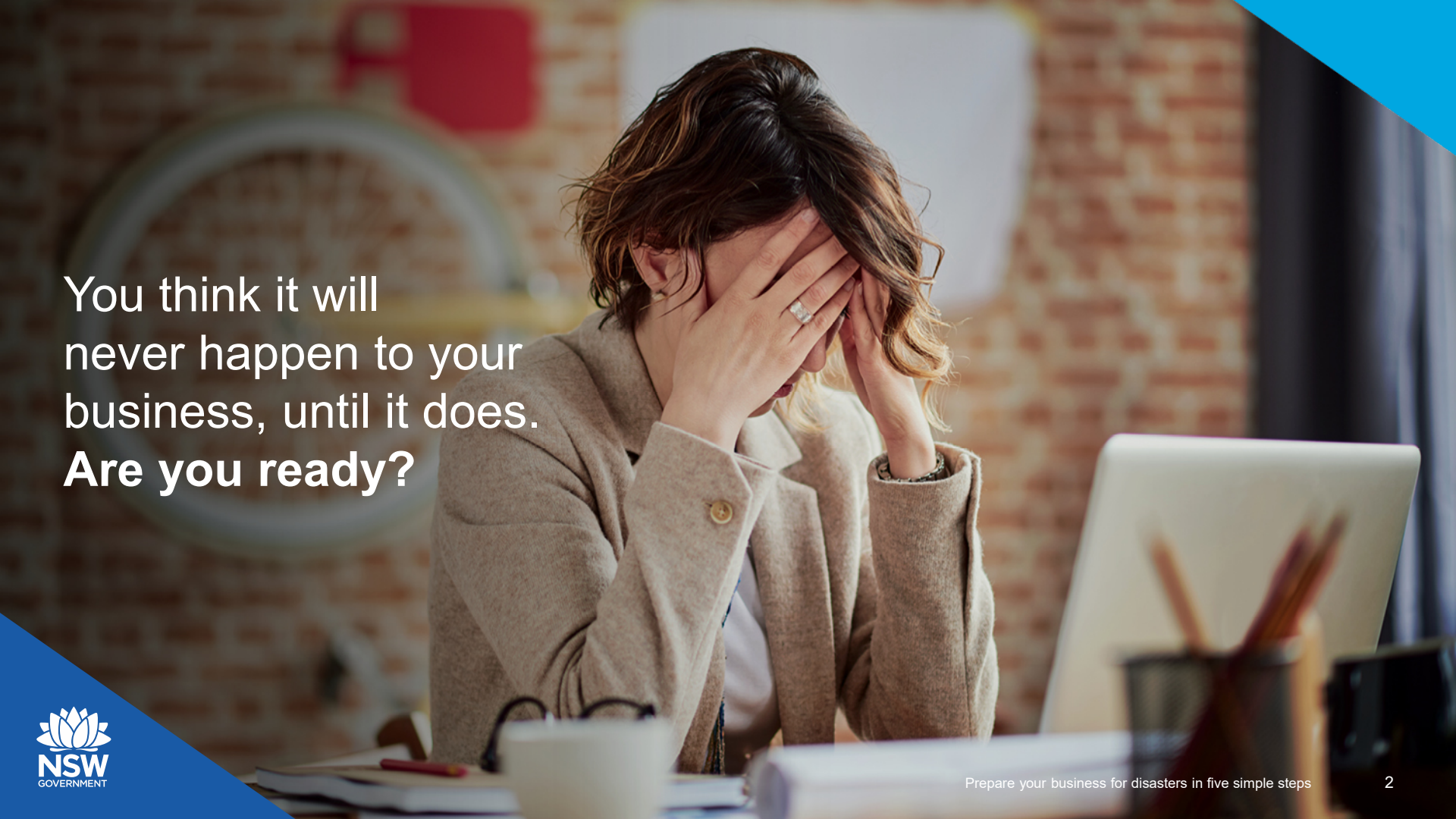




# Disaster preparation is an essential part of any good business

How are you protecting everything you've built?





You think it will  
never happen to your  
business, until it does.  
**Are you ready?**



# Starting your preparation journey

## Stage 1:

We'll explain why being prepared is important to your business

## Stage 2:

We'll show you how easy it is to prepare using the Get Ready Business tool

Disasters can devastate businesses and the lives of their staff in a matter of minutes.

