

MEDIA RELEASE



Walcha Council launches Business Resilience Program

03 September 2020

On Friday 28 August, over 60 local business persons attended Walcha Council's Business Resilience Program launch at the Walcha Bowling Club. The event also covered discussions on the new draft procurement policy and the recently launched Vendor Panel Marketplace.

Walcha Mayor Eric Noakes thanked community members for attending and acknowledged Walcha Council's commitment to balance support opportunities for local businesses with value for money for community rate payers. Mayor Noakes said, *"Council is committed that these changes will benefit both our local economy and providers by making our process fairer and accessible, and giving consideration to local economic benefits."*

The focus of the event was the launch of Walcha Council's new Business Resilience Program. Walcha Council General Manager, Anne Moddero, outlined the new draft procurement process, responding to many great questions from business owners and welcoming their feedback over the coming weeks. Mrs Moddero then presented the new Business Resilience Program before handing over to special guests Sara Crowe of C7EVEN Communications and Danielle Greentree from Constructive Solutions to present on their respective elements of the program.

Mayor Noakes said, *"This program has been designed to assist local businesses to understand workplace risk and safety legislative obligations; business operations including covid impacts, business planning, financials and cyber security; marketing principles, digital marketing and how to leverage social media to deliver business benefits. It will provide businesses with access to specialist coaching, training, tools and templates to assist and build resilience in their operations."* said Mayor Noakes.

"Walcha's Business Resilience Program is the first of its kind for Walcha and represents an excellent opportunity for businesses to refresh their skills or learn new ones. The program offers up to \$25,000 of value for businesses across a range of topics for free. I encourage all interested Walcha businesses to participate and take advantage of the program, no matter the size, age or industry of your business," said Mayor Noakes.

The Business Resilience Program will offer free business education training, coaching, templates and tools to strengthen the resilience of local Walcha businesses. Registrations can be made by contacting council via email (council@walcha.nsw.gov.au) or phone (67742500) by Monday, 14 September 2020. The program kicks off on 17 September 2020 and will run until 06 November 2020 (excluding school holidays).

The program is made possible with funding through the Australian and NSW Governments through the Bushfire Community Resilience and Economic Recovery Fund (Phase One), and NSW Government funded support through Business Connect.

For interviews phone Walcha Mayor Eric Noakes on 0428 774 504 or General Manager Anne Moddero on 0467 764 455

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Walcha Business Resilience Program What is it all about?



What is Resilience?

Google says 'resilience' is "the capacity to recover quickly from difficulties".

We think that resilience is more than that. It is our strength and ability to overcome the challenges we face. It is what helps to see the opportunities presented by a change in the tide. It applies to us as individuals, our businesses and our community.

What is a Resilient Business?

RESILIENT BUSINESSES:

- are always learning
- are confident in their brand and know how to effectively market it
- can seamlessly 'ramp up' to take advantage of opportunities such as large events, large projects and increased demand
- can leverage social media platforms to advance their business
- know their target market and can identify if they need to expand or limit their services
- are compliant with their workplace health and safety obligations and have the systems and documentation in place to support their operations
- understand their business risk profile and have measures in place to protect themselves, their staff and their business
- have the confidence to make informed decisions to change their business operations
- have effective financial controls and understand their cash flow
- have effective cyber security in place to protect their operations, systems and data.
- can see and act on opportunities presented by challenges
- are open to exploring new skills and information that supports their business

What does the program offer?

The program offers Walcha businesses an opportunity to participate in free training, coaching and education. The program is designed to ensure that there is something for every business, no matter the industry, operation, size or status; and no matter if businesses identify with one, two or all twelve items listed.

The program will run for two months, commencing mid September 2020 (excluding the school holidays), and includes three key elements.

Download a copy of the program brochure for all of the schedule details at www.walcha.nsw.gov.au/featured-programs/business-resilience-program.aspx

You can attend and participate in any of the elements that interest you.

Activities and courses commence on Thursday 17 September and conclude Friday 6 November.



The three key elements?



What are the Program elements?

Element One: Business Operations

Join Business Connect Advisors for webinars covering COVID-safe planning, business planning, financial controls, cash flow and data security.

Element Two: Marketing and Social Media

Join Communications specialists C7EVEN for three training sessions covering marketing and branding principles, and how to navigate the digital marketing and social media worlds. Receive a marketing workbook and suite of templates and checklists you can adapt to your business, as well as access to specialists for follow up individual business coaching.

Element Three: Workplace Risk and Safety

Join construction safety specialists Constructive Solutions for a workplace risk and safety training session specifically designed for construction and trades businesses. Receive a suite of template documents relating to WHS and Risk Management, and Safe Work Method Statements that you can adapt to your business, as well as follow up individual business coaching.

Interested to participate?

All Walcha LGA based businesses are eligible to participate. Sign up for everything, or just the elements that interest you.

Program elements presented by:



How to register:

Register by phoning on 02 6774 2500 or emailing council@walcha.nsw.gov.au
BY MONDAY 14 SEPTEMBER 2020.

Walcha Council Business Resilience Program 2020
Jointly funded by the Australian and NSW Governments

