

FOR IMMEDIATE RELEASE-

29 September 2020:

NSW Small Business Month urges: 'Get Ready' for stressors and disruptors

Cootamundra-Gundagai Regional Council (CGRC) is encouraging local business owners to prepare for emergencies and disasters in five simple steps by downloading the free Get Ready Business toolkit from Resilience NSW as part of Small Business Month, October 2020.

CGRC mayor Councillor Abb McAlister said the theme for Small Business Month 2020 is 'Futureproof your business'. This means being aware of potential stressors and disruptors and planning now for what to do when disaster strikes.

"In the wake of devastating bushfires and the global COVID-19 pandemic, we know this is the one of the toughest years many small businesses have faced," Cr McAlister said.

"Many have suffered immeasurable losses. Some have pivoted more than once to retain customers and move online. Others have worked to capture new markets and radically change their offerings.

"If this year has taught us anything, it's the importance of being aware and prepared. Being prepared can improve recovery; it can mean the difference between your businesses re-opening after an event or remaining closed.

"Preparing for disruption is simply good business. And the good news is that it's never been easier. Get Ready Business has been specially designed to help NSW business owners prepare for emergencies and disasters in five simple steps. Download it this NSW Small Business Month from www.resilience.nsw.gov.au/prepare.html and 'Futureproof your business' now."

Get Ready Business was developed in conjunction with NSW Treasury, the NSW Small Business Commission and Resilience NSW.

Commissioner of Resilience NSW, Shane Fitzsimmons encouraged business owners to begin early planning and preparation for emergency, whatever the hazard may be.

"Each year, communities across NSW may experience bushfires, home fires, floods, storms, heatwaves, power outages and other emergencies," Commissioner Fitzsimmons said.

"This year alone has been one of unparalleled emergencies. Communities across NSW were first impacted by drought, bushfire, then storm and flood, now pandemic - and all in quick succession. This has highlighted how important it is to be prepared for all hazards.

"Our emergency service organisations do an incredible job keeping us safe, but they can only do so much. Being aware and prepared is everyone's responsibility."

NSW Small Business Month is dedicated to promoting and celebrating the success of small businesses and recognising the important role they play in the NSW economy and their local communities.

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