

Sharing responsibility with the business community to build national resilience.

AIDR PANEL DISCUSSION – 6th October 2021



Renae Hanvin
corporate2community
(host)



Kate Carnell AO
(live)



Prof. Daniel Aldrich
Northeastern University
(pre-recorded)



David Parsons
Crisis Management Aust.
(live)



James Ritchie
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(live)

Businesses are assets to communities.

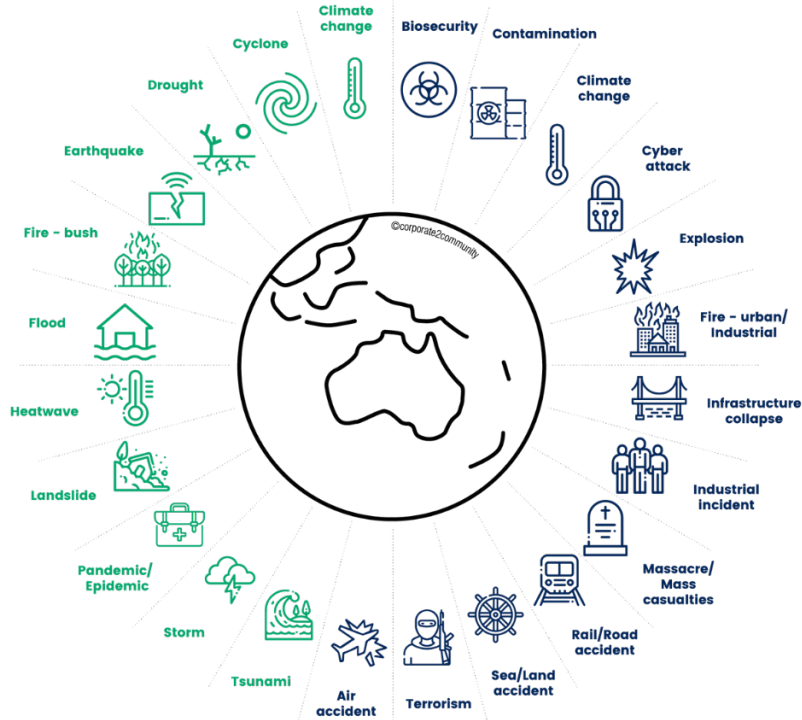
- Economic and social heartbeat
- Employ local people
- Provide local goods and services
- Support local charities
- Volunteer for ESO roles



2.4 million businesses in Australia (ABS 30 June 2021)

2.3 million are small businesses (Small Business Counts December 2020)

Compound disruptions are new normal.



What's next?

40% of small businesses don't reopen following a major disaster.

Another 25% fail within first year if not re-opened within 5-days, over 90% of those businesses fail within two years.

Source: Federal Emergency Management Agency (FEMA)

Local businesses community... gone.

No income for owners

Customers go away

Local industry decline

No place to go

High streets empty

Economic instability

Years of effort, gone

Less competitive

Reduced community

No jobs for staff

Lack of local services

Less charity support

Vital networks dissolve

Goods unavailable

Loss of local leaders

Decrease in population

Impacted supply chains

Community wellbeing

Businesses are vulnerable to disruptions.

- Vast majority are not prepared
- Complex, time consuming and costly
- Missing part of ‘business as usual’
- Lack basic understanding
- Vital capability gap

