



DAIRYSAFE STRATEGIC DIRECTIONS

2021–2024

LEAD FOOD
SAFETY
REGULATION

BUILD INDUSTRY
AND CONSUMER
CONFIDENCE

CONNECT
INDUSTRY

INSPIRE A SAFETY
CULTURE

MINIMAL
REGULATORY
BURDEN

STRATEGIC PRIORITIES

3-YEAR DESIRED OUTCOMES

To keep consumers safe by setting, monitoring and regulating local and national standards.

- Fit-for-purpose risk-based verification
- Regulatory solutions for food safety gap areas
- Industry thought leadership

To create a more knowledgeable and interconnected industry through technology and data.

- Defined industry information requirements
- Implementation of a platform to access information and provide ongoing eco-system development

To lead the South Australian dairy community to embrace a food safety culture.

- Advice regarding maintaining a safe dairy culture
- Learning pathways for businesses and individuals
- Leadership in industry alignment and streamlining
- Collaborative 'co-ownership' safety culture across industry

To build industry and business confidence that will translate into consumer confidence.

- Available tailored business and individual learning programs
- Strong safety reputation
- Recognised industry champions
- Confidence in the industry
- Industry growth, premium products, increased productivity

CAPABILITY BUILDING

To invest in the capabilities of the organisation to ensure it can deliver the strategy.

- Trusted and respected auditors/regulator
- Sought out for advice and thought leadership
- Platform of information and knowledge

MISSION To lead the South Australian dairy community to embrace a food safety culture

VISION For customers to have confidence in the dairy industry

VALUES Leadership ~ Excellence ~ Knowledge ~ Independence ~ Agility

OUR PURPOSE

To ensure South Australian dairy products are produced in accordance with Australia's national food safety standards at each point along the supply chain