

DISASTER PROOF YOUR BUSINESS

A GUIDE FOR BUSINESS CONTINUITY
DURING DISASTER EVENTS

IS YOUR BUSINESS DISASTER READY?



Australian Government



Queensland
Government



NORTH BURNETT
REGIONAL COUNCIL

Assistance provided through the jointly funded Commonwealth-State Disaster Recovery Funding Arrangements (DRFA)

Queensland is the most disaster-prone state in Australia having experienced more than 90 natural disasters in the past decade alone. Operating in the North Burnett Region requires consideration and planning to ensure your business can continue operating during a wide range of potential disasters.

WHICH DISASTERS COULD IMPACT YOUR BUSINESS?

Knowing your risk exposure is vital. Whilst the North Burnett Region may be affected by a wide range of hazards, the following typically have the highest associated risks that can impact your business.



SEVERE STORM

Hail, lightning and cyclonic winds

 [Download the BOM Weather App](#)



BUSHFIRE

Hazard reduction burns, smoke and fires

 [QFES Fire Danger Rating](#)



HEATWAVE

Consecutive days of above 34 degrees, often combined with high humidity

 [Download the BOM Weather App](#)



FLOODING

Flash flooding, overland flow, riverine flooding and storm tide flooding

 [North Burnett Emergency Management Dashboard](#)

WHAT IMPACTS CAN A DISASTER HAVE?

The following list of disaster impacts can lead to a significant loss of income, reputation, operation and disruption of business cash flow.

HEALTH

Physical injuries, mental health, customers, staff, suppliers and contractors

ASSET DAMAGE

Buildings, vehicles, machinery, electrical and equipment

STOCK LOSS

Perishables, produce, livestock and inventory

COMMUNICATIONS

Telephone, servers, marketing, cloud storage and internet

SECURITY

Surveillance, access control and cyber security

LOGISTICS

Goods delivery and supply chain

REPUTATION

Delays, non-fulfilment, public relations and social media

ACCESS ISSUES

Customers, workforce and support agencies



HOW TO MINIMISE THE IMPACTS OF A DISASTER?

A Business Continuity Plan (BCP) can ensure you resume critical business activities in a disaster or crisis. A Business Continuity Plan has 4 core considerations: Prevention, Preparedness, Response and Recovery.



PREVENTION

Knowing your risks and understanding what hazards are likely to impact your business. Preparing a Risk Management Plan to understand and reduce the effects of different disasters.

PREPAREDNESS

Conducting a Business Impact Analysis to know which processes will be disrupted by a disaster, their maximum acceptable outages and the time for you to react and resume operation.

RESPONSE

Preparing an Incident Response Plan will allow you to be organised when disaster hits, minimise impacts and continue to operate at an acceptable level.

RECOVERY

Developing a Recovery Plan will set a pathway to recover and reduce the time for you to resume your standard operation.

PREPARING A SIMPLE PLAN IS BETTER THAN NO PLAN

USE THESE TEMPLATES TO GET YOU STARTED

Download an Emergency Management and Recovery Plan Template

 business.gov.au

Download a Business Continuity Planning Template

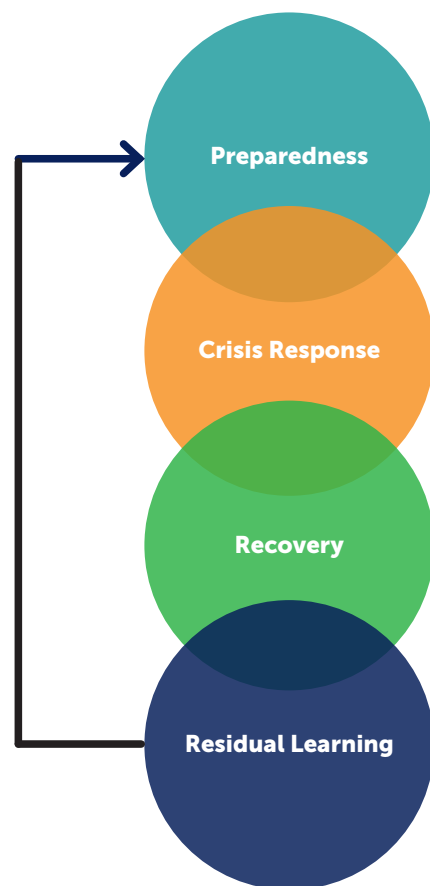
 publications.qld.gov.au

MAJOR FINDINGS FROM RESEARCH ARTICLE

“What are the most effective ways of building business resilience in regional communities?”
By Regional Australia Institute.

A RESILIENT BUSINESS CAN QUICKLY ADAPT TO ITS CHANGING ENVIRONMENT DURING AND AFTER A DISASTER OCCURS

In order to adapt quickly, a business model needs to be flexible. This may be easier for some businesses than others. Often this requires an entrepreneurial mind set. Small, localised businesses are often best placed to adapt due to their local knowledge and understanding of the needs of their community during and after a disaster event.



