

# Working With Purpose...

Integrated Emergency  
Management  
and Recovery 



Our current crisis has provided the opportunity to connect with many colleagues and customers over the past weeks.

I've found these conversations to be humbling and uplifting. Customers have reached out to contractors and suppliers to ensure their wellbeing and offer support; Business owners concerned about long term strategies and the viability of their businesses have been in touch about accessing government support for their people; And small businesses are asking how they can help those who are isolated in their communities. All very human responses centred on people and purpose.

I'm thankful that my role with Nuffield Group allows me to work with purpose. For me this means using my skills in a way that also creates value in the community in which I live and work – effectively putting Shared Value ([1](#)) into practice.

Nuffield Group's Integrated Emergency Management & Recovery (IEMR) initiative does just that. Launched in early 2019, the purpose of IEMR is to support businesses and communities in building resilience in crisis management and recovery. This is Shared Value in action. By recognising that businesses are an essential part of our communities, IEMR enables recovery from crisis through coordinated access to shared resources, materials and expertise.

A conversation last week that resonated for me was with a business owner concerned about redundancies - worried about what to do, what to say, how to best look after his people, and what he could do to avoid cutting his workforce. In this particular case, I was able to offer some support.

IEMR members have access to a Support Line, putting people in direct contact with expertise in human resources, health and safety, governance and number of other areas. A small offering with a significant benefit in times of need.

Any crisis leaves a community in a place they may not have planned nor had the experience of dealing with before. And COVID-19 has introduced new challenges including isolation and financial hardship for many. Building community connections in regional Victoria where many are still reeling from the effects of bushfire is of utmost importance.

If you would like to know more about IEMR and how it may support you, your business, or an organisation important to you, please pm me here, or contact me at [laura.sullivan@nuffieldgroup.com](mailto:laura.sullivan@nuffieldgroup.com).

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