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Business Industry E-Newsletter Summary

This E-newsletter is full of information for Macleay Valley's Business and Industry sectors. It includes the latest updates, resources, funding and opportunities.

If you have any questions on the below or in general contact [Kristy Forche-Baird](#) on 0434 164 357 or via email at kristy.forche-baird@kempsey.nsw.gov.au.

The team wish you a happy and safe Christmas and New Year.

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COVID-19 Economic Recovery Strategy



COVID-19 Resources and Links

Stay safe as NSW reopens. Let's do this.

To keep up to date with restrictions and other COVID updates, please go to [COVID-19 rules | NSW Government](#).

As new rules or restrictions are announced they will be listed on this site, the most recent post was from the 8 November 2021.

Reopening Survey

As NSW emerges from lockdowns, trading conditions for businesses are changing rapidly. Please help Business NSW understand how the re-opening of the state is affecting your business, and what you will need in the months ahead. Your feedback will let key decision-makers know the best ways they can support you and other businesses in NSW.

[To complete the survey click here.](#)



Grants and Funding

[New Business Assistance with NEIS](#) - This program aims to provide personalised support to help individuals become a self-employed business owner. A total of 8,600 places available nationally each year, delivered by a network of NEIS providers.

[Skilling Australians Fund](#) - This program aims to support the training of apprentices and trainees to help employers gain skilled workers to drive innovation and growth. Eligible projects include those that support training in occupations in high demand that currently rely on skilled migration, future growth industries, and in rural and regional areas.

[Jobactive Wage Subsidy](#) - This program aims to encourage employers to hire eligible participants in ongoing jobs by contributing to the initial costs of hiring a new employee. It seeks to help in building a business and give employers greater flexibility in their hiring options. Eligible businesses can receive payments over a six month period from employment services providers.

[NSW Regional Business Event Development Fund](#) - Designed to help stakeholders create, attract and support exciting business events for regional NSW and to support new business event initiatives. An Applicant may apply for funding based on the following scale:

- Up to \$15,000 (ex GST) for a business event with up to 150 delegates (projected attendance)

- Up to \$30,000 (ex GST) for a business event with over 150 delegates (projected attendance)

Applications opened on Tuesday 2 November 2021 and are assessed on a first come, first served basis until the funds are expended.



Webinars to Wrap Up 2021!

Digital Ready Tool: Anytime. The Digital Readiness Assessment Tool was developed to help identify what your business is doing well and where your business can improve when it comes to digital maturity.

How to Start a Business: **1 December, 10am** - Have you got a killer idea or an existing business opportunity you want to explore? But you don't know what to do next. Experienced business advisors explain the fundamentals of starting a new business.

Caring for Your Health and Wellbeing: **2 December, 10am** - Caring for your health and wellbeing because we need more support than ever! Get some tips and tricks to maintain your health and wellbeing.

Creating Content From Content: **9 December, 10am** - In this webinar, we show you some simple steps to creating great content from content and develop a content

management plan for your business.

[Mailchimp For Beginners](#): **14 December, 10am** - Email is still one of the strongest catalysts when it comes to connecting with customers and driving business results. This webinar covers the basic steps to setting up your own email marketing campaigns in Mailchimp.

[Influencer Marketing For Small Business](#): **14 December, 2pm** - Influencer Marketing is one of the strongest trending marketing tools in the digital economy today. Kick-start your sales and brand awareness with Influencer Marketing.

[Regional Data Hub EDA Consultation Session](#): **15 December, 10am** - Edwina Heyhoe and Natalie Cartwright will provide a briefing on the Hub, outline findings from the external consultation exercises.

[Crafting Your Digital Marketing Plan with Marion Di Benedetto](#): **19 January 2022, 10am** - Get a head start on your marketing for 2022 as we join digital strategist and marketing guru, [Marion Di Benedetto](#), to consider the essential things you need in your digital marketing plan.

[Secrets to Writing Successful Grant Applications with Kerry Grace](#): **27 January 2022, 10am** - Learn the critical importance of planning before you start writing, know what information they are seeking and how best to present it.



Retail Opportunity at the Slim Dusty Centre

Council has an exciting retail opportunity to showcase Macleay Valley produce and local retail products and we are calling for local producers and creatives to indicate their interest to supply goods for this opportunity.

For further information [click here](#).



AGRIBUSINESS INDUSTRY PLAN 2021 - 2026



Macleay Valley Agribusiness Industry Plan is on Public Exhibition

Council is developing an **Agribusiness Industry Plan 2021 - 2026** and is seeking your feedback on the Strategic Priorities. Agribusiness is an important pillar in our local economy and the success of this sector brings benefits to us all.

To view the plan or book a meeting time with Ali, Agricultural Development Officer go to [Agribusiness Industry Plan \(AIP\) 2021 - 2026 | Your Say Macleay \(nsw.gov.au\)](#)

HUMAN KIND

LET'S BE BOTH.

Please be patient with us.
It's our busiest season
after a really tough year.
We're all trying our best.
Love from the Locals



Macleay Valley - HumanKIND Campaign

The '*HumanKIND*' Campaign is an initiative of Destination North Coast and North coast councils to promote some kindness over a busy and sometimes stressful period. Post on socials or display in your window.

To download the social tiles and assets [click here](#).

#MacleayValleyHumanKind

HIRING!

Sculpture in the Gaol Event Coordinator EOI

Sculpture in the Gaol is an exhibition featuring sculpture and artwork from various professional Australian artists including works by students from schools across the Macleay. The event boasts an 11-year history and is hosted annually at the iconic Trial Bay Gaol in South West Rocks, on the Macleay Valley Coast.

To ensure the future success and sustainability for the Sculpture in the Gaol event, National Parks and Wildlife Service NSW, in partnership with Kempsey Shire Council, are seeking an experienced and highly motivated Event Coordinator to lead and execute the 2022 event to the highest standard.

For further information, see: [The EOI for a SITG Event Coordinator](#)



Events

Celebrate, International Day of People with a Disability

Big Day Out event will be held at Riverside Park, Kempsey on **Friday 3 December, between 10am-2pm**. Activities for people of all abilities include: laser tag arena, jumping castles, live interactive reptile show, magic shows, Tye dyeing and DJ and music.

For more info, head to ksc.pub/idpwd

Kempsey Riverside Twilight Market Festival

After a big year its time to celebrate! The markets will be on **Saturday 4th December from 3pm-8:30pm** at the Slim Dusty Centre. There will be a Show & Shine, markets, fireworks and special appearance from Santa!

For further information visit [Kempsey Riverside Market](#) | [Facebook](#)

*Please note that due to the NSW Government's Public Health Order, only people who are fully vaccinated or those with a medical exemption can attend outdoor events.

Sign up to receive these emails directly



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