

Tourism Crisis Communication Toolkit



One-stop shop for crisis processes, tips, messaging, communication templates and case studies

SharePoint website, interactive PDF and print versions

12 crisis scenarios from natural disasters, to coral bleaching to health scares

PROJECT HIGHLIGHTS



First crisis communication toolkit for Regional Tourism Organisations in Australia

Funded under the **Disaster Recovery Funding Arrangements** through **Queensland Reconstruction Authority**

Industry led and engagement focused



QFES

“We do a lot of planning in the crisis space. I think this feeds in pretty well. I’ll take it away and have a look at it. I support four other Councils, and I’d be keen to see if we can use some of this to help others. Some of the messages were very versatile for ‘blanket’ statements. We could refine and personalise for each scenario.”

- **Emergency Management Coordinator North Coast Region, Peter Harkin**

QFES

“I think the takeaway for me is that when we have any sort of events there is a need for coordination and the key roles of the district groups to bring all the stakeholders together to ensure the messaging is consistent.”

- **QFES Emergency Management Planning State Operational Coordination, Branch, Peter Readman**

The engagement journey

Engaged with RTOs, tourism operators, state departments, local councils and emergency services

Delivered 10 crisis exercises, involving more than 188 participants from 109 organisations

Multiple stakeholder interviews and an online survey

Queensland Recovery Authority

“I’ve been involved since the inception and seen a lot of exercises. While the product was focused on supporting RTOs, the reality is there isn’t an RTO footprint across the state. In regional areas staff wear multiple hats. This is a potential tool that can help people in these areas navigate these scenarios. The next challenge is to see how we can socialise this product with Indigenous communities. Small business are seeing the value of a tool such as this.”

- **Liaison Officer David Sienkiewicz**

Queensland Health SHECC

“You did a great job on the exercise and joining in via zoom still gave me a great sense of being in the room, particularly being able to participate in group discussions around the table. The whole exercise was a lot more valuable than expected. The inclusion of a broad range of tourism stakeholders in combination with the LDMG as part of the exercise was really valuable.”

- **Queensland Health SHECC Planning – Health Disaster Management Unit, Prevention Division A/Principal Project Officer Nicole Mandolios**

Objectives

1. Develop an industry led toolkit allowing the tourism sector to work more collaboratively with emergency and government agencies to improve crisis response and recovery
2. Provide a one-stop shop for crisis scenario response steps, crisis tips, key messaging communication templates and case studies to improve messaging to visitors and the media to reduce reputational and business impacts
3. Improve Regional Tourism Organisations (RTOs) readiness for crisis events and emergencies
4. Better coordinate tourism-related messaging to visitors and media between emergency services, disaster management groups and the tourism industry before, during and after disasters
5. Identify gaps in existing crisis communication planning to help prepare for, respond to and recover from future crises
6. Build capacity and capability to help Queensland’s tourism industry return to business as soon as possible after a disaster or crisis
7. Build partnerships between emergency services, disaster management, local and state government and tourism representatives
8. Share and enhance crisis communication best practice in the tourism industry

Benefits

- Improved RTO’s crisis management capabilities
- Improved inter-agency relationships
- Helped to coordinate crisis messaging
- Shared crisis communication best practice
- Helped regions to manage crises impacting the tourism industry more effectively

Outcomes

- 92% positive feedback from crisis workshops
- RTOs have requested additional exercises on an annual basis
- A number of District Disaster Management Groups (DDMGs) will include RTO representatives on their DDMGs
- 11 RTOs said the toolkit and exercises helped them prepare for, respond to, and recover from crisis events