

# Scores on Doors Promotion guide



Department of  
Primary Industries  
Food Authority

To get the most out of Scores on Doors in your local council area, local promotion is essential. Here are a number of ways to assist you in launching and promoting the program in your local area.

## Launching the program in your area (for councils not yet participating)

There are a number of ways you can launch Scores on Doors in your local area, and it can be done on a minimal budget.

### Host an event for local businesses

Host a morning or afternoon tea at your local council chambers and invite local food businesses eligible to participate in Scores on Doors to come along. Have your Mayor or a local Councillor introduce the program and answer any questions food businesses may have. This is also a great way to proactively engage with your local business community at a time other than during inspections or training.

Of course, if you already conduct training, information sessions for new businesses, or have relevant resources, be sure to include information on council's Scores on Doors program.

### Tell the local media

You could organise a photo opportunity or an event for the local media at a pre-selected business (that you know will score five stars) and use that time to explain the program to a local journalist along

with your Mayor, General Manager and/or relevant council officers.

Alternatively you can issue a media release to your local paper and send a photo. We have a media release template you can adapt and high quality generic photos you can use.

Don't forget, this is a great way for your Mayor, Councillors or General Manager to get some good news exposure from Scores on Doors.

### Tell your local residents

As well as telling the media, it's also important to tell your local residents about the program. Once they start seeing the certificates and stickers in the windows and doorways of food premises, the program will gain momentum and they'll want to see more.

Articles in council newsletters and Mayor's columns are often the best and most cost effective way of telling your residents about the program. We have drafted some articles you can use and adapt for your area.

Councils often run a range of community events throughout the year, you can use this time to distribute brochures (order them at no cost from the NSW Food Authority website) so local residents understand what it's all about.

## Put it on your website

Promoting the program on your website, along with a list of the participating food businesses in your area, is a great way to gain exposure for Scores on Doors. Making it prominent on your home page (if you can), including images and regularly updating the information as new restaurants come on board will help to keep it relevant and interesting.

We have created a few website tiles that you can use on your website to promote the program. These are available from the NSW Food Authority website: [www.foodauthority.nsw.gov.au/scoresondors](http://www.foodauthority.nsw.gov.au/scoresondors)

## Re-launching the program in your council area (for councils already participating)

Your council probably launched the program during the pilot or trial programs. Now's the time to re-launch Scores on Doors to your local community, business and the media to remind them the program is running and to highlight your council's support.

There are a range of improvements to the program and now it's ongoing there's something new to tell the media.

It's a chance to reinvigorate the enthusiasm with businesses which are already participating and can encourage new businesses to join.

## Keeping the momentum going

After you've launched Scores on Doors and had an initial burst of activity, it's easy to forget about the program. It's important to celebrate milestones and generate regular stories and interviews for your website, newsletters and local media. Some ideas for stories are:

- 21 businesses join Scores on Doors (you can use any milestone number)
- 50th business to join the program (you can use any milestone number)
- (any number you like) business to join the program
- xx% get five stars – Five stars align for xx businesses
- Publish your top ten rated businesses.

You can issue media releases in advance of local events for occasions and dates when people are likely to be considering eating out, to remind them of the Scores on Doors program.

## Regularly review your website

You should regularly review your website to make sure the information is up to date and that your published list of food businesses is up to date. You could also provide links to the participating businesses as an incentive to take part and regularly celebrate high achieving businesses.

Ask your website administrator to regularly feature Scores on Doors on your home page, particularly at key eating out times during the year (Christmas, summer, Mother's Day etc).

If you use social media at your council, Scores on Doors is a great program to include on your Facebook

page and Twitter channel. You can regularly promote new businesses that join the program.

Your council colleagues are often the best form of promotion. Make sure your staff know all about the program so they can spread the word. You could also decide as a council to only order your catering from businesses that are participating in the program for example.

## Assistance

We recognise councils have differing resources, and the NSW Food Authority can work with you to develop an effective promotional program in your area.

### For assistance, please contact:

Rebecca Bowman,  
Manager Public Affairs  
**02 9741 4812** or email  
**rebecca.bowman@  
foodauthority.nsw.gov.au**



# Scores on Doors

## Media release template

**<insert local government area> restaurants display their hygiene Scores on Doors**

**<Insert local council area> residents and diners can now see how well local food businesses are complying with food hygiene and safety requirements, <xxx> announced today.**

<XXX> is the latest council to join the state wide Scores on Doors program, which aims to improve food safety standards and to reduce the instance of foodborne illness in the retail food industry.

"Scores on Doors offers businesses a fantastic opportunity to show customers just how seriously they take food hygiene and the results they have achieved by displaying a rating certificate and sticker on their door," <xxx> said.

The certificates and stickers reflect the result of a regular hygiene and food safety inspection. This means that what was previously only known to inspectors is now available to diners.

Residents, visitors and workers in **<insert local government area>** demand a high level of food safety at the places they eat at every day.

"Scores on Doors gives customers an idea of what's going on in the kitchen and out the back at your favourite restaurant, café or takeaway.

"If you see a restaurant displaying the purple and green certificate and sticker you can dine there safe in the knowledge it has met minimum hygiene and food safety standards during the last food inspection and if its not displaying one, ask why," <xxx> said.

The rating system of Excellent (5 stars), Very Good (4 stars) and Good (3 stars), all represent various levels of compliance with the Food Standards Code. Council officers inspect businesses and rate their hygiene and food safety standards. The rating includes such things as food temperature control, food prepared in advance of service, food handler hygiene, cleaning and sanitisation and pest control.

Scores on Doors also creates greater consistency in food hygiene inspections around NSW as councils use standardised inspection checklists and gives greater visibility and transparency of compliance by food businesses.

