

September 2021

|  |  |
| --- | --- |
| Name of Business | *Insert* |
| Prepared by: | *Insert* |
| Date: | *Insert* |

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*Year of Publication 2021*

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**five step process for immediate crisis response**

**Assess the Situation**

* **KNOW THE TRIGGERS FOR A CRISIS RESPONSE**
* **MONITOR THE SITUATION AND COMMUNICATE**

3

4

**Re-Assess**

* **PROVIDE REGULAR FEEDBACK**
* **GAIN FEEDBACK FROM YOUR CONTACT TREE AND EXTERNAL AGENCIES**

1

**Emergency Response**

* **PROVIDE FIRST AID OR GET SOMEONE WHO CAN**
* **SHUT DOWN, EVACUATE AND TAKE THE GO-PACK**
* **CALL 000**

2

**Communicate**

* **COMMUNICATE & ENSURE YOU ARE IN CONTROL**
* **CALL *(INSERT NAME AND NUMBER)* OR**
* **CALL *(ALTERNATIVE NAME AND NUMBER)***

**Evaluate**

* **COMPLETE THE EMERGENCY CHECKLIST**
* **MONITOR THE SITUATION AND COMMUNICATE**

5

**CRISIS RESPONSE CHECKLIST**

|  |  |  |
| --- | --- | --- |
| **Incident Response Checklist** | **✓or 🗶** | **Actions taken** |
| **Have you:** | | |
| * Assessed the severity of the incident? |  |  |
| * Evacuated the site if necessary? |  |  |
| * Accounted for everyone? |  |  |
| * Identified any injuries to persons? |  |  |
| * Contacted Emergency Services? |  |  |
| * Implemented your Incident Response Plan? |  |  |
| * Started an Event Log? |  |  |
| * Activated staff members and resources? |  |  |
| * Appointed a spokesperson? |  |  |
| * Gained more information as a priority? |  |  |
| * Briefed team members on incident? |  |  |
| * Allocated specific roles and responsibilities? |  |  |
| * Identified any damage? |  |  |
| * Identified critical business activities that have been disrupted? |  |  |
| * Kept staff informed? |  |  |
| * Contacted key stakeholders? |  |  |
| * Understood and complied with any regulatory/compliance requirements? |  |  |
| * Initiated media/public relations response? |  |  |



# PREVENT PHASE

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# Purpose

The purpose of this Incident Response Plan is to enable *(insert business)* to be able to respond and recover quickly from a crisis. Preparation of this plan will help to minimise the harm caused to the business from a crisis so we can continue to employ staff and welcome visitors.

# Triggers and Implications table

|  |  |  |
| --- | --- | --- |
| **Event** | **Trigger** | **Implication** |
| **Incident** | *Not part of a standard operating business e.g. Loss of power* |  |
| **Emergency** | *Poses an immediate threat to human life or serious damage to property or environment e.g. Hail storm* |  |
| **Crisis** | *Significant business disruption and/or potential to impact the overall reputation, viability or profitability of the organisation e.g. Cyclone (category 1-2)* |  |
| **Disaster** | *Sudden, unplanned calamitous event causing great damage or loss e.g. Cyclone Category 3+, flood, bush fire, storm surge* |  |

# Risk Assessment Table

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Risk** | **Impact** | **Current Controls** | **P** | **I** | **Risk Status (P\*I)** | **Mitigation/Action** |
|  |  |  |  |  |  |  |
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# Key Products/Services

***[Insert name of first product or service]***

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Essential product/service** | | | | |
| **Task details** |  |  |  |
| **Training/skills required** |  |  |  |
| **Current arrangements** |  |  |  |
| **Back up options** |  |  |  |

***[Insert name of second product or service]***

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Essential product/service** | | | | |
| **Task details** |  |  |  |
| **Training/skills required** |  |  |  |
| **Current arrangements** |  |  |  |
| **Back up options** |  |  |  |

***[Insert name of third product or service]***

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Essential product/service** | | | | |
| **Task details** |  |  |  |
| **Training/skills required** |  |  |  |
| **Current arrangements** |  |  |  |
| **Back up options** |  |  |  |

