

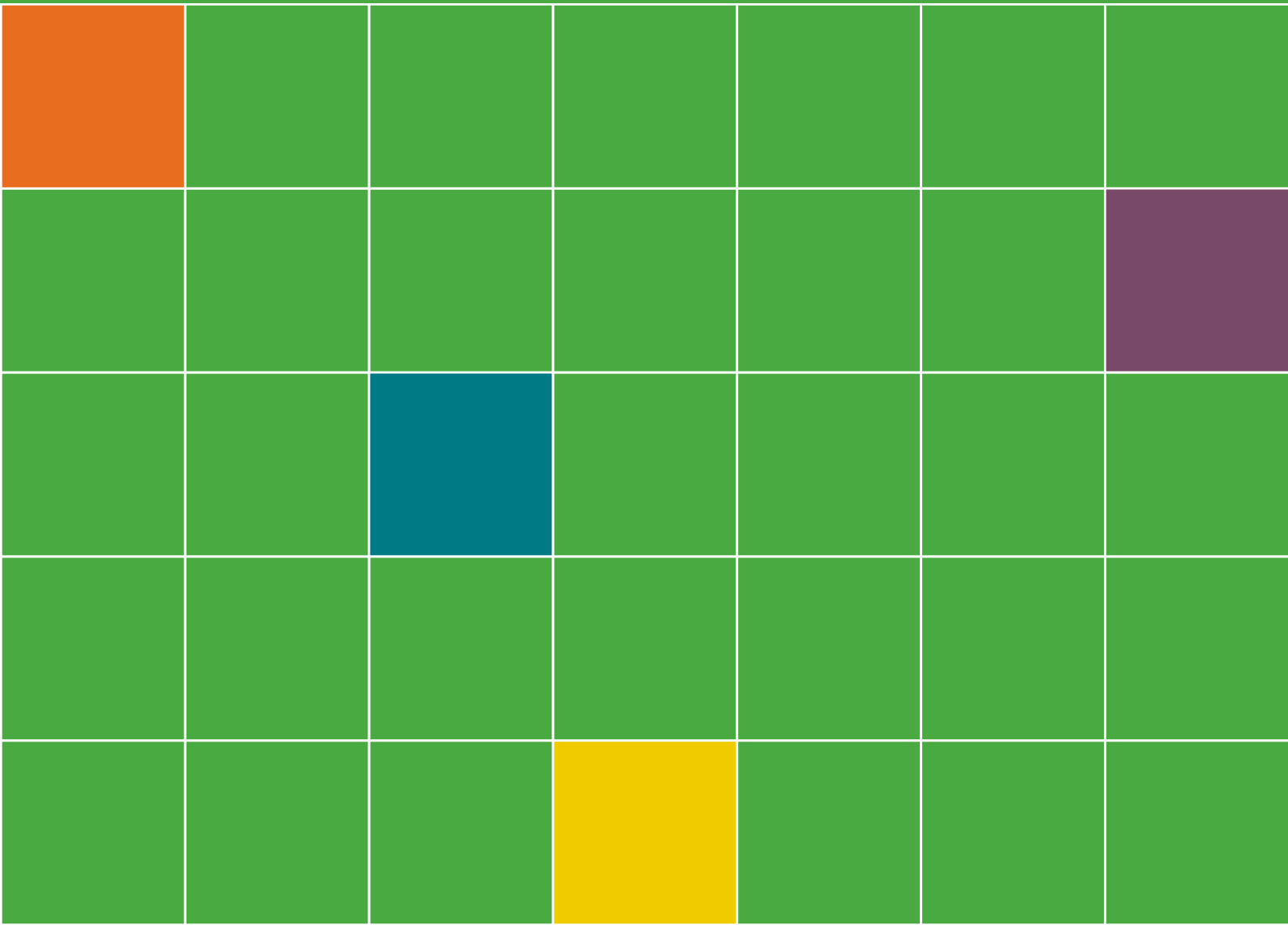
# Working together

NSW Food Authority Annual Report 2010-11



NSW Food Authority

safer food, clearer choices



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# Our Minister

## **The NSW Government is committed to ensuring that those visiting and living in this State are afforded the highest levels of food safety and service.**

As the Minister for Primary Industries, I am proud to say that the NSW Food Authority plays a vital role in maintaining food safety in our State.

The Authority works closely with local councils, industry and the community to minimise foodborne illness and plays an important role in contributing to national food safety and standards.

It consistently achieves in the areas of science and research, public education, compliance, enforcement and surveillance work and the NSW Government is keen to see these services continue and grow.

The Food Authority has celebrated some significant milestones recently, including:

- **The piloting of the 'Scores on Doors' program** (see page 36) – this voluntary program allows retail food outlets to promote their food inspection compliance by way of stars that are placed on their door.
- **The introduction of Fast Choices** (see page 57) – an initiative passed by the NSW Parliament which requires some fast food chains in NSW to display the energy content of their food at the point of sale.

- **The launch of the Food Safety Supervisor Scheme** (see page 47) – this initiative requires certain food businesses in NSW to appoint their own supervisor to oversee food safety.
- **The refinement of the Food Premises Assessment Report** (see page 27) – this 'standardised' inspection checklist aims to improve the consistency of food business inspections by councils across the State.

The NSW Government is committed to supporting the ongoing work of the Authority and its partners in local government and industry.

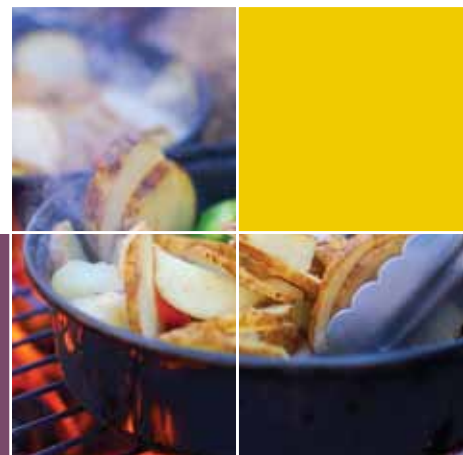
Through the strength of these partnerships, food businesses are encouraged and supported to do the right thing and consumers are assisted to make informed and healthier choices.

By working together, consumers both in and visiting NSW can continue to expect better food safety and world-class dining experiences in this State.

I invite you to learn more about the NSW Food Authority and its achievements in the 2010-11 Annual Report.



**The Hon Katrina Hodgkinson MP**  
Minister for Primary Industries  
Minister for Small Business



## Letter of submission



NSW Food Authority  
safer food, clearer choices

31 October 2011

The Hon. Katrina Hodgkinson MP  
Minister for Primary Industries  
Minister for Small Business  
Level 30, Governor Macquarie Tower  
1 Farrer Place, Sydney NSW 2000

Dear Minister

I am pleased to submit the Annual Report and consolidated financial statements of the NSW Food Authority and its controlled entities the Office of the NSW Food Authority, Milk Marketing (NSW) Pty Limited and Pacific Industry Services Corporation Pty Limited for the year ended 30 June 2011.

