLS • RIDES', 'COMMUNITY GROUPS • FOOD STALLS AND TRUCKS • INTERACTIVE FUN', and 'AND GET TO KNOW YOUR COUNCIL'. On the right, the 'HAWKESBURY FEST' logo is displayed in large, stylized letters, with 'CELEBRATING LOCAL GOVERNMENT WEEK' written below it. The website 'hawkesbury.nsw.gov.au' is at the bottom.

Hawkesbury Fest

Hawkesbury Fest is a free community event hosted by Hawkesbury City Council to connect our community and celebrate what Council does in our community. Hawkesbury Fest will be held during NSW Local Government Week, on Sunday, 4 August from 10am to 3pm at Governor Phillip Park, Windsor.

Bring your family and friends to the Hawkesbury riverside to enjoy rides, food trucks, market and community stalls, kids' activities, and free face painting.

Scale the rock-climbing wall, be captivated by our roving entertainers, enjoy live local performers, see Farmer Dave's exciting Temptation Alley and mini dog races, and eat some delicious food. Hawkesbury Fest has something for everybody!

This is the last week to become a small business sponsor for Hawkesbury Fest 2024! Applications close 5 July. Small business sponsor packages available for \$500 for the event. Email events@hawkesbury.nsw.gov.au for details.

[Read more](#)



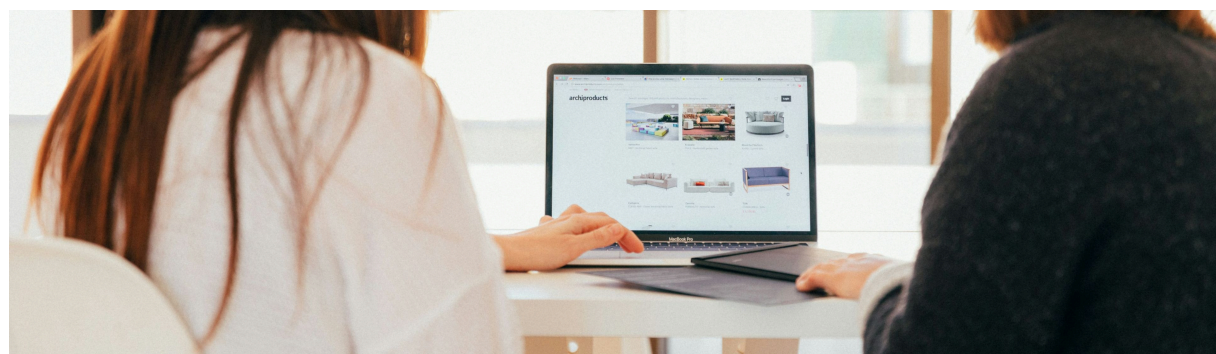
Hawkesbury Local Business Awards

Hawkesbury City Council is a proud sponsor of the Local Business Awards. The Awards are well recognised and respected, and businesses look forward to the annual program and Gala Presentation Evening. The recognition in becoming a finalist or a winner adds credibility as a successful local business.

Finalists are selected based on the number of nominations they receive from the public. The more nominations received, the better the chance of being selected as a Finalist. Your customers will have the opportunity to nominate your business through your business profile on the website. Each area has a closing date and voting will be accepted up until this date.

Winners are announced at the prestigious Local Business Awards presentation evening. Tickets are only available to finalists, their guests, local dignitaries, and award partners. Nominations open **12 August 2024** and now is the time to recognise the outstanding businesses providing quality products or services in your local area.

[Nominate or register a local business](#)



Free business advice through Business Connect

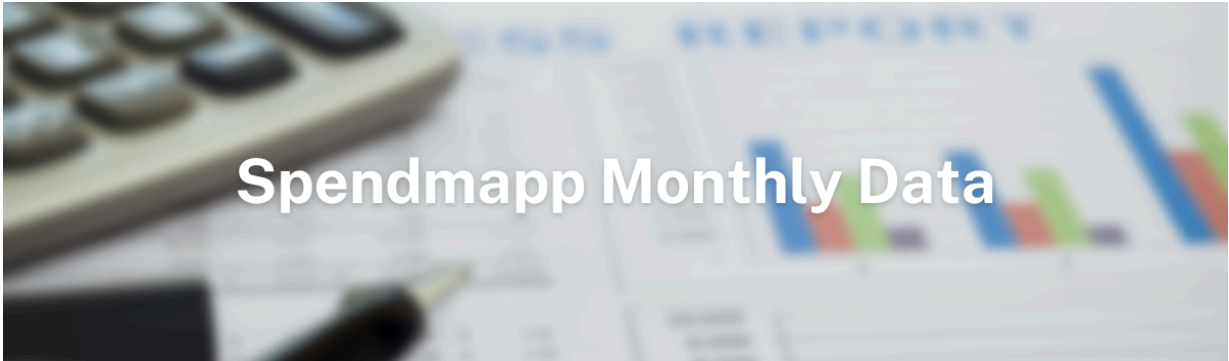
Get free, tailored business advice in one-on-one sessions on topics such as business planning, marketing and cash flow from independent advisors who have experience in running their own businesses!

