

# Multicultural Plan 2011 – 2014

Summary of results  
August 2014

## Report structure

This summary sets out the results of the NSW Food Authority's three year Multicultural Policies and Services Plan (MPSP) for 2011-2014.

The plan follows the framework set out by the NSW Community Relations Commission (CRC). There are 3 broad activity areas which contribute to 7 defined outcomes:

<b>Activity area</b>	<b>Outcome</b>
A. Planning & evaluation	A.1 Planning A.2 Consultation & feedback
B. Capacity building & resourcing	B.1 Leadership B.2 Human resources
C. Programs & services	C.1 Access & equity C.2 Communication C.3 Social & economic development

Seventeen predefined criteria are addressed in the plan, which map into the above multicultural outcomes. The CRC framework provides for agencies to implement the principles of multiculturalism (included in the appendix) in different ways according to their levels of resourcing, the needs of their clients and their service delivery functions. The Food Authority's plan for 2011-14 included strategies and actions appropriate to its services and resources targeting the 17 criteria.

The Food Authority is part of the Department of Primary Industries in the NSW Trade & Investment cluster but reports independently for the purposes of its MPSP. The Annual Reports (Statutory Bodies) Regulation 2010 requires that a reporting statement on the MPSP is included in its Annual Report.

## Statement of commitment

The Food Authority has an ongoing commitment to the principles of multiculturalism, ensuring our services and facilities are accessible to everyone in NSW.

The Food Authority undertakes to:

- ensure our safety programs cater for the ethnic diversity of the state's consumers and food industry
- service those from culturally and linguistically diverse (CALD) backgrounds
- ensure that our employees are acknowledged for their cultural diversity and granted reasonable flexibility in their duties to:
  - accommodate culturally diverse practices, and
  - utilise culturally specific skills
- maintain consistency with Equal Employment Opportunity principles, ensuring that prospective employees are treated equally and not disadvantaged by virtue of any CALD community membership or cultural belief or practice.

This assists industry by ensuring that:

- food industry participants have appropriate access to the Food Authority's programs, advisory services and consultation processes
- food industry participants have a better understanding of the Food Authority's role and practices relating to culturally diverse communities, and

- the Food Authority's programs and services take account of culturally diverse and traditional methods of food preparation.

## Summary of achievements

The Food Authority reports formally on the MPSP plan and its progress every three years. Notwithstanding this reporting requirement, over the course of the plan period the Food Authority chose to report annually on its activities.

### 2013-14

#### *Food safety targeting Bankstown bakeries and Sydney restaurants serving fried ice cream*

In a continuation of the work with Bankstown City Council on raising food safety awareness in bakeries using raw egg products, training sessions were held in the year with identified hot bread shops. Interpreters were on hand and translated food safety factsheets on relevant topics in Chinese and Vietnamese. Follow-up inspections highlighted substantial improvement in food safety awareness and inspection results. A second round of follow-up inspections is continuing.

In partnership with City of Sydney Council, the Food Authority targeted restaurants serving fried ice cream which, like bakery products with raw egg components, has been associated with outbreaks of salmonellosis because the inside layer of the batter remains uncooked after the frying process. Food safety inspections, training and a range of educational factsheets in Chinese were provided to support this initiative.

#### *Translated material made easy for CALD website users*

In recognition of CALD communities, the Food Authority has generated an increasing number and range of translated food safety resources for participants in the food industry and consumers. To assist access to these resources, the Food Authority incorporated a more user friendly and language-based navigation path and CALD website users are now able to directly find relevant resources in their own language without having to go through English menus and content.

#### *Linking in to the Scores on Doors program*

Scores on Doors is a hygiene and food safety ratings program for retail food outlets. A review of the program resulted in enhancements designed to reduce barriers to participation and make the program more accessible. Enhancements included new materials which local council food inspection staff can use with food businesses to explain the program and help businesses achieve higher rating results. Brochures were also developed for consumers. Translated into 9 languages - Arabic, Simplified and Traditional Chinese, Greek, Japanese, Korean, Thai, Turkish and Vietnamese - these resources have been distributed to participating councils for their use and included on the Food Authority website.