The Report was prepared under the provisions of the *NSW Food Act 2003* and the *Annual Reports (Statutory Bodies) Act 1984*.

Yours sincerely,

Alan Coutts  
Chief Executive Officer  
NSW Food Authority

# Our CEO



## **The NSW Food Authority is Australia's first and only through-chain regulatory agency, responsible for regulating and monitoring food safety across New South Wales.**

To achieve our goal of reducing foodborne illness across the State, we maintain a presence at every stage of the food supply chain – from the day a product is farmed, harvested or caught, through to when it is consumed.

As part of this process, we work closely with our partners in industry, local and State government, and the community to ensure that our compliance systems are fair and consistent and that consumers are kept well informed.

### **Our achievements**

This year, our collaborative approach to food safety led to the introduction of new food labelling initiatives, new food safety schemes, a new training system for foodservice staff and a new assessment program for retail food businesses.

Most notable was our role in the development of the 'Fast Choices' initiative which saw legislation introduced that requires 'standard food outlets' (such as fast food and snack food chains) in New South Wales to display energy content (kilojoules) at the point of sale. Its intention is to help consumers make more informed and healthier food choices.

These initiatives reflect the Authority's primary aim to provide safer food and clearer choices.

We also progressed with a range of other new programs this year, providing industry and food businesses with more advice and support, and consumers with more choice.

The 'Scores on Doors' scheme was piloted – where participating food businesses are assessed against relevant legislation and awarded a 'rating'. This highlights to consumers the businesses that are doing the right thing.

Our new Food Safety Supervisor (FSS) program commenced – requiring most food businesses in the NSW hospitality sector (eg restaurants, cafes, takeaways and pubs and clubs) to train at least one person as the designated FSS to ensure food is handled safely.

We reviewed the food safety requirements for the hospital and aged care foodservice sector – working closely with the industry and NSW Health to provide this sector with better guidance and support.

Our website was updated to make it easier to navigate – with hits to the site reaching the five million mark. We also began investigating the value of social media as a communication tool by conducting a trial with Twitter.

These achievements, and the many others detailed throughout this report, would not have been possible without the ongoing support of the NSW Government, our industry, local and State government, community partners, and our hard working staff members.



## The challenges ahead

While the Authority has achieved a lot since we were established in 2004, there is always room for improvement.

We face new challenges every day – some of these requiring us to re-evaluate our strategies, others demanding more a vigorous approach to enforcement.

A major focus for us in the year ahead will be working with industry to successfully implement 'Fast Choices' and help consumers understand the new kilojoule labels.

To support this, we will be launching an 'Australian first' consumer education campaign which aims to help people understand energy (kilojoules) in a fast food context. As we progress, we will also be evaluating the initiative to make sure we are hitting the mark.

The successful implementation of the Food Safety Supervisor program and 'Scores on Doors' will also have a big impact on food safety in the hospitality sector. The challenge will be to keep driving the uptake of these programs by local councils and food businesses.

Addressing these challenges will not only involve a major commitment from the Authority, but also from our partners in local government, industry and the community.

We will only achieve this by working together and by remaining proactive, supportive and vigilant in all aspects of food safety.

Taking a collaborative approach allows us to pool resources and knowledge and assists us in fulfilling our food safety responsibilities.

**Alan Coutts**  
Chief Executive Officer

## New structure

In April 2011, the NSW Food Authority became an agency of the newly formed Department of Trade and Investment, Regional Infrastructure and Services NSW (NSW Trade & Investment) – established by the new State Government. Prior to that we were part of Industry & Investment NSW.

# Year in review 2010-11



## Communication

- 'Scores on Doors' food safety rating program piloted
- Big Food Stand attracts tens of thousands at Royal Easter Show
- New look website launch and Twitter trial

## Food Safety Schemes

- Collected 'first audit' benchmark evaluation data on the Vulnerable Persons sector
- Egg Food Safety Scheme implemented and benchmark evaluation of the egg industry commenced
- Food Regulation 2004 repealed and replaced by Food Regulation 2010 after an extensive review of Food Safety Schemes



## Issues Management

- *Salmonella* pathogen in bakery foods successfully confirmed during a number of significant foodborne illness outbreaks
- Enforcement action taken in response to the detection of undeclared therapeutic goods containing sibutramine
- Investigated the sale of a highly toxic slimming seed (latin seed) containing cardiac glycosides, resulting in the product being withdrawn from market



## Food Regulation Partnership (FRP)

- Second full year report card published for FRP
- Food Premises Assessment Report (inspection checklist) refined following six month pilot
- Inaugural Food Surveillance Champion Awards held

## Labelling

- Enforcement action taken against businesses guilty of false or missing 'country of origin' labelling
- Monitored compliance with the new 'truth in labelling' rules for the meat industry
- Worked closely with industry to monitor the accuracy of labelling on weight loss food products





“ We take a systematic approach to food safety – regulating to keep food safe, enforcing food safety laws and empowering others to help us reduce foodborne illness.



### Leadership

- Led the development of the 'Fast Choices' initiative, helping consumers make more informed and healthier food choices
- Commenced the new Food Safety Supervisor program
- Reached agreement with AQIS to remove duplication of regulatory activities for NSW businesses that export



### Shellfish Program

- 24/7 food safety monitoring conducted in all harvest areas
- Reviews conducted on 73 operational harvest areas
- Played a key role in the inter-agency response to a large oil spill into the Hunter River



### Audits & Inspections

- Egg industry inspections and audits begin
- New audit performance program launched for meat industry
- Pilot compliance inspection program conducted to identify non-licensed manufacturers and wholesalers



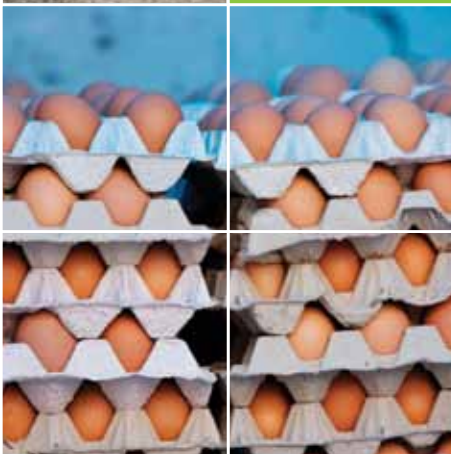
### Surveys

- Surveys conducted on raw egg dressing, gluten-free products, infant formula and the nutritional components of packaged foods and fast food
- Commenced work on a national survey into *Salmonella* in nut and nut products



### Collaboration

- Worked with local government leaders through the Food Regulation Forum to improve consultation with the foodservice industry
- Collaborated with state, national and international agencies to refine emergency response plans and protocols
- Worked with state and national agencies to develop a national approach to point of sale labelling in 'standard' food outlets (following the introduction of 'Fast Choices' in NSW)



# About us



**The NSW Food Authority is a government agency that works to ensure food sold in the State is safe and correctly labelled and that consumers are able to make informed choices about the food they eat.**

We were established on 5 April 2004 through the merger of SafeFood NSW with the food regulatory staff and resources of NSW Health.

