External Communication of COVID-19 protocols

When it comes to your COVID-19 Protection Framework Safety Plan, communication is key. Let your customers know in advance what sort of changes they can expect at your business including any potential face covering, distancing, and vaccination requirements, changes to capacity and enhanced cleaning procedures.

**Prior to Arrival**

Have clear communications for customers on your website, social media, pre-arrival emails or booking information on what they should do if they become unwell before or during their visit, and clear guidance on record keeping/scanning, face covering, distancing and vaccination requirements. Ensure you also consider the needs of those with visual impairments.

Other information you may want to cover would include:

* My Vaccine Pass scanning at entry (if vaccine certificates are used)
* Introducing set times for tours/sittings to manage numbers
* Requirements for supervising children to maintain distancing onsite
* Planning for adverse weather conditions
* Health declaration forms
* Contact details for Healthline, local testing stations, local vaccination centres, pharmacies, and medical centres
* Links to NZ covid response websites

**Displaying Information on your website.**

Create a *Covid-19* link on your home page that directs to the information as described above, rather than having it all on your home page. The key is to keep the information up to date, accurate and easy to understand. You may even like to create a Q&A format, here is a good example by [Te Puia](https://www.tepuia.com/covid-19/).

**Displaying Information Onsite**

At your premises, displaying information on the practices you are putting into place will reassure your customers and make them feel safe when visiting your business. Having signage that shows how your business is helping to stop the spread will reassure guests, while clearly communicating health and safety requirements will help everyone stay safe.

Ensure COVID-19 QR codes are displayed prominently at entry points and use signage to help customers identify distancing requirements.

**Cancellations**  
As local lockdowns, level changes and travel restrictions can change, it is also important to keep your cancellation policy up to date and communicate any changes to your customers. This will ensure flexibility for your customers, as well as protection for your business.

**Example Templates:**

### ****BUSINESS/SERVICE CONTINUITY MESSAGING****

*Kia ora [****CUSTOMER/CLIENT****],*

*As coronavirus (COVID-19) continues to impact Aotearoa, we want to update you on the steps we have taken to ensure business continuity for our [****customers/clients]***

*Based on guidance from the New Zealand Government, Ministry of Health and Health & Safety experts, we have developed a Covid-19 Health & Safety Plan that integrates the government’s Covid -19 Protection Framework.*

*[****INSERT WHAT YOUR BUSINESS IS DOING HERE****].*

*It goes without saying that, in the current environment, the health and safety of our employees, [****customers/clients/community****] are priority. This is an unprecedented time for everyone, and the situation is changing daily. We are committed to maintaining our business operations and ensuring you continue to enjoy the highest quality service/experience without disruption.*

*Thank you for your continued trust and support of [****BUSINESS/ORGANISATION****].*

### *****INTERNAL & EXTERNAL MESSAGING – EXPOSURE*****

*As of [****DATE AND TIME****], it has come to our attention that a member of our team in our [****LOCATION****] venue has [****BEEN EXPOSED TO/TESTED POSITIVE FOR****] COVID-19. Because the health and safety of our personnel and clients is our top priority,****[COMPANY/ORGANISATION]****is temporarily closing its****[LOCATION]****venue. As a measure of caution, our management team has also taken the steps of****[INCLUDE STEPS HERE]****while we evaluate this situation.*

*“Our first priority is to ensure the health and safety of our staff and visitors,” said****[SPOKESPERSON/TITLE]****. “In the meantime, our team is equipped with a comprehensive Covid-19 Health & Safety Plan that we will implement immediately to minimise risk to our staff, customers, community and business. We will continue to evaluate the situation, put measures in place to protect our communities, and communicate with you via our website at [****URL****] as soon as we have more information to share.”*

*For more information on COVID-19, see* [*here*](https://covid19.govt.nz/)

For additional support and instruction, please feel free to contact us – tapoi@maoritourism.co.nz