

STRATEGIC DIRECTIONS 2021-2024 – Year 2 Progress Report

Dairysafe continues to build on the outcomes from Year 1 of our 2021-2024 Strategic Directions as the landscape continues to evolve. 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.

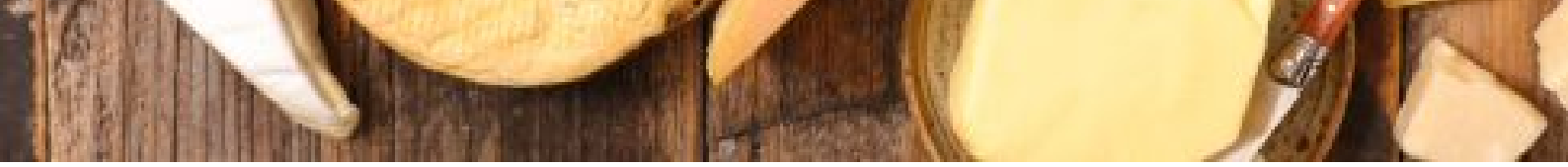
Our focus is to keep consumers safe by leading, connecting, inspiring, and building confidence within the dairy industry. Efforts are concentrated on creating a more knowledgeable and interconnected industry through technology, data, engagement, innovation, fit-for-purpose risk-based regulation, building relationships, and thoughtful leadership.

Being innovative and using the best available technology is more important than ever in our goal to be leaders in dairy food safety. Dairysafe’s vision of customers having confidence in the dairy industry is supported by our strategic priorities.

Dairysafe is pleased to present our Year 2 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	Measures of Success
Leading food safety regulation	To keep consumers safe by setting, monitoring, and regulating local and national standards	<ul style="list-style-type: none"> • Tiered verification system • Recognition of standards • Less audit activity and expense for customers • Export auditor authorisation achieved • Valued thought leadership • Valued contribution to policy & protocols
Connecting the industry	To create a more knowledgeable and interconnected industry through technology and data	<ul style="list-style-type: none"> • Accredited businesses have access to the Dairysafe client portal • Positive industry partnership • Effective communications plan • Risk and trends program established • Positive stakeholder partnerships



Strategic Priorities	Strategic Goals	Measures of Success
		<ul style="list-style-type: none"> E-news – 4 editions published: >50% open rate compared to 44% in 2021 (industry average 21%).
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 meets stakeholder expectations Industry self-reporting issues and dairy businesses actively seeking Dairysafe advice Learning pathway/s available
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 Suite of regulation support tools established Industry positively performing at audit Dairysafe industry awards are valued Business Continuity Tools available for farmers & processors Timely and professional management of food safety incidents with NIL negative outcomes Complaints responded to and managed within established timeframes NIL foodborne illness associated with SA dairy products NIL trade withdrawals or consumer-level recalls NIL antibiotic residue in finished 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"> Auditor/regulator development program established Successful re-certification of Dairysafe’s ISO 9001:2015 regulatory management system Technical development training program Successful recruitment Staff maintain nationally recognised auditor scopes for all industry sectors Digital & ICT arrangements providing efficiencies to Dairysafe and stakeholders New financial management system implemented Stakeholders value the Dairysafe partnership NIL increase to Dairysafe accreditation fees

Dairysafe’s Board and staff 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. These arrangements provide benefits for all dairy stakeholders and consumers.

Roseanne Healy
Chair
 December 2022

www.dairy-safe.com.au