Responsible to the Minister for Primary Industries, the Authority provides a single point of contact on food safety for industry, local government and consumers.

We are Australia's first through-chain food regulatory agency, regulating and monitoring food safety across New South Wales – from primary production through to point-of-sale.

The Authority provides the regulatory framework for the food industry in New South Wales by administering and enforcing state and national food legislation.

This includes the national *Food Standards Code* and the *NSW Food Act 2003*, as well as a range of food safety schemes in the *Food Regulation 2010*, which regulate key industry sectors of the food industry.

The Authority sits within the Primary Industries ministerial portfolio and is one of the agencies that makes up the Department of Trade and Investment, Regional Infrastructure and Services NSW (NSW Trade & Investment) – a new department established by the New South Wales Government in April 2011. Prior to that we were part of Industry & Investment NSW.

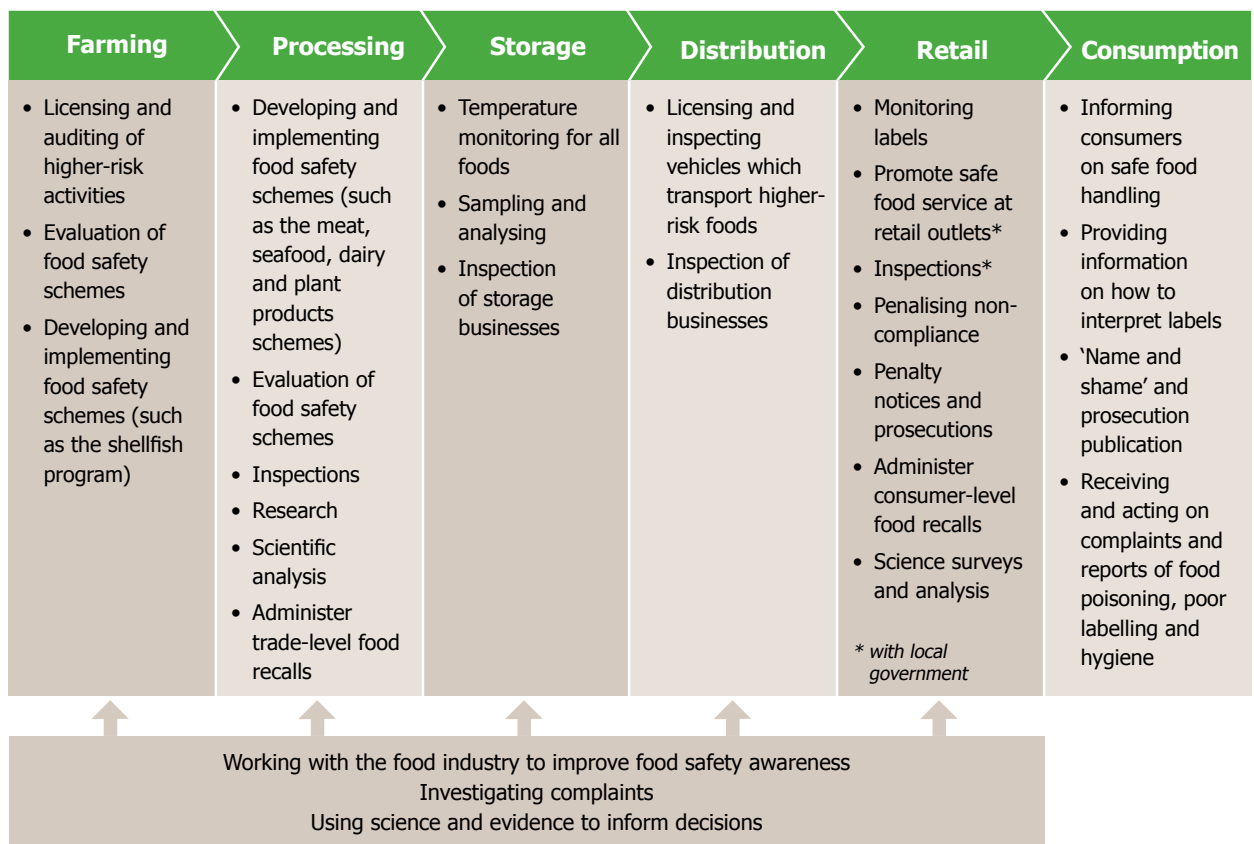
Our contribution to food safety extends beyond our borders in New South Wales, with many of our activities having an impact nationally and sometimes internationally.

This includes:

- Contributing to the development and implementation of trans-Tasman food policies.
- Being actively involved in applications and proposals to amend the Food Standards Code.
- Establishing food safety schemes for higher-risk foods and businesses through a process of risk analysis, educating consumers by providing information on good food handling practices and assistance in understanding food labels.
- Leading the way on national policy initiatives such as the disclosure of nutrition information in fast food outlets.

“ We are Australia’s first through-chain food regulatory agency, regulating and monitoring food safety across New South Wales.

### Our contribution to food safety



### Our food safety partners

The Authority works closely with other government agencies and local councils to monitor food safety compliance, manage foodborne illness outbreaks and participate in safe food handling promotions.

In addition to working with our colleagues in NSW Trade & Investment, we also partner with NSW Health, Australian Quarantine & Inspection Service (AQIS), Food Standards Australia New Zealand (FSANZ), the NSW Office of Environment and Heritage (formerly the NSW Department of Environment and Climate Change), the NSW Office of Fair Trading and 152 councils across the State.

### The NSW Food Regulation Framework

The Authority’s role in the NSW Food Regulation Framework is to ensure the safety and integrity of the food supply in the State by monitoring food industry compliance with the law. Through the Food Regulation Partnership (FRP) – which began operating in 2007 – the Authority and local councils now work more closely together to enforce the *Food Act 2003* and the requirements of the Food Regulation 2010.

Under the FRP, each council has a more defined role as a food safety enforcement agency. This includes conducting regular inspections and responding to food related emergencies. The FRP helps to improve the Authority’s food safety capabilities, ensuring that available resources are focussed directly on food safety outcomes.

