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Industry E-Newsletter Summary

The Economic Development Team continues to advocate on behalf of, and assist business within our region. With Public Health Orders and restrictions continuing to change, we know that this is a very difficult time for many businesses in our region.

This edition has resources to help with your recovery efforts, local workshops, as well as information and opportunities for businesses.

Please don't hesitate to contact [Kristy Forche-Baird](#) directly with any questions you may have during this time.

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COVID SUPPORT & PROGRAMS

COVID Support for Business, payments expanded and extended

To find out about the latest support packages visit [COVID-19 financial support for your industry | business.gov.au](#) or [Supporting NSW during COVID-19 | Service NSW](#).

The NSW Government has announced an additional \$287.5 million in COVID financial support to assist workers and vulnerable communities in metropolitan, regional and rural NSW.

[The additional funding](#) will see the COVID [emergency hardship](#) payments, [test and isolate](#) support payments and community empowerment grants expanded across all of NSW.

Other COVID [economic support measures](#) have been extended.

COVID Rules and Regulations

The announcement on 28 September 2021 that Kempsey Shire will be coming out of lockdown was such a relief. In saying that, there are still rules and regulations for businesses. Make sure to read through them here - [Regional and rural areas with limited restrictions | NSW Government](#)

COVID Vaccination Information & Guides

All Australians over the age of 12 now have access to a free COVID vaccine.

There are a range of resources available to assist businesses owners to make decisions and inform staff regarding vaccinations. For the latest and most up-to-date information visit the below websites and download the Business kit.

- [COVID-19 vaccination – Business kit | Australian Government Department of Health](#)
- [COVID-19 vaccines | Australian Government Department of Health](#)
- [Downloads - COVID-19 - Business support \(australianchambercovid.com\)](#)



COVID Re-opening roadmap | NSW Government

The NSW Government has announced its re-opening roadmap, likely to begin from 11 October 2021 – **#backtobusiness** day – when we're expected to hit the 70% double vaccination target, with freedoms increasing once we hit 80%. Hospitality, entertainment, community sport, education and domestic travel will return in greater degrees with each milestone under the new pathway out of lockdown.

For the most up to date information please visit [Roadmap to recovery reveals path forward for all NSW](#). Council will share any additional detail on this as it is announced.



SHOP LOCAL CAMPAIGNS

Kempsey Shire Council | KempseyCares Campaign

Kempsey Shire Council is promoting a digital [#KempseyCares](#) campaign to encourage our community to buy locally and support our local shops. Commenting and liking the posts is a great way to continue to share the love for our fellow business owners! Or post a shout out to your favorite business on your socials.

For further information visit [Show our local businesses that #KempseyCares - Kempsey Shire Council working with the Macleay Valley community \(nsw.gov.au\)](#).



Buy Regional | NSW Government

Join the NSW Government Buy Regional campaign. We already have quite a few local businesses listed here! And the platform is growing daily.

Simply link your listing to your e-commerce site and you are off.

To register your business visit [Buy Regional - Information for businesses | NSW Government](#)



Father's Day, Food
The Beekeeper Group (Brentons Bees & Honey)

Enjoy delicious honey, certified active Manuka honey and pure beeswax direct from The Beekeeper Group. All honey is harvested in Kempsey NSW by 4th generation beekeepers.



Father's Day, Food
The Olive Stone

The Olive Stone are a micro dell in South West Rocks NSW. They sell local and international cheeses as well as olives and pantry smallgoods.

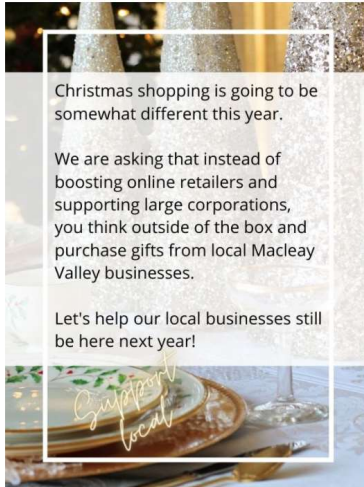


Food, Gifts and homewares, Sustainable and/or organic
Collombatti Naturals

Collombatti Naturals create zero-waste eco gifts and self care products using honey and beeswax from their farm in the Macleay Valley Coast NSW.



Macleay Valley Hub | Christmas Challenge



Christmas shopping is going to be somewhat different this year.

We are asking that instead of boosting online retailers and supporting large corporations, you think outside of the box and purchase gifts from local Macleay Valley businesses.

Let's help our local businesses still be here next year!

In the lead up to Christmas the Macleay Valley Hub is challenging us all to buy locally. Between now and Christmas they will be bringing us an array of ideas about what you can purchase for your loved ones, right here on our doorstep.