STRONG AND TRUSTED RELATIONSHIPS WITHIN THE BUSINESS AND WITH THE WIDER COMMUNITY IS A MAJOR PRIORITY FOR CREATING RESILIENT BUSINESSES

Very few regional businesses have the available resources to deal with natural disasters on their own. In most cases, businesses rely on their staff as well as the wider community to respond to and recover from natural disasters. This is most effective when businesses have strong and trusted relationships with their staff, other local businesses and their community.

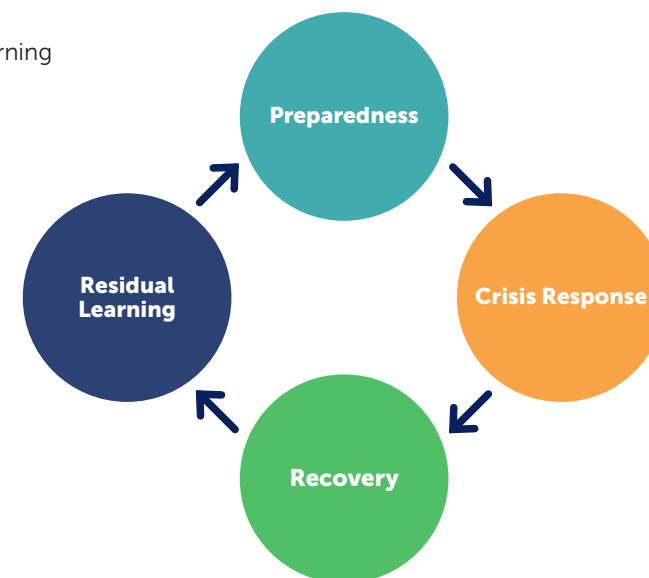
DIVERSITY IN A BUSINESS MODEL, REGARDING PRODUCTS AND SERVICES, IS AN IMPORTANT FACTOR TO IMPROVE THE RESILIENCE OF A BUSINESS

A diverse business model may allow some aspects of the business to continue when impacted by natural disasters. The concept of diversity also applies to a local economy within a regional business ecosystem. The more diverse the types of businesses in a local economy, the more resilient the local economy is.

CONTINUAL LEARNING AND FEEDBACK LOOPS

There are four components that make up the continual learning feedback:

- Preparedness
- Crisis response
- Recovery
- Residual learning



USE THIS CHECKLIST TO GET STARTED

A few key topics to focus your thinking prior to completing a Business Continuity Plan.

TICK THE BOXES AS YOU COMPLETE THESE TASKS

OPERATIONS

- ☐ Organise a staff meeting to talk about the risk of potential disasters and how you could manage through them. Discuss the parts of your business that could continue in different situations and how you would restore the other parts during the recovery process.
- ☐ Make a contact list for all suppliers and staff, print it out and store it in a weatherproof container. This will allow you to change delivery schedules or reorganise payments when disasters hit.
- ☐ Make sure you are insured for the risks your business faces and speak to your accountant about how you could access lines of credit to manage your cash flow.

PREMISES

- ☐ Ensure your premises can remain secured when left unattended, when the power is out or the internet is down.
- ☐ Regularly maintain your premises and infrastructure to be weather resilient. Inspect your roofing and drainage systems and ensure key equipment or stock can be moved out of disaster-prone areas.
- ☐ Have a plan for an extended power outage and consider what you can run off a generator, where you will source a generator and how you will keep it fuelled.
- ☐ If you have stock, livestock, vehicles and equipment that may need relocating or protecting during an event make sure you know where you would take them, what is the trigger to move them, how would you transport them and who is responsible.

EMPLOYEES

- ☐ Train your staff in evacuation scenarios, first aid procedures and when to trigger your disaster response and recovery plans.
- ☐ Prepare an emergency kit including key business documents, your continuity plan, first aid supplies, a torch, a battery operated radio, spare batteries, power banks and chargers, plastic bags and water at a minimum.
- ☐ If your team are able to work from home during a disaster, ensure they have the resources at home to carry out core activities and keep the business operating.

COMMUNITY

- ☐ Join a local business organisation or industry body. These organisations provide you with a network, information sources and access to government funding opportunities.
- ☐ Exchange contact details with your neighbouring businesses, residents and community organisations so you can share information, capabilities and resources in times of need.
- ☐ Subscribe to Council and Government publications, mailing lists and form a relationship with their staff.

TECHNOLOGY

- ☐ Back up your critical data to portable storage devices and secure them safely offsite. Ensure cloud storage is backed up regularly and has solid cyber security in place to protect it from being comprised.
- ☐ Encourage staff to Opt-In to the North Burnett Emergency Management Dashboard. See the Emergency Management Dashboard page included in this document for more information.
- ☐ Keep an up to date offline list of emergency contacts and business recovery contacts. A template is supplied in this document to get you started.

COMMUNICATIONS

- ☐ Ensure you have active channels of communication with your customers and audiences through social media, email newsletters, text, signage, websites, blogs, live streams and more.
- ☐ Prepare a media pack with company information, a press release template, photos, logos and spokesperson contact details to be able to quickly share if contacted by media during a disaster.
- ☐ Be familiar with Council's Local Disaster Management Plan and how it relates to your business.