The Authority has four branches:

- 1. Compliance, Investigation and Enforcement
- 2. Science and Policy
- 3. Consumer Programs and Communications
- 4. Business Services

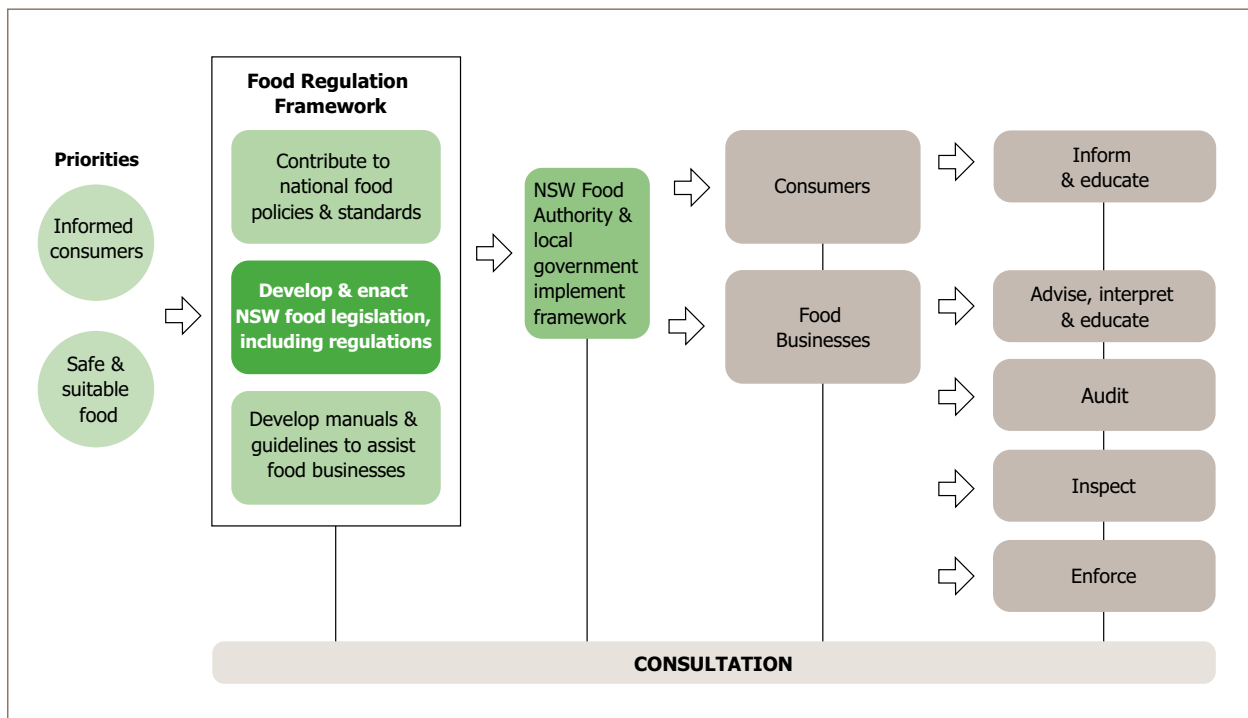
The role of the **Compliance, Investigation and Enforcement Branch** is to implement measures to ensure compliance with food safety regulations, investigate outbreaks and alleged breaches and enforce food safety regulations. The Branch also ensures a consultative relationship with industry and local government and encourages an active, open dialogue on food regulation and compliance with these sectors.

The **Science and Policy Branch** is accountable for the research and development of scientifically sound policies, legislation and programs to ensure the effective regulation of food industries in accordance with Australian and international best practice. The Branch is also responsible for the Authority's corporate planning processes and its Shellfish Program.

The **Consumer Programs and Communications Branch** is primarily responsible for the public interface of the Authority, including targeted consumer programs, public affairs, industry communications, the Consumer & Industry Helpline, online and social media.

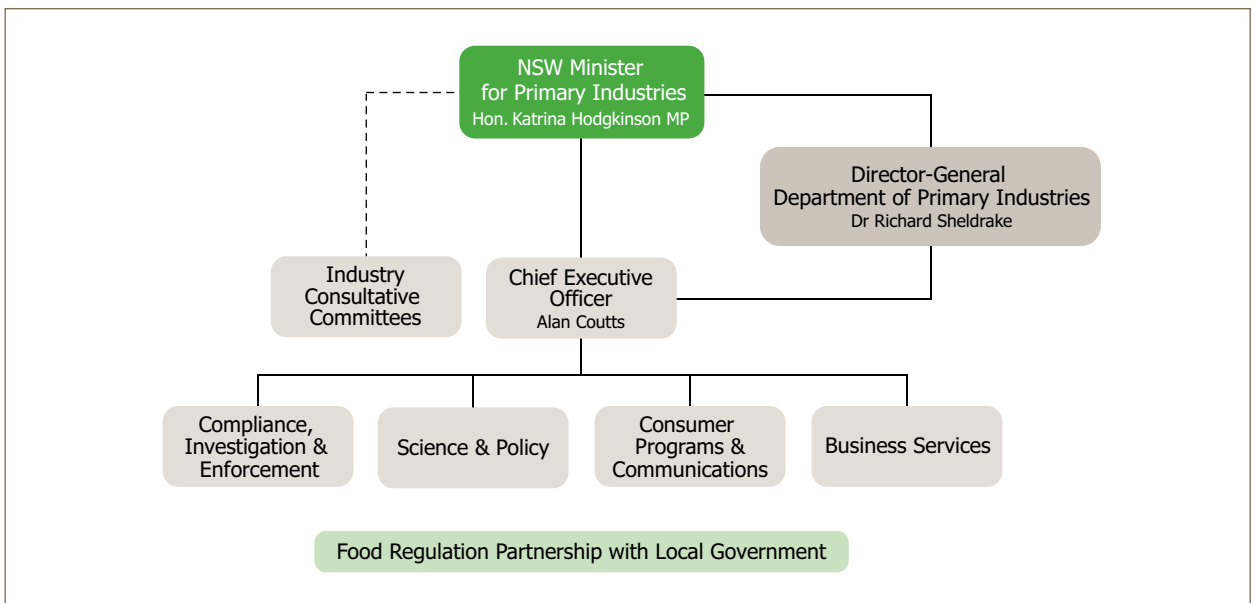
The **Business Services Branch** includes all finance, licensing and corporate resource functions.

### The NSW Food Regulation Framework





## Operating structure



## Key Result Areas and Outcomes

The operations of the NSW Food Authority are underpinned by five Key Result Areas linked closely to our Corporate Plan.

These form the basis of our approach to everything we do.

