



Customer  
Service

# Local Government Toolkit

COVID-19 Recovery Communication  
Last updated 9 July 2020

[www.customerservice.nsw.gov.au](http://www.customerservice.nsw.gov.au)

# The purpose of this document

- The COVID-19 pandemic has had a significant impact on individuals, communities, jobs and the economy
- While we are on the road to recovery, our community remains at risk without a vaccine or treatment. As a community, we must continue to do the right thing to keep the virus in check
- Local councils play a critical role in supporting communities
- More than ever communities need to continue to come together to support local businesses, the vulnerable and continue to look out for those they know and those they don't
- **The NSW Government is looking to help support councils with information and content to keep your communities informed, involved and activated**
- As a first step this toolkit contains information about the NSW Government's most recent initiatives to support local business. Over the coming months we will continue to send out new content as new information comes to hand
- Secondly we would like to hear from you. We would like to understand if this content is helpful, if there are other formats that would be useful and if there are communication challenges that you face with which we can help
- Together NSW will come through this and we can be a stronger and economically more vibrant community again

# 1. The following are our top-level messages for local communities

## **Our community should be proud of the resilience and compassion we have shown to each other during this time**

- We know this has been a challenging time and our community continues to feel the impact
- We are seeing many acts of compassion and our strength shine through
- You have supported our local businesses throughout lockdown and continue to do so today
- As restrictions have started to ease, we have approached the challenge with patience and kindness
- Your local council is here to help and if you are experiencing financial difficulty the NSW Government has support available for individuals and local businesses ([nsw.gov.au](http://nsw.gov.au))

## **While we are on the road to recovery, we need to remember that without a vaccine, without a treatment, we remain at risk. This is why we all need to work together to keep the virus in check**

- We don't want to see restrictions back in place or businesses having to close again
- We don't want to increase the burden on our health care workers who have been working so hard to keep us safe
- We want to see community sport kick off and parks and fields remaining open
- We want to continue to go to the gym, restaurants the cinema
- We want to ensure that we continue to protect those in the community who are at higher risk
- We can't afford to become complacent. And we need to prepare for set backs along the way
- Our best chance as we continue on the road to recovery is for everyone to play their part

## **If we all play our part we can make a difference and emerge a stronger community**

- Be vigilant. Stay 1.5m apart from those you don't live with at all times. Wash your hands thoroughly – more than you think you need to. Don't go out if you are unwell. Get tested even with the slightest symptoms. If you know someone who is over 70 or has a chronic health issue be extra cautious
- Continue to connect with and support those in our community who are at higher risk. Arrange a video call, see if they need essentials delivered or just let them know you are there if they need
- Look after your mental health and look out for those around you – especially young people who may be struggling with the changes. Help and support is available from BeyondBlue's Coronavirus Mental Wellbeing Support Service, [beyondblue.org.au](http://beyondblue.org.au) or 1800 512 348
- Keep an eye on family and friends who may be at risk of family or domestic violence and let them know you are there and that help is available should they need it. Domestic Violence line is available 24/7, 1800 656 463 or 000 if it is an emergency
- If you are over 70 or care for someone over 70 the National COVID older persons information line is available 1800 171 866
- These are unprecedented times but our community has stepped up in unprecedented ways. If we can continue to do this together, we can make a difference

## 2. COVID Safe Check: Example newsletter / website copy

### Get your COVID Safe Check Today

The NSW Government has introduced an online COVID Safe Check containing industry specific COVID Safe guidelines to help businesses get back to work quickly and safely.

Available through [nsw.gov.au](https://nsw.gov.au) businesses can find COVID-19 Safety Plans for download or to check that the plans they already have in place meet all the NSW Government requirements.

Once a plan is in place businesses can register as a COVID Safe business. Upon registration, businesses will have access to a digital COVID Safe badge, downloadable posters on safety and hygiene as well as reports on how customers rate their businesses' safety.

Registering is optional but it is a way to reassure customers and employees that steps have been taken to keep them safe.

It's never been more important for everybody to do the right thing and follow the rules to keep the virus in check. Now that regulations have lifted and we're able to re-open, the COVID-19 Safety Plans are there to help bring more people back to work and are being accessed by thousands of businesses across NSW.

If you need, business support is available through [nsw.gov.au](https://nsw.gov.au) or 13 77 88.

Together with help from businesses and the community NSW will get through this, and return to a stronger and economically more vibrant community again.