# Main Customers

|  |  |
| --- | --- |
| **Customer or business name** | **Contact method in the case of an emergency** |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |

# Insurance

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Insurance type** |  |  |  |  |
| **Policy coverage** |  |  |  |  |
| **Policy exclusions** |  |  |  |  |
| **Insurance company** |  |  |  |  |
| **Contact name** |  |  |  |  |
| **Phone number** |  |  |  |  |
| **Date product disclosure statement reviewed** |  |  |  |  |
| **Payments due**  Amount and frequency. |  |  |  |  |

# Property and infrastructure

How we protect our property and infrastructure.

|  |
| --- |
|  |

# Staff Training

|  |  |  |  |
| --- | --- | --- | --- |
| **Job title** | **Name** | **Skills/strengths useful in disasters** | **How to maintain required skills** |
|  |  |  |  |
|  |  |  |  |
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# Relocation Options

|  |  |  |  |
| --- | --- | --- | --- |
| **Location type** |  |  |  |
| **Address (and name if a business)** |  |  |  |
| **Resources and equipment available** |  |  |  |
| **Resources needed** |  |  |  |



# RESPONSE PHASE

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# Evacuation Plan

Who is preparing your Evacuation Plan? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

*Insert a copy of your evacuation plan here*

# Go-Pack Contents List

|  |  |  |
| --- | --- | --- |
|  | **Item** | **Last Updated** |
|  | *Evacuation Plan* | *January 2020* |
|  |  |  |
|  |  |  |
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# Key Contacts

## Key Contact List – Internal

|  |  |  |  |
| --- | --- | --- | --- |
| Person | Contact number/s | Email | Responsibilities |
| *- Bill Smith* | *0400 000 000* | *Bill.Smith@widgets.net.au* | *BC Team Leader* |
| *- John Jones* | *0400 001 001* | *John.Jones@widgets.net.au* | *Alternate BC Team Leader* |
|  |  |  |  |
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## Key Contact List – External

|  |  |  |  |
| --- | --- | --- | --- |
|  | Key contacts | Contact number | Contact name |
| **Emergency** | Emergency Services  (Police/Fire/Ambulance) | 000 |  |
| SES (Queensland State Emergency Services) |  |  |
| State Emergency Services – flood and storm hotline | 132 500 |  |
| Emergency Management Qld | (07) 3884 8085 |  |
| Hospital |  |  |
| **Regional Offices (non-emergency)** | Police |  |  |
| Ambulance |  |  |
| Fire |  |  |
| **Government** | Council Administration |  |  |
| Queensland Government (DEEDI) | 13 25 23 |  |
| **Information and Reporting** | Bureau of Meteorology |  |  |
| Crime Stoppers | 1800 333 000 |  |
| Latest Fire Threat Information  Fire Bans & Permits | 1300 369 003  1800 020 440 |  |
| National Security Hotline | 1800 123 400 |  |
| Poisons Information Centre | 131 126 |  |
| **Business Contacts** | Insurance company |  |  |
| Lawyer / solicitor |  |  |
| Phone Company |  |  |
| Suppliers |  |  |
| **Utilities** | Water and Sewerage |  |  |
| Gas |  |  |
| Electricity |  |  |
| **Employment** | Fair Work Australia | 1300 799 675 |  |
| Wageline | 1300 369 945 |  |
| **Other** | Lifeline | 131 114 |  |
| Tourism and Events Queensland | 0408 768 948 | Henry Tuttiett  ([Henry.Tuttiett@ queensland.com](mailto:Henry.Tuttiett@queensland.com)) |
| QTIC | 07 3236 1445 | Daniel Gschwind |
| Scenic Rim Regional Council | 07 5540 5225 | Susan Packer |

# Roles and Responsibilities template

|  |  |  |
| --- | --- | --- |
| **Role** | **Designated Employee(s)** | **Alternate** |
|  | Name:  Contact Information: | Name:  Contact Information: |
| Emergency Responsibilities: | | |

|  |  |  |
| --- | --- | --- |
| **Role** | **Designated Employee(s)** | **Alternate** |
|  | Name:  Contact Information: | Name:  Contact Information: |
| Emergency Responsibilities: | | |

|  |  |  |
| --- | --- | --- |
| **Role** | **Designated Employee(s)** | **Alternate** |
|  | Name:  Contact Information: | Name:  Contact Information: |
| Emergency Responsibilities: | | |

Here are some **emergency contact cards** for you to distribute to your staff. Simply fill in the phone numbers, allocate responsibilities and then hand them out. These should be laminated, or placed in a plastic pocket, and kept on staff at all times.

