



Friday 24th of July 2020

Circular Head Economic Recovery (CHER) Package Wraps Up

The Circular Head Economic Recovery (CHER) Package was an initiative by the Circular Head Council to respond to the impact of COVID-19 on the local businesses.

The CHER team reached out to over 300 businesses in the area and provided assistance with accessing existing support services. These services provided funding information and much-needed direction during these uncertain times.

The project was stood up on the 1st of May 2020 with three experienced business coaches. The team reached out via telephone, the calls lasting on average thirty minutes and following up with an informative email with useful links.

“ We reached out to businesses by telephone, email and social media. Establishing contact then providing businesses with valuable information was our main purpose,” said Christine Turnbull, The founder of People on Purpose.

Many businesses were referred to:
Cradle Coast Authority, Business Tasmania, Australian Taxation Office (ATO) and Worksafe Tasmania for their COVID Safety Plan information.

Businesses that were experiencing urgent hardship were referred to Rural Business Tasmania by the CHER team. Steve Hansen, the manager of Rural Business Tasmania - Small Business visited with many businesses in the Circular Head area since the COVID-19 restrictions have eased in the North West.

“We have enjoyed connecting with businesses in the Circular Head area. It was an absolute pleasure to provide a proactive approach to small businesses in the Circular Head community,” said Christine Turnbull.

The team was open to feedback about the CHER Package or any questions and feedback the business owners wanted to pass onto Council. This information was given to Council by weekly updates from the team.

“ Working with such a passionate team was invaluable for our community. The team provided the Council with robust feedback from the business community in our area. They provided businesses with direction during these uncertain times,” said Circular Head Council Mayor, Daryl Quilliam.

The CHER project was completed mid-July 2020; a summary was provided to the Circular Head Council.