

# Crisis Guidebook: Cyclone preparation

Best practices for Queensland's  
tourism industry



QUEENSLAND  
TOURISM INDUSTRY  
COUNCIL

### **Acknowledgement of Country**

The Queensland Tourism Industry Council acknowledges the Traditional Custodians of the lands on which we work and live across Queensland, and recognises their continuing connection to the land, waters and culture. We also pay our respects to all First Nations people, past, present and emerging.

### **About the Queensland Tourism Industry Council**

The Queensland Tourism Industry Council (QTIC) is Queensland's peak tourism industry body and the leading advocate for Queensland's tourism and hospitality sector. QTIC represents the interests of the state's more than 60,000 tourism businesses and more than 800 members across Queensland working in all sectors of the tourism and hospitality industry.

Contact details for QTIC:

07 3236 1445  
info@qtic.com.au  
qtic.com.au

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# Overview: Cyclone preparedness

As the peak body for tourism and events in Queensland and the voice of tourism, QTIC is committed to supporting our industry through extreme weather events. With a cyclone system tracking towards South East Queensland, it is crucial that tourism operators understand the necessary preparations - not just for immediate safety but also to ensure business continuity, minimise financial losses, and reduce long-term impacts on insurance claims.

While South East Queensland is well-versed in flood preparedness, cyclones bring a different set of challenges, including destructive winds, storm surges and extended power outages. Our colleagues in North Queensland have extensive experience managing cyclone risks and their best practices can serve as a guide for all operators.

# Key preparedness actions for tourism businesses

## 1 Protect people first: Staff and visitors

- Ensure staff, guests and visitors are informed about emergency procedures.
- Identify safe zones within your premises and evacuation routes.
- Prepare emergency kits, including torches, batteries, water, and first aid supplies.

### **Supporting your team**

- Establish work-from-home arrangements where possible, ensuring staff have access to necessary systems and clear communication on remote work expectations.
- Consider paid leave or flexible work options for staff who may need to care for their families during the event.
- Provide mental health and wellbeing support - cyclones can be stressful and ensuring staff know where to seek assistance is important.
- Update team contact details and the location of all staff members.

### **Supporting tourists and visitors**

- Ensure clear communication with guests about weather conditions, emergency procedures, and safe shelter options.
- Provide updated travel advice, including potential disruptions to flights, roads and public transport.
- Assist tourists in accessing emergency services, consular support (for international visitors) and insurance claim information if needed.
- Encourage guests to register with their embassy's travel advisory service if they are international visitors.

## 2 Secure your business premises

- Tie down or store loose outdoor items such as signage, outdoor furniture and equipment to prevent wind damage.
- Check roof integrity and clear gutters to reduce water damage risks.
- Prepare for potential extended power outages by having generators or backup plans for refrigeration and essential operations

## 3 Protect your digital and financial assets

- Back up critical business documents and store them securely off-site or in the cloud.
- Review insurance policies and ensure business continuity plans are up to date.
- Understand insurance requirements for lodging claims - having clear documentation of damage can assist in a smooth claims process.

## 4 Minimise business disruption and recovery time

- If closure is necessary, communicate clearly and proactively with guests about cancellations, refunds or re-bookings.
- Assess supply chain vulnerabilities and plan for delays in deliveries or services.
- Have a post-cyclone action plan to assess damage and resume operations as efficiently as possible.

# Checklists for preparedness

## Cyclone preparedness checklist for businesses

- ✓ Communicate with staff: Ensure employees know emergency protocols, work-from-home arrangements and evacuation plans.
- ✓ Check insurance coverage: Review policies to confirm coverage for cyclone damage and business interruption.
- ✓ Secure outdoor and loose items: Store or tie down outdoor furniture, signs and equipment to prevent wind damage.
- ✓ Backup business data: Ensure all important files and systems are backed up to a secure off-site location or cloud storage.
- ✓ Prepare emergency power solutions: Have backup generators and ensure fuel supply for essential operations. Ensure battery packs and all devices are fully charged.
- ✓ Review and update business continuity plans: Outline steps for managing staff, guests, and operations during and after the event.
- ✓ Secure physical premises: Board up windows if necessary and ensure drainage systems are clear.
- ✓ Prepare a crisis communication plan: Have a strategy for updating staff, customers and media on business status.
- ✓ Stock emergency supplies: Have extra water, non-perishable food, first aid supplies and PPE for staff.

- ✓ Document business assets: Take photos or videos of equipment, stock and premises for insurance claims.
- ✓ Plan for business disruptions: Identify alternative suppliers, backup locations and contingency plans.
- ✓ Ensure guest and customer safety: Provide clear information on evacuation procedures and emergency contacts. Ensure both digital and physical copies are available.
- ✓ Test IT systems and remote work capabilities: Ensure key personnel can access necessary business systems remotely.
- ✓ Monitor official updates: Stay informed with weather alerts and local government instructions.
- ✓ Coordinate with local emergency services: Establish connections with authorities for rapid response if needed.

