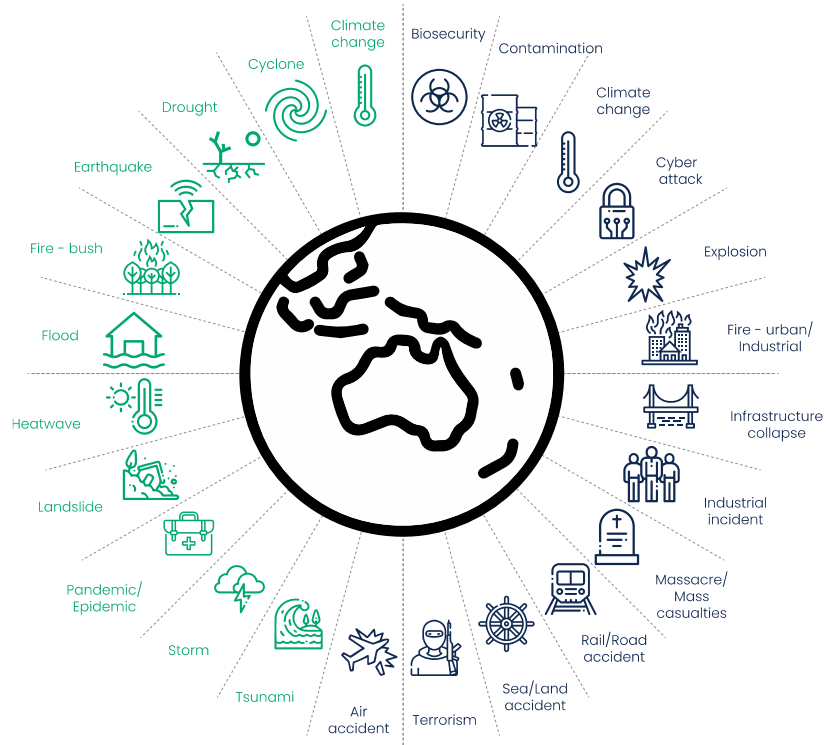


Are we future ready?

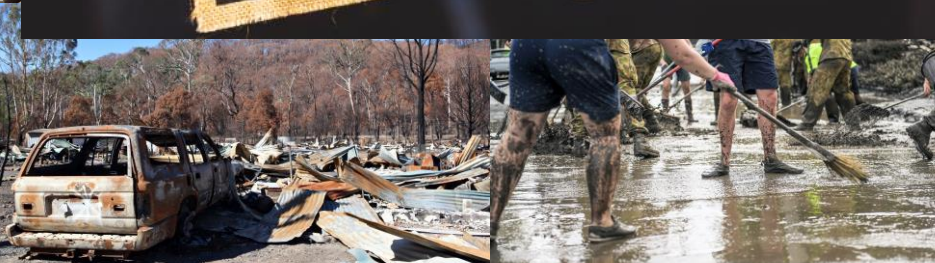
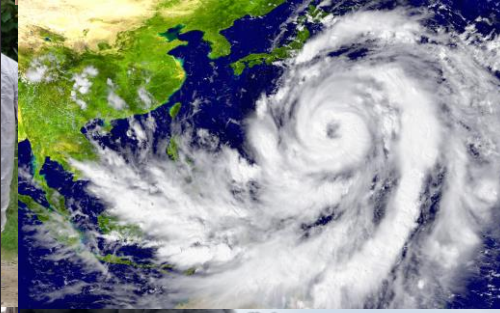
Empowering resilient businesses to drive thriving communities.

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**?

Not-for-profits



NFP organisations provide services to the community and do not operate to make a profit for its members or shareholders.

Private Sector



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

State-owned Enterprises



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



Critical Infrastructure Corporates



Banking & Finance, Communications, Energy, Food & Grocery, Health, Transport and Water sectors.

Non-Vital Corporates



Everyday brands consumers want but don't necessarily need – fashion, entertainment, online apps.

Small to Medium Enterprises



2.1 million SMEs with annual revenues >\$50m, >100 employees, economic heart & soul of communities.

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

Another 25% fail within first year.

Over 90% businesses fail within two years.

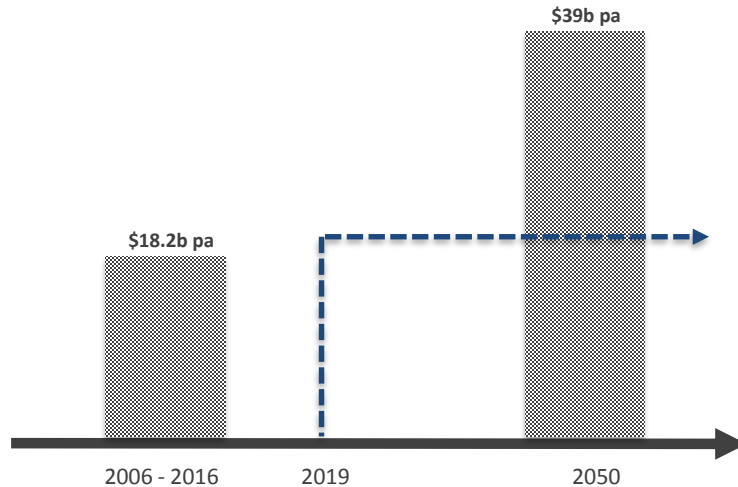
Source: Federal Emergency Management Agency (FEMA)

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**

Think differently & do differently.
Put resilient businesses on the agenda.

