



BUSINESS ROUNDTABLE SELECTED AS UNITED NATIONS DISASTER REDUCTION FINALIST

The Australian Business Roundtable for Disaster Resilience & Safer Communities has been short-listed as one of three finalists for the prestigious United Nations Sasakawa Award for Disaster Reduction, due to be announced in Japan later this month.

The Sasakawa Award, which this year focuses on remarkable and innovative efforts to reduce the impact of disasters and build resilience, will be presented at the Third UN World Conference on Disaster Risk Reduction in Sendai which runs from 14 to 18 March. A record 88 nominations from 44 countries were received.

The Business Roundtable is represented by six of Australia's leading CEOs, who believe that it is of national importance to have resilient communities that can adapt to extreme weather events and natural perils.

The Sydney-based Australian Business Roundtable is honoured to have been given the opportunity to present its work to over 2,000 delegates at the prestigious global conference which only takes place every 10 years.

Speaking on behalf of the Roundtable, Insurance Australia Group Managing Director and Chief Executive Officer Mike Wilkins said:

"We are delighted to be selected as a finalist, which is welcome recognition of the steps the Australian Business Roundtable has taken to elevate the issue of natural disaster management in Australia.

"The Sasakawa judging panel have acknowledged the vision and creative dedication of the Roundtable in its efforts to change the way natural disaster impacts are managed nationally. We hope the Roundtable's collaborative approach of business, government and the not for profit sector inspires other nations in their efforts to reduce the significant costs of natural disasters," said Mr Wilkins.

Australian Red Cross CEO Mr Robert Tickner said:

"The Roundtable was formed to strengthen Australia's preventative response to the devastating disasters we face every year.

"The great achievement of the Roundtable is to help put resilience right up on the agenda of Government and help convince them that investment up front in disaster preparedness will strengthen communities and save lives as well as huge costs in the longer term," Mr Tickner concluded.

About the Third UN World Conference on Disaster Risk Reduction and Sasakawa Award:

The Third UN World Conference on Disaster Risk Reduction will be held from 14 to 18 March 2015 in Sendai City, Miyagi Prefecture, Japan. Several thousand participants are expected, including at related events linked to the World Conference under the umbrella of building the resilience of nations and communities to disasters.

The United Nations Sasakawa Award for Disaster Reduction is awarded to an individual or institution that has actively sought to reduce disaster risk in their communities and advocate for disaster risk reduction.

The Sasakawa Award was one of three prizes established in 1986 by founding Chairman of the Nippon Foundation, Mr. Ryoichi Sasakawa. The winning Sasakawa Laureate will be announced on 17 March at one of the signature events of the Third UN World Conference on Disaster Risk Reduction, in Sendai, Japan.

<http://www.wcdrr.org/conference/programme>

<http://www.unisdr.org/archive/42795> (Sasakawa Award)



About the Australian Business Roundtable for Disaster Resilience & Safer Communities:

The Australian Business Roundtable for Disaster Resilience and Safer Communities was set up in 2012 to support a coordinated national approach to making communities more resilient. It brings together six leading CEOs to influence public policy via evidence-based reporting on the unsustainable cost of disasters on life, property and the economy

The Roundtable members are the Chief Executive Officers of the Australian Red Cross, Insurance Australia Group, Investa Property Group, Munich Re, Optus and Westpac. Members of the Roundtable champion the need for a sustainable, coordinated national approach to make communities more resilient and people safer. They believe that national investment in disaster resilience and preventative activities is the most effective way to protect communities and reduce the impact of disasters.

For more information please go to our website: <http://australianbusinessroundtable.com.au/>

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