

# How Council is supporting local businesses during COVID-19



## Direct contact with businesses

- Our staff contact business owners directly to assess the extent of impact and provide support and advocacy
- We encourage business owners, sole traders, employers and employees to contact us to share their experience and offer innovative ways to manage

## Up-to-date information

- We provide regular updates directly to businesses via our e-newsletter
- We update Council's website as information changes and with links to important programs
- We are updating social media with relevant information frequently

## Hardship relief

\* For 6 months from 22 April 2020  
\*\* Must enter into an approved payment plan

- We have introduced rental relief for impacted businesses and not-for-profit community organisations who lease Council owned assets\*
- We have waived other Council fees and charges associated with small business for impacted businesses\*
- We have extended Hardship Relief to include impacted businesses\*\*
- We have applied National Cabinet Mandatory Code of Conduct for Commercial Tenancies

## Promotion of support programs

- We encourage participation in webinars, online network meetings and shared experiences across the Mid North Coast
- We promote enrolment in Government support programs
- We work actively with local Business Connect advisors or other online business support advisors

## Access to groups and networks

- We link businesses with Service NSW, NSW Small Business Commissioner, Australian Government and Destination NSW for support and information
- We promote the activities of local business chambers, Business Australia and Regional Development Australia
- We share training and other skill improvement opportunities

## Resources for rebuilding

- We have developed and circulated the Macleay Valley Coast Tourism Toolkit to business owners in the Tourism, Retail and Hospitality sectors
- We have developed an agricultural training program
- We share the initiatives of local business owners who have adapted their trading hours or business activities

## Increased limits

- We have increased Local Preference Purchasing allowances to encourage local suppliers and businesses to apply for Council contracts

## Relaxed regulations

- We promote the use of online and alternative initiatives to keep trading
- We have relaxed trading hours, delivery times and use of footpaths to encourage social distancing measures
- We have encouraged conversion to take away and food delivery services