## Cyclone preparedness checklist for individuals

- ✓ Fuel Up: Fill car fuel tanks and jerrycans in case of power outages at service stations.
- ✓ Withdraw cash: ATM and EFTPOS machines may not work if power and Internet services are disrupted.
- ✓ Water supply: Fill bathtubs, sinks and large containers with water in case mains supply is interrupted.
- ✓ Stock up on non-perishable food: Ensure you have enough food for at least 3–5 days.
- ✓ Gas bottles: Fill gas bottles for cooking and heating water if power is lost.
- ✓ Charge devices and power banks: Keep phones, laptops and emergency radios charged.
- ✓ Prepare an emergency kit: Include torches, batteries, first aid supplies, medications and important documents in a waterproof bag. Ensure battery packs and all devices are fully charged.



- ✓ Secure loose outdoor items: Move outdoor furniture, bins and garden tools indoors or tie them down.
- ✓ Check insurance policies: Ensure home and contents insurance is up to date and covers cyclone-related damage.
- ✓ Know your evacuation plan: Identify evacuation routes and prepare emergency contact lists.
- ✓ Store important documents safely: Keep copies of passports, birth certificates and insurance details in a waterproof container.
- ✓ Monitor weather alerts: Stay updated via the Bureau of Meteorology and local authorities.
- ✓ Check on neighbours and vulnerable people: Ensure elderly or vulnerable individuals nearby have support.
- ✓ Prepare for power and Internet outages: Have candles, matches and a battery-powered radio ready.
- ✓ Have a pet safety plan: Ensure pets are inside, have enough food and water and are micro-chipped in case they get lost.

# Building a best practice industry for insurance resilience

Proactive cyclone preparedness is not only essential for safety but also critical for demonstrating industry-wide resilience to insurance companies. By taking clear preventative actions, operators can help reduce risks, stabilise insurance premiums and ensure tourism businesses remain insurable in high-risk weather zones.

## Resources and further information

QTIC will continue working closely with the Queensland Government, Regional Tourism Organisations, Local Tourism Organisations and industry partners industry partners to provide timely updates and best practice guidelines. We encourage all members to review their emergency plans and access resources from:

- [Queensland Government Disaster Management](#)
- [Bureau of Meteorology](#)
- [Your Local Council Disaster Hub](#)
- [QTIC online resources hub](#)
- [Queensland Government social media](#)
- [Visitor Safety Tips: During Severe Weather](#)
- [Business Queensland disaster support](#)
- [Get Ready Queensland - General information](#)
- [Queensland road condition updates](#)
- [Translink service updates](#)
- [Brisbane Airport updates](#)

## QTIC contacts

<b>Chief Executive Officer</b> Natassia Wheeler	<b>E</b> natassia.wheeler@qtic.com.au <b>P</b> 0434 278 088
<b>General Manager</b> Melanie Anderson	<b>E</b> melanie.anderson@qtic.com.au <b>P</b> 0434 077 975
<b>Executive Assistance</b> Juleen Schneider	<b>E</b> juleen.schneider@qtic.com.au <b>P</b> 0413 089 895
<b>Finance Manager</b> Richard Murphy	<b>E</b> richard.murphy@qtic.com.au <b>P</b> 0419 759 474
<b>Membership Manager</b> Jodie Di Russo	<b>E</b> jodie.dirusso@qtic.com.au <b>P</b> 0448 257 371
<b>Accreditation Business Development Executive</b> Amanda Ronan-Hearn	<b>E</b> amanda.ronanhearn@qtic.com.au <b>P</b> 0401 177 312
<b>Communications Manager</b> Cat Riddle	<b>E</b> cat.riddle@qtic.com.au <b>P</b> 0414 755 313

## Queensland business status

Check the scheduled operating hours of businesses throughout South East Queensland [here](#).

## Stay up-to-date

To stay up-to-date with the latest industry news and resources, [sign up to QTIC's mailing list](#) and follow us on [LinkedIn](#), [Facebook](#) and [Instagram](#).

# About QTIC

The Queensland Tourism Industry Council (QTIC) is the peak industry body and leading advocate for the tourism, hospitality, and events sectors in Queensland, committed to the growth and sustainability of the state visitor economy. Our efforts focus on powerful lobbying, policy development, and collaboration with key industry stakeholders to create a favourable business environment for operators.

As a not-for-profit, membership-based organisation, we take pride in ensuring that the concerns and needs of our members and the broader tourism industry inform all relevant policy debates and that businesses have strong representation in decision-making processes. By promoting the value and importance of tourism in government forums and to the wider community, we help to create a vibrant, diverse industry that benefits all.

Through delivery of workforce and skilling programs, advocating for attraction and infrastructure investment, and working with the private sector to develop innovative solutions to tourism priorities, QTIC continues to serve members and industry. We also provide expert advice and support, including workforce and business development opportunities and access to vital industry insights.

Working as a voice to government, we help to ensure Queensland remains a go-to destination and that operators have the resources to meet evolving consumer demands.