Are we future ready?

Empowering resilient businesses to drive thriving communities.
New era of disasters.

- More frequent
- More destructive
- More impactful
- Compounding
- Natural & unnatural
Impacting our communities... and businesses.
Business employs 11 million of the 13 million working Australians.

Source: Business Council of Australia
Who is our **business community?**

<table>
<thead>
<tr>
<th>Not-for-profits</th>
<th>Private Sector</th>
<th>State-owned Enterprises</th>
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</thead>
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**NFP organisations provide services to the community and do no operate to make a profit for its members or shareholders.**

**For-profit businesses relate to the part of a country’s economy that are not owned or controlled by government.**

**SOEs are legal entities created by government in order to partake in commercial activities on the government’s behalf.**
Who is our *private sector*?

## Private Sector

<table>
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<tr>
<th>Critical Infrastructure Corporates</th>
<th>Non-Vital Corporates</th>
<th>Small to Medium Enterprises</th>
</tr>
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<td>Banking &amp; Finance, Communications, Energy, Food &amp; Grocery, Health, Transport and Water sectors.</td>
<td>Everyday brands consumers want but don’t necessarily need – fashion, entertainment, online apps.</td>
<td>2.1 million SMEs with annual revenues &gt;$50m, &gt;100 employees, economic heart &amp; soul of communities.</td>
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40% of small businesses don’t reopen following a major disaster.

Another 25% fail within first year.
Over 90% businesses fail within two years.

Source: Federal Emergency Management Agency (FEMA)
Local business community... gone.

- No income for business owners
- No place to go
- Loss in years of hard work and service to their customers
- No jobs for dedicated employees
- Impacted supply chains (locally and further afield)
- Decrease in population as locals move for jobs
- Customers going elsewhere to spend

Impacted businesses impact community wellbeing – economic & social.
Big need for greater business contribution.

- Natural disaster costs alone
- Investment now can save 50% of future costs

Source: Australian Business Roundtable
Think differently & do differently.
Put resilient businesses on the agenda.
How businesses can contribute.

Outside individual resilience there is:

1. **Organisational Resilience**
   To ready your business to continue trading or get back up and running as quickly as possible when an impact occurs; and

2. **Community Resilience**
   To ready your business to support the community in which you operate in and serve, when they need you most.
Shared responsibility & shared value.
Embrace a **holistic approach to resilience.**
Good practice examples.

Doing good is good for business.
Importance of connecting & collaborating.

“This includes maintaining a clear focus of effort to collaborate across sectors, in support of increased self-reliance and community resilience.”
Doing disasters differently is everyone’s business.