

CRISIS COMMUNICATION PLAN 2025

Purpose:



Plan



Respond



Recover

Tourism Incident or Crisis:

Level 1

For events likely to have short-term organisational, local or regional impacts



Utilise Crisis Communication Plan

Level 2

For events likely to have significant long-term negative consequences for VSC, the local tourism industry and/or operators



Convene VSC Crisis Response Group to assess situation, implement response and collaborate with other stakeholders and agencies where relevant

Activation Level:

Use the below table and the Incident Risk Assessment table to determine the level of activation required to handle the crisis.

INCIDENT CHARACTERISTICS	TOURISM OPERATOR TO MANAGE	LEVEL 1	LEVEL 2
Impacts reputation of one or more tourist operators or activities, with limited impact on rest of industry	✓		
Media queries about actions of single tourism operator	✓		
Likely to disrupt tourism activity and visits to the region over the short term		✓	
Could negatively impact tourism activity and the Sunshine Coast's reputation adversely over the short-term		✓	
Some media queries impacting region's public image		✓	
Likely to have significant long-term negative consequences for VSC, local tourism industry and operators			✓
Resulted in or could lead to job losses or significant reduced tourism spending			✓
Multiple media queries significantly impacting region's public image			✓
Calls into question VSC's real or perceived responsibilities, integrity or adequacy. Could affect ability to continue operations			✓
Multiple tourists injured, killed or severely impacted potentially impacting the region's reputation nationally and internationally			✓
Places into question the region's safety and/or desirability as a destination			✓

What To Do:

If you become aware of an incident or crisis.



Notify CEO or if not available your Manager.

Media Protocols:

Any media should be directed to the CEO, Communications Manager or Communications Consultant for response.

VSC Crisis Response Group:

CEO*

Communications Manager

Communications Consultant

Finance & Administration Manager

Head of Industry & Trade Development

Head of Marketing

Industry & Trade Coordinator

Other staff as required pending level of crisis response and recovery required.

*If CEO is unavailable, Chair or Deputy Chair will lead or may delegate to other staff.