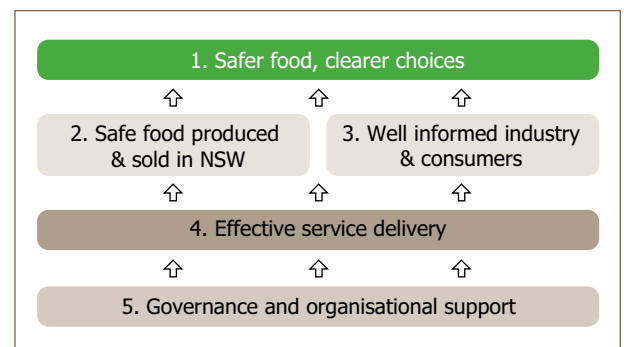
To fulfill our food safety role, we focus on the following Key Result Areas:

1. Safer food, clearer choices
2. Safe food produced and sold in NSW
3. Well informed industry and consumers
4. Effective service delivery
5. Governance and organisational support

The clearly defined outcomes within each area will focus efforts to achieve results.

The diagram opposite illustrates the interrelationships between the five Key Result Areas (KRAs).

## Corporate Plan KRAs



“ The Authority provides the regulatory framework for the food industry in New South Wales.

## Our Management Team



### Alan Coutts

Chief Executive Officer

*Bachelor of Commerce (Majoring in Economics) & Graduate Diploma of Education, University of NSW*

Mr Coutts has been the Chief Executive Officer of the NSW Food Authority since November 2008. This follows a long and distinguished career in the public service, where he has held numerous senior roles including Deputy Secretary of the NSW Ministry for the Arts, Deputy Director-General of the NSW Department of Primary Industries, Director-General of the NSW Department of Transport and Director-General of the NSW Department of Mineral Resources. Mr Coutts is responsible for the overall strategic direction and vision of the Authority. Reporting directly to the Minister for Primary Industries on all agency activities, he leads a diverse organisation through his executive management team. Mr Coutts' extensive public service experience has also seen him appointed to serve on a number of boards and committees.



### Craig Sahlin

Deputy Chief Executive Officer and Executive Director Science and Policy

*Bachelor of Arts (Honours), LLB*

Mr Sahlin is responsible for advising on strategic direction and corporate planning, undertaking risk assessment, policy and program development, and coordinating changes to legislation. Before joining the public sector in 1990, Mr Sahlin worked as a lawyer in the private and community sectors. As Deputy CEO, Mr Sahlin supports the CEO in the day-to-day management of the Authority and relieves during absences and periods of leave.



### Peter Day

Executive Director Compliance, Investigation and Enforcement

*Assoc. Dip. Food Technology, Assoc. Dip. Applied Science (SMI), Grad. Cert. Public Sector Mgt.*

Mr Day is responsible for the enforcement of the *NSW Food Act 2003*, Food Standards Code and the Food Regulation 2010, including labelling and advertising compliance, inspections, auditing and investigating consumer and food industry complaints. Mr Day has been a regulator with various food agencies for more than 20 years. He has contributed extensively to national policies on food safety, enforcement and auditing through the ISC system for the consistent implementation of National Food Standards Policy.



### Samara Kitchener

Director Consumer Programs and Communications

*Bachelor of Science Food Science and Technology (Honours), MBA*

Ms Kitchener is responsible for the Authority's public affairs, consumer programs, industry communications, helpline, online and social media functions. She was awarded a Public Relations Institute Golden Target Award for the Authority's Mercury in Fish campaign, and has worked as an advisor to WHO to help develop guidelines on risk communication as a tool for managing mercury in fish. Ms Kitchener has also facilitated workshops in China and the Philippines on risk communication and food issues. She began her career as a field officer with the NSW Dairy Corporation.



**Sian Malyn**  
 Financial Controller and Director  
 Business Services  
*Bachelor of Business  
 (Accounting), CPA*

Ms Malyn is responsible for the Authority's Finance, Licensing, Systems Development, IT, Asset Management and Procurement functions. This includes managing the Authority's financial planning, non-outsourced operational and reporting activities, including those of its controlled entities, the Office of the NSW Food Authority and subsidiary companies. Her area is also responsible for issuing licences to more than 14,500 facilities in New South Wales, and providing information management capabilities with the Authority and for its stakeholders.



**Peter Sutherland**  
 Director Industry Liaison  
*Bachelor of Science  
 (Honours) Microbiology/  
 Immunology*

Mr Sutherland is responsible for the ongoing engagement of the Authority's key stakeholders within the food industry and government. His primary area of responsibility is managing food regulation in local government, where he assists councils to more consistently and transparently undertake their inspection work. Mr Sutherland, a food microbiologist with almost 30 years experience, has written for text books on food safety and pathogens and presented scientific papers both nationally and internationally.



**Dr Lisa Szabo**  
 Chief Scientist  
*Bachelor of Science (Honours)  
 & Doctor of Philosophy  
 (Microbiology)*

Dr Szabo provides leadership on the scientific aspects of our business and keeps the team updated with national and international developments in food safety. She is responsible for the Authority's research, survey, shellfish and technical advice areas. Dr Szabo has published articles in peer reviewed international scientific journals, written book chapters, guest lectured at universities and supervised students during their doctoral studies. Dr Szabo was a research scientist with the CSIRO before she joined the Authority in 2006.



**Samantha Torres**  
 Director Policy and Programs  
*Bachelor of Law  
 (Macquarie University)*

Ms Torres leads the Policy and Programs Unit, which is responsible for advising on strategic direction, developing and evaluating policies and programs, and coordinating changes to legislation, including the food safety scheme regulations. The Unit is also responsible for ministerial liaison and support, and corporate planning and reporting and input into national policy work. Ms Torres worked as a project manager and compliance specialist in the private sector before she joined the Commonwealth public service. She was responsible for the development of investigation frameworks and standards, operational policy and strategy in Commonwealth regulatory agencies before joining the Authority in 2009.



# Working together to make food safer now, and for the future

**Working collaboratively with our partners in industry, local government and the community has been a core focus of the NSW Food Authority since we were established in 2004.**

It helps us deliver on our commitment to provide safer food and clearer choices.

Maintaining close working relationships with our industry partners allows us to take a consultative approach to food regulation and constantly refine and update our policies and processes.

Working alongside our partners in local government helps us to ensure that the systems in place to monitor compliance are fair and consistent, and improve the customer experience.

We also work closely with public health experts and consumer advocates to ensure the Authority meets community needs and expectations.

As the only 'through chain' food agency in Australia, the Authority maintains a presence at every stage of the food supply chain – from the day the product is farmed, harvested or caught through the processing, storage and distribution phases to retail sales and consumption.

To achieve our goal of reducing foodborne illness, we must continue to engage across all sectors of the food supply chain.

The 2010-11 financial year saw extensive collaboration, which included:

- Working with farmers to help manage risks on farms.
- Assisting local government by working cooperatively with them on programs aimed at providing consumers with the information they need to make clearer choices (such as 'Name and Shame' and 'Scores on Doors').



“ We help to keep food safe by using an integrated ‘through chain’ approach – working with our partners in industry, business and local government to improve how food is produced, delivered and prepared.

