

Empowering resilient businesses to drive thriving communities

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The 'business' stakeholder group (aka private sector) is regularly acknowledged under shared responsibility, yet is minimally understood and rarely engaged to actively play a proactive role. Why?

Australian businesses, from small to large, are in no way prepared for our future era of natural or human-induced disasters.

Yet as the economic backbone of Australian communities we need all businesses, not just those providing critical infrastructure needs, to be ready from an organisational resilience and community resilient lens – to bounce back better when disruption occurs.

This requires all business-types within the private sector to be educated, connected and motivated on the importance of integrating a disaster resilience mindset into their business-as-usual operations.

With evidence clearly showing existing disaster response approaches are not equipped to handle the predictions of our future, it's time traditional stakeholders within the emergency management sector acknowledge and support 'good practice' shared value private sector contribution.

Businesses are integrated into our communities, and to be ready for the predicted glass half empty future ahead we need to think different and start building trust and co-operative outcomes in conjunction with all categories of the private sector.

In this presentation, Renae will showcase local and international examples of why businesses should be embraced instead of being treated like a token player in the emergency management and disaster landscape. Renae will challenge attendees on why they need to think different and do different when it comes to including private sector participation in building a future of disaster resilient communities.