

STRATEGIC DIRECTIONS 2021-2024 – Year 3 Progress Report

Dairysafe continues to build from the outcomes from the first 2 years 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.

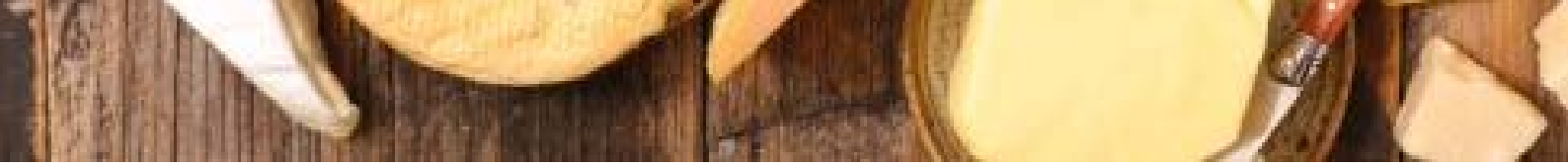
Our focus is to keep consumers safe by leading, connecting, inspiring, and building confidence within the dairy industry. Efforts are concentrated on creating a more knowledgeable and interconnected industry through technology, data, engagement, innovation, fit-for-purpose risk-based regulation, building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

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

Dairysafe is pleased to share this Year 3 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 2023 Outcomes
Leading food safety regulation	To keep consumers safe by setting, monitoring, and regulating local and national standards	<ul style="list-style-type: none"> • Audits are adding value to food safety outcomes. • Participation in a Dairy RegTech pilot. • Dairysafe’s activities are highly aligned with industry risk and performance. • Notifiable incidents are well managed with no adverse outcomes. • Dairysafe continues to demonstrate effectiveness as a food safety organisation.
Connecting the industry	To create a more knowledgeable and interconnected industry through technology and data	<ul style="list-style-type: none"> • We maintain effective and valued communications via multiple mechanisms: Enews; Bulletins; email; webinars; industry forums; and website.



Strategic Priorities	Strategic Goals	Key 2023 Outcomes
		<ul style="list-style-type: none"> • The industry is highly comfortable engaging with Dairysafe on food safety matters. • Positive 2023 stakeholder survey results showed progressive upward trends in key metrics covering quality of communication, reputation, website, alignment of activities, stakeholder engagement, audit value, effectiveness as a regulator, provision of information, and how stakeholders value the Dairysafe partnership.
Inspiring a safety culture	To lead the South Australian dairy community to embrace a food safety culture	<ul style="list-style-type: none"> • Promoting exceptional investment in food safety culture at the annual DIAA Dairy Awards Gala dinner. • Industry self-reporting issues and actively seeking Dairysafe advice. • Dairysafe identified as a reliable source of advice.
Building industry and consumer confidence	To build industry and business confidence that will translate into consumer confidence	<ul style="list-style-type: none"> • Dairy businesses are performing positively at audit. • Positive incident management outcomes. • Developing educational & technical resources for dairy businesses. • Effective food safety systems with NIL foodborne illness associated with SA dairy products, NIL antibiotic residue in dairy products, and NIL dairy products with pathogens at the 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"> • Successful re-certification of Dairysafe’s ISO 9001:2015 regulatory management system • Staff maintain nationally recognised ‘Exemplar’ auditor scopes for all industry sectors. • Investment in data analytics to support strategy. • Investment in staff training. • Successfully managing risk through industry profiling and external validation of the regulatory system.

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 2023

www.dairy-safe.com.au

