

From: John Aitken [mailto:ceo@brisbanemarketing.com.au]
Sent: Friday, 1 May 2009 4:31 PM **To:** Inner West Chamber of Commerce
Subject: Brisbane Marketing message - Swine Influenza (H1N1 flu) Update

Brisbane Marketing message: Swine Influenza (H1N1 flu) Update

As the H1N1 flu outbreak generates increasing global media coverage and raises personal concerns, it's important to refer to the correct facts and the most up-to-date information in order to make the best decisions, if any are required.

To help bring you the following key facts, Brisbane Marketing attended Tourism Queensland's swine influenza meeting on Wednesday 29th April, attended by Queensland's tourism leaders including the Minister of Tourism and a representative from the Queensland Health Department.

I encourage you to consider the following key facts:

- There have been no confirmed cases of H1N1 flu in Australia. Cases have been confirmed in Mexico, USA, Canada, New Zealand, Israel, Spain, UK, Austria and Germany. Outbreaks may occur in other countries.
- At this stage the symptoms of the H1N1 flu are mild (fever, fatigue, body aches, headaches, congestion etc) and are generally not considered life-threatening unless there are other under-lying conditions.
- The Australian Government is well prepared to deal with flu epidemics and has strengthened screening measures at airports.
- There are no restrictions on regular travel and no borders have been closed.
- Full border measures were implemented on 30th April to help delay the introduction of the flu into Australia.
- All Australian airports will include the use of Thermal Scanners and a mandatory requirement for all incoming passengers to fill out Health Declaration Cards.
- The pilots of all incoming international passenger flights will be required to report to the Australian Quarantine Inspection Service (AQIS) on the health status of their passengers.
- Queensland has a large stockpile of the drug Tamiflu and Relenza which will be used to treat and contain any possible cluster outbreaks.
- The World Health Organisation (WHO) has raised the influenza pandemic alert from phase 4 to 5 which means the presence of human-to-human spread of the flu.
- The H1N1 flu is not known to be transmissible to people through eating processed pork or other food products derived from pigs
- Authorities are saying **people should not panic.**

For your background information:

- Tourism Queensland is working with the National Tourism Incident Response Group and the Queensland Government on a response to the outbreak.
- Queensland Health is currently co-ordinating Queensland's response to ensure all Queenslanders are protected and provided with health support and vital information.

For further information on the influenza, please contact the **Commonwealth Health Hotline on 1802007, Queensland Health on 13 43 25 84** or refer to any of the below official sites.

Brisbane Marketing will continue to monitor the situation and if there are any major changes, we will let you know.

Regards
John Aitken – Chief Executive Officer
Brisbane Marketing

Official sites:

World Health Organisation:
<http://www.who.int/en/>

Australian Health Department
<http://www.health.gov.au/>

Department of Foreign Affairs Smart Traveller:
<http://www.smarttraveller.gov.au>

Queensland Health Department
<http://www.health.qld.gov.au/swineflu/>