- Educating food businesses on important food safety issues – such as the correct way to use eggs in dressings.
- Influencing national and international food safety programs by sharing ideas and resources.

The results of these collaborations included the introduction of new food safety schemes, major enhancements in the way food is labelled and a new training program that ensures food is handled safely in retail foodservice and hospitality businesses.

#### **Key programs and activities this year included:**

##### **‘Scores on Doors’**

‘Scores on Doors’ is a food safety assessment scheme where participating food businesses are assessed against relevant legislation and awarded a ‘rating’. This helps to highlight to consumers the food businesses that are doing the right thing. The Authority piloted the program this year with 20 councils and 266 food businesses across New South Wales. An evaluation report (released in March 2011) showed positive support for the scheme, with some changes recommended. A revised scheme will be trialled statewide (on a voluntary basis) for twelve months from August 2011. *See page 36.*

##### **‘Fast Choices’**

The Authority led the development of the ‘Fast Choices’ initiative – introduced through legislation passed by the NSW Parliament in November 2010 for implementation from February 2011. The new law requires ‘standard food outlets’ (such as fast food and snack food chains) in New South Wales to display energy content information (kilojoules) at the point of sale. Its intention is to help consumers make informed and healthier food choices. Food businesses have until February 2012 to comply. In developing the initiative, we worked closely with NSW Health, the food industry, the Heart Foundation, Choice, the Boden Institute and the George Institute. *See page 57.*

##### **Food Safety Supervisor Initiative**

The Authority commenced the new Food Safety Supervisor (FSS) program this year, which has been welcomed by the hospitality sector. The program aims to address poor food handling practices by mandating FSS training. The new requirements mean

that certain food businesses in the NSW hospitality and retail food service sector (eg restaurants, cafes, takeaways, clubs and pubs) must appoint at least one trained ‘Food Safety Supervisor’ to ensure food handling on the premises is done safely. Under the program, businesses were given until 1 October 2011 to appoint, train and notify the Authority of their FSS details. *See page 47.*

##### **Egg Industry Inspections and Audits**

The launch of a new Egg Food Safety Scheme this year saw inspections and audits begin for egg farms and egg graders and processors. The inspections were undertaken by a dedicated audit team, specially trained for the role. The Authority worked closely with farmers and the egg industry to ensure the smooth introduction of the scheme. We used the initial round of inspections to collect baseline data which will assist us in implementing the regulatory program into farms. *See page 18.*

##### **Requirements for Hospitals and Aged Care**

This year the Authority reviewed the food safety requirements for the hospital and aged care foodservice sector. These requirements were initially introduced to protect the sick and elderly who are more vulnerable to foodborne illness. However, the need to recognise the balance between food safety and quality of life for long term residents of these facilities was recognised. As a result of the Authority working closely with the industry and NSW Health, a new assistance document was produced to offer clear guidance for facilities and provide flexibility in menu design.

To continue meeting our goals, the Authority focusses on three key areas:

- 1. Keeping food safe**
- 2. Educating & informing**
- 3. Leading & improving**

These are some of the Key Result Areas (KRAs), which form the backbone of our 2009-2012 Corporate Plan (see pages 60-63). They are also linked with our key performance indicators (KPIs), which measure outcomes against targets. These KPIs will be featured throughout the report, highlighting our achievements and the challenges we faced.



**“ Working together with farmers and the egg industry has helped to ensure the smooth introduction of the Egg Food Safety Scheme. Pictured above is NSW Food Authority Safety Officer, Brett Rankin (in cap), with egg grader, Michael Galea from Llandilo Fresh Farm Eggs conducting an audit as part of the scheme.**

# 1

## Keeping food safe

**To deliver on our promise of providing 'safer food and clearer choices', the NSW Food Authority works proactively with partners in local government, other NSW Government agencies and industry bodies.**

We take a systematic approach to food safety – regulating to keep food safe, enforcing food safety laws and empowering others to help us reduce foodborne illness.

To maintain food safety and protect the community, we enforce the requirements of the *Food Act 2003* to prevent misleading or unhealthy conduct in connection with the safe sale of food.

We use science to monitor industry compliance, regularly evaluate food regulations and respond quickly to incidents. This helps us achieve our goal of reducing foodborne illness in New South Wales, and it's how we help to keep food safe.

### KRA Activities

#### To help keep food safe we:

1. Conduct risk based surveillance of all food industry sectors
2. Aim to improve compliance of the NSW food industry with food regulations
3. Benchmark and verify NSW food industry performance

“ In 2010-11, 5,187 audits and 6,606 inspections were conducted.

## 1. Conducting risk based surveillance

When conducting audits and inspections of food businesses across New South Wales, the Authority prioritises 'high risk' businesses (eg those producing ready-to-eat food and servicing Vulnerable Persons).

We use the National Priority Risk Classification tool – developed under the auspices of the Food Regulation Standing Committee (FRSC) – to determine the frequency of these audits and inspections.

Businesses with a good track record are visited less frequently, while those performing badly or in higher risk categories are visited more often.

### Food industry audits and inspections

One of the Authority's most important roles is to audit businesses operating under an approved Food Safety Program (FSP) – to ensure that they comply with food safety requirements.

Each food business must identify the risks involved when handling and producing food and implement appropriate systems to manage the hazards (as required under the Food Regulation 2010).

Our officers regularly check the overall effectiveness of food safety schemes in the meat, dairy, seafood, plant products and Vulnerable Persons sectors.

The Authority also conducts inspections of lower risk category food businesses such as food transport vehicles and fishing vessels.

During 2010-11, this resulted in 5,187 audits (including 481 follow-up audits) and 3,487 inspections of licensed facilities being conducted. See *Compliance table on page 26*.

The target number of audits for 2010-11 was down from 5,632 (in 2009-10) to 4,848 due to the revised audit frequency requirements of Food Regulation 2010, which recognised good performing businesses by reducing their audit frequency.

The inspection numbers (for licensed and non-licensed premises) increased from 4,819 in 2009-10 to 6,606 this year as a result of the reallocation of resources from auditing to verification inspection programs for licensees and manufacturers. This was possible due to improved compliance in the Vulnerable Persons sector.

### Egg industry inspections and audits begin

Inspections of egg farms, including audits of egg graders and processors, began this year following the commencement of the Egg Food Safety Scheme.

These inspections were undertaken by a dedicated egg audit team, specially trained for the role.

The Authority has used the initial round of inspections to collect baseline data and environmental samples which will assist us in implementing the regulatory program into farms.

As with any new food safety scheme, an increased rate of compliance issues is expected, but this should improve as the program evolves.

### New audit performance program launched for meat industry

To address unacceptable audit results in the red meat processing and retail sectors, a new performance based audit program was introduced in March 2011.

It is designed to improve compliance amongst meat businesses that receive an unacceptable audit result.