### 2012-13

#### *Bakeries awareness campaign on Vietnamese-style pork rolls*

Following the previous year's success with Fairfield City Council, the Food Authority worked with Bankstown City Council to identify and target baseline inspections of outlets preparing similar products in the local government area. Due to the high proportion of Vietnamese speakers outlet inspections were accompanied by a translator. Information sessions and in-language resources (translated into Vietnamese and Chinese) were rolled out. The program continued in 2013-14.

### *Active resources in Chinese*

The Food Authority has worked with the *Australian Chinese Daily* for eight years to translate and publish topical monthly articles on food safety and labelling issues for Chinese-speaking consumers, food handlers and small business operators. As well as maintaining the program in 2012-13, the Food Authority published the full collection of English and translated articles on its website. Field staff and Council food inspection staff are able to access these resources on their mobile devices and utilise when working onsite with Chinese speaking staff and food business management.

### **2011-12**

#### *Food safety issues communicated to Fairfield bakeries*

The Food Authority, in cooperation with Fairfield City Council, undertook an awareness campaign with bakeries in Fairfield as it was discovered they had been preparing Vietnamese-style pork rolls containing raw egg products such as egg butter or mayonnaise that were linked to a number of foodborne illness (Salmonellosis) reports. The campaign consisted of factsheets on important food safety issues (translated into Vietnamese and Chinese) and visits by food inspection staff accompanied by a translator. Two food safety workshops were held for food handlers, one aimed specifically at staff with lower English proficiency. On reinspection, food safety compliance had increased and additional controls to manage risks had been implemented.

#### *8700kJ campaign translated for Chinese, Indian and Vietnamese audiences*

As part of the 8700kJ: Find your ideal figure consumer education program on food labelling, translated radio advertisements were featured in drive-time on 2AC Australian Chinese Radio, 2ILR India Link FM and 2VNR Vietnamese radio as these best represented the target audience of 18-24 year olds.

#### *RTOs offer Food Safety Supervisor (FSS) training in CALD languages*

To address the need for FSS training to be accessible for people from CALD communities, the Food Authority asked Registered Training Organisations (RTOs) applying to become approved under the FSS training program to provide training units in languages other than English. As at 30 June 2012, six RTOs were providing these services. The Food Authority continues to encourage RTOs to provide services for people from CALD communities via its six-monthly newsletter.

### **Ongoing activities**

The Food Authority provides an accredited interpreter service free of charge to CALD community members for on demand calls to our helpline and during regulatory compliance interviews between food inspectors and food businesses. This is supported with two staff accredited with language skills and CLAS allowance being available to assist with recruitment interviews for food inspection and helpline staff as well as translation of correspondence.

A range of food safety compliance information for food businesses and consumers is produced in a range of community languages - Arabic, Chinese, Greek, Italian, Japanese, Khmer, Korean, Macedonian, Serbian, Spanish, Thai, Turkish and Vietnamese. Other resources are translated as required.

## Strategy/action results by activity area:

### Activity area A. Planning & evaluation

**Outcome 1: Planning** - Multicultural policy goals are integrated into overall corporate and business planning and review mechanisms of the agency.

Planning framework: stream & strategy reference	Strategies /actions	Performance measure / indicators	Timeframe	Responsibility	Result
Planning & performance measurement: A.1.1.1	Establish and maintain a Multicultural Policies and Services Plan with performance measures.	Performance measures are reported in the Food Authority's Annual Report.  Multicultural plan for the Food Authority is approved and published on the website.	Annually	Chief Executive Officer / Executive board	Achieved
Integration with corporate planning: A.1.2.2	Integrate multicultural objectives into the Food Authority's corporate planning process.	Corporate Plan incorporates multicultural objectives and deliverables.	Annually	Chief Executive Officer / Executive board	Achieved
Integration with corporate planning: A.1.2.2	Encourage divisional business plans and strategies to address multicultural objectives.	Include multicultural initiatives where relevant in divisional business plans.  Consider CALD communities' needs in plans for new food industry regulatory schemes and programs.  Take cultural & traditional methods of food preparation into account when considering risk management options for particular food products e.g. Specialty Egg	Annually	Executive Directors / Manager Programs Unit / relevant program managers	Achieved  Branch work plans have included CALD community needs in programs for Scores on Doors, Food Safety Supervisor training and bakeries and restaurants using raw egg products.

