

Category	Action	Resource Document
<b>Sales and Income</b>	Every member needs a good website with online shopping ASAP	<ul style="list-style-type: none"> <li>• eCommerce Websites</li> <li>• Nationwide Kynect Brochure</li> </ul>
	Social Media - More important than ever	<ul style="list-style-type: none"> <li>• How To Set Up a Facebook page</li> <li>• Facebook Ads</li> <li>• Link to Crystal's FB message</li> </ul>
	Price Tickets - will increase sales by up to 20%	<ul style="list-style-type: none"> <li>• Importance of Price Tickets</li> </ul>
	Consumer Finance - use SKYE tickets showing weekly cost for expensive items	<ul style="list-style-type: none"> <li>• Link to Skye Merchant Application</li> <li>• Example of Skye Price Tickets</li> </ul>
	Promote Pickup and Delivery Service for repairs and custom design	<ul style="list-style-type: none"> <li>• Pickup &amp; Delivery Service</li> </ul>
	Facebook sale - have a a weekly sale of Facebook	<ul style="list-style-type: none"> <li>• Facebook Sale Suggestions</li> </ul>
	Window Displays - should be eye catching and very different	<ul style="list-style-type: none"> <li>• Window Displays</li> </ul>
	Identify any old gold jewellery, excess stocks of findings and send for melting	
<b>Staff</b>	Stand downs, use of paid leave and retrenching	<ul style="list-style-type: none"> <li>• Fair Work COVID-19 Guide</li> </ul>
<b>Expenses</b>	Seek rent reduction from your landlord	<ul style="list-style-type: none"> <li>• Rent Reduction Request</li> </ul>
	Record info for home office tax deduction - both owners & employees)	<ul style="list-style-type: none"> <li>• Home Office Tax deductions</li> </ul>
<b>Government Support</b>	Australia - Grant of up to \$100,000	<ul style="list-style-type: none"> <li>• Cashflow assistance for Business</li> </ul>
	NZ - Wage Subsidy	<ul style="list-style-type: none"> <li>• Wage subsidy and leave payment support</li> </ul>
	Sole Traders and Partnerships to pay owners as wages where possible	<ul style="list-style-type: none"> <li>• Paying wages to Sole traders and partners</li> </ul>
	Apprentice income support	<ul style="list-style-type: none"> <li>• Cashflow Assistance for Business</li> </ul>
	Australian Government guaranteed loans up to \$250,000	<ul style="list-style-type: none"> <li>• SME Guarantee Scheme</li> </ul>
<b>Operations</b>	COVID-19 assurance and Store sanitizing routine	<ul style="list-style-type: none"> <li>• Coronavirus Notice</li> </ul>
	Prepare for a possible shutdown of all non essential retail businesses	<ul style="list-style-type: none"> <li>• Pre Shutdown Checklist</li> </ul>
	Social Distancing - each person needs 4 square metres of space	<ul style="list-style-type: none"> <li>• WHO - Getting Workplace ready</li> </ul>
	Review security	Security Review
<b>Tasks for Employees</b>	Clean all stock and re ticket where needed	
	Do a complete stocktake	
	Call customers to collect completed repairs and makes	
	Create or add to your customer database of emails/mobile numbers	
	Photograph jewellery items for uploading to website and social media	