How businesses can contribute.

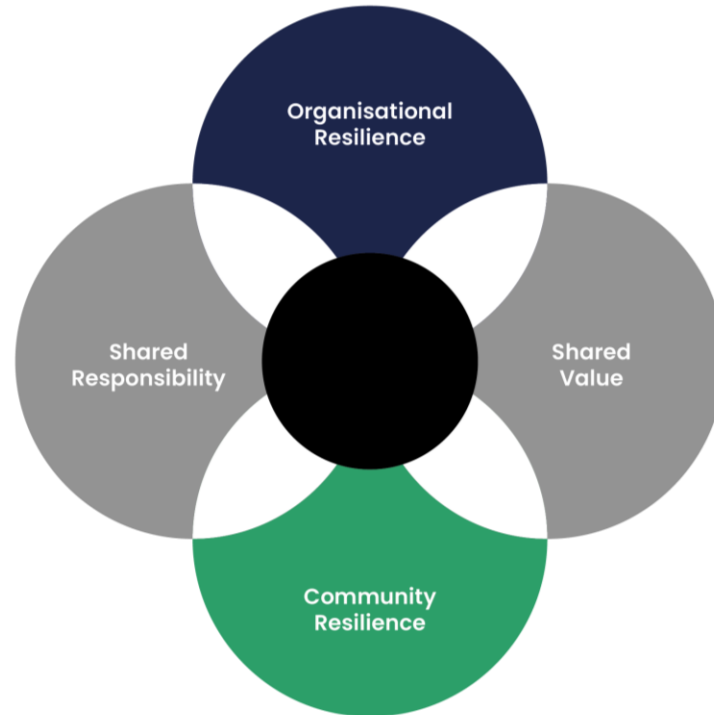


Outside individual resilience there is:

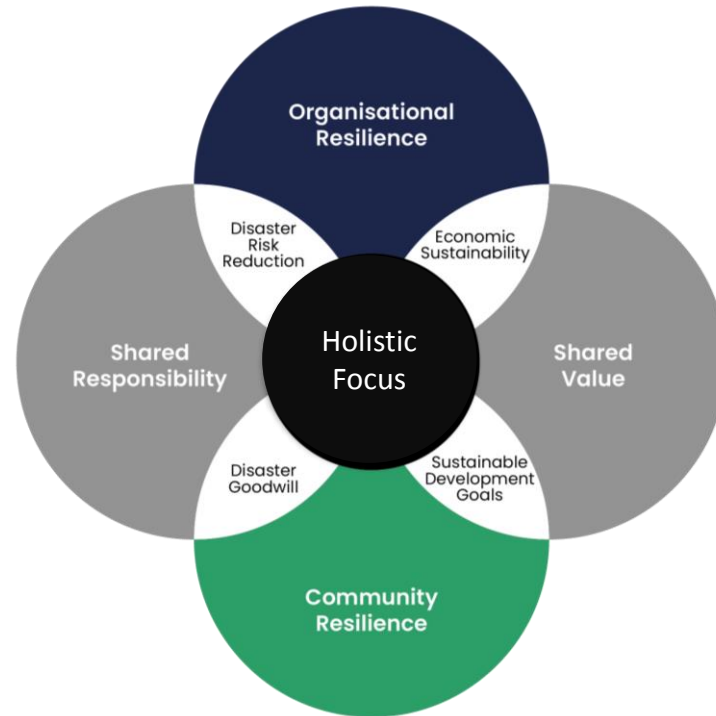
- 1. Organisational Resilience**
To ready your business to continue trading or get back up and running as quickly as possible when an impact occurs; and
- 2. Community Resilience**
To ready your business to support the community in which you operate in and serve, when they need you most.



Shared responsibility & shared value.



Embrace a **holistic approach to resilience.**



Good practice **examples.**

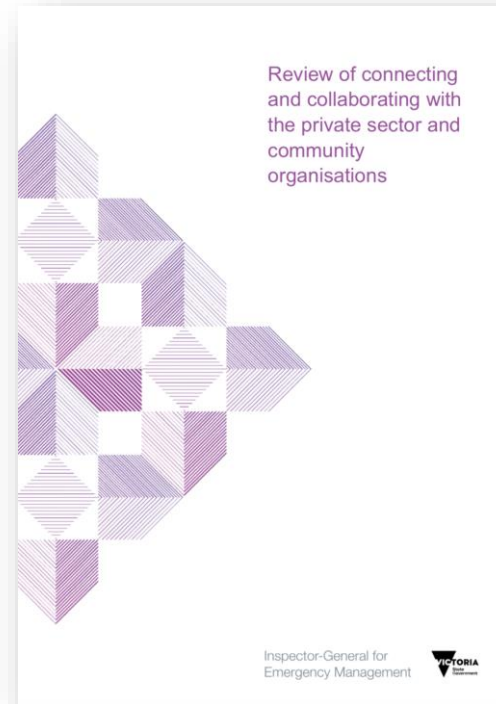


Doing good is
good for business



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.