Planning framework: stream & strategy reference	Strategies /actions	Performance measure / indicators	Timeframe	Responsibility	Result
		Producers.			
Use of data & analysis: A.1.3.1	The Food Authority's analysis, planning, program development and monitoring is informed by data from ABS, client data from program areas and other relevant sources.	<p>Data is collected, analysed and used for program and service planning.</p> <p>Include identification of CALD industry members' needs in benchmarking data for future programs (e.g. poultry).</p> <p>A set of priority community languages is defined for core community information and services.</p>	Ongoing	Executive Directors / relevant program managers / Manager Customer Service, Strategy & Operations	<p>Achieved</p> <p>Food safety inspection benchmarking data was collected and used for planning and evaluation in the Vietnamese pork roll and fried ice cream project activities.</p> <p>Priority community languages are identified for translation of core community information.</p>

**Outcome 2: Consultation and feedback** - Policy development and service delivery is informed by agency expertise, client feedback and complaints, participation on advisory boards, significant committees and consultations.

<b>Planning framework: stream &amp; strategy reference</b>	<b>Strategies /actions</b>	<b>Performance measure / indicators</b>	<b>Timeframe</b>	<b>Responsibility</b>	<b>Result</b>
Staff expertise & research: A.2.4.2	The needs of particular multicultural client groups in metropolitan and non-metropolitan areas are addressed where relevant through research and analysis.	Areas where the Food Authority requires cultural diversity skills and expertise are identified.	Ongoing	Relevant program managers	Ongoing activity
Client & community feedback: A.2.5.1	Mechanisms are in place to incorporate the views of multicultural client groups, the community and expert advice in planning and program development.	Membership from diverse backgrounds is in place for the egg industry consultative committee.  Expert advice will be sought from CRC as required for project specific input.	Ongoing	Executive Directors / relevant program managers	No project-specific CRC input has been required during the plan period.
Participation on advisory boards: A.2.6.1	The Food Authority has some representation on its advisory bodies from community and/or government members with experience in cultural diversity matters.	Membership from diverse backgrounds is in place for with the egg industry consultative committee.	Ongoing	Executive Directors	Consideration will be given to this in future.

## Activity area B. Capacity building & resourcing

**Outcome 3: Leadership.** CEOs and senior managers actively promote and are accountable for the implementation of the Principles of Multiculturalism within the agency and the wider community.

Planning framework: stream & strategy reference	Strategies /actions	Performance measure / indicators	Timeframe	Responsibility	Result
Active involvement of senior management B.3.1.1	The CEO and senior management express support for the Principles of Multiculturalism and the Food Authority's multicultural objectives.	CEO and senior management reinforce the Food Authority's multicultural goals through a range of communications, planning and corporate objectives.  Annual Report affirms commitment to the Principles of Multiculturalism.	Ongoing	CEO & Executive Directors	Achieved  Multicultural goals are included in the corporate planning process. Commitment to Principles of Multiculturalism have been included in the Annual Report.
Accountability of senior management B.3.2.1	A Multicultural Coordinator is appointed from senior management	Appointment of Multicultural Coordinator is minuted.	Ongoing	Executive Board	Achieved  Director Corporate Affairs, Stakeholder Engagement & Customer Service is the Multicultural Coordinator.

**Outcome 4: Human resources.** Capacity of the agency is enhanced by the employment and training of people with linguistic and cultural expertise.

