

Immediate Actions Checklist: First 24 Hours

If an emergency occurs that impacts on your business:

Activate your emergency management plan

Follow the advice given by emergency services agencies in terms of evacuations, access routes, etc

Stay informed

- Stay tuned to emergency broadcasters – commercial radio, ABC Local Radio and SkyNews Television.
- Further information and alerts will also be available by telephoning the information line or consulting the website relevant to the type of emergency.

Keep customers and staff safe and informed

Update clients about the emergency by talking to each visitor personally.

How well you communicate can have a major impact on how comfortable clients feel through the emergency situation.

Remember that you are in the customer service business and the easier the emergency situation is for clients; the more likely they will return to your business. You are responsible for their safety.

If your business is not operational or access routes are closed, contact clients with forward bookings to cancel or postpone.

Keep staff informed about what's happening regarding the emergency through bulletins or staff meetings. Remember to also keep staff informed who are not currently at work.

Stay calm and relaxed

This will help other staff to do the same when carrying out emergency activities. It will also reduce the level of anxiety that clients feel. Be wary of your stress level and those of your staff and clients.

Be prepared to be contacted by the media

You do not have to speak to the media but, if you do, make sure you take the time to consider the key messages you want to say. However, this should only be done in coordination with your regional tourism spokesperson.

