Business Continuity Guide



moretonbay.qld.gov.au

CITY OF MORETON BAY

How to get through construction interruption as a small business

City of Moreton Bay's ongoing infrastructure program, like road works, parking upgrades, or pedestrian safety improvements, ultimately improves the appeal and accessibility of shopping/retail precincts. We understand construction can be disruptive for businesses if they are not provided information and support.

This guide offers insight into how to prepare for the impacts of construction and set your business up for success.

Stay informed

We undertake community consultation on specific projects where there is opportunity for the community to provide input before construction commences.

For these projects we seek to:

- understand community identity, values and priorities
- identify and consider the potential impacts for businesses and the community
- identify and consider the potential additional benefits for businesses and the community
- identify who is likely to be impacted and benefit from the work.

Community consultation is your opportunity to raise any concerns you have directly with the project team. This may help influence road access, pedestrian pathways, signage, and other aspects during the construction period.

Council provides ongoing updates on projects, including opportunities for public consultation, through Your Say Moreton Bay (**yoursay.moretonbay.qld.gov.au**). Community members can register to receive notifications about consultation activities for projects in their area.

You can find out more about when and how Council consults the community in our **Community Engagement Framework**.

Once construction begins, Council works directly with impacted stakeholders, including local businesses, to keep them informed about upcoming works and to help mitigate potential impacts where possible.

Throughout the construction phase, updates and detailed project information are also available on Council's project hub at **moretonbay.qld.gov.au/Services/Projects**, which provides a central source of information on all works currently underway, and stakeholders can opt in to receive these updates via email.



How City of Moreton Bay helps minimise impact

We understand that construction can impact local businesses and Council works hard to minimise disruption while delivering improvements that benefit the whole community.

Here's how Council helps:

Plan around peak trading

Wherever possible, Council avoids scheduling works during major holiday and peak trading periods (e.g Christmas, Easter).

Collaborate for solutions

We partner with local Chambers of Commerce and industry groups to find practical ways to reduce impacts and support businesses.

Provide early notice

Businesses receive advance information about project timelines so they can plan ahead with confidence.

Keep you informed

Regular updates are shared through Council's website, social media, project newsletters, emails, and face-to-face engagement, so you always know what's happening.

Maintain access

We aim to keep safe customer and vehicle access during standard trading hours wherever feasible.

Offer business support

Our Economic Development team is available to provide advice and guidance to help businesses navigate changes and identify opportunities.

Our goal is to deliver projects that enhance the community while supporting local businesses every step of the way.

For more information about scheduled projects and construction progress visit:
Projects and consultation – City of Moreton Bay

Preparing for construction

Prepare your business before construction begins with some simple steps.

Before construction checklist

- Stay up to date with project announcements. Bookmark Council's project webpage – **moretonbay.qld.gov.au/Services/Projects**
- Make sure your **Google Business listing** is up to date – up to 93% of customers use Google Maps to find local services or businesses.
- Engage with customers on social media – a community of loyal customers are more likely to continue to visit despite temporary impacts of construction. Use social media to keep your customers informed of any changes to your operations during construction.
- Plan what kinds of incentives, promotions, or operational changes you could use to overcome any unexpected impacts – new customer incentives, or varied business hours and staff levels for example.
- Partner with **local businesses and Chambers of Commerce** for support and collaboration.
- Review your supplier and stock needs and understand how it could be impacted by construction or unexpected situations as changes may impact delivery schedules.
- Know how to inform lenders and landlords about impacts.
- Explore grant or funding opportunities **grantguru.com/au/moretonbay**

When notified of nearby construction

- Review the project plans and understand how each construction phase impacts your business (e.g. customer access, parking, delivery impacts, supplier notifications).
- Bookmark Council's project webpage **moretonbay.qld.gov.au/Services/Projects**
- Register to receive an email version of the monthly notification on impacts and project status via the QR code provided in the notification.
- Use the project team contact details and reference the 6-digit project number to connect with the responsible officer for questions and enquiries.
- Discuss potential impacts with your staff to set expectations.
- Communicate any changes to parking, access and/or changes to hours of operation to customers.
- **Update your Google Business**, social media pages and any online listings of your business (and schedule a reminder to update them when works conclude).
- Remind customers you're still operating by posting regularly on social media.

While construction can be frustrating, it generally leads to safer, more efficient and better access to your area. As customers overwhelmingly prefer businesses with positive service interactions, encourage your staff to focus on the benefits of the construction rather than the inconveniences when engaging customers.

