Natural disaster - the business response

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Christchurch earthquakes



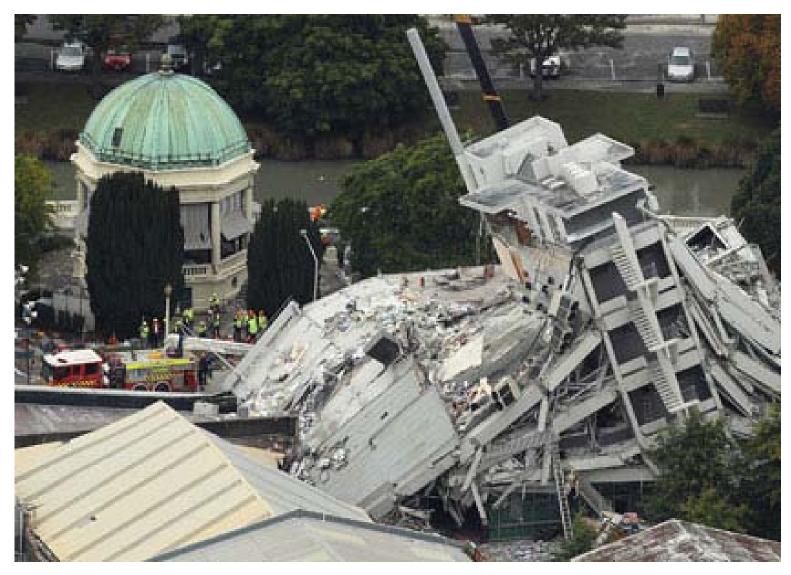




The response

- 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

