



Stuart Ayres

Minister for Jobs, Investment, Tourism and Western Sydney

Damien Tudehope

Minister for Finance and Small Business

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NEW BUSINESS CONNECT ADVISORS TO HELP HARD-HIT INDUSTRIES

Small businesses in industries hit hard by COVID-19 are set to benefit with 40 new Business Connect advisors being deployed across NSW to help provide valuable advice and guidance.

Among the 40 new advisors are five with a background in tourism – one of the sectors most heavily impacted by the pandemic.

Minister for Jobs, Investment, Tourism and Western Sydney Stuart Ayres said the new advisors, based both in metropolitan and regional areas, would help small businesses navigate the difficult trading conditions.

“We know small business operators across NSW are doing it tough and tourism is one of the industries that has been dramatically impacted by COVID-19,” Mr Ayres said.

“The new Business Connect advisors with a background in tourism will be able to share their insights and knowledge with small businesses from that sector.”

Minister for Finance and Small Business Damien Tudehope said 11 of the 40 new Business Connect advisors had already started work.

“We know COVID-19 has brought unique challenges for small businesses and since 1 March the program has assisted around 3,300 small businesses,” Mr Tudehope said.

“A number of small businesses were able to pivot their operation but for many, the challenges are now evolving and include operating in a COVID-safe environment.

“The advisors are able to connect businesses to the support available from the NSW Government, including Small Business Support Fund Grants and payroll tax waivers and deferrals for eligible businesses.”

A number of the new Business Connect advisors have experience running their own businesses in industries dramatically impacted by COVID-19, including the arts and creative industries, retail and tourism.

Once the new advisors start work, Business Connect will have more than 120 business advisors. Advisory sessions with Business Connect are currently free of charge. For more information go to business.nsw.gov.au/businessconnect or 1300 134 359

**MEDIA: Sophie Hull | Minister Ayres | 0447 583 756
Kylie Adoranti | Minister Tudehope | 0439 085 013**