

June 2007 Milestones

1. Indicative baseline level of foodborne illness in NSW established
- 2&3. Transition to approved audit framework
4. Local Government framework implemented
5. Develop internal culture program to support Authority’s new direction
6. Scheme evaluation program implemented
7. Consumer education program funded
8. Science strategy and operational plan for financial year 2007/08 developed
9. Workforce development program underway and evaluated
10. Information management infrastructure developed
11. Implementation plan for appropriate funding sources
12. Results and Services Plan operational

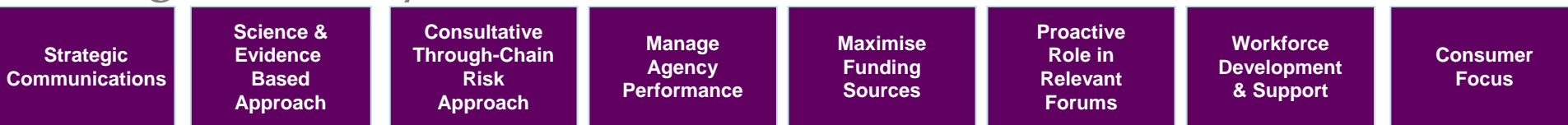
2009 Scorecard

<ul style="list-style-type: none"> • Decrease of the Foodborne Illness trend • % decrease in illness due to targeted pathogens
<ul style="list-style-type: none"> • % of audit program undertaken by Authority-approved external auditors • % of councils undertaking Category B or C food regulatory work • % of councils participating in the regional forums
<ul style="list-style-type: none"> • Average rating score for audited/inspected businesses • Average demerit points per licensed business • Average inspection rating for unlicensed businesses • % of products surveyed that comply with labelling regs
<ul style="list-style-type: none"> • % of consumers aware of hygienic food handling • % of consumers who know how to interpret a food label
<ul style="list-style-type: none"> • Authority advice/information included in media coverage of all major food safety issues • % of advice-seeking calls to Consumer & Industry Contact Centre • Number of visits to fact sheets on website
<ul style="list-style-type: none"> • Effective representation and targeted leadership in national forums • Effective participation in international forums
<ul style="list-style-type: none"> • % of staff engaged in training and development programs • % of staff who believe they have the skills and support required for their duties
<ul style="list-style-type: none"> • Secure, sustainable and diverse funding framework implemented • Agency revenue is sufficient to meet capital and recurrent expenditure requirements

2009 Outcomes

Reduced Foodborne Illness
Local Councils & Approved Auditors Are Partners In Food Regulation
Food Industry Produces Safe & Correctly Labelled Food
Empowered Consumers Manage Food Safety Risks
Trusted Source of Food Information
Nationally Influential and Internationally Engaged
Proficient & Well Supported Staff
Secure & Diverse Funding

Strategic Pathways



Strategic Communications	Science & Evidence Based Approach	Consultative Through-Chain Risk Approach	Manage Agency Performance	Maximise Funding Sources	Proactive Role in Relevant Forums	Workforce Development & Support	Consumer Focus
<p>Strategic Communications</p> <ul style="list-style-type: none"> ➤ Open and responsive communications practices ➤ Communicate changes to regulatory model to stakeholders ➤ Ensure communications meet audience needs ➤ Share issues management outcomes with stakeholders ➤ Communications mechanisms linked and diverse ➤ Website delivers live information ➤ Maximum use of media to deliver key messages 	<p>Consultative Through-chain Risk Approach</p> <ul style="list-style-type: none"> ➤ Regulatory intervention based on risk and consistent through-chain ➤ Consult proactively with industry and other stakeholders ➤ Build partnerships with Local Government and approved auditors ➤ Ensure effective Authority intervention through Verification and Enforcement action 	<p>Maximise Funding Sources</p> <ul style="list-style-type: none"> ➤ Appropriate industry and Government funding balance ➤ Explore additional funding sources, including fee-for-service opportunities ➤ Agency culture includes focus on commercial opportunities 	<p>Workforce Development & Support</p> <ul style="list-style-type: none"> ➤ Workforce development and review framework linked to new regulatory model ➤ Workforce culture repositioned ➤ Recruitment, training programs and succession planning aligned with new regulatory model ➤ Infrastructure supports new staff roles 				
<p>Science & Evidence Based Approach</p> <ul style="list-style-type: none"> ➤ Foodborne illness data analysis feeds back into program design and priorities ➤ Food Safety Schemes supported by current science and best practice ➤ Base issues management on risk assessment ➤ Survey program targeting problem areas ➤ Maximise use of laboratory services ➤ Build science partnerships 	<p>Manage Agency Performance</p> <ul style="list-style-type: none"> ➤ Use Results and Services Plan to drive Authority performance ➤ Align Strategic Plan and Corporate Planning framework with Results and Services Plan ➤ Link workforce development and review framework to Results and Services Plan ➤ Evaluate and review Authority programs 	<p>Proactive Role in Relevant Forums</p> <ul style="list-style-type: none"> ➤ Participate actively in national regulatory forums, focussing on areas relevant to 2009 targets ➤ Participate actively in FSA NZ processes ➤ Coordinate input from relevant NSW agencies ➤ Tap into Australia's work in international forums ➤ Enhance Authority's network in regional NSW 	<p>Consumer Focus</p> <ul style="list-style-type: none"> ➤ Consumer needs considered within entire Authority work program ➤ Agency culture includes focus on consumer needs ➤ Strengthen relationships with relevant consumer organisations ➤ Maximum leverage of events for consumer education 				

Mission To ensure that food in NSW is safe and correctly labelled and that NSW consumers are able to make informed choices about the food they eat.