[nsw.gov.au](https://nsw.gov.au)

### Image:

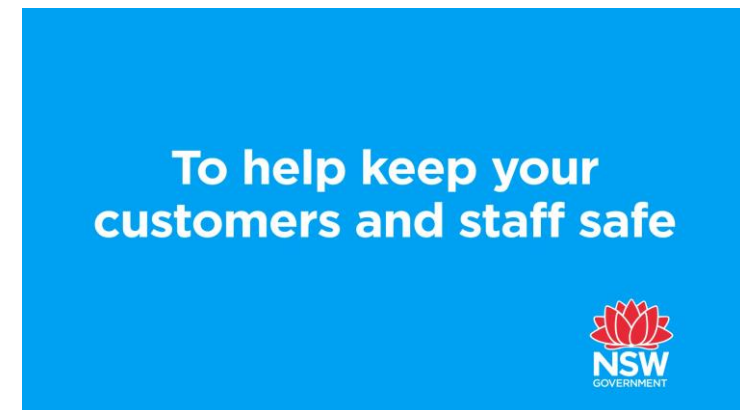


## 2. COVID Safe animation and social posts – for business

Channel	Post
Facebook	Want to ensure you are re-opening in a COVID Safe way? NSW Government has just released COVID-19 Safety Plans for download. You can also register as a COVID Safe business and show that we can get back to business and protect our community <a href="http://nsw.gov.au">nsw.gov.au</a>
Twitter	With regulations lifting, thousands of businesses have already downloaded their COVID-19 Safety Plan. Get your plan in place today <a href="http://nsw.gov.au">nsw.gov.au</a> #CovidSafe
Instagram	Show your customers your COVID Safe commitment today. Register at <a href="http://nsw.gov.au">nsw.gov.au</a>
LinkedIn	Being COVID Safe is all about showing your customers a commitment to their wellbeing. Let's get back to business safely and emerge as a stronger community <a href="http://nsw.gov.au">nsw.gov.au</a>

### Animation MP4 1x1 and 16x9

(right click on image and choose 'Save Media As' to download)



## 2. COVID Safe MP4s and social posts – for community

### Animation 1: We all have a role to play

(right click on image and choose 'Save Media As' to download)



Channel	Post
<b>Facebook</b>	It's good to see NSW businesses reopening, but they need everyone's support to stay COVID Safe. We all have a role in ensuring businesses can keep their doors open. If we keep doing the right thing we can continue to keep the virus in check. Let's do this together as one community.
<b>Twitter</b>	Now more than ever we need to continue to do the right thing. #Together we can help local businesses get back to work and keep their doors open. #covidsafe #community #nsw
<b>Instagram</b>	Support your local businesses to stay COVID Safe. #covidsafe #community #nsw
<b>LinkedIn</b>	Businesses are answering the call to operate in a COVID Safe way. But they can't do it alone. Each and every citizen needs to play a role to keep the virus in check. Supporting business and the community means not becoming complacent. Let's all help businesses get back to work and keep their doors open.

### Animation 2: What you can do?



Channel	Post
<b>Facebook</b>	Wondering what else you can do to support your local businesses? Helping them stay COVID Safe is one of the easiest things you can do to help them keep their doors open. So next time you are grabbing a coffee, having a meal or picking up essentials remember to keep your distance and wash your hands more than you think you need to. Most importantly stay at home if you are sick. Together we can keep the virus in check.
<b>Twitter</b>	Supporting your #localbusinesses means more than buying local. To keep the virus in check we all need to play our part in being #COVIDSafe. Let's not get complacent. #Together we can make a difference #NSW
<b>Instagram</b>	Want to do more to support your #localbusinesses? You can and it doesn't cost an extra cent. #COVIDSafe #NSW
<b>LinkedIn</b>	Keeping the virus in check needs both business and community to work together. COVID-19 Safety Plans are critical for business but the community also needs to continue to play their part.

# 3. Mentally Healthy Workplaces: Example newsletter / website copy

## Supporting mentally healthy workplaces in the COVID 19 pandemic

One of the ways the NSW Government is supporting businesses get back to work and the economy on the road to recovery is by providing free programs and support to help create mentally healthy workplaces.

The COVID-19 pandemic is impacting the way we live and work in ways we have never experienced before.

It is normal for people to feel overwhelmed or stressed during this time – business owners and employees alike. For many, additional help and support will be needed over the coming months.

NSW Government recognises this need and is helping businesses build mentally healthy workplaces.

Businesses with fewer than 200 employees can access [free online training programs](#).

There is also [free online mental health skills training](#) developed by Black Dog Institute.

Plus access to a [three-hour online workshop](#) delivered by a clinical psychologist to help support team wellbeing.

Business owners can [access work health and safety advice](#) direct from an organisational psychologist.