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Emergency Contacts**   |  | | --- | | Emergency....................................................000 | | 24 Hour Medical Centre.................................... | | SES (Storm & Flood)...............................132 500 | | Crime Stoppers.............................1800 333 000 | | Insurance.......................................................... | | Lawyer / Solicitor............................................... | | Owner............................................................... | | Manager............................................................ | | Media Spokesperson.........................................  **"** | | **REMEMBER!**   |  |  | | --- | --- | | 1. ASSESS | My responsibilities: | | 1. Respond |  | | 1. Communicate | | 1. Evaluate | | 1. Re-assess | |  |  | |
| **Emergency Contacts**   |  | | --- | | Emergency....................................................000 | | 24 Hour Medical Centre.................................... | | SES (Storm & Flood)...............................132 500 | | Crime Stoppers.............................1800 333 000 | | Insurance.......................................................... | | Lawyer / Solicitor............................................... | | Owner............................................................... | | Manager............................................................ | | Media Spokesperson.........................................  **"** | | **REMEMBER!**   |  |  | | --- | --- | | 1. ASSESS | My responsibilities: | | 1. Respond |  | | 1. Communicate | | 1. Evaluate | | 1. Re-assess | |  |  | |
| **Emergency Contacts**   |  | | --- | | Emergency....................................................000 | | 24 Hour Medical Centre..................................... | | SES (Storm & Flood)...............................132 500 | | Crime Stoppers.............................1800 333 000 | | Insurance.......................................................... | | Lawyer / Solicitor............................................... | | Owner............................................................... | | Manager............................................................ | | Media Spokesperson.........................................  **"** | | **REMEMBER!**   |  |  | | --- | --- | | 1. ASSESS | My responsibilities: | | 1. Respond |  | | 1. Communicate | | 1. Evaluate | | 1. Re-assess | |  |  | |

# Contact Hierarchy

*Draw your contact hierarchy here*

# Event Log template

|  |  |  |  |
| --- | --- | --- | --- |
| **Date** | **Time** | **Information / Decisions / Actions** | **Initials** |
| *0/0/0* | *0900 hrs* | *Activate Business Continuity Plan.* | *TL* |
|  |  |  |  |
|  |  |  |  |
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# Communication

|  |
| --- |
| 1. Who is your communicator? |
|  |
| 1. What is the crisis? |
|  |
|  |
| 1. What is the level of situation? (Incident? Emergency? Crisis? Disaster?) |
|  |
|  |
| 1. When did it happen? |
|  |
|  |
| 1. Who is the ‘go to’ person? |
| **Checklist:**   * Staff informed * Stakeholders informed * Press release prepared * Message map/speaking notes prepared * Management meeting carried out * Communication plan executed (including web) |

## Media Communication Memo

**Staff Briefing Notice: Dealing with the Media in the Event of a Crisis**

In the event of a crisis, managing the media attention can be tricky. As an employee, please remember these three things:

* Our media spokesperson is \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_. In the event of a crisis, contact them on \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* Do not respond to the media with ‘no comment’. Kindly refer all media enquiries to the spokesperson
* Do not lie to the media – they will find out!