### Percentage of auditable licensed businesses audited within schedule

Target	Actual	Variance
90%	106.9%	+ 16.9%

Audits conducted increased due to the reallocation of staff from the Vulnerable Persons sector to other schemes, increased audits in the meat sector and a new egg scheme.

### Percentage of auditable businesses that passed scheduled audits

Target	Actual	Variance
90%	92%	+ 2%

Compliance rates improved across a number of sectors (particularly Vulnerable Persons), leading to an increase in acceptable audits.

## Achievements

- Conducting a successful pilot of 'Scores on Doors' and the Food Premises Assessment Report in the retail foodservice sector.
- Implementing and evaluating the Egg Food Safety Scheme.
- Successfully implementing the Third Party Audit Program.
- Achieving a decrease in audit failure levels by 50 per cent in the Vulnerable Persons sector.
- Identifying and removing from the market food products that contained undeclared and unapproved therapeutics.

## Challenges

- Increasing the uptake of the Food Safety Supervisors Program.
- Reducing non-compliance for food safety and hygiene in the retail food sector.
- Managing compliance issues associated with the wholesaler/manufacturer inspection program.
- Developing and implementing a formal process for the food-medicine interface.



Where areas of systemic non-compliance, either individually or across industry sectors is identified, the Authority introduces additional requirements to improve compliance.

Meat retail and processing businesses receiving an audit failure during the year were placed on the new program, which subjects the business to a number of consecutive audits. This helps promote sustained compliance, with enforcement action taken when required. If a business continues to receive unacceptable audits within this program, its license may be cancelled.

Early indications suggest the program is having a positive deterrent effect on repetitive audit failures in this sector.

### ***Non-licensed manufacturers and wholesalers inspection program***

Many New South Wales manufacturers and wholesaling businesses are not captured under the Food Regulation Partnership.

To address this, the Authority commenced a pilot compliance inspection program this year to identify these businesses.

The pilot project focused on businesses in the 'high risk' category (eg those producing potentially hazardous food and not covered by recognised supplier arrangements, such as QA programs audited by national retailers).

The inspection program, completed in January 2011, revealed significant compliance deficiencies (eg a 38 per cent inspection failure rate) compared to sectors which are actively regulated. The inspection failures were primarily due to major structural and hygiene breaches of the Food Standards Code, confirming the need for a sustained, ongoing program.

The pilot identified that there were a larger number of food premises operating in this manufacturing/wholesaling sector than originally thought. The Authority will be dedicating additional resources to address this issue.

“ The Authority works closely with the shellfish industry to ensure all shellfish products are safe.

### Monitoring the shellfish industry

Of all the industries the Authority partners with, the shellfish industry remains one of the highest risk food sectors.

Shellfish are susceptible to contamination through poor water quality which can affect the food safety of filter feeding shellfish such as oysters and mussels.

To help maintain food safety in this industry, the Authority manages the NSW Shellfish Program which classifies shellfish harvest areas based on potential pollution sources and water quality that can impact these areas.

Depending on environmental conditions, shellfish harvest areas are routinely closed and re-opened throughout the year to ensure a safe food supply.

We have 78 shellfish harvest areas (73 operational, two prohibited and three inactive).

This year we reviewed all 73 operational harvest areas in New South Wales. No harvest area was demoted.

Other key activities during the year included:

- Undertaking 454 shellfish harvest area closures and 472 shellfish harvest area openings/upgrades.

### Percentage of annual shellfish harbour reviews completed within 60 days of review date

Target	Actual	Variance
90%	84%	- 6%

Reviews were tracking behind at the start of the year due to staff changes. Average days to completion was 48.9.

### Percentage average local shellfish program compliance with overall sampling requirements

Target	Actual	Variance
75%	91%	+ 16%

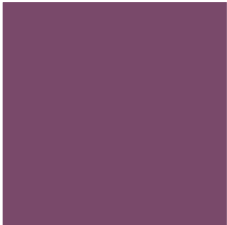
Firm regulatory responses to non-compliance in previous years lifted compliance rates.

- Conducting 11 training courses for industry on depuration plant operation and environmental sampling techniques.
- Participating in the Kalang River Working Group to help identify the source of human faecal pollution in the river.

### Shellfish Harvest Areas in NSW (Total 78 – as at 30 June 2011)

APPROVED [30]	RESTRICTED [41]	PROHIBITED [2]
Harvesting and direct sale is permitted <b>Reason</b> <ul style="list-style-type: none"> <li>• Highly predictable water quality that meets the approved standards.</li> <li>• No poisonous substance that exceeds safety standards has been detected.</li> </ul>	Harvesting is restricted to certain times with depuration <b>Reason</b> <ul style="list-style-type: none"> <li>• The area does not consistently meet the approved criteria.</li> <li>• Depuration or relay is required prior to sale.</li> <li>• The area is subject to a limited degree of pollution.</li> <li>• The level of pollution in the area is moderate and shellfish can be made fit for human consumption by relay or depuration.</li> </ul>	Harvesting is not permitted at any time <b>Reason</b> <ul style="list-style-type: none"> <li>• The area is contaminated with faecal wastes exceeding restricted criteria or poisonous substances.</li> <li>• The area is adjacent to a sewerage outfall.</li> <li>• Pollution sources in the area are unpredictable.</li> </ul>
<b>UNCLASSIFIED [5]</b>		

Classification of shellfish harvest areas can take up to three years, with areas classified as either Approved, Restricted or Prohibited.



The Authority played an integral role in the working group activities to identify the sources of the pollution. Significant progress has been made in this area and it is anticipated that remediation works will be completed to a satisfactory level in the first half of 2012.

- Playing a role in the inter-agency response to a large oil spill into the Hunter River in August 2010. The local oyster industry was closed to harvest until December 2010 ensuring that oil contaminated oysters did not reach the market.

## 2. Improving compliance

Wherever possible, the Authority works with the food industry to assist with compliance and has a number of strategies to deal with businesses that are not following the rules.

Food businesses that don't comply with the relevant legislation are a potential food safety risk and also detrimental to the good reputation of the food industry overall.

The Authority operates in accordance with the National Enforcement Policy, which advocates enforcement action based on range of pre-determined factors. In some cases this provides businesses with an opportunity to rectify issues before things get serious.

Assisting us in investigating and enforcing the *Food Act 2003* are our partners in local government – 152 councils across New South Wales who form the Food Regulation Partnership. We work with them to improve compliance and keep food safe.

### Investigating foodborne illness outbreaks

The NSW Department of Health and the Authority are jointly responsible for investigating outbreaks of foodborne illness.

Epidemiological investigation of potential food sources is undertaken by NSW Health, while environmental investigations (including inspection of food premises and collection/testing of samples) are conducted by the Authority.

