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7 MAY 2020

QUICK LINKS

[Why Liverpool?](#)

[City Economy Team](#)

SPECIAL UPDATE

GRANT FUNDING NOW AVAILABLE

Liverpool City Council has this week launched a grants program to assist local businesses heavily impacted by the COVID-19 pandemic to adapt and thrive.

The [Business Resilience Grant](#) will help businesses develop or strengthen their online strategy to ensure they can continue to operate during this challenging time and into the future.

This online strategy could involve pivoting your business or operating model, offerings or marketing strategy to connect with new and existing customers.

To be eligible for this grant and to apply for up to \$5000 towards your online strategy by Friday 22 May, businesses must:

- Have fewer than 20 employees (including sole traders) if based in the Liverpool CBD or have fewer than 100 employees if based in other parts of the Liverpool LGA;
- Have an ABN and have been trading for a minimum of 12 months (businesses who have been in operation for less than 12 months may be considered based on evidence of viability);
- Business can demonstrate loss of cashflow reduction of 30% or more (minimum 15% for Not-for-Profits) (compared between the same one week period between April 2019 and April 2020);
- Be able to demonstrate that they can or have 'pivoted' their good/s or service/s to adapt to current rules (e.g. sell online, start deliveries);
- Have already, or are willing to be, connected with a [Business Connect Advisor](#) or industry specific business advisor (Council can assist businesses in connecting with an advisor. Please email business@liverpool.nsw.gov.au); and
- Have registered for the Federal Government's [JobKeeper allowance](#) and/or the [small business COVID-19 support grant](#).

Please visit www.liverpool.nsw.gov.au/resiliencegrant to apply for Council's Business Resilience Grant and refer to www.liverpool.nsw.gov.au/covid19business for up-to-date information about what support is available to local businesses.

EVENTS AND OPPORTUNITIES

#LOVELIVO SUPPORT LOCAL CAMPAIGN

If you're a small business and still open, [complete this form](#) and we'll add you to our '[Open for Business](#)' directory to help let the community know.

Please use the hashtag #LoveLivo to share updates on social media about your trading hours and any offers for the community. Residents are also being encouraged to shop local and to use the #LoveLivo hashtag to help spread the local love.

#LOVELIVO LIVE

This new monthly online event, hosted on [Council's Facebook page](#), will live-stream local musicians while encouraging viewers to shop local.

We're [seeking Expressions of Interest](#) to fill 4x 20-minute time slots per event, held from 4.30pm-6pm on the last Thursday of each month until the end of July. Slots are open to local performers and businesses looking to showcase their talents or do online tutorials, recipe videos, dance classes or the like. Get creative and put your name out there!

IDEAS 2170: REBUILDING A REGIONAL ECONOMY

Liverpool City Council and Western Sydney University's Ideas 2170 series returns, shifting to the digital space with a topical conversation on ways a regional economy can be supported during major shocks or stresses such as the COVID-19 pandemic.

Join us on Tuesday 26 May, 4.30pm-6.00pm, as we hear from a panel of visionaries from the government, university and private sectors. They will share their thoughts and experiences on ways of rebuilding a regional economy through continued investment in infrastructure, education and training to build resilience, keep people meaningfully employed and help businesses to adapt and thrive.

[Click here to register your attendance](#) to this free panel discussion and Q&A.

NATIONAL ECONOMIC DEVELOPMENT CONFERENCE

Liverpool will be the proud host city of Economic Development Australia's flagship event, [NEDC20](#), from 18-20 November with the theme, *Breaking New Ground – Building a Resilient Future*.

Australian and international experts will deliver knowledge and insights around unlocking the value of catalytic projects, as well as how cities and regions of all sizes can deliver economic development outcomes through collaboration.

Early-bird registration is available until 31 August and the conference provides a

unique opportunity to promote your business to the economic development leaders of Australia through sponsorship. [Click here](#) for conference and sponsorship information.

BUSINESS ADVICE, MENTORING AND WORKSHOPS

If you would like personal support, a Business Connect Advisor can help with strategies to navigate your business through this period. As well as English, advisors speak other languages including Arabic, Vietnamese and Chinese. To book a free advisory session through the [Business Connect program](#) and connect with an advisor, email Council's Business Programs Officer, Tracy Lee.

Western Sydney University's [Launch Pad advisory service](#) is offering online learning and mentoring to small businesses in Western Sydney.

[Business Connect](#) and a range of other networks are hosting webinars and online workshops to help businesses navigate this challenging period. Visit our [business support webpage](#) for links to online learning opportunities.

SILVER LININGS

Liverpool's business community is inspirational in how it is pivoting to adapt and thrive in this current climate and we want to hear about your story.

A local glass repair company has seized this opportunity to start producing shield glass protectors for businesses who still have face-to-face interaction with customers.

We've also seen a number of eateries begin to sell groceries as part of their offering, while gyms continue to operate in the virtual space with online fitness videos.

If you have innovative pivots to share, or would like more information about support available, please get in touch. Refer to our [business support webpage](#) or speak to a Business Liaison Officer over the phone on 1300 36 2170 or by email at business@liverpool.nsw.gov.au.

The team is continuing to contact local businesses, so if we haven't spoken to you yet, we look forward to talking to you.

As always, please continue to support each other and keep yourselves, your employees and our community safe.

Liverpool City Council City Economy Team

OTHER USEFUL LINKS

[Business Connect](#)

[Small Business Grant](#)

[Local Government Procurement](#)

[Western Sydney Airport](#)

[Tenderlink](#)



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