

Prepare the Peel Project

A summary on raising Emergency Preparedness in the Tourism Industry

The **'Prepare the Peel'** Project was funded by the National Disaster Resilience Program and aimed to:

- **Raise emergency preparedness in the Peel tourism industry, focusing on the short term accommodation sector**
- **Promote consistent messaging at the 'Looking', 'Booking' & 'Checking-in' steps of a visitor's journey**
- **Better prepare the traveler by encouraging the use of emergency 'alerting' and 'reporting' mobile apps and resources**

A range of resources were developed during the project and highlighted the following emergency information sources and contacts:

- Emergency+ mobile app
- EmergencyAUS mobile app
- Emergency WA website
- ABC Local Radio
- Main Roads 138 138
- '000' emergency phone number

Of the \$20,000 NDRP funding, 80% was dedicated to the development and provision of resources, including:

- 38,500 Get Ready Business Cards
- 36,000 Emergency Information DL Cards
- 14,000 Emergency Information Magnets
- 1,100 Crisis Guides for Tourism Businesses

The City of Mandurah worked with hundreds of project partners, including;

- **Local governments of the Peel Region**
Shire of Murray, Serpentine - Jarrahdale, Boddington and Waroona
- **Mandurah and Peel Tourism Organisation** (MAPTO) and related Visitors Centres
- **More than 70 accommodation providers:** Hotels, motels, house boats, caravan parks, bed and breakfasts, holiday houses etc
- **West Australian Government**
Dept. of Fire and Emergency Services
Dept. of Primary Industry & Regional Development
Dept. of Biodiversity Conservation and Attraction
Dept. of Local Govt, Sport and Cultural Industries
Office of Emergency Management

Sharing and integration of the preparedness message was encouraged through:

- Staff, volunteer and client training
- Existing networks and meetings
- Newsletters, magazines, social media, websites and e-newsletters
- Resource display, inclusion in compendiums and emergency plans

While targeting the Peel Region, this initiative has extended to a state, national and international audiences, increasing preparedness across a range of communities and industries.