get ready
QUEENSLAND

DISASTER PROOF
your business

A guide for business continuity
during disaster events.

Is your business disaster ready?

CITY OF
MORETON BAY

Queensland is the most disaster-prone state in Australia having experienced more than 90 natural disasters in the past decade alone. Operating a business in City of Moreton Bay 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 City of Moreton Bay 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 & cyclonic winds

🔍 Subscribe to MoretonAlert

BUSHFIRE

🔍 QFES Bushfire Postcode Checker

HEATWAVE

🔍 Download the BOM weather app

FLOODING Flash flooding, overland flow, riverine flooding & storm tide flooding

🔍 Moreton Bay Flood Viewer

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 & contractors

ASSET DAMAGE
Buildings, vehicles, machinery, electrical & equipment

STOCK LOSS
Perishables, produce, livestock & inventory

COMMUNICATIONS
Telephony, servers, marketing, cloud storage & internet

SECURITY
Surveillance, access control & cyber security

LOGISTICS
Goods delivery & supply chain

REPUTATION
Delays, non-fulfilment, public relations & social media

ACCESS ISSUES
Customers, workforce & 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 & Recovery.

Prevention/Mitigation

Recovery

RISK

Preparedness

Response

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:

🔍 business.gov.au   **Download an Emergency Management and Recovery Plan template**

🔍 business.qld.gov.au   **Download a Business Continuity Planning Template**

Use this checklist to get started

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

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.

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 & secure them safely offsite. Ensure cloud storage is backed up regularly and has solid cyber security in place to protect it from being compromised.

- [ ] Encourage staff to subscribe to MoretonAlert for free weather alerts over text, email and voice messages.

- [ ] 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.

- 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 would you take them, what is the trigger to move them, how would you transport them and who is responsible.

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.

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.

CUSTOMERS & 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 dependant 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

Moreton Alert

When severe weather is approaching, bushfires are active, flash flooding is occurring, or dam releases are planned MoretonAlert will ensure you are informed.

REGISTER NOW

🔍 mbrc.qld.gov.au/moretonalert

Key emergency contacts

SERVICE	PHONE
Emergencies - Police/Fire/Ambulance	000
City of Moreton Bay	(07) 3205 0555
State Emergency Service (SES)	132 500
Energex	13 19 62 (emergency) 13 62 62 (loss of supply) 13 12 53 (enquiries)
Health advice	13 HEALTH (13 43 25 84)
Road Closure, Traffic & Travel Information	13 19 40
Metro North Hospitals	(07) 3646 8111
Unitywater	1300 0 UNITY (1300 0 86489)
Marine Rescue	(07) 3408 7596
Queensland Reconstruction Authority	1800 110 841
Translating and Interpreting Service	13 14 50
Australian Institute for Disaster Resilience	(03) 9419 2388
Redcliffe Hospital Caboolture Hospital The Prince Charles Hospital	(07) 3883 7777 (07) 5433 8888 (07) 3139 4000
Ergon Energy	13 16 70
Lifeline	13 11 14
Poisons Helpline	13 11 26
Tsunami Warning	1300 878 6264

More information

- Bureau of Meteorology App
- Business Continuity Planning - Queensland Government
- Disaster Management Queensland
- MoretonAlert
- Moreton Bay Disaster Management Plan
- Moreton Bay Disaster Portal
- Moreton Bay Flood Viewer
- Moreton Bay Property Flood Check
- Preparing for a disaster - City of Moreton Bay
- QFES Bushfire Postcode Checker
- Small Business Disaster Hub
- Weather impacted roads - City of Moreton Bay

Key business contacts

BUSINESS	CONTACT INFORMATION
Bank	Name: Phone:
Building Repair & Maintenance	Name: Phone:
Electrician	Name: Phone:
Emergency Power Supplier	Name: Phone:
Equipment & 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 Disaster Portal, 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

Scan the QR code for more business resources from City of Moreton Bay.

moretonbay.qld.gov.au

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