Planning framework: stream & strategy reference	Strategies /actions	Performance measure / indicators	Timeframe	Responsibility	Result
Staffing reflects business needs B.4.3.1	The Food Authority identifies the linguistic and intercultural work skills needed of staff in client contact positions to ensure that business requirements are serviced by appropriate human resourcing.	Client contact positions at the Food Authority are held by staff with relevant linguistic and intercultural work skills.	Ongoing	Relevant program managers	Achieved Recruitment for customer facing roles in the Helpline and field inspection/ auditing areas routinely include scenarios on dealing with customers from CALD backgrounds.
Cultural & linguistic competence B.4.4.1	The Food Authority makes use of the Community Language Allowance Scheme (CLAS) and monitors its implementation.	Qualification of staff under the Community Language Allowance Scheme (CLAS) is available and encouraged.  Bilingual skills of new and existing staff are known and available to meet client needs.	Ongoing	Executive Director Corporate Services (T&I) / Director Corporate Affairs, Stakeholder Engagement & Customer Service / relevant Program Managers	Achieved The Food Authority has two employees in receipt of CLAS allowance.
Staff development & support B.4.5.1	Include multicultural issues in relevant training programs.	As required, Food Authority staff likely to deal with NESB clients receive training which includes relevant multicultural issues.	Ongoing	Relevant program managers	Achieved

## Activity area C. Programs & services

**Outcome 5: Access & equity.** Barriers to the accessibility of services for people from culturally, linguistically and religiously diverse backgrounds are identified and programs and services are developed to address them.

Planning framework: stream & strategy reference	Strategies /actions	Performance measure / indicators	Timeframe	Responsibility	Result
Responsive mainstream & targeted programming C.5.1.1	Include strategies in mainstream programs, services and activities to ensure they are culturally sensitive and inclusive of people from diverse language, cultural and religious backgrounds.	Consider a strategy for identifying Food Safety Supervisor training services from Registered Training Organisations for CALD groups.  Promote use of available translated resources in dealing with new licensees.	Annual	Manager Programs Unit/ relevant program managers	Partially achieved – use of translated resources with new food business licensees (and non-licensees) is promoted.
Responsive mainstream & targeted programming C.5.1.2	Identify opportunities for services and programs to target people from CALD backgrounds that need particular assistance.	Encourage feedback from staff in Compliance & Inspection Program and customer service staff, where available translated resources are insufficient.	Annual	Relevant program managers	Achieved  Feedback is encouraged, and Helpline now report regularly on information needs for CALD audiences.
Interpreter service use C.5.2.2	Provide guidelines on use of interpreters to all staff.  Use NAATI accredited interpreters by telephone and on-site as appropriate.	Guidelines are provided for all staff. Interpreters are used as appropriate and usage is monitored.  Use of interpreters, translators and CLAS recipients is monitored to maximise effectiveness and budget management.	Annual	Relevant program managers/ Manager Customer Service, Strategy & Operations	Achieved

Planning framework: stream & strategy reference	Strategies /actions	Performance measure / indicators	Timeframe	Responsibility	Result
Accountability of funded services C.5.3.1	Relevant services have accountability measures which aim to ensure the participation and inclusion of people from diverse cultural and linguistic backgrounds.	Advertising for EOIs, where conducted, for appointments to consultative bodies encourages participation by people from diverse cultural and linguistic backgrounds.	As required	Relevant Executive Directors	Partially achieved - diverse membership is encouraged, although cultural and linguistic diversity was not explicitly highlighted.

**Outcome 6: Communication.** A range of communication channels and formats are used to inform people from linguistically and culturally diverse backgrounds about agency programs, services and activities.