We know that the road to recovery will not be easy. However, together with help from businesses and the community NSW will come through this. We can be a stronger and economically more vibrant community again.

nsw.gov.au

## Image:



## 4. Financial Assistance: Example newsletter / website copy

### Financial assistance for business and employers to help with COVID-19 recovery

The NSW Government is providing financial support for businesses and workers to get back to work and speed up the recovery.

The virus has caused a crisis for the economy and everyone in NSW is finding things hard and is worried about the future. That's why the NSW Government is continuing to roll out support, targeting business and those that need it most.

There are a number of grants and [financial assistance](#) measures in place to support businesses who may be struggling as a result of the pandemic.

Small businesses who have been impacted by COVID-19 can apply for grants of up to \$3,000 which can be applied for [online](#).

Business owners experiencing difficulties due to COVID-19 can find more about the benefits, rebates and concessions available to them using the [Service NSW COVID-19 Assistance Finder](#).

We will continue to cushion the blow for businesses and workers, and focus on strengthening the economy. We want to get the State back to work.

We know NSW will come through this, and we can be a stronger and economically more vibrant community again.

nsw.gov.au

### Image:





# 5. COVID Support Summary Fact Sheet

Visual only. See accompanying hyperlinked PDF

## The lifting of restrictions means businesses are again opening their doors.

**COVID-19**


The NSW Government is here to support businesses and workers to get back to work and speed up the recovery.

All the information businesses need can be found at [nsw.gov.au](https://nsw.gov.au)

<p><b>Financial support is available</b></p> <ul style="list-style-type: none"><li>&gt; The NSW Government has made <a href="#">funding available</a> to help you keep your business running.</li><li>&gt; Small businesses that have been impacted by COVID-19 can apply for grants of \$3,000 which can be applied for <a href="#">online</a>.</li><li>&gt; Business owners experiencing difficulties due to COVID-19 can find the benefits, rebates and concessions available to them using the <a href="#">Service NSW COVID-19 Assistance Finder</a>.</li></ul>	<p><b>Promote your COVID Safe business</b></p> <ul style="list-style-type: none"><li>&gt; Have a COVID-19 Safety Plan in place? Then you can <a href="#">register</a> as a COVID Safe business and receive a pack to help show your commitment to keeping your customers, employees and the community safe.</li><li>&gt; If you need a COVID-19 Safety Plan there are <a href="#">specific templates</a> available for the industry.</li></ul>
<p><b>Staff and business benefit when people keep mentally healthy at work</b></p> <ul style="list-style-type: none"><li>&gt; There is a range of <a href="#">resources and support</a> available to help ensure you and your staff are mentally healthy today and into the future.</li></ul>	<p><b>Together with help from businesses and the community NSW will come through this, and we can be a stronger and economically more vibrant community again.</b></p>

**> HELPING BUSINESS GET BACK TO WORK**

Need more help: You can sign up for [free small business webinars](#) or you can call **13 77 88** for a personalised business concierge service.



# 6. COVID-Safe registration poster

Visual only. See accompanying PDF



The poster features a blue background with a white circular logo at the top center containing the text 'WE'RE COVID SAFE' with a red checkmark over 'COVID'. Below the logo, the text reads 'Show your customers their safety is your priority' and 'Register as a COVID Safe business today'. A three-step process is outlined with icons: 1. Complete a COVID-19 Safety Plan (document icon), 2. Register as a COVID Safe business (laptop icon), and 3. Show that you're COVID Safe (laptop icon with checkmark). Each step includes a brief description of the process and the benefits. At the bottom, there is a white banner with a red arrow and the text 'HELPING BUSINESS GET BACK TO WORK', and the NSW Government logo.

**WE'RE COVID SAFE**

Show your customers their safety is your priority

Register as a COVID Safe business today

- 1** Complete a COVID-19 Safety Plan  
There are different plans for different industries, and they all provide advice on:
  - hygiene and safety
  - physical distancing
  - recording contact details of staff and customers
  - staff wellbeing.
- 2** Register as a COVID Safe business  
Once you have completed your COVID-19 Safety Plan it just takes a few minutes to register as a COVID Safe business. You can then access a range of tools including a COVID Staff training program, posters and a COVID Safe badge.
- 3** Show that you're COVID Safe  
Use the tools to promote your business and your commitment to keeping customers and employees COVID Safe.

**> HELPING BUSINESS GET BACK TO WORK**

Visit [nsw.gov.au](https://nsw.gov.au) to register today.

**NSW**  
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Thank you

[www.customerservice.nsw.gov.au](http://www.customerservice.nsw.gov.au)