



Business Continuity Planning

It is not the strongest, nor the most intelligent that will survive, but those most responsive to change. (Charles Darwin)

Fail To Plan, Plan To Fail

Do you know what steps you would need to take to keep your business in operation if your premises burnt down overnight, an economic or health scare resulted in heavy booking cancellations, or you or your staff came down with a virulent strain of the flu? Remember that it only takes one cyclone in your area to make it a bad season.

If you want to have a successful tourism business, forward thinking is critical to effectively riding out the various crises (natural disasters, economic downturns, terrorism, health pandemics) that regularly beset the industry. By developing a **Business Continuity Plan** you can ensure the continuation of your business during and following any critical incident that results in disruption to your normal operations.

Use the Template

It's possible to develop a basic plan to cover a range of crises. By following the Business Continuity Plan Template, your plan will cover 4 key stages which relate to:

1. Risk management planning
2. Business impact analysis
3. Incident response planning
4. Recovery planning

You may choose to develop one **Business Continuity Plan** that includes each stage or you may have separate plans for each - all of which are linked.

The plan will look different for every business, however, most good plans share some important features:

- the purpose and scope of the plan are stated at the beginning of the document
- all personnel with roles in the implementation of the plan are listed
- risks to your business are identified and contingency plans documented
- the personnel who have the authority to invoke the plan and under what circumstances this should occur is documented
- clear instructions for the crucial first hour after an incident are provided
- the critical business activities to be recovered, the timeframe for recovery and the level of recovery needed is stated
- contact numbers for staff, stakeholders and emergency services are recorded in one place in the plan
- a spokesperson for your business is identified.

You should also include a schedule for rehearsing, maintaining and reviewing your plans to ensure that they continue to meet your business needs.



To download the Business Continuity Plan template:

www.business.qld.gov.au/dsdweb/v4/apps/web/content.cfm?id=11115

What's covered in each stage?

Risk Management

This involves identifying the risks that could impact your business and choosing the best ways of dealing with each. The questions you will need to ask yourself are:

- What could cause an impact?
- How serious would that impact be?
- What is the likelihood of this occurring?
- Can it be reduced or eliminated?

(See page 7 of the Business Continuity Plan template).

Business Impact Analysis

The Business Impact Analysis will use the information in your Risk Management Plan to assess the identified risks and impacts in relation to critical activities of your business and determine basic recovery requirements. You need to identify:

- your critical business activities
- what the impact to your business would be in the event of a disruption
- how long could your business survive without performing this activity.

Incident Response Plan

This is to prepare you for a timely response to critical incidents and reduce the impact of those incidents on your business operations. It also prepares key personnel to provide and coordinate an effective response to ensure minimal disruption to business operations in the event of emergency. You will need to:

- complete an Immediate Response Checklist and Evacuation Procedures
- identify what you may need to pack
- assign responsibilities to your staff.

Recovery

Recovery is the return to your pre-emergency condition. Performing your critical activities as soon as possible after a crisis event is your primary focus. The recovery process includes:

- developing strategies to recover your business activities in the quickest possible time
- identifying resources required to recover your operations
- listing the persons who have responsibility for each task and the expected completion date.

Information provided courtesy of Department of Employment, Economic Development and Innovation.

For more information: www.business.qld.gov.au/dsdweb/v4/apps/web/content.cfm?id=11060