CUSTOMERS AND SUPPLIERS

- ☐ If possible, diversify your clients to include a mix of local, interstate, international, in person, online, private and government customers.
- ☐ Ensure your contracts with customers and suppliers allow for adjustments to delivery and payment timeframes as required. Disasters take time to respond to and recover from.
- ☐ Consider how your suppliers could be impacted by a disaster, how that would impact your operation and how you could minimise that impact. It pays to have backup suppliers in place as a precaution.

KNOW YOUR TRIGGERS

One of the most important parts of disaster preparedness and disaster response is knowing exactly which conditions, measures or scenarios will trigger you to commence your preparation, response and recovery activities.

THESE TRIGGERS ARE DEPENDENT ON



**THE TYPE OF
DISASTER**



GEOGRAPHY



**POTENTIAL
IMPACT**



**RISK EXPOSURE
LEVEL**



**TYPE OF
BUSINESS
YOU OPERATE**

Staff need to be well trained and informed in when to engage your planned activities to allow them autonomy and confidence in commencing preparation, response and recovery plans.



SMALL BUSINESS DISASTER HUB

Download the free Small Business Disaster Hub app.



DOWNLOAD FROM
APP STORE



DOWNLOAD FROM
GOOGLE PLAY



The online Small Business Disaster Hub provides information about a range of crises from natural disasters to workplace emergencies and IT threats tailored to different small business sectors.

The website and app include:

- Checklists
- Disaster messaging
- How-to videos
- Links to financial assistance
- Small business case studies



business.qld.gov.au/disasterhub



EMERGENCY MANAGEMENT DASHBOARD

When severe weather is approaching, bushfires are active, or flash flooding is occurring.



The Opt-In feature on the Dashboard is a great way to keep up to date before and during a disaster. Subscribe to Opt-in to receive text message and emails for:

- Emergency news
- Weather Warnings
- River Heights (specific locations across the region)
- Receive monthly reminders to complete tasks from within the Small Business Disaster Hub

New features are regularly being added to the Dashboard, be sure to check in often to keep up to date. Although the Dashboard is not an App, it has been designed to be mobile device friendly. Bookmarking the webpage to your device ensures quick access when you need it most.













REGISTER NOW FOR OPT-IN SERVICES

 northburnett.qld.gov.au/disaster-management

KEY EMERGENCY CONTACTS

SERVICE	PHONE
Emergencies – Police/Fire/Ambulance	000
North Burnett Regional Council	1300 696 272
State Emergency Service (SES)	13 25 00
Ergon Energy	13 16 70
Health Advice	13 HEALTH (13 43 25 84)
Road Closure, Traffic & Travel Information	13 19 40
Queensland Rural and Industry Development Authority	1800 623 946
Translating and Interpreting Service	13 14 50
Australian Institute for Disaster Resilience	(03) 9419 2388
Lifeline	13 11 14
Poisons Helpline	13 11 26

MORE INFORMATION

-  Bureau of Meteorology App
-  Business Continuity Planning Queensland Government
-  Disaster Management Queensland
-  North Burnett Disaster Management Plan
-  North Burnett Emergency Management Dashboard
-  NBRC - Disaster Management
-  QFES Bushfire Postcode Checker
-  Small Business Disaster Hub
-  Queensland Rural and Industry Development Authority
-  Rural Financial Counselling Service

KEY BUSINESS CONTACTS

BUSINESS CONTACT INFORMATION	
Bank	Name: Phone:
Building Repair and Maintenance	Name: Phone:
Electrician	Name: Phone:
Emergency Power Supplier	Name: Phone:
Equipment and Machinery Repairs	Name: Phone:
Insurance	Name: Phone:

BUSINESS CONTACT INFORMATION	
Key Partners/ Clients	Name: Phone: Name: Phone:
Key Suppliers	Name: Phone: Name: Phone:
Offsite Storage	Name: Phone:
Plumber	Name: Phone:
Transport Providers	Name: Phone:

NOTES

TOP 10 TIPS



1. MAKE A PLAN

Identify your risks, create a business continuity plan, keep it up to date and store it in a safe, disaster proof location



2. REVIEW INSURANCE, POLICIES AND FINANCES

Check your insurance and finances are adequate to cover your business



3. PREPARE YOUR BUSINESS

Prepare your property – clear vegetation and loose items, back up data and pack an emergency kit



4. PLAN FOR ALTERNATIVES

Plan for power outages, loss of deliveries, access and alternate ways to operate



5. MONITOR THE INCIDENT

Check Council's Emergency Management Dashboard, listen to emergency alerts, know where to evacuate and follow advice



6. ASSESS IMPACT ON YOUR BUSINESS

When safe to return, assess and photograph the damage and contact your insurer and bank



7. CONNECT

Connect and communicate with staff, customers, guests and community



8. FINANCIAL RECOVERY

Apply for financial assistance and other business support



9. COMMUNICATE AND PROMOTE

Develop marketing strategies to communicate with customers and promote positive news



10. RECOVERY PLANNING

Consider what you've learned and update policies, plans and staff training

For more information visit northburnett.qld.gov.au

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