The one on one, face to face advisory sessions can cover:

- Planning (Business, Marketing and Social Media Plans)
- Marketing (On and Offline).
- Accounting and Legal issues
- Finance, Grants and Funding
- Sales
- Leasing and Insurance
- Digital (Websites, SEO, Social Media, AI)
- Procurement
- HR

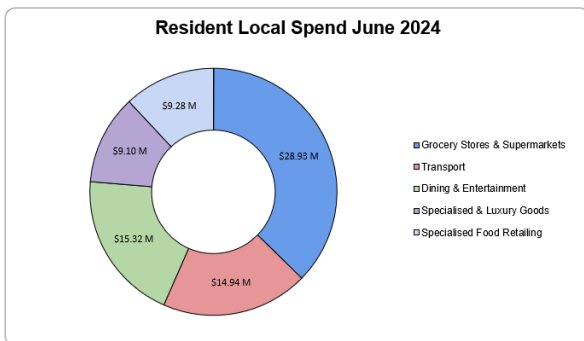
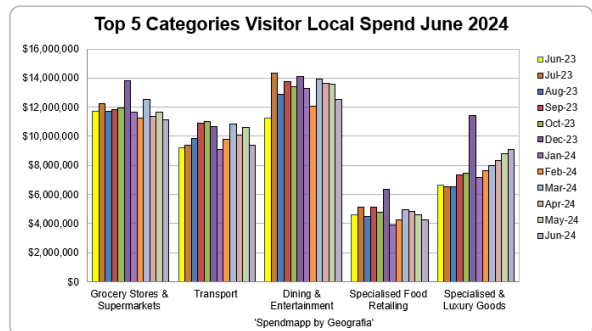
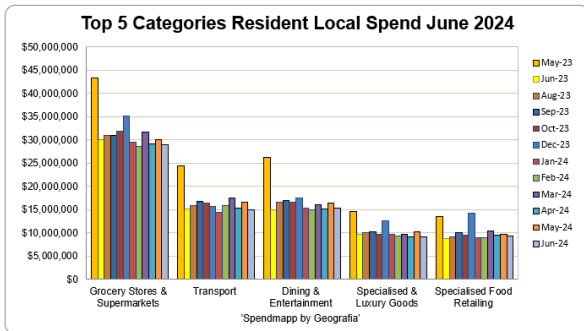
- Resilience and recovery
- And other business-related matters to help Start, Run, Grow and Adapt.

Read more



[Spendmapp](#), developed by Geografia, is an economic modelling tool used by several local government areas to measure consumer spending of locals and visitors geographically using bank data.

The tool helps local council's and businesses gain a better understanding of the local economy by providing an insight into the visitor economy, online expenditure and escape expenditure. Using the data helps determine patterns of spending and can assist with managing and responding to long term economic trends and shocks.



June's visitor spending decreased in *Transport*, *Specialised Food Retailing*, *Grocery Stores & Supermarkets*, and *Dining & Entertainment* from the previous month. However, there was increased spending in *Specialised & Luxury Goods*.

This June, resident spending shows a decrease in all categories.

Business News & Updates



Food Safety Grower Guidelines

The Fresh Produce Safety Centre of Australia and New Zealand (FPSC) has recently developed 13 Food Safety Grower Guides to fill recognised gaps in industry resources for small growers. The guides provide key information and best practice guidance on food safety for fresh produce growers, from pre-harvest to post-harvest activities.

With the upcoming changes to regulations for leafy vegetables, berries and melons, these guides will also help growers adopt practices that will ensure compliance and help food businesses understand the risks associated with the food that they select. Hawkesbury food businesses should note the Severe Weather Events, Cleaning and Sanitising, and Temperature Management guides.

[Read more](#)



Training for Businesses - Inclusive Customer Service

Zero Barriers is holding upcoming training sessions open to all businesses and organisations/services to participate and see the benefits of accessibility and inclusion to diversify their customer base. For details, see the [flyer](#).

[Register here](#)



Vibrancy Reforms

In 2023, the NSW Government introduced a comprehensive package of reforms through the 24-Hour Economy Legislation Amendment (Vibrancy Reforms) Act 2023.

