

**CRISIS MANAGEMENT:  
WE'RE HERE TO HELP**

**rowland.**

## **COVID-19 BE RESILIENT, BE PREPARED**

**With the number of confirmed cases of the novel coronavirus COVID-19 continuing to rise, governments, businesses and organisations throughout Australia are responding to this infectious disease and taking steps to prevent and reduce its spread.**

In recent days, business, industry and government have been quickly adapting to increased hygiene measures, the potential closure of schools, offices and public facilities, cancelled events, curtailed international travel and quarantine arrangements. Many organisations have also directed employees to work from home to limit the number of people they come into contact with daily.

We all need to adapt and respond to this contagion and prepare for business continuity, possible related and unrelated crisis situations in the coming weeks and months, and also how to respond when the threat of the virus has receded.

### **WHAT CAN COMPANIES DO**

Rowland's approach to responding to COVID-19 is based on five key principles:

1. Activate your Crisis Management Plan to guide your approach, processes and decision making.
2. Listen to and follow expert advice including government health advisories, World Health Organisation and other relevant officials.
3. Revisit your company values, ensuring these guide your behaviour and communication.
4. Monitor what other organisations are doing, as well as media and social media to ensure you act in a way that reflects the current environment, and learn from other global responders.
5. Centralise communication by assembling a virtual response team and creating a dedicated platform for all communication materials — establishing one source of truth for internal audiences.

### **WE ARE READY TO HELP**

Like many organisations, Rowland has implemented our internal crisis response plan and our teams are in place and ready to assist our clients with employee, stakeholder and customer communication and crisis management.

Rowland's seasoned team of issues and crisis management experts can provide a variety of services including:

- Review your existing Crisis Management Plan
- Develop a COVID-19 response plan
- Scenario planning
- Key message development
- Stakeholder communication especially with employees
- Desktop exercise to test preparedness
- Business recovery and transitioning to BAU.

**If you would like to find out more about how we can support you, please feel free to connect with us at [corporate@rowland.com.au](mailto:corporate@rowland.com.au) or call:**

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