To find out more visit [Macleay Valley Hub Your Local online Site Directory](#) or like their Facebook page [Macleay Valley Hub | Facebook](#).

Your Say Macleay - Kempsey Shire Council Community Strategic Plan

Yes - this includes business, it's for the entire community. This is a 20 year plan that provides an over-arching strategic guidance to all of our shire. One of the ways you can have your say about this plan is through the online survey. There is a specific section '[OUR ECONOMY](#)' which looks at;

- What we would like our economy to look like over the next 20 years?
- What are the biggest challenges?
- What actions are needed to strengthen and build our economy?
- Important thing we can do to improve employment opportunities locally?

Submit an Idea

If you would prefer to offer your own suggestion as to what you want the future to look like, you can submit your [IDEAS, IMAGES or PHOTOS](#).

Have your say here, [Your Future](#) - Community Strategic Plan | Your Say Macleay (nsw.gov.au).



WORKSHOPS AND PROGRAMS

Social Media for Creatives

The growth of social media over the past decade has been phenomenal, and due to COVID has seen a 40% rise in usage. It has become a critical part of any small business' marketing mix. But the critical thing for creatives and artists is knowing just which platform best suits their audience, then knowing how to engage with them. In this workshop we explore different social media platforms and just who is using them, how to craft a compelling narrative that supports your brand, through to building trust with your audience to grow repeat business.

Date: Tue, 26 Oct 2021

Time: 10-11:30 AM

Register: [Eventbrite](#)

Cost: Free



Facebook Masterclass - 2 Part Webinar Series with Katrina Collins

The Facebook Masterclass will have all the information you need to grow your business using one of Australia's most popular social media platforms. In Part 1, gain the knowledge, skills and confidence to craft posts that engage with your audience and in Part 2 get the know-how on the right tools to create great ads that resonate with potential buyers.

Katrina Collins, works with small businesses daily and she has designed this amazing series so you too can grow your business (with minimal spend) on a platform boasting 17 million regular Australian users. Book now. 21 & 28 October. [Register just once to gain access to both sessions](#)

Date: Thursday 21 & 28 October 2021

Time: 10am-11:30am, zoom

RSVP: [Eventbrite](#)



OCT
21

**The Essential Facebook
Masterclasses with Katrina
Collins (2 Sessions)**

by Southern Region BEC
444 followers [Follow](#)

Free

Cyber Security Awareness Month - October

Join an upcoming webinar series designed to raise awareness of potential threats and empower you to implement strong security practices across your business.

Register for as many sessions as you like, and if you can't join the live session, a link will be sent so you can watch the recording on-demand.

Topics include: How to be cyber smart in a world of cyber crime, 5 benefits of a password protection strategy, Keeping your business off the phishing hook & Technology's role in cyber security. Register at [Business NSW \(businessaustralia.com\)](https://businessaustralia.com). All sessions are free.



Ignite Mid North Coast (MNC)

The event, which began in 2017, hosts a mixture of speakers and guest panelists, brings together leaders in business, community and government who live and work in the beautiful Mid North Coast. The 2021 Ignite MNC theme enables us to rethink how we live on the Mid North Coast.

Ignite MNC Symposium will be held in the digital world this year from the 3rd November 2021. Each day of the program will focus on different topics including of Housing, Business Preparedness and Circular Economy.

Date: From 3,4,5 & 8th November.

Time: All day or multi-day

Tickets: from \$49

Register: [Ignite Mid North Coast Symposium Registration \(whova.com\)](https://whova.com)



2021 Australian Infrastructure Plan Launched

Infrastructure Australia has published the [2021 Australian Infrastructure Plan](#) which it is calling a practical and actionable roadmap for infrastructure reform.

The *2021 Plan's* focus areas and themes respond to Australians' changing needs:

- Place-based outcomes for communities
- Sustainability and resilience
- Industry productivity and innovation
- Transport, Energy, Water & Waste
- Telecommunications and digital
- Social infrastructure
- Waste

For further information about the 2021 Plan and its recommendations, please [email Infrastructure Australia](#).

Good News Story - Young conservationist gains global recognition for Fish Rock!



Young ocean and shark conservationist, Shalise Leesfield, from Port Macquarie, has succeeded in nominating Fish Rock as a Hope Spot. Hope Spots are special places that are scientifically identified as critical to the health of the ocean.

Fish Rock is home to a unique ecosystem featuring a 125 metre underwater tunnel that supports a habitat for the critically endangered grey nurse shark as well as a number of other sea life species. Read more at ksc.pub/fishrock-hopespot

