



TOURISM CRISIS COMMUNICATION GUIDELINES

For Moreton Bay Tourism Operators

VISIT
Moreton Bay

Immediate Actions for Operators (You) During a Crisis

During a crisis, clear and effective communication is essential to protect your business and help the tourism industry recover quickly.

1

Stay Informed

Regularly check updates from MBRIT, council, TEQ, and official government channels to ensure you have the latest information. Make sure you are subscribed to the MBRIT industry newsletter and follow MBRIT on LinkedIn.

2

Communicate Effectively

Promptly share accurate updates with your customers through emails, social media, or your website. If you are unsure, check the facts before sharing, communicating or posting. Sharing inaccurate or out-of-date information during a crisis should be avoided and could have adverse impacts.

3

Choose Your Words Carefully

Use clear and simple language, focusing on safety and any changes to your services. If there are any people impacted by the crisis (e.g. flood, fire, injuries or possible deaths), show empathy first e.g. start your words with, "Our thoughts are with those impacted...". Don't make assumptions and always stick to the facts.

4

Plan Ahead

Develop a basic crisis communication plan outlining who will handle customer enquiries, update digital platforms, and liaise with suppliers during emergencies.

5

If in Doubt, Reach Out

If in doubt about how and when to communicate with customers in times of crises, reach out to MBRIT to tap into our expert resources.

6

Talking to the Media

The media will often want to get to the heart of what is happening, which is their job. If the media contact you, we urge you to let us know so that we can assist you with your responses.

Life Threatening Emergencies
Police. Fire. Ambulance
Call Triple Zero (000)

Contacts and Resources

Visit Moreton Bay/MBRIT PR Agency Crisis Contacts:

Heather Mollins
The Comms People
0412 421 41

Jennifer Swaine
The Comms People
0438 952 830

City of Moreton Bay:

Call (07) 3205 0555 (24 hours)

Visit the disaster dashboard - disaster.moretonbay.qld.gov.au

- [Disaster support and recovery assistance contacts](#)
- [Disaster management and preparedness](#)
- [Local Disaster Management Plan](#)

Crisis Comms Roles & Responsibilities

Visit Moreton Bay

Serve as the local point of contact during crises.

Collate and share region-specific updates from government sources (e.g. weather advisories, event changes, area-specific closures). Provide PR counsel and advice to operators in a time of crisis.

City of Moreton Bay

Council works closely with MBRIT on messaging and Government on crisis response.

Coordinates emergency responses, ensures public safety, provides essential services, and shares vital information during crises. They work with state and federal agencies, emergency services, and local organisations to manage resources and support recovery.

Queensland Government (ie QPS, QFS)

Manages state-level crisis responses, such as natural disasters or health emergencies.

Issues public safety information through emergency services, media channels, and platforms like Queensland Alert.

Tourism and Events Queensland (TEQ)

TEQ leads the overall crisis communication for Queensland's tourism sector.

Collaborates with government agencies and industry bodies to disseminate accurate and timely information to visitors, media, and tourism operators.

Tourism Operators (You):

Directly engage with your customers.

Communicate promptly and transparently using information from TEQ and MBRIT to your customers. Keep your business's online presence updated with current service statuses and adhere to safety advisories. Reach out to Visit Moreton Bay if in doubt.