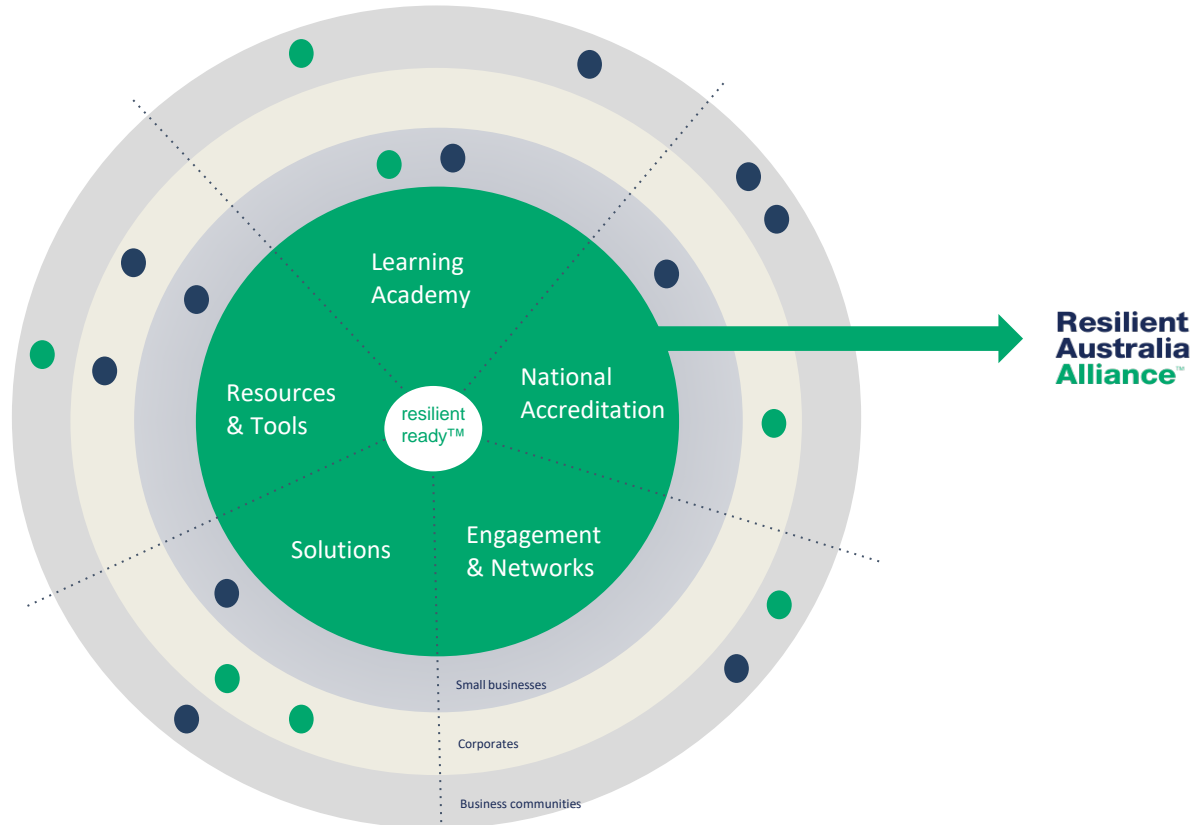


Businesses community **resilience.**

- Building resilient **businesses**
- AND
- Building resilient **business communities**



New business community ecosystem.



Won \$1.2m funding in NSW.

**Pilot programs that empower
businesses across communities
to become resilient and ready.**

Business Community Resilience Toolkit.

The screenshot shows the homepage of the Business Community Resilience Toolkit Program. At the top left is the corporate2 community logo. A quote at the top right reads: "You are only as resilient as your business community." Below this is a banner with the text "Join the FREE Business Community Resilience Toolkit Program across Northern NSW" over a background image of a street scene. A green box contains the text "Register to participate" and "This program is open to every business owner and operator in eligible bushfire impact regions across Northern NSW." Below this is a "Click here" button and the website URL "getinfo.corporate2community.com". A QR code is provided with the text "Scan this code to join the program." At the bottom left, there is a map of Northern NSW with a legend: "Businesses in the LGA in green are eligible to participate." Logos for the Australian Government and NSW Government are shown at the bottom, along with a note: "This is a Public Service of New South Wales. No fee is charged. Project funded through the Joint Government/State Disaster Recovery Funding Arrangements." A footer at the bottom provides contact information: "For more details: 1301 566 402, @nswbizorg, @bizresilience, or email: info@corporate2community.com".

