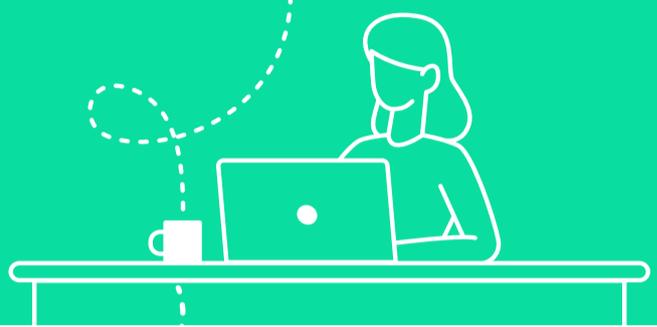


WHERE TO SPEND THE COVID-19 STIMULUS PACKAGE

As the world buckles down on limiting the spread of COVID-19, the government has thrown a lifeline to Australia's small businesses – a relief package of [up to \\$100k per business](#) to help them maintain their cash flow and continue paying employees. Here are six smart ways to spend this money in your business.

1. RETAIN EMPLOYEES

Ensuring employee wages and salaries continue to be paid should be a top priority. Retaining [top talent](#) is more than just ethical – it also helps to reduce hiring costs when markets return to normal.



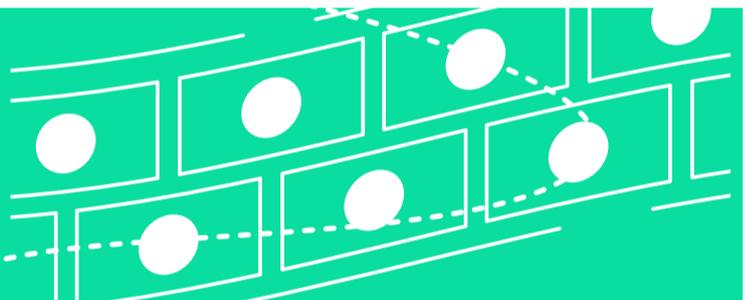
2. PROTECT PEOPLE'S HEALTH

Reducing the spread of COVID-19 is critical. Invest in training where employees learn to adopt key hygiene measures. If possible in your line of work, purchase gear and software that allows employees to work remotely.



3. PAY DOWN DEBT

If you have credit cards or business loans accruing interest, this can be an opportunity to pay off your debtors sooner rather than later, and better prepare the business for any potential credit crunch ahead.



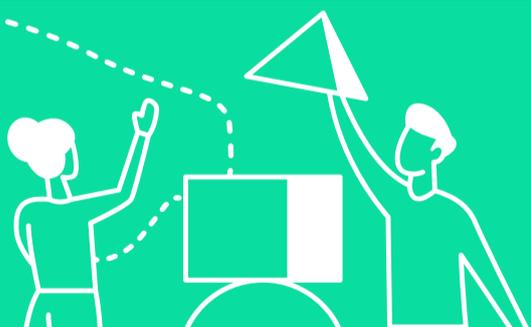
4. PLAN FOR YOUR NEXT SALES UPLIFT

Any quiet period can be a great time to plan your next big marketing campaign. Think about how you could promote your products and services in new and creative ways, such as eye-catching posters or [videos on social media](#).



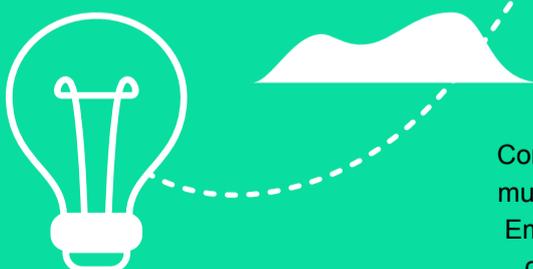
5. GIVE BACK

Your customers are sailing into uncharted waters too. Special offers, giveaways or charitable gestures will show people you care about more than just profits and that 'doing good' is deeply embedded in your mission and brand.



6. INNOVATE AND DIFFERENTIATE

Compared to big companies, small businesses can be much more nimble when responding to market trends. Embrace any opportunity to refresh your [offering](#) that can help to differentiate you from the competition.



For more advice on how to sustain your business during the COVID-19 crisis, visit our [free online guide for business](#).