Planning framework: stream & strategy reference	Strategies /actions	Performance measure / indicators	Timeframe	Responsibility	Result
Planned communication C.6.4.2	Planned and appropriate approaches are taken to targeting relevant CALD groups for information, community education and marketing campaigns, using a range of communication channels.	<p>Information in publications, websites and public notices is culturally appropriate.</p> <p>Information is translated and published in-language for relevant and target language groups for specific issues of business standards (e.g. Food Safety Supervisor information flyers; FSS Guidelines; Food Premises Assessment Report) and community safety and labelling.</p> <p>Information is provided to organisers of events for targeted cultural groups on requirements for holding temporary food stalls. Engage with organisers of community CALD events.</p> <p>Ethnic media are utilised for information and education campaigns for food businesses (e.g. Food Safety Supervisor requirements) and consumers.</p> <p>Information regularly provided to publications such as <i>Australian Chinese Daily</i>.</p>	Annually	Manager Customer Service, Strategy & Operations/ Manager Stakeholder Engagement/ Manager Public Affairs	<p>Mostly achieved</p> <p>A range of information has been made available in-language and is promoted. Simpler in-language navigation to materials is in development.</p> <p>Paid media campaigns are rarely used, but media statements have been translated to relevant languages as appropriate and distributed to media.</p> <p>A regular column on food safety is provided to the <i>Australian Chinese Daily</i> newspaper.</p>

Planning framework: stream & strategy reference	Strategies /actions	Performance measure / indicators	Timeframe	Responsibility	Result
Emerging technology use C.6.5.2	A range of telecommunication technologies are utilised to assist with interpreted verbal interaction and information is disseminated in targeted languages through online and emerging technology-based programs.	Tools such as Google translate are available and used.		Manager Customer Service, Strategy & Operations	Achieved

**Outcome 7: Social & economic development.** Programs and services are in place to develop and use the skills of a culturally diverse population for the social and economic benefit of the State.

Planning framework: stream & strategy reference	Strategies /actions	Performance measure / indicators	Timeframe	Responsibility	Result
C.7.6.1	The agency develops initiatives to raise awareness, and celebrate the contribution, of people from diverse cultural and linguistic backgrounds.	CALD business stakeholders have the opportunity to be represented in Food Authority publicity materials.  The diversity of CALD communities are appropriately represented in materials published by the Food Authority.	Ongoing	Director Corporate Affairs, Stakeholder Engagement & Customer Service/ Manager Public Affairs	Achieved  A wide cross-section of community members are represented in materials for consumers and food businesses.

## Appendix: NSW Principles of Multiculturalism

The Principles of Multiculturalism are defined in the Community Relations Commission and Principles of Multiculturalism Act 2000 (NSW):

- 1) Multiculturalism is founded on the following principles:
  - a. the people of New South Wales are of different linguistic, religious, racial and ethnic backgrounds who, either individually or in community with other members of their respective groups, are free to profess, practise and maintain their own linguistic, religious, racial and ethnic heritage
  - b. all individuals in New South Wales, irrespective of their linguistic, religious, racial and ethnic backgrounds, should demonstrate a unified commitment to Australia, its interests and future and should recognise the importance of shared values governed by the rule of law within a democratic framework
  - c. all individuals in New South Wales should have the greatest possible opportunity to contribute to, and participate in, all aspects of public life in which they may legally participate
  - d. all individuals and institutions should respect and make provision for the culture, language and religion of others within an Australian legal and institutional framework where English is the common language
  - e. all individuals should have the greatest possible opportunity to make use of and participate in relevant activities and programmes provided or administered by the Government of New South Wales, and
  - f. all institutions of New South Wales should recognise the linguistic and cultural assets in the population of New South Wales as a valuable resource and promote this resource to maximise the development of the State.
- 2) Parliament recognises that the principles of multiculturalism are based on citizenship. The expression "citizenship" is not limited to formal Australian citizenship, but refers to the rights and responsibilities of all people in a multicultural society.
- 3) The principles of multiculturalism are the policy of the State.
- 4) Accordingly, each public authority must observe the principles of multiculturalism in conducting its affairs.
- 5) It is the duty of the Chief Executive Officer of each public authority to implement the provisions of this section within the area of his or her administration.

The complete version of the Act is available online at [www.legislation.nsw.gov.au](http://www.legislation.nsw.gov.au).