Most of these reforms commenced on 12 December 2023. However, several of the more complex reforms and those that involved significant systems changes and consultation with stakeholders prior to implementation commenced on 1 July 2024.

The reforms are part of the NSW Government's Vibrancy Reforms, which aim to encourage the return of music, live performance, local street life and a vibrant night-time economy that doesn't come at the expense of safety.

The key changes that came into effect from 1 July can be found [here](#).

[Read more](#)



Liquor Licence Manager

The Liquor Licence Manager is a new digital product that aims to increase visibility and control over liquor licence applications and payments for licences and authorised third-party users.

This tool is designed to centralise liquor licences in a single location and provide greater visibility on the current status of a licence and conditions. It provides general information about a licence or premises.

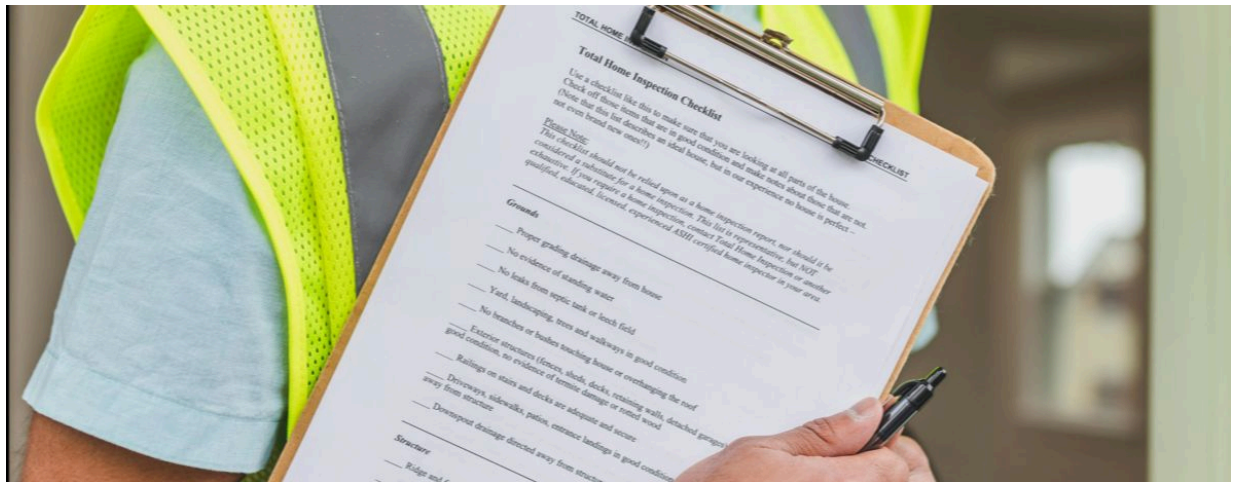
Use the Liquor Licence Manager to:

- Create Manage and view your applications for liquor licences and amendments
- pay for licence and application fees
- stay up to date with news and payments due
- view up-to-date licence details.

For free, personalised guidance on this and other government programs and services contact us on 13 77 88 or requesting a call back by your local Business Concierge here: [Book a call - SNSW business concierge](#)

Read more

Business Grants & Funding



\$1000 Small Business Rebate

If you are a small business owner in NSW, this \$1,000 rebate will help you purchase safety items to improve work health and safety for you and your workers.

Read more



Fee Free Training

Fee Free training for all Smart & Skilled eligible people for priority qualifications in 2024 has been extended. [RuralBiz Training](#) can offer fee-free training for these courses to eligible students:

- [AHC40116 Certificate IV in Agriculture](#)
- [AHC41019 Certificate IV in Agribusiness](#)

- [AHC50116 Diploma of Agriculture](#)
- [AHC51422 Diploma of Agribusiness Management](#)

Applications for commencement from 1 July 2024 are now open, funding and places are limited and subject to availability. Email kellis@ruralbiztraining.com.au to discuss.

[Read more](#)



Growing Tomorrow's Farmers

Applications are now open for Host Employers for the 2025 AgCAREERSTART program. If you want to employ a young Australian to work on your farm for 10-12 months, you can access the AgCAREERSTART's recruitment process, develop new skills as an employer and a mentor, and receive a \$2,000 grant!

[Read more](#)

Upcoming Workshops



Supercharge your marketing with AI

6 August 2024, 10am-12pm (online)

Register



Marketing made easy

6 August 2024, 1pm-2pm (online)

Register



Developing a sales and marketing plan

15 August 2024, 10am-11:30am (online)

Register



Enhance your visual branding

16 August 2024, 10am-11:30am (online)

Register



Social media trends for small businesses

22 August 2024, 1pm-2:30pm (online)

Register



Writing a business plan

28 August 2024, 10am-11:30am (online)

Register

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