

STRATEGIC DIRECTIONS 2021-2024 – Year 1 Progress Report

Dairysafe is building on the outcomes from our 2017-2020 strategic plan. The landscape has changed over the last 3 years, but our mission remains to lead the South Australian dairy community to embrace a food safety culture. Culture is critical to your brand and to South Australia’s reputation as a producer of premium dairy products.

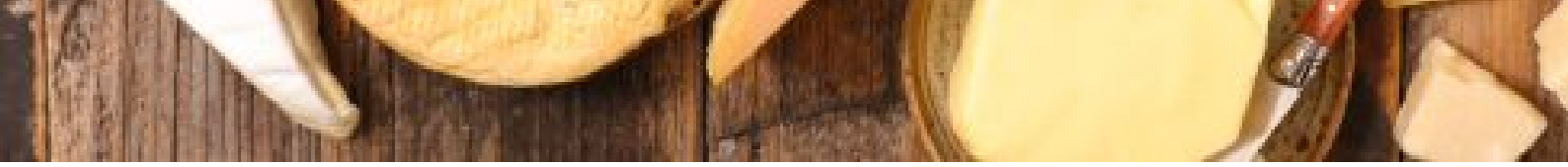
Following extensive consultation with industry partners and stakeholders, the ‘2021-2024 Dairysafe Strategic Directions’ was established, and we continue to move forward.

The need to be innovative and use the best available technology is now more important than ever in order to maintain our focus on being leaders in dairy food safety. Our vision is for customers to have confidence in the dairy industry, and supporting that vision are our strategic priorities.

Dairysafe is pleased to share this 1st Year progress report.

VISION	For customers to have confidence in the Dairy Industry
MISSION	To lead the SA dairy community to embrace a food safety culture
VALUES	Leadership---- Excellence ---- Knowledge ---- Independence ---- Agility

Strategic Priorities	Strategic Goals	Key 2021 Outcomes
Leading food safety regulation	To keep consumers safe by setting, monitoring and regulating local and national standards	<ul style="list-style-type: none"> • Arrangements finalised and in place for Dairysafe to undertake export audits • Minimal audit burden for dairy processors, based on risk and compliance outcomes • National antibiotic management policy endorsed
Connecting the industry	To create a more knowledgeable and interconnected industry through technology and data	<ul style="list-style-type: none"> • Communication of dairy food safety learnings delivered via multiple mechanisms - e-news; Bulletins; email; webinars, and website • Outcomes from the Dairysafe stakeholder survey indicate strong support from industry and stakeholders • Stakeholders value Dairysafe communications • The effectiveness of Dairysafe’s communications plan is acknowledged by stakeholder survey results and positive e-news open rate (>40%)



Strategic Priorities	Strategic Goals	Key 2021 Outcomes
Inspiring a safety culture	To lead the South Australian dairy community to embrace a food safety culture	<ul style="list-style-type: none"> • Advisory program delivering value & meeting stakeholder expectations • Inaugural ‘Dairysafe Food Safety Culture Award’ included in the 2021 SA Dairy industry awards - providing a \$5,000 education, training and development grant
Building industry and consumer confidence	To build industry and business confidence that will translate into consumer confidence	<ul style="list-style-type: none"> • Education & technical program in place: <ul style="list-style-type: none"> ○ 5 local & regional industry listeria management workshops delivered ○ successful development of online pasteurisation course ○ online listeria management webinar series developed, available with online evaluation and certificate of completion • Web-based Business Continuity Model developed for use by dairy processors • Development of farm business continuity tool • NIL foodborne illness associated with SA dairy products • NIL trade and consumer level recalls • NIL antibiotic residue in dairy products • NIL dairy products with pathogens at retail level
Organisational capabilities to deliver	To invest in the capabilities of the organisation to ensure it can deliver the strategy	<ul style="list-style-type: none"> • Dairysafe’s regulatory arrangements maintain ISO 9001:2015 certification • QMS IT system developed to deliver real-time audit, complaint & incident management • Successful AGD’s audit and compliance with gov’t regulatory reporting requirements • Staff maintain nationally recognised auditor scopes for all industry sectors • NIL increase to Dairysafe accreditation fees • Dairysafe’s risk management framework developed, endorsed and implemented

The Board and Management acknowledge the collaboration and support provided by SA’s dairy industry and our government partners. The relationships and cooperation enable us to continually improve our focus and services through information sharing and regular benchmarking of systems and processes. The outcomes of this benefits all stakeholders within our industry and community.

Roseanne Healy
Chair
 December 2021

www.dairy-safe.com.au