"<insert council name> is proud to be part of Scores on Doors and doing it's part to reduce illness from food and ensure that residents and visitors can enjoy their meals safely," <xxx> said.

<insert name of council> is the <insert number> council in NSW to join the program.

For more information visit <insert council website> or [www.foodauthority.nsw.gov.au/scoresondoors](http://www.foodauthority.nsw.gov.au/scoresondoors)

**Media Contact: xxxxx**

# Scores on Doors

# Newsletter article templates

## Short article

### <local council> joins Scores on Doors food safety and hygiene program

Keep an eye out for the purple and green certificates and stickers on display at some of our local cafés and restaurants – it's a sign of their participation in the NSW Scores on Doors, food safety and hygiene rating, program.

<insert council name> is proud to participate, as it gives you information about hygiene standards to help you make an informed choice about where to eat or shop for food.

Our council officers regularly inspect our local food businesses and rate their compliance with food safety standards, which is then published for display in the business' window.

We're lucky to enjoy such a fantastic range of quality restaurants in <local council area> and I encourage you to support our local businesses taking part in the program.

For more information on Scores on Doors visit <council website page>.

## Longer article

### <local council> joins Scores on Doors food safety and hygiene program

Keep an eye out for the purple and green certificates and stickers on display at some of our local cafés and restaurants – it's a sign of their participation in the NSW Scores on Doors hygiene and food safety rating program.

<insert council name> is proud to participate, as it gives you information about hygiene standards to help you make an informed choice about where to eat or shop for food.

Our council officers regularly inspect our local food businesses and rate their compliance with food safety standards, which is then published for display in the business' window.

The inspection includes food temperature control, food prepared in advance of service, food handler hygiene, cleaning and sanitisation and pest control amongst other items.

Our participation in Scores on Doors means that local businesses are striving for the highest rating, and the places you eat in are more hygienic with a higher standard of food safety.

We're lucky to enjoy such a fantastic range of quality restaurants in <local council area> and I encourage you to support our local businesses taking part in the program.

For more information on Scores on Doors visit <council website page>.

# Scores on Doors

## Council website copy

### Scores on Doors

Scores on Doors is the NSW food business hygiene rating program that enables consumers to make informed choices about where to eat or shop for food. It drives food safety culture in food businesses and therefore a reduction in foodborne illness.

Scores on Doors gives greater visibility and transparency of compliance by food businesses.



A promotional tile is available for websites, download from [www.foodauthority.nsw.gov.au/scoresondors](http://www.foodauthority.nsw.gov.au/scoresondors)

### Eating out? Getting food in? Check the Scores on Doors

To help you choose where to eat out or shop for food **<local council>** is participating in the NSW Scores on Doors program.

The program gives you information about the hygiene standards in restaurants, pub bistros, cafés, takeaways, hotels, and other places you eat out.

### Visible hygiene scores

Scores on Doors is being run by **<local council>** in partnership with the NSW Food Authority.

The program will help you choose where to eat out or shop for food.

Certificates and stickers on display at food premises give you information about the hygiene standards in food premises at the time they are inspected by one of our officers. Council officers check that businesses are meeting legal requirements for food hygiene.

It's not easy to judge hygiene standards on appearance alone. The Scores on Doors certificates and stickers give you an idea of what's going on in the kitchen, or behind closed doors.

### Consumers can choose

You can check the scores and use the information to choose a business with higher standards.

It's also good to share this information with friends and family.

Scores on Doors ratings recognise businesses with the highest standards and encourage others to improve.

The aim is to reduce the number of cases of food poisoning which currently affects around 5.4 million Australians every year.

# Scores on Doors

## Council website copy

### At retail food outlets

Scores on Doors certificates and stickers can be displayed by:

- › restaurants
- › takeaways
- › cafés
- › sandwich shops
- › pub bistros, and
- › hotels.

### Rigorous ratings

Each business is given a rating following an inspection by a council officer. This is based on how well the business is meeting the requirements of food hygiene law at that time. In particular:

- › how hygienically the food is handled – safe preparation, cooking, re-heating, cooling and storage
- › what condition the structure of the premises is in – cleanliness, repair, layout, lighting, ventilation and other facilities
- › how the business manages what it does to make sure food is safe, so the officer can be confident standards will be maintained in the future.

Each of these 3 elements is essential to ensure that hygiene and food safety standards meet requirements and the food served or sold to you is safe to eat.

The score is for the conditions found at the time of the last inspection.

The rating is not for the quality of food or the standard of service the business provides.

Business owners and managers can find out more about what they need to do to achieve the highest rating with the factsheet *How to achieve a higher rating* at [www.foodauthority.nsw.gov.au/scoresondoors](http://www.foodauthority.nsw.gov.au/scoresondoors)

### 3 possible ratings

The hygiene and food safety score reflects the standards found at the time the business is inspected by a council officer. These officers are specially trained to assess food standards.

All businesses should be able to achieve the top rating of Excellent.

Excellent requires that businesses score well in each area of:

- › handling of food
- › condition of premises, and
- › management of processes.

Food premises awarded 'no grade' and not given a certificate and sticker are very likely to be performing poorly in all 3 elements. They are also likely to have a history of serious problems. There may, for example, be insufficient cleaning and disinfection, and the system of management in place may not be good enough to make sure the food is safe.

Some businesses may not display a certificate and sticker because they are not participating in the program.

### For more information about Scores on Doors

Contact the NSW Food Authority on: 1300 552 406 or [contact@foodauthority.nsw.gov.au](mailto:contact@foodauthority.nsw.gov.au)

[www.foodauthority.nsw.gov.au/scoresondoors](http://www.foodauthority.nsw.gov.au/scoresondoors)