

ADELAIDE HILLS TOURISM

COVID-19 - BUSINESS SURVIVAL TIPS

23 March 2020



Dear Tourism Industry Colleagues

The Morrison Government has announced [a raft of much needed measures](#) to assist our small business community, the foundation of the Adelaide Hills tourism industry.

When your emotions are high and your whole being is flooded with stress it can be difficult to think and make decisions about asking for help.

Following are ten tips for helping businesses survive through COVID-19. Working through these will help you take control and put you in a better position to apply for the assistance you need. The tips have been adapted with permission from an article published in a SmartCompany newsletter (see links to newsletter and Ian Whitworth's blog below).

COVID-19: TEN TIPS FOR BUSINESS SURVIVAL

1. DO YOUR CASHFLOW FORECASTS *NOW*

You need details: wages, rent, tax, supplier payments, documented down to the day they're due. That's the moment you go from 'might be okay' to 'oh my God I must act now'. If people in your industry are saying, "if you can survive X months COVID-19 will all be over. Demand will take off again", assume it will be at least 50% longer.

2. UPDATE YOUR TERMS AND CONDITIONS

Check your cancellation clauses in your terms and conditions. I recognise that doesn't sound cool, but it's all that stands between us and extinction. Check you're not exposed.

3. HAVE THE COVID-19 CHAT WITH SUPPLIERS

Talk to your regular suppliers and be honest. Ask them to help you survive, in whatever way they can, so you can be an ongoing customer in future.

4. TALK TO THE TAX OFFICE

Here's what you do: call the tax office and tell them honestly about the state of your business. Ask for a payment plan.

5. DON'T WAIT FOR THE GOVERNMENT TO RESCUE YOU

The whole point of owning a business is having control over your own destiny. Deal with your own affairs as if there was no government help coming.

6. COME UP WITH NEW IDEAS FOR YOUR PRICING AND TERMS

Think about how you can get paid up front. You want the work so bad but now is the time to tighten up your payment terms, not loosen them.

7. IS THERE SOMETHING ELSE YOU CAN DO FOR A BIT?

Today I heard of an exhibition stand constructor being smashed by cancellations, so they're doing kitchens and wardrobes for a sweet deal.

8. SERVICE THOSE SURVIVING CUSTOMERS LIKE NOTHING ELSE

There are still people with money. And you have a ton of excess capacity, both in staff and whatever else it is you do. Throw in the free dessert, the room upgrade, the matching belt, something to thank them for being a lovely person and spending cash with you instead of wasting it on another half-pallet of toilet paper.

9. ASSESS YOUR STAFFING LEVELS

And now we get to the elephant in the room. How long can you hold onto your staff? It's an ugly question, but being in charge means facing up to ugly things.

10. TALK TO YOUR BANK

Remember you are a loyal customer, think of their profit levels, bring them into the picture, bring them to account as an industry group.

[See the full tips at SmartBusiness >>](#)

[Ian Whitworth's Blog>>](#)

Other key sources of information:

[SA Health](#)

[Australian Department of Health](#)

[World Health Organization](#)

Thanks and kind regards,



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Chair

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