

Scores on Doors

Promotion Guide

To get the most out of Scores on Doors, promotion is essential. Here are some ways you can promote the program on a minimal budget, whether you're launching it for the first time, or thinking about a relaunch.

Host an event for local businesses

Host a morning or afternoon tea at your local council chambers and invite local food businesses eligible to participate in Scores on Doors to come along. Have your Mayor or a local Councillor introduce the program and answer questions. This is also a great way to engage positively with your local business community on food safety issues.

Of course, if you already conduct food safety training, have information sessions for new businesses, or provide relevant resources, be sure to include information on the Scores on Doors program.

Tell the local media

Organise a photo opportunity or event for your Mayor and general manager with local media at a business that is a 5-star performer — they'll be happy to oblige!

Issue a media release to your local paper and send a photo. We have a media release template you can adapt.

Articles in council newsletters and Mayor's columns are often the best and most cost-effective way of telling your residents about the program. We are happy to assist in drafting one that you can use and adapt for your area.

Tell your local residents

But don't just rely on the media to get the good news out! Tell your local residents about the program. Distribute brochures at your community events throughout the year (we'll provide them free).

Once people start seeing the certificates and stickers in the windows and doorways of food premises, the program will gain momentum.

Put it on your website and keep it fresh

Showcase the Scores on Doors program on your website, along with a current list of the participating food businesses in your area.

Use key eating out times during the year, such as Mother's Day, to keep it interesting. Businesses will love it! Link to their own websites as an incentive to take part and encourage return clicks.

Have a prominent spot on your home page and keep it updated with photos and information as new restaurants come on board.

If you use social media, promote new businesses that join Scores on Doors on your Facebook page and X (Twitter) channel and let the NSW Food Authority also know so promotion can be a joint effort.

Relaunch Scores on Doors!

Now's the time to re-launch Scores on Doors to your local community, business and the media. Interest in public sanitation, food safety and general health has never been higher.

It's a chance to reinvigorate the enthusiasm of businesses which are already participating and encourage new businesses to join.

Keep the momentum up

Celebrate milestones and generate regular stories and interviews for your website, newsletters and local media. Here are some ideas:

- xxx businesses join Scores on Doors (you can use any milestone number)
- We're a 5-star community! (the number of businesses with five stars rating)
- Celebrate the success of top-rated businesses together

Don't forget word of mouth

Your council colleagues are often the best form of promotion. Make sure your staff know all about the Scores on Doors program so they can spread the word.

NSW Food Authority assistance

We understand that councils have different operating budgets. Let us help you develop an effective promotional program.

Talk to us on **1300 552 406** or email food.contact@dpird.nsw.gov.au

Scores on Doors

Media Release Template

<insert local government area> restaurants display their hygiene Scores on Doors

Insert local council area> residents and diners can now see how well local food businesses are complying with food hygiene and safety requirements, <xxx> announced today.

<XXX> is the latest council to join the state-wide Scores on Doors program, which aims to improve food safety standards and to reduce the instance of foodborne illness in the retail food industry.

“Scores on Doors offers businesses a fantastic opportunity to show customers just how seriously they take food hygiene by displaying a rating certificate and sticker on their door,” <xxx> said.

Scores on Doors shows the result of their regular hygiene and food safety inspection. It lets the public in on what the inspectors see.

“Scores on Doors gives customers an idea of what’s going on in the kitchen at their favourite restaurant, café or takeaway.

“If you see a restaurant displaying the purple and green Scores on Doors certificate and sticker you can dine there safe in the knowledge it has met minimum

hygiene and food safety standards during the last food safety inspection. If it’s not displaying one, ask why,” <xxx> said.

Excellent (5 stars), Very Good (4 stars) and Good (3 stars) means a tick from the Food Standards Code in areas like food temperature control, pre-prepared food, food handler hygiene, cleaning and sanitisation and pest control.

“<insert council name> is proud to be part of Scores on Doors and doing its part to reduce illness from food and ensure that residents and visitors can enjoy their meals safely,” <xxx> said.

For more information visit <insert council website> or www.foodauthority.nsw.gov.au/scoresondors

Media Contact: xxxxx

Scores on Doors

Newsletter Article Templates

These are a guide. Use all or some of these words to create your own articles.

<local council> joins Scores on Doors food safety and hygiene program

Keep an eye out for the purple and green certificates and stickers at some of our local cafés and restaurants –it means the business is part of the Scores on Doors food safety rating program.

<insert council name> is proud to participate. Our council's authorised officers regularly inspect our local food businesses and rate their compliance with food safety standards, and Scores on Doors is the public face of those inspections.

The inspection includes food temperature control, food prepared in advance of service, food handler hygiene, cleaning and sanitisation and pest control amongst other items.

Participation shows that local businesses are striving for the highest rating, and that means the places you eat will have a higher standard of food safety.

It gives you, the consumer, information about the business's food safety standards to help you make an informed choice about where to eat or shop for food.

We're lucky to enjoy such a fantastic range of quality restaurants in <local council area> and I encourage you to support our local businesses taking part in the program.

For more information on Scores on Doors visit <council website page> or www.foodauthority.nsw.gov.au/scoresondors

Scores on Doors

Council website copy

Eating out?

Picking up dinner to take home?

We know what's important to you.

Scores on Doors is a program to rate businesses on their food safety standards. We work with the NSW Food Authority to give you an idea of what's going on in the kitchen of participating restaurants, takeaway shops and cafés.

Scores on Doors helps you choose where to buy. Certificates and stickers can be displayed by:

- restaurants
- takeaways
- cafés
- sandwich shops
- pub bistros, and
- hotels.

What do we look for?

An inspection will look at how food is stored and prepared. We ask questions such as:

- ✓ how clean are the premises and equipment?
- ✓ who is handling the food, and what precautions are they taking?
- ✓ is the food stored and cooked at safe temperatures? What about pre-prepared food?
- ✓ how are they controlling pests?

If the business qualifies for a Scores on Doors rating, we issue it with a certificate to display. Any score over 3 stars shows we're happy with the business.

Look for these star ratings

Score	Definition
Excellent ★★★★★	The highest expected level of hygiene and food safety practices.
Very Good ★★★★	Very good hygiene and food safety practices.
Good ★★★	Good general standard of hygiene and food safety.

Can't see a Scores on Doors certificate? Ask whether they are part of the program.

Only businesses participating in the Scores on Doors program receive a certificate.

No grade?

A business with major hygiene and food safety issues does not get a certificate. It must immediately fix the hygiene and food safety issues. If it fails to fix them it can be fined and may be named on the NSW Food Authority Name and Shame register, or even closed down.

The rating is not for the quality of food or the standard of service the business provides. The score is for the food safety conditions found at the time of the last food safety inspection.