

Whole of Community Approach to Planning and Capability for Catastrophic Disasters

ANDREW GISSING, MICHAEL EBURN, STEVE GEORGE, JONATHAN VAN LEEUWEN Risk Frontiers Macquarie University Australian National University



An Australian Government Initiative









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INCREASING EMERGENCY MANAGEMENT CAPACITY THROUGH BUSINESS SECTOR INVOLVEMENT

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WHOLE-OF-COMMUNITY APPROACH



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EMERGENCY MANAGER VIEWS

- See value in engaging more with the business sector
- Existing engagement largely ad-hoc and potential largely untapped
- More could be done to understand business capability and how to engage
- Relationships between businesses and businesses and NFPs and CSOs should be encouraged

BARRIERS TO BUSINESS ENGAGEMENT

- Lack of experience and uncertainty about how best to engage
- Lack of existing relationships
- Capabilities of business not well understood
- Lack of shared values and trust
- Need to comply with procurement policies



BUSINESSES HAVE ALREADY BEEN INVOLVED

- 32% of top AUS & NZ business had reported involvement
- Provided cash and/or in-kind contributions
- Have provided assistance directly to communities or in collaboration with NGOs and/or Government
- Financial, consumer discretionary, industrial and utilities related businesses were most frequent contributors
- Motivated by commitment to their staff and customers and corporate social responsibility



- Large national businesses had previous experience with disasters
- Businesses had to deal with their own business continuity
- Extent of previous connection with emergency management arrangements varied
- Some businesses had contracts with wider government



- Were arrangements were already in place business response was swift
- Motivated to support their employees and customers and contribute to the social good
- Businesses were able to match problems to their capabilities
- Businesses were able to repurpose capabilities

- Businesses saw that government needed to take a coordination role
- Businesses recognised a need to be self-sufficient
- Skill shortages occurred
- Businesses were able to rapidly expand including using sub-contractors and recruiting for skills

- Some businesses collaborated together and with NFPs and CSOs
- Assistance to employees fostered positive organisational cultures and helped staff return to work
- Business response initiated some WHS risks
- Longer terms business benefits occurred

CAPABILITY PLANNING

- Capability analysis key part of planning
- First pass assessment of capability based on a maturity matrix
- Enables a consistent and evidence based assessment
- Enables identification of where businesses, NFPs and CSOs could best assist to fill gaps



Planning

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MODELS FOR ENGAGEMENT

- Promote the value of collaboration
- Invest in information sharing and collaboration frameworks
- Utilise existing wider government connections with business and expertise
- Pre-plan procurement as part of capability planning



CONCLUSIONS

- Business needs to be seen as an important part of the all-hazards, nationwide whole-of community approach
- Corporate purpose is more complex than just making profits
- Multiple ways that engagement can be enhanced
- Capability maturity tool may be useful

Contact us: and rew.gissing@riskfrontiers.com

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