## Message Map

(Pre-filled with an example)

|  |  |
| --- | --- |
| Media spokesperson: | *(insert name)* |
| Contact phone number: | *(insert phone number)* |

Scenario: *Leak at impoundment*

Stakeholder: *Members of the local community*

**Concern:** *Safety of drinking water*

|  |  |  |
| --- | --- | --- |
| **Key Message 1** | **Key Message 2** | **Key Message 3** |
| *Safe drinking water being provided to the community.* | *We apologize for any concern on inconvenience caused by the situation* | *Working to control a possible leak.* |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Support Point 1.1** |  | **Support Point 2.1** |  | **Support Point 3.1** |
| *Arranged for potable water supplies.* |  | *We immediately notified authorities.* |  | *Using information from monitoring wells.* |
|  |  |  |  |  |
| **Support Point 1.2** |  | **Support Point 2.2** |  | **Support Point 3.2** |
| *Worked with the local water authorities to provide drinking water* |  | *We’ll continue to provide information* |  | *Working with local authorities.* |
|  |  |  |  |  |
| **Support Point 1.3** |  | **Support Point 2.3** |  | **Support Point 3.3** |
| *Will continue to provide drinking water until extent of leak determined* |  | *Additional information available from the town* |  | *We immediately examined the surrounding area.* |

## Press Release Template

**FOR IMMEDIATE RELEASE**

Contact Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Contact Phone Number: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Contact Email Address: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Headline**

One sentence, 7-10 words, that describes the major point of the release:

**City** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, (**Date)**

**Message of Empathy/Caring (if appropriate):**

**Main Paragraph**

Quickly answers the Who, What, Where, When and Why of the story:

Who is affected:

What is going on:

Where is this taking place:

When did this occur:

Why is this important:

**Quote (key points can be made within quotes)**

From a pre-determined spokesperson. A quote should say what actions [insert company] is taking, telling people what actions they should be taking, or voicing compassion and concern.

Name of Spokesperson:

Spokesperson’s title:

Quote:

**Key Message 1:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Supporting Point 1.1:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Supporting Point 1.2:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Supporting Point 1.3:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Key Message 2:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Supporting Point 2.1:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Supporting Point 2.2:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Supporting Point 2.3:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Key Message 3:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Supporting Point 3.1:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Supporting Point 3.2:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Supporting Point 3.3:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**More Information**

For more information, contact: [*Insert name and contact number*]

[*Insert Business Name*]

[*Insert Phone Number*]

[*Insert Website*]

## Frequently Asked Media Questions

|  |
| --- |
| 1. What has happened? |
|  |
|  |
| 1. When did this happen? |
|  |
|  |
| 1. Were you at all prepared to deal with this incident? If yes, how? |
|  |
|  |
| 1. How many people were on the property at the time of the incident? |
| 1. How many casualties/injuries were there? What are their names? |
|  |
|  |
| 1. How many escaped and where are they? |
|  |
|  |
| 1. Is anyone trapped? If yes, how many, how will you rescue them, how long do you expect this will take and who is in charge of the rescue effort? |
|  |
|  |
| 1. Has the business been shut down? For how long? |
|  |
|  |
| 1. Who is scoping the damage to your property? |
| 1. What state and local authorities have been notified and when? |
|  |
|  |
| 1. Has anything like this happened to your business before? |
|  |
|  |
| 1. What is happening to other staff while the business is shut down? |
|  |
|  |
| 1. What have your staff been trained to do in a situation like this? |
|  |
|  |
| 1. How much is the rescue effort costing? Who is paying for it? |
|  |
|  |

In the event of death and injuries, there are numerous other questions the media will ask. These include:

|  |
| --- |
| 1. Where were the injured/dead taken? |
|  |
|  |
| 1. Who discovered them and when? |
|  |
|  |
| 1. What is being done to rescue remaining dead and injured? |
|  |
|  |
| 1. Who is assisting the families/ what have the families been told? |
|  |
|  |
| 1. When was the last fatality/serious injury in the business? |
|  |
|  |

****

# RECOVERY PHASE

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| **Document Details** | |
| Version number | *Insert* |
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# Recovery Plan

## Recovery Plan (*Business Issues*)

| Critical business activities | Preventative/recovery actions  **& alternatives** | Resource requirements/ outcomes | Recovery time objective | Responsibility | Liaise with | Completed |
| --- | --- | --- | --- | --- | --- | --- |
| *Production Services - halted* | * *re-assess financial position of business including cash flows due to loss of revenue to meet minimal overheads* * *minimise overheads – review expenses and develop plan of action to reduce fixed and variable overheads include reduction of casual and permanent staff hours* * *negotiate with suppliers to prevent build-up of materials and reduce costs* * *source alternative production site* * *diversify product range and services offered e.g. repairs and restoration.* | * *put aside cash reserves to cover costs* * *reduce costs where able* * *research new products and services* * *identify alternative production site.* | *2 weeks* | *Business owner/ operator* |  | *0/0/0* |
|  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |

## Recovery Plan (*Regional Issues*)

| Critical business activities | Preventative/recovery actions  **& alternatives** | Resource requirements/ outcomes | Recovery time objective | Responsibility | Liaise with | Completed |
| --- | --- | --- | --- | --- | --- | --- |
| *Production Services - halted* | * *re-assess financial position of business including cash flows due to loss of revenue to meet minimal overheads* * *minimise overheads – review expenses and develop plan of action to reduce fixed and variable overheads include reduction of casual and permanent staff hours* * *negotiate with suppliers to prevent build-up of materials and reduce costs* * *source alternative production site* * *diversify product range and services offered e.g. repairs and restoration.* | * *put aside cash reserves to cover costs* * *reduce costs where able* * *research new products and services* * *identify alternative production site.* | *2 weeks* | *Business owner/ operator* |  | *0/0/0* |
|  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |

# Market Assessment

|  |  |  |
| --- | --- | --- |
| **Market changes** | **Impact to business** | **Business options** |
| *[Example: Due to road damage, customers are not purchasing our product directly from our shopfront.]* | *[Example: We will experience a drop in shopfront sales and may have to reduce staff hours.]* | *[Example: We can increase online trade from our warehouse.]* |
|  |  |  |
|  |  |  |

# Marketing Strategy

|  |  |  |
| --- | --- | --- |
| **Activity** | **Channel(s)** | **Message** |
| *[Example: Social media campaign]* | *[Examples: Instagram, Facebook, Twitter, Snapchat]* | *[Example: We’re back! We are reopening our doors on 24 May. To celebrate, we’re giving the first 200 customers to visit us a free coffee. We can’t wait to see you.]* |
|  |  |  |
|  |  |  |

# Incident Recovery Checklist

| **Incident response** |  | **Actions** |
| --- | --- | --- |
| **Now that the crisis is over have you:** | | |
| Refocused efforts towards recovery? | ❑ |  |
| Deactivated staff members and resources as necessary? | ❑ |  |
| Continued to gather information about the situation as if affects you? | ❑ |  |
| Assessed your current financial position? | ❑ |  |
| Reviewed cash requirements to restore operations? | ❑ |  |
| Taken photos of and documented all damage? | ❑ |  |
| Contacted your insurance broker/company? | ❑ |  |
| Identified any government assistance you are entitled to? | ❑ |  |
| Developed financial goals and timeframes for recovery? | ❑ |  |
| Kept staff informed? | ❑ |  |
| Kept key stakeholders informed? | ❑ |  |
| Identified information requirements and sourced the information? | ❑ |  |
| Set priorities, timelines and recovery options? | ❑ |  |
| Updated the Recovery Plan? | ❑ |  |
| Ensured key customers and media are witness to the recovery process? | ❑ |  |
| Cooperated with government and emergency services? | ❑ |  |
| Considered opportunity to reimage business? | ❑ |  |
| Considered marketing and promotional plans? | ❑ |  |
| Involved local community in a recovery alliance? | ❑ |  |
| Targeted travel intermediaries in main markets? | ❑ |  |
| Used this opportunity to start relationships in new markets? | ❑ |  |
| Organised seminars and training on recovery activities for all staff? | ❑ |  |
| Prepared a new media and community relations plan? | ❑ |  |
| Used recovery period for intensive skill training of staff? | ❑ |  |
| Recognised and thanked those that have helped, both internally and externally? | ❑ |  |
| Captured lessons learnt from your individual, team and business recovery? | ❑ |  |
| Documented the response and recovery processes? | ❑ |  |

# Rehearsal, Maintenance & Review Table

|  |  |  |
| --- | --- | --- |
| Review date | Reason for review | Changes made |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |