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COVID Safe Agricultural Shows Communication toolkit

25 February 2021

www.customerservice.nsw.gov.au

Purpose of this pack

The NSW Government is focused on ensuring events stay COVID Safe to protect the NSW community's health, quality of life and the economy.

Agricultural shows are an important part of communities all over NSW. The COVID-19 pandemic disrupted the 2020 agricultural show calendar and may continue to be a concern for communities in 2021.

To help agricultural show organisers hold COVID Safe events the NSW Government has a range of services and support available.

This pack provides information on COVID Safe events as well as tailorable content to help agriculture show committees and organisers communicate with exhibitors, providers, and attendees about how to keep everyone COVID Safe at agriculture shows.

More information can be found at nsw.gov.au, including [multilingual](#) resources.

We hope this toolkit provides some practical help for agricultural show organisers, their committees, volunteers, exhibitors, trade and stall holders.

Holding COVID Safe agricultural shows

We know that agricultural shows have an important part to play in the communities that hold them, and COVID-19 is an ongoing concern for those involved.

The NSW Government has resources and support available to assist in the safe planning and running of shows, including COVID Safety Plans, the NSW Government QR code, a range of posters and signage that can be displayed around the grounds.

In the following pages you'll find some quick tips for COVID Safety Plans, QR Codes and other support available.

Here are some useful links to help you plan and run a COVID Safe agricultural show:

- General information about [COVID-19 in NSW](#)
- Current restrictions for [Greater Sydney, Central Coast and Wollongong](#)
- Current restrictions for [regional and rural NSW](#)
- COVID Safety Plan for [agricultural shows](#)
- COVID Safety Plans for [stall holders](#).

COVID-19

Do you have a COVID-19 Safety Plan?

Find out more at nsw.gov.au

> HELP NSW STAY COVID SAFE

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Other services and support

Service NSW Business Concierge service

All event organisers, exhibitors and trade and stall holders can book a call with the Service NSW Business Concierge service.

They can help you:

- access COVID-19 support, including the development of COVID Safety Plans and setting up your unique QR code
- apply for grants and licences
- work with councils
- understand regulations
- connect to services and advice
- access [help in your language](#).

For more information and to book a call visit mybusiness.service.nsw.gov.au/concierge



Request a call from a Business Concierge. We're here to help.

If you're a small business owner you don't need to manage COVID-19 alone. A Business Concierge can guide you through changes to regulations and the assistance available to small businesses.



Other services and support

Business Connect supporting small businesses to start, run, adapt or grow

Funded by the NSW Government, Business Connect provides independent tailored advice, events and online resources.

Advice and skills training cover a range of business topics including:

- Business planning in response to a changing market
- Growing your digital presence and use of digital tools
- Digital marketing to reach new customers
- Managing cashflow
- Accessing finance and connecting to other support and professional services.

Support is free for businesses impacted by COVID-19 and/or bushfires. Other eligible NSW businesses can access up to four hours of advice free of charge, with additional hours heavily subsidised.

Visit www.nsw.gov.au/businessconnect for more information

or

Call 1300 134 359 to connect with a local provider.



About COVID Safety Plans

All agricultural shows **must have** a COVID-19 Safety Plan in place.

Safety Plans are checklists that provide clear direction on how you can minimise the risk of COVID-19 transmission at your show.

When your Safety Plan is completed, we recommend you register as a COVID Safe event. Registering as COVID Safe gives you access to the free NSW Government QR code, as well as additional signage and posters.

Once completed, share the Plan with the show committee, staff and volunteers. It is mandatory for food and beverage stall holders (where patrons are dining in or consuming alcohol) to have their own COVID Safety plan and these should be provided to the show organisers/committee for event compliance purposes. It is recommended all trade stand holders complete their own COVID Safety Plan and register as a COVID Safe business.

For more information on how to complete a COVID Safety Plan, register as COVID Safe or to get a NSW Government QR code visit www.nsw.gov.au/covid-19/covid-safe/agricultural-shows or call Service NSW on 13 77 88.

For translation assistance please call the National Translating and Interpreting Service on 131 450 and ask them to call Service NSW on 13 77 88.

COVID-19 Safety Plan

Agricultural shows

Effective 15 January 2021

i How to complete the COVID-19 Safety Plan

Record the action/s you will put in place under all the Safety Plan sections:

- wellbeing of staff and customers
- physical distancing
- hygiene and cleaning
- record keeping.

Each requirement must be addressed in each section. If a requirement does not apply to your premises, briefly describe why.

Once you complete the COVID-19 Safety Plan, a confirmation email will be sent to you with a copy of your plan attached as a PDF.

To complete the COVID-19 Safety Plan offline, print a blank copy of the form using the print button.

Remember to keep a copy of your COVID-19 Safety Plan on your premises at all times.

Useful links:

- COVID Safety Plan for [agricultural shows](#)
- you can also select any relevant elements from the [Caravan and Camping requirements](#) e.g., if there is camping for horse events on the showground
- Food and beverage areas:
 - COVID Marshals [info for NSW](#) and a [marshals course](#) (from SA, but relevant for NSW)
 - NSW Food Authority - 20-minute [course](#).

About the NSW Government QR code

The NSW Government's free QR code system electronically records every person's contact details and supports swift contact tracing by NSW Health.


The QR code is automatically provided to businesses and organisations that register as COVID Safe at nsw.gov.au. Those who have already registered as COVID Safe can access their QR code through the business resources page at nsw.gov.au

When a visitor enters a business, they scan the QR code with their smartphone camera or QR code reader and will be given one of two options:

1. If the Service NSW app **is already installed** on their phone, this app will open and prompt the customer to confirm their details, or
2. If the Service NSW app **is not installed** on their phone, the customer will be directed to a webpage where they can download the app to check-in, OR check-in using the Service NSW webform.

For most people, it is quicker to check-in using the app. However, the webform makes checking in easier for people who are unable to download the app.

All COVID Safe Check-in information is stored safely and securely on a NSW Government database for 28 days, after which time the data is destroyed. The data is only used by NSW Health for contact tracing purposes and is not shared with any other agency.




Be COVID safe. Check in everyone, every time.

Why check in?
Contact tracing helps stop the spread of COVID-19 in our community. Let's help NSW Health contact tracers by checking in wherever we can, so they can get in touch quickly and easily, if necessary. This business is required to use the NSW Government QR Code to record contact details for all customers.

How to check in
It's easy to check in with the Service NSW COVID Safe Check-in tool.

Start by scanning the NSW Government QR code with your smartphone camera or QR Code reader app and encouraging everyone you're with to do the same.

> HELP NSW STAY COVID SAFE



[Link to download: COVID Safe Check-in posters](#)



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Example communication content

www.customerservice.nsw.gov.au

Website / email copy to inform Agricultural show committees and organisers

Keeping our shows COVID Safe

2020 saw the cancellation of most agricultural shows across the state and we hope that 2021 will see us getting back to the events that bring our communities together. While COVID-19 continues to be a concern for those involved in agriculture shows and the community who attend - if we all play our part and stay COVID Safe, we can bring our shows back to life.

It is mandatory for show organisers and food and beverage stall holders (where patrons are dining in or consuming alcohol) to have a [COVID Safety Plan](#) in place. Agricultural shows should also consider the benefits of [registering as COVID Safe](#) and using the [NSW Government QR code](#). Both are mandatory for some hospitality venues, and both are recommended for all. Putting these in place, sharing the plan with your exhibitors, trade stands and staff, together with ensuring everyone follows COVID Safe behaviours, gives us the best chance of keeping the virus in check.

Information and assistance with COVID-19 measures is available through nsw.gov.au the NSW Government [Business Concierge](#) and [Business Connect](#) Services or calling Service NSW on 13 77 88.



Website / email copy to inform exhibitors, volunteers, trade and stall holders

Our COVID Safe show will go on

Planning for the 2021 [name of show] is well under way. We have our COVID Safe measures in place and know by working with our exhibitors, volunteers, trade and stall holders we can bring our show to life again.

We will be reminding staff and visitors to get tested and stay at home even with the slightest of symptoms and we'll have posters around the show to remind them to wash their hands frequently and keep 1.5m away from others. We're also reminding everyone to wear a face mask if they are travelling to the show by public transport (for the Greater Sydney region including Wollongong, Central Coast and Blue Mountains).

If you are an exhibitor, volunteer, trade or stall holder for the show, please visit nsw.gov.au or call Service NSW on 13 77 88 to ensure you also have your COVID Safety Plan in place and find the latest information on how you can help keep everyone at our show COVID Safe. Our Safety Plan is attached – please read this as it will help you create your own plan.

If we all play our part, we can safely enjoy our shows again and keep the virus in check.



Social tiles to inform exhibitors and providers

To download right click on each tile and select 'Save as picture'



Post: Protect each other and support our community. Be COVID Safe at our show. Latest information at nsw.gov.au



Post: All agricultural shows in NSW must have a COVID Safety Plan in place. Ask the organisers if you're unsure about what you need to do. COVID Safety plans help minimise the risk of COVID-19 transmission.



Post: We recommend all exhibitors, trade and stall holders have a COVID Safety Plan in place. For some, it is mandatory. Find out more at nsw.gov.au

Social tiles to inform exhibitors and providers

To download right click on each tile and select 'Save as picture'



Post: The most important thing you can do to help keep our show safe is stay home and get tested immediately if you are unwell, no matter how mild your symptoms are. For more information visit nsw.gov.au



Post: While you're at the show, it's important everyone stays COVID Safe. Wash and sanitise hands and keep 1.5m away from others and importantly stay at home and get tested if you are unwell. Find out more at nsw.gov.au



Post: Whether it's help with your COVID Safety Plan or getting your QR code up and running, help is available - call Service NSW on 13 77 88, get a call back from the [Business Concierge Service](#) or visit nsw.gov.au

Website / email to inform general public

COVID-19 is no longer a showstopper

Excitement is building for the return of the [name of show] on [date]. Final preparations are underway, and it is not too late to get your tickets and support the [area] community.

The show is registered as a COVID Safe event and our exhibitors and [other partners], have-measures in place to ensure we can all enjoy everything the show has to offer in a COVID Safe way.

When you are at the show, please keep your 1.5m distance from others, wash and sanitise your hands regularly. And remember if you are catching public transport (for the Greater Sydney region including Wollongong, Central Coast and Blue Mountains) you must wear a face mask while you are using public transport.

While we want to see as many people come and enjoy the festivities, if you are feeling unwell, even with the slightest of symptoms, the most important thing you can do is stay home and get tested.

If everyone plays their part, we can keep the show and our community safe.



Social tiles to inform general public

To download right click on each tile and select 'Save as picture'



Post: We're excited to have you back at our show this year. While you're with us, remember to wash your hands, keep 1.5m away from others or wear a face mask if you can't. Doing these things helps keep everyone safe.



Post: The most important thing you can do to help keep our show safe is stay home and get tested immediately if you are unwell, no matter how mild your symptoms are. For more information visit nsw.gov.au



Post: We will be using a QR code to check in guests at our show. Everyone must check-in using their phone or the webform when they arrive. This helps to keeps the [area] community COVID Safe. Thank you for your support.

Social tiles to inform general public

To download right click on each tile and select 'Save as picture'



Post: Agricultural shows are an important part of communities across NSW. Thank you for supporting us by practising COVID Safe behaviours and staying home and getting tested when needed.



Post: Our show has a COVID Safety Plan in place. COVID Safety Plans ensure everyone knows what to do to minimise the risk of spreading COVID-19. This will help protect you and everyone else who attends our show.

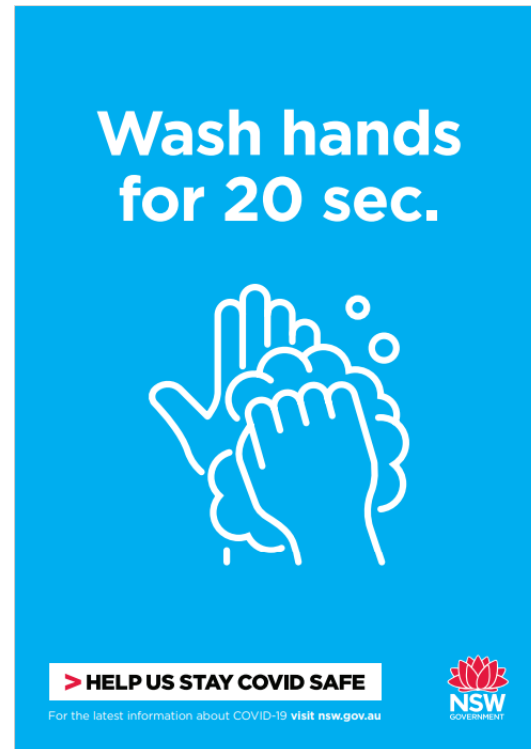


Post: If you have any COVID-19 symptoms, stay home and get tested immediately. The main symptoms of COVID-19 are fever, cough, sore/scratchy throat, shortness of breath, running nose, loss of smell, or loss of taste.

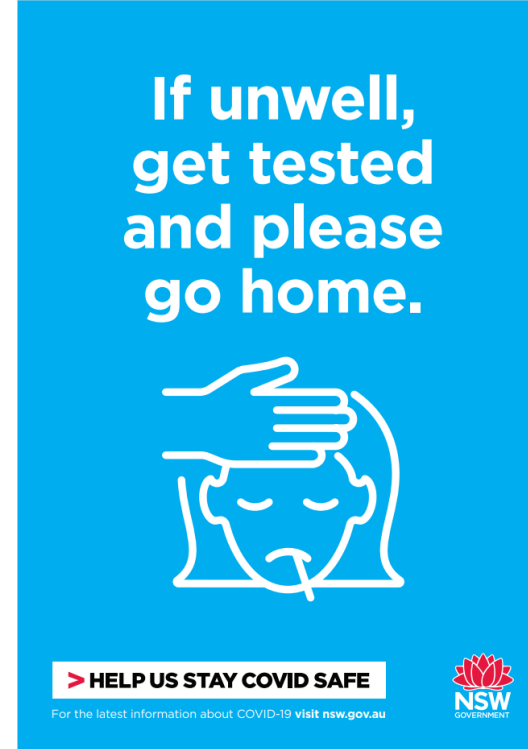
Posters: COVID Safe behaviours



[Link to download Physical distancing](#)



[Link to download COVID Safe behaviours – hand washing](#)



[Link to download Get tested](#)



[Link to download COVID Safe behaviours - shaking hands](#)

[Link to more collateral and translated materials](#)



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