

COVIDSAFE STEPS TO REOPEN YOUR BUSINESS

1. Create A COVIDSafe Plan

The planning phase will help to ensure your business is operating according to current government regulations, as well as providing a framework for you to share with employees and other stakeholders, offering reassurance in an uncertain time. Be sure to also share relevant details of your plans with customers to help ease concerns and allow them to book with confidence, you may also like to review booking policies to allow travellers to easily cancel their trip if they have any symptoms.

A [free online planning tool for business](#) to plan how to keep their employees, customers and the wider community safe as they reopen or expand their activities is now available. Produced by the National COVID-19 Coordination Commission and bringing together information on government resources and assistance, a COVIDSafe plan is considered essential for businesses to resume operations and takes approximately 30 minutes to complete.

The tool complements the [Safe Work Australia online hub](#), the definitive source of information for businesses to understand their work health and safety obligations.

Australian Tourism Industry Council (ATIC): Business Recovery & Clean Practicing Business Modules

ATIC has also compiled handy planning tools to build a [Business Recovery Plan](#), as well as a [Clean Practicing Business Model](#) which gives businesses customised daily, weekly, monthly and annual cleaning checklists, a risk register and further resources including workplace signage.

Australian Tourism Export Council (ATEC)

ATEC has developed [COVID Ready modules](#) that will go through the guidelines for various parts of the sector with a risk assessor. This program aims to help all businesses align with the COVID requirements published by the Australian Federal Government.

COVID Infection Control Training

The Department of Health has released free online [infection control training](#) designed to ensure the strongest possible defence against the spread of COVID-19 in workplaces and communities.

NSW Government General Industry Guidelines for COVID Safe workplaces

- [General Industry Guidelines](#) for COVID Safe workplaces

Some Specific Industry Sector Tools & Resources

- [Making Your Retail Space Safe](#)
- [Make Your Restaurant Or Café Safe](#)
- [Make Your Club, Pub Or Brewery Safe](#)
- [Make Your Caravan Park Or Camping Ground Safe](#)
- [Make Your Museum Or Gallery Safe](#)
- [Make Your Zoo, Reptile Park Or Aquarium Safe](#)
- [Cellar Doors](#) -
- [Outdoor Council of Australia](#) (Covid-19 Management Plan Template for group based outdoor activities) -
- [Museums & Galleries](#)
- [Clubs](#)

Safe Work Australia similarly provides [Industry Specific Information and Guidelines](#)

Other Resources & Tools To Consider When Building Your COVIDSafe Business

Accommodation - NSW Health developed a [good guideline to cleaning accommodation services](#) specific to guests in COVID quarantine isolation but there are some great tips here for managers and staff now that restrictions have eased.

Food standards checklist - Please download the [Food Standards safety checklist](#) here to ensure that your business has good food safety and hygiene practices before reopening or returning to dine-in.

2. Communicate With Your Customers

Once you have planned how your business will operate, prepare messaging to help customers find when you are open, what services are on offer, and any changes to your offering or opening hours. This should then be communicated through as many channels as possible, such as:

- Your website
- Email newsletter
- Social media
- [Get Connected \(ATDW\) listing](#)
- Google My Business listing
- Signage at your business

Messaging prompts to consider:

- Say thank you to your audience and customers for supporting you through this difficult time and share how much you are looking forward to welcoming them back.
- Acknowledge the pandemic and consider how your messaging might need to be more sensitive for now but continue to provide upbeat and inspiring content where possible, mindful of the fact over the short-term some people might not want visitors to return.
- Share relevant details of your plans to help keep locals, visitors, and your staff safe – in turn increasing consumer confidence in your product and the likelihood of them booking with you.
- Be aware of other state regulations and adjust your communications accordingly. For example, do not target markets in other states to come and holiday with you in NSW if they are still under travel restrictions.

3. Get Involved With Industry Support Campaigns

Tap into ongoing industry support campaigns through Destination NSW and Tourism Australia – these can help amplify your message and tourism bodies are constantly on the lookout for great social media content and stories to share. As restrictions ease, these campaigns will evolve so be sure to keep an eye out for the latest updates.

Destination NSW: #LoveNSW campaign

Destination NSW's Now's The Time To Love NSW tourism recovery campaign has a new TV commercial and social media content linking to a refreshed [campaign page on VisitNSW.com](#), which has been updated to reflect the relaxed travel restrictions from 1 June.

Get involved with the campaign through social media by using #LoveNSW and #NewSouthWales, as @VisitNSW posts featuring your region offering tips and local recommendations.

Tourism Australia: Live from Aus

[Tourism Australia's Live from Aus](#) kicked off with two full days of live content on their social media, featuring tourism offerings from across the country to inspire people to dream about their next holiday when travel restrictions are lifted. Content designed to connect with potential travellers and provide ideas and inspiration is being published regularly on Tourism Australia's social media channels, supported by links from Australia.com articles with information on how to plan a trip to those destinations. [Operators can get involved](#) by joining the Facebook event and sharing it with their networks using #SeeAustralia. You can also stream your own events on your social media channels using the [Live From Australia Logo](#) and submit them for consideration to Tourism Australia's social media team for further promotion.

4. Keep On Top Of News And Updates

The situation with COVID-19 is constantly evolving and we encourage operators to keep abreast of current developments and advice through official government channels outlined below.

[DNC Covid-19 webpage](#) has many useful links.