**Biosecurity in the Boardroom**

**Newsletter Communications**

Please use the messages below as templates for your email communications with your members or industry stakeholders.

**Message 1 – General Message to Businesses – Short (CTA – Business Queensland Website).**

Biosecurity is a threat to every business in every sector and belongs on your risk register alongside other key risks such as cyber security and workplace health and safety.

The Queensland Farmers’ Federation and Biosecurity Queensland are encouraging all businesses to know the potential impacts of biosecurity events, review their biosecurity readiness and strengthen their biosecurity practices.

For more information visit the Business Queensland website [here](https://www.business.qld.gov.au/running-business/risk/biosecurity).

**Message 2 – General Message to Businesses - Long (CTA – Business Queensland Website).**

How prepared is your business for Queensland’s next biosecurity incursion?

Biosecurity risks can have devastating impacts on businesses, with some industries reporting revenue losses of up to 20% in a single quarter due to invasive species and biosecurity breaches.

With biosecurity risk anticipated to grow fourfold in the coming decade, the Queensland Farmers’ Federation and Biosecurity Queensland are encouraging all businesses to consider the financial, operational and reputational risks that a biosecurity incursion could have on their business.

Safeguard your operations, strengthen your supply chains, protect your bottom line and enhance your reputation by accessing free resources to proactively manage biosecurity risks [here](https://www.business.qld.gov.au/running-business/risk/biosecurity).

**Social Media Communications**

Please use the social post templates below, tagging the Queensland Farmers’ Federation and Biosecurity Queensland, alongside the tile provided in this communications pack or alongside imagery relevant to your industry stakeholders.

**Message 1 – General Message to Business - Short (CTA – Business Queensland Website)**

🦠 Biosecurity threats are set to quadruple in the next decade. Biosecurity is a risk to every business in every sector. Is your business ready?

❗Could you handle shutdowns, trade bans, supply chain delays, or regulatory blowback from a pest or disease outbreak?

The Queensland Farmers’ Federation and Biosecurity Queensland are urging all industries to put biosecurity on their risk register – just as they would with WHS and cyber security.

Learn how to protect your operations, reputation, and bottom line from biosecurity events here 👉 <http://bit.ly/4qmlN5s>

**Message 2 – General Message to Business Long (CTA – Business Queensland Website)**

🦠 Biosecurity risks are set to increase fourfold in the next decade. Have you considered what these risks could mean for your business - operationally, reputationally and financially?

❓Could your business survive indefinite closures, regulatory scrutiny, trade restrictions, or supply chain delays and movement controls caused by pests or diseases such as foot-and-mouth disease, fruit fly or brown marmorated stink bug?

❓How would your customers and stakeholders react to a biosecurity breach linked to your operations?

❓What would the cost of inspections, fumigation, compliance measures or temporary business closure mean for your bottom line?

The Queensland Farmers’ Federation and Biosecurity Queensland have partnered to encourage Queensland businesses to better understand the potential impacts of biosecurity events across all sectors – not just agriculture.

To learn more about safeguarding your operations, strengthening your supply chains and protecting your bottom line from biosecurity risk visit the Business Queensland website here 👉 <http://bit.ly/4qmlN5s>