**Following the 2013 Blue Mountains bush fires the Blue Mountains Economic Enterprise forecast:**

- Anticipated 518 jobs lost, with a predicted loss of over \$24.5 million in wages and salaries
- That's an anticipated 518 households and families that were affected, with knock-on effects to spending within the local economy



## So why haven't you prepared yet?

It won't happen  
to my business

There are never any  
disasters around  
here; what are the  
chances it'll actually  
happen?

I just don't have time  
right now to prepare  
my business – I'll do  
it later

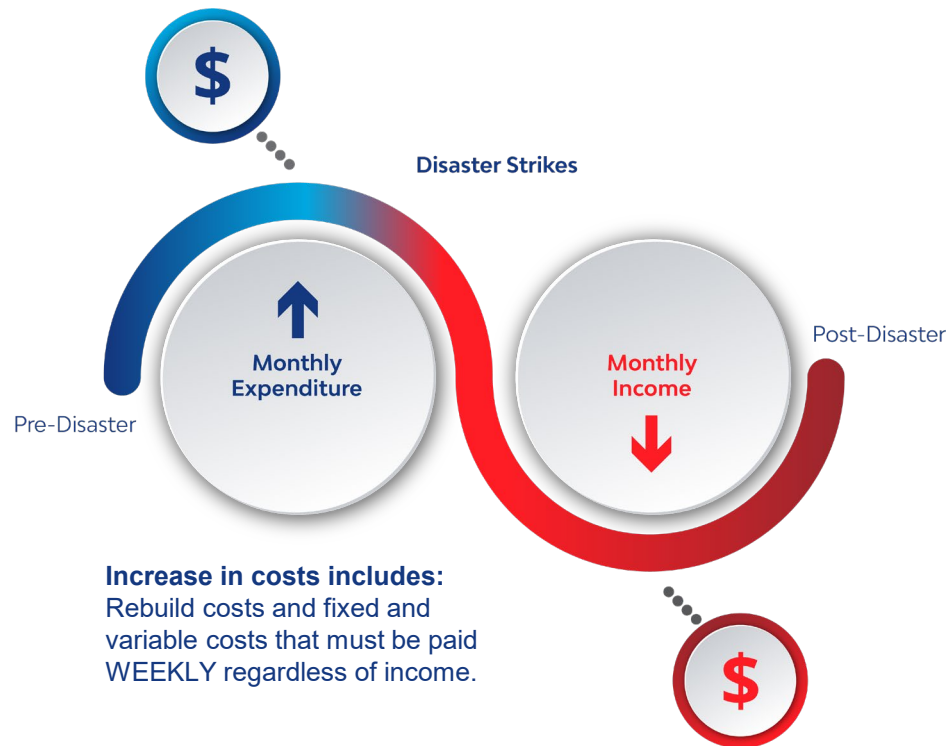
I can't afford to get  
insurance; it's just too  
expensive and a  
disaster will probably  
never happen

If a disaster stopped your business operating,  
how long could it survive without any income?

**The price of disaster =**

hefty rebuilding costs  
+ fixed costs  
+ variable costs (WEEKLY)

**Being insured or having  
financial planning in place  
for disasters is just  
good business**



Following a disaster, it can take months to get your business back up and running **and some businesses never reopen at all!**

**As a result of the 2013 Blue Mountains bush fires businesses lost:**

- Stock
- Equipment
- Premises
- Fixtures
- Important data
- Electronics (e.g. tills, computers, mobile phones)

**As a result of the 2017 Lismore floods:**

1 in 6 businesses were yet to reopen after two months

**Taking simple steps NOW to protect your vital business areas from disaster is just good business**



## If your business was shut for a month or more, how would that impact you, your staff and their livelihoods?

- How long could you afford to pay wages or allow staff to take accrued paid leave?
- How long before they would need to look elsewhere for employment?
- Where else might they get a job?
- What would be the impact on their families? Their kids?

