

# Prepare the Peel Project

## Raising Emergency Preparedness in the Tourism Industry

The **'Prepare the Peel'** Project is funded by the National Disaster Resilience Program, it aims to;

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

### The following resources will be developed through the project:

- **'Tourist Emergency Toolkit' web page**  
MAPTO and the City of Mandurah will jointly design the web page, targeting Australian and International visitors.
- **'Western Australian Crisis Essentials Guide for Tourism Businesses'**  
A guide to emergency preparedness, response and recovery for accommodation providers.
- **Emergency Apps & Info Resources**  
Magnets, DL, tri-fold display cards, key rings and fact sheets available at the 'checking-in' stage of the journey.



**EMERGENCY AUS**  
Proximity Alerts  
Emergency Advice  
Information



**EMERGENCY +**  
Reporting  
Emergency Advice  
Your Location

The City of Mandurah will work with the following project partners;

- **Local governments of the Peel Region**  
Shire of Murray, Serpentine - Jarrahdale, Boddington and Waroona
- **Mandurah and Peel Tourism Organisation**  
(MAPTO) and related Visitors Centres
- **Short term accommodation providers** Hotels, motels, house boats, caravan parks, bed and breakfasts, hostels/backpackers, holiday houses, units, apartments etc
- **West Australian Government**  
Dept. of Fire and Emergency Services  
Office of Emergency Management  
Dept. of Biodiversity Conservation and Attraction

### Further promotion will occur through the;

- **'Anytime Adventures – Peel Destination Guide'** 40,000 copies, printed by MAPTO, circulated in Australian and overseas.
- **'Let's Talk Tourism Workshop'** – hosted by MAPTO, a quarterly meeting of tourism representatives, sharing developments, information, concerns and learnings.
- Local, District and State Emergency Management Committees and Advisory Groups.

While targeting the Peel Region, the project will encourage Australian and International visitors to be emergency aware and prepared.