Who do you need to communicate with?

Customers

- [ ] Use your social media channels and create posters/signage to communicate:
  - [ ] parking and access changes
  - [ ] trading hours changes
- [ ] Update your Google Business page, website, social media channels.
- [ ] Update online ordering apps or distribution websites.
- [ ] Utilise your customer database to communicate with your customers

Staff

- [ ] Use staff meetings and memos to communicate:
  - [ ] parking changes
  - [ ] shift changes
  - [ ] Key messages provided to customers about why the work is being done, what work activities to expect and the benefits of the project when complete.

Neighbouring businesses

- [ ] Communicate your operational changes and plans to your neighbours so they can inform customers accurately.
- [ ] Can you work with other impacted businesses to:
  - [ ] develop a plan for parking and access impacts
  - [ ] collaboratively promote businesses to customers, networks and groups.

Business networks

- [ ] Inform your business and industry networks and groups of upcoming work.

Landlord

- [ ] Notify your landlord about the upcoming construction, progress and project team contact information.
- [ ] How could your landlord be part of your planning? Can they provide assistance/support. Talk with your landlord about short-term rent abatements or reductions if needed.

Suppliers

- [ ] Communicate changes of stock level requirements, delivery timeframes, access changes and project timeframes and/or delivery parking/drop-off arrangements
- [ ] Review line of credit or payment schedules to fit visitation patterns.
- [ ] Would your suppliers consider being involved in a special product promotion during the construction?

Project managers

- [ ] Communicate any questions or concerns with the Project Manager contact.
- [ ] Discuss directional signage and alternative access point options with the project manager.
- [ ] Build friendly rapport with construction workers.



During construction

- Stay informed and attend public meetings about the project.

Promotion

- Encourage customers to post social media photos of them in store or using your products.
- Ask customers to leave Google reviews.
- Reward customers who continue to visit your business during construction.
- Consider home delivery for customers or promote online business.
- Offer construction specials, e.g. coffee, breakfast or lunch deals if you are a food related business.

After construction

- Notify customers the construction is finished and its business as usual.
- Promote the new look and the benefits of the completed project.
- Host a re-opening event – Invite the local media, council, customers and the community. Work with other businesses and Chamber of Commerce to hold a community celebration.
- Consider new promotional or advertising campaigns.
- Support other businesses with their promotional activities.

Compensation

- We understand that construction activity can create difficulties for many businesses. While these works can be disruptive, the law recognises that governments must be able to undertake essential public projects that benefit the broader community. Except in circumstances involving compulsory land acquisition, federal, state and local authorities are generally permitted to deliver infrastructure, streetscape upgrades and placemaking improvements without providing financial compensation.
- Some businesses may have protections in place through their insurance policies, such as provisions for loss of income or interruption to trade. In some cases, landlords may also offer temporary rent reductions or abatements. It may be worthwhile reviewing your insurance policy or discussing your situation with your landlord to see whether any such support options apply to you.

City of Moreton Bay additional support

Local business support – ways we can help

One-on-one business support

Our Local Business Support Officers are here to assist you throughout the project:

- Meet in person at your business, online via Teams, or at a local coffee shop.
- Onsite visits help us understand your operations and provide tailored advice to minimise disruption.
- Referrals to the Qld Small Business Financial Counselling and support service to discuss financial matters relating to your business.
- Contact us to arrange a meet-and-greet and discuss your needs.

Councillor business walks

We can organise a walk-through of your business precinct with your Local Councillor and Chamber of Commerce representative:

- This helps us understand the impacts of construction on your area and identify practical solutions.
- Reach out to your Local Business Support Officer to discuss options and schedule a Councillor Business Walk.

Reach out to City of Moreton Bay's economic development team:

Phone: (07) 3094 3647 **Email:** economic@moretonbay.qld.gov.au

Support your community

#TeamMoretonBay
Champion local business by sharing your news with the hashtag #TeamMoretonBay
Our city is known for having one of the most engaged and collaborative business and industry communities. You can choose to showcase this incredible local spirit by sharing your local business community through the **Team Moreton Bay initiative**.

Subscribe to Moreton Business Connect newsletter

Stay up to date with the latest local business news, tips, event notifications and upcoming opportunities:

moretonbay.qld.gov.au/Services/Business-Investment/Business-Resources/Subscribe-to-receive-our-business-news