- Northern + Southern NSW
- Submitted with 8 LGAs
- Now over 20
- Fortnightly themes
- Data for local use

Small steps, together.

Business Community Network.

The screenshot shows the BusinessBM website homepage. At the top, there is a navigation bar with links for LOGIN, CONTACT US, NEWS, and a phone number (T 0413 966 501). Social media icons for LinkedIn, Facebook, and Twitter are also present. The main header features the BusinessBM logo and a 'GET UPDATES' button. The central banner image shows a woman working on a laptop in a cafe, with a scenic view of the Blue Mountains in the background. A green call-to-action box on the left reads 'Join the Blue Mountains Business Community Resilience Project' and includes a 'REGISTER MY BUSINESS' button. Below the banner, there is a horizontal menu with five items: 'Find out more about', 'Blue Mountains Grant Project', 'Toolkits & Guides', 'Local Business Research', and 'Upcoming Events'. The main content area features a section titled 'Blue Mountains Grant Project' with the sub-heading 'Prepare your business to face future disasters'. It includes a paragraph about the impact of recent disasters and the project's goal to build resilience. A green box on the right contains the text 'Overview of Funded Grant Projects in collaboration with BusinessBM'.

- Regional focus and governance
- Scale-up model
- Inclusive networking
- Whitepapers
- Do tanks

Small steps, together.

Businesses are assets to **building resilience.**



All businesses are Activators, Leaders & Enablers (and Responders)

Build resilience via:

- Employees
- Customers
- Suppliers

Expanding via:

- Families
- Friends
- Community
- Metro
- Regional
- Rural

Businesses are assets but come with vulnerabilities

Sharing responsibility...
by building a new culture of
resilient and ready businesses
and business communities.



Kate Carnell AO (live)

Q1: What is needed to build disaster resilience capabilities in Australian small businesses?

Q2: What difference will resilient business leaders, owners and operators make to communities?



Prof. Daniel Aldrich
Northeastern University
(pre-recorded – Boston based)

Q1: How are businesses leaders, owners and operators enablers to building social capital in communities?

Q2: What examples on the global stage demonstrate the positive contribution businesses make to resilience?



David Parsons
Crisis Management Australia
(live)

Q1: What is your experience of how business communities and emergency services collaborate to build resilience?

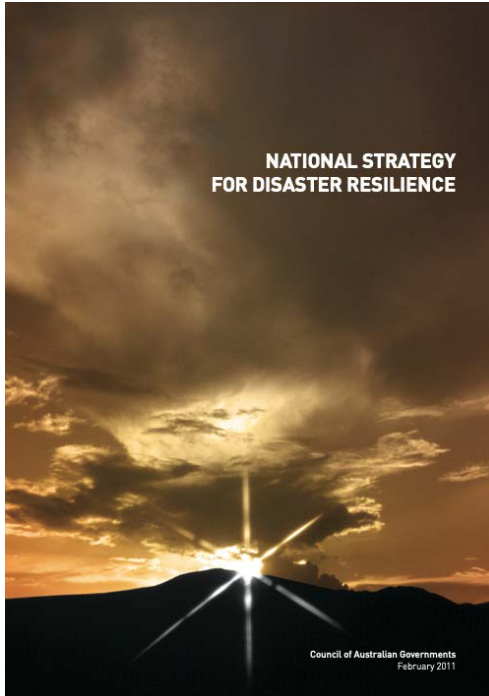
Q2: How can the Australian emergency management sector better include business communities?



James Ritchie
corporate2community
(pre-recorded – Germany based)

Q1: What is the connection between ‘shared responsibility’, disaster risk and resilience with good governance for businesses?

Q2: What initiatives and trends across Europe could Australia benefit from in building resilience inclusive of business communities?



Shared responsibility



Sharing the responsibility... including the business community

Sharing responsibility with the business community to build national resilience.

THANK YOU



Renae Hanvin
corporate2community
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