**Involving staff in disaster preparation and planning ways to keep them engaged following a disaster is just good business**





# Not preparing your business for disaster can have expensive consequences

## BUSINESS A

- Unaware of flood risk to business
- No flood action plan in place
- Failed to move stock to safe location
- Business premises not designed to be flood resistant
- No post-flood recovery plan in place





## Not preparing your business for disaster can have expensive consequences

- Business closure time:  
**Re-opened two months after**  
the flood water receded
- Financial impact:  
Approximately **\$160,000**  
in lost stock and new  
shop fit-out



There are simple, effective steps other businesses in NSW are taking right now to protect themselves from disaster

### BUSINESS B

- Aware of flood risk to business
- Flood action plan in place, including moving stock and staff requirements
- Stock moved to safe location
- Flood-resistant shop fit-out
- Post-flood recovery plan in place







## Not preparing your business for disaster can have expensive consequences

- **Business closure time:**  
**Re-opened two days after**  
**the flood water receded**
- **Financial impact:**  
**Minimal stock losses**



What steps have you taken to protect  
your business from disaster?

**A LITTLE? A LOT? NOTHING YET?**

The time to get ready is **NOW** – it's easy to do and it  
could stop you losing everything in the face of disaster







# Know your risk

## What is your business's disaster risk?

Regardless of their location, all businesses are at from risk from disasters and disruptions.

Risks that can impact all businesses include →

It is crucial to know the risks in your area and how these might impact your business. **The Get Ready Business tool helps you identify your risks**





# Know Your Risk

What is your business's disaster risk?



Bush Fires



Flood



Tsunami



Landslide



Coastal Erosion



Earthquake



East Coast Low

It is crucial to know the risks in your area and how these might impact your business.

**The Get Ready Business tool helps you identify your risks**



# Plan now for what you will do

What, How and Who

If a disaster threatens your business, you need to know the answers to three questions:

1. **What needs to be done?**
2. **How will it be done?**
3. **Who will do it?**

The Get Ready Business tool helps you make your emergency action plan with just three simple questions: **what, how, who**





# Get your business ready now

Preparing your business for the unknown is simply good business

There are some really simple and practical steps that you can take today to prepare your business and plan for business continuity.

## Five actions to prepare



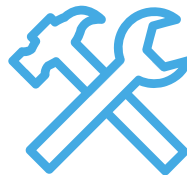
Develop a disaster insurance plan



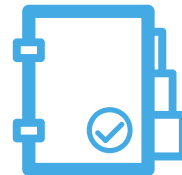
Back up all data on cloud storage



Ensure all fixtures & stock can move easily



General building maintenance



Pack your emergency essentials kit

The Get Ready Business tool helps to **easily guide you** through these preparatory steps



# Get your business ready now

Preparing your business for the unknown is simply good business

There are some really simple and practical steps that you can take today to prepare your business and plan for business continuity.

## Five plans for continuity



An alternate operation location



An alternate source of stock



Methods to maintain customer relations



Ways to keep staff engaged



Protect all other critical business areas

The Get Ready Business tool helps to **easily guide you** through these preparatory steps

The NSW SES Emergency Business Continuity Plan [www.sesemergencyplan.com.au/business/](http://www.sesemergencyplan.com.au/business/) can also help you develop your plans



## Be Aware

When a disaster strikes, knowing where to look for up-to-date information can save you crucial time

Connect with relevant emergency services now to receive regular alerts and keep up to date



Fires Near Me



Live Traffic



Emergency +



### Twitter

NSW Rural Fire Service  
NSW State Emergency Service  
Fire and Rescue NSW



### Facebook

NSW Rural Fire Service  
NSW State Emergency Service  
Fire and Rescue NSW



### RSS

NSW Rural Fire Service  
NSW State Emergency Service  
Fire and Rescue NSW



### YouTube

NSW Rural Fire Service  
NSW State Emergency Service  
Fire and Rescue NSW

Follow the links in the Get Ready Business tool  
to **link in with disaster information** sources now





## Look out for each other

A strong local business community is an invaluable asset in the face of disaster



Share information



Help prepare



Help rebuild



Build links with local businesses and commit to **helping one another** in times of disaster.  
Connect with local business chambers also for further information and support



Following these five steps you can easily prepare your business for disaster

# UNPREPARED

**The time to prepare is NOW.** Think of all you could lose if you put it off for too long.

**PREPARING FOR DISASTER IS JUST GOOD BUSINESS**



Get your business disaster-ready and download  
your **FREE** preparation toolkit. Visit:  
<https://www.smallbusiness.nsw.gov.au/get-ready>

This Powerpoint has been developed in conjunction with the NSW Department of Industry;  
NSW Small Business Commissioner; and Resilience NSW.  
to help you get your business ready for disasters.

