

# ***Natural disaster - the business response***

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# Christchurch earthquakes



# The response

- Prompt response by agencies & individuals
- Emergency assistance & donations
- **Businesses helped other businesses** - donated money, loaned staff, shared premises, undertook joint operations & in other ways supported businesses (that were in many cases their competitors)
- BusinessNZ & regional organisation CECC facilitated this



# BusinessNZ response

Relief committees: (1) water, (2) energy, (3) food, (4) telecommunications, (5) accommodation, (6) health, (7) building, (8) infrastructure, (9) insurance, (10) banking, (11) information, (12) business helping business

- Coordination of government agencies
- Dedicated website, email system
- Early promotion of : “*Christchurch is open for business*”

# Buy Christchurch made



# Rena oil spill



# Lessons

## **Business engagement is key:**

- Businesses helping other businesses
- Business organisations helping businesses
- Govt delivering relief via businesses
- Built on trust & existing strong relationships