

# 7 Key Steps to Help You Survive a Crisis and Thrive

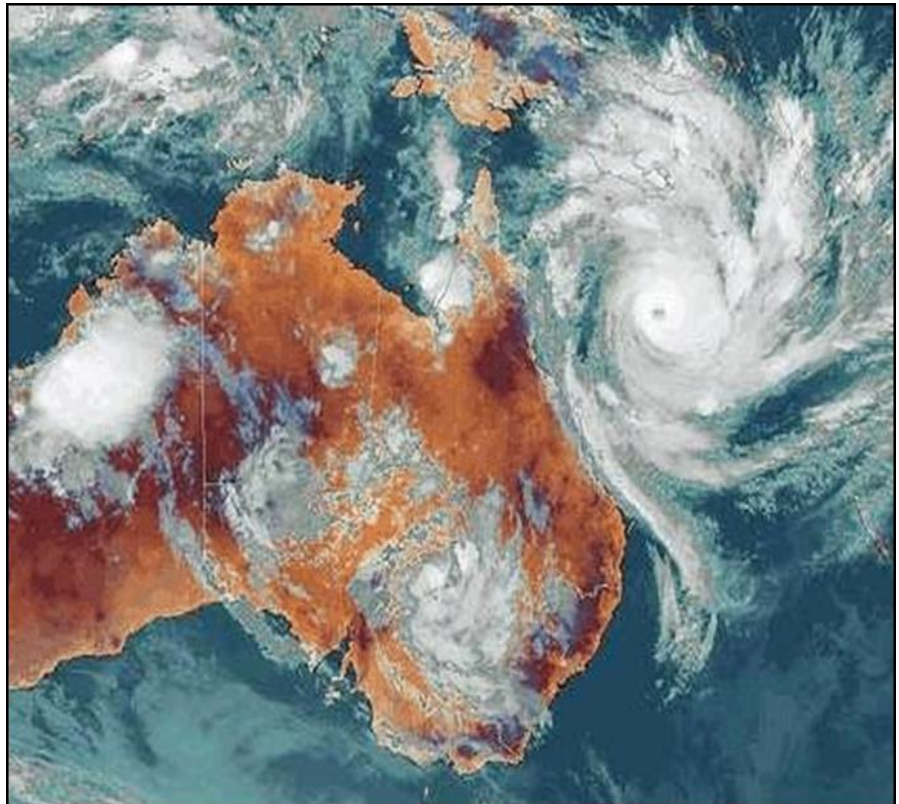
## Don't Just Bounce Back, Bounce Forward

We encourage all tourism businesses to get clear about potential risks that could impact your business, the best ways of dealing with these risks and preparing a business continuity plan\* to ensure your business responds and recovers quickly if a crisis hits your business or region. It is a case of fail to plan, plan to fail.

Here are some of the key steps that should form part of your business continuity planning:

### 1. Plan your response

- Prepare a Crisis Response Checklist, share it with staff and have it readily at hand. This checklist includes the immediate actions you need to take in the event of a crisis (A sample Response Checklist is included in Tourism Queensland's [Business Continuity Plan Template](#)).
- Form an internal Crisis Response Team and ensure they are clear about their contacts, responsibilities and the business contingency plan in the event of a crisis.
- Document all staff roles and responsibilities in the event of a crisis so they know exactly what their responsibilities are and who they should contact in the first instance. (Refer to Appendix 5, Tourism Queensland's [Weather Proof Your Business – Incident Response Kit](#) for a list of the different tasks that you may like to allocate to staff).
- Establish a process to record the sequence of events. This information is vital if you need to respond to media and will be useful in the event of insurance claims or when requesting support.
- Ensure your staff and customers are aware of the evacuation plan for your business.
- Schedule in regular rehearsals of your crisis response.



### 2. Manage your communications

- Prepare a communications plan that includes:
  - Contact details of staff, suppliers, visitors and emergency services. This should be kept up to date in case of emergency.
  - A contact hierarchy which outlines who needs to be communicated and at what point in time.
  - Media release templates with basic information about your business already included
  - FAQs to readily draw from if requested for information by media.

Refer to Section 8.0 of Tourism Queensland's [Business Continuity Plan Template](#) for media templates (press release, FAQs, message map).

- Identify who will be the spokesperson for the business. They must have full authority to speak for the business and able to step away from the hands-on crisis activities to focus on communications. Also identify who will be the back-up in the event the first person is unable to fulfil this role.
- Brief all staff on how the media will be managed in the event of a crisis.
- Keep at hand (in your phone or wallet) an emergency contacts card which includes key contacts and their responsibilities.

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## 3. Be ready to go

- Create a 'Go-Pack'- an emergency kit that can be easily carried off-site and contains key documents you need for your business, including your crisis response instructions.
- Store your pack in an easily accessible place that you can grab quickly. (Appendix 4 of the Tourism Queensland's [Weather Proof Your Business Incident Response Kit](#) provides recommendations on what your Go Pack could include).

## 4. Look after your staff and contractors

- Get clear of your employer obligations in the event your business operation is interrupted. Read your employment contracts/letters, Award(s) or Agreement(s), or if you are unsure contact Wageline Queensland or Fair Work Australia.
- Identify key skills and roles that are essential for your business to continue (for example payroll, banking) and ensure the relevant staff are clear of their role and have the necessary resources to maintain these core functions.
- Prepare an employee list with contact details and hourly rate of pay and store it in your 'Go-Pack.'



## 5. Protect your essential information

- Organise off-site storage of all of your company files. One option for doing this includes an online back-up solution service. This is an encrypted and secure service that will provide a business with access to your computer files from any remote location. An alternative is to save your files regularly to an external hard drive and store this drive off-site. This hard drive should be kept in your 'Go Pack' or in an easily accessible location that is away from the business.

## 6. Have your insurance paperwork in order

- Review your insurance policy terms and schedule to understand what you are covered and not covered for.
- Include your policy details in your 'Go-Pack.'
- If you need to make a claim, be prepared to produce the documents required to support your claim.

## 7. Access any support available

- Check out [Tourism Queensland's](#) and the [Queensland Government's Business](#) website for information about the support available to assist businesses in the event of a crisis.

\* Here's a [template](#) for you to create your own business continuity plan if you don't have one.