Our Foodborne Illness Investigation (FBI) Unit is responsible for managing food related incidents and outbreaks. We do so in accordance with the National

### Salmonella outbreak from bakery foods

One of the most notable *Salmonella* outbreaks during the year took place in January 2011, when more than 100 people were taken ill after consuming food from a Sydney bakery.

Authority tests confirmed the presence of *Salmonella* in several different foods on the premises (raw egg butter, chicken liver pate, chicken, pork and various salad ingredients). It was also found on the surface of equipment and preparation benches.

A Prohibition Order was placed on the business to prevent further cases of illness occurring and remained in force until the offending premises was properly cleaned and the staff trained in food safety.

Outbreaks of this type have been frequent throughout Australia in recent years. This incident highlighted the need for further education and intervention in the hot bread shop/specialty bakery sector to prevent further *Salmonella* outbreaks occurring.

To address this, the Authority has teamed with local government in New South Wales on a joint education and food safety compliance project targeting the hot bread shop sector.

New techniques for detecting and tracking bacteria in the food supply, such as DNA fingerprinting of *Salmonella*, are also assisting with improved identification of different sources of pathogens ■

Food Incident Response Protocol and the Food Industry Emergency Sub-plan.

During 2010-11, the Authority was notified of 701 individual cases of foodborne illness and 514 incidents affecting two or more people. These involved inadequately handled raw egg based products (such as pork rolls and fried ice cream), undercooked chicken, and incidents where ill chefs contaminated food through poor hygiene.

*Salmonella* was the organism of most concern, resulting in 16 confirmed outbreaks. These included several incidents involving raw egg butter and pork rolls. The largest individual incident affected more than 100 people.

Total *Salmonella* notifications (3,757) for 2010-11 were the highest observed in a 12-month period since this disease was made notifiable in 1991, and some 30 per cent higher than the previous five year average. Temperature fluctuations traditionally increase the number of cases reported and not all of these notifications were foodborne related.

### Prosecuting food safety breaches

The Authority is responsible for investigating breaches of the *Food Act 2003*.

We have in place tough enforcement strategies that ensure food sold in New South Wales is safe and correctly labelled.

Our trained officers routinely undertake investigations of food businesses across the state to ensure they are doing the right thing. Non-compliance can sometimes result in enforcement action, including prosecution through the courts.

The vast majority of New South Wales food businesses do the right thing. Our role is to keep things in check and identify and correct issues as they arise.

During 2010-11, the Authority pursued 120 prosecutions against eight defendants in the Local Court, achieving a 100 per cent prosecution success rate.

High profile cases this year involved:

**A Bondi man** – found guilty of 43 breaches of the *Food Act 2003* and fined a total of \$53,000 for various offences relating to the sale of unpasteurised milk and dairy products. Charges included conducting an unlicensed dairy business, labelling, processing and other failures to comply with the Food Standards Code.

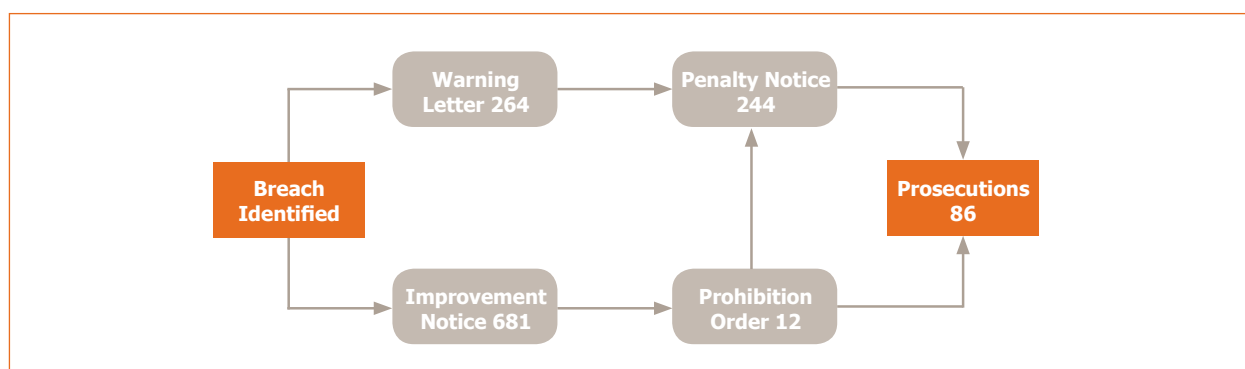


One of the seized dairy products from Bondi.

**A pizza franchise** – fined for hygiene, cleanliness and pest control breaches. The retailer ignored an Authority Improvement Notice to clean and repair the premises. Failure to comply with this resulted in a Prohibition Order being issued to temporarily stop the business trading. Internal audit documents by the franchisor revealed the ongoing failure of the business to meet pest control, food safety program compliance, cleanliness and maintenance requirements. The franchisor (both the corporation and its sole director) were fined a total of \$129,500 for breaches of the Food Standards Code.

**A Cabramatta man** – fined \$4000 (+ \$2000 in costs) for illegally slaughtering poultry in a small laundry shed at the rear of a residential property. An Authority investigation also revealed that poultry and offal were being sold from the premises, which did not comply with prescribed structural standards for abattoirs or meat processing plants.

### 2010-11 Graduated Enforcement



The Authority uses a graduated approach to enforcement, allowing businesses to rectify problems before prosecutions are pursued. Notable changes in enforcement figures this year included:

- Prohibition orders down from 16 to 12 – indicating a 98 per cent level of compliance with Improvement Notices.
- Warning letters up from 176 to 264 – due to an increase in compliance issues associated with the wholesaler and manufacturer inspection program, and an increase in labelling investigations (where first time offenders were found). Programs such as the Egg Licensing project also had an impact.
- Prosecutions down from 120 to 86 (involving eight defendants). Last year's figure was higher due to the 64 prosecution charges involved in just one case.



### **Conducting enforcement studies and surveys**

One important way the Authority is able to improve food safety compliance is by conducting regular enforcement projects and surveys.

These help us to better understand the issues facing industry and allow us to take enforcement action where necessary.

One such project launched during 2010-11 was the Egg Licensing Project – based around the Egg Food Safety Scheme.

This scheme requires those businesses that produce or process eggs and egg related products for sale to be licensed and implement food safety requirements. The law impacts businesses such as egg producers, graders, processors, storage facilities and transport vehicles and aims to reduce the incidence of foodborne illness in the egg industry.

Egg farms that produce, wash, grade or dry clean more than 20 dozen eggs in any week need to hold a licence. The licence fee is waived for any egg farmer who sells up to 100 dozen eggs in any week, however they are still required to comply with the provisions of the scheme.

The Egg Licensing Project (launched in December 2010) aims to ensure that all egg businesses that fall within the licensing criteria obtain a licence.

As at 30 June 2011, a total of 297 inspections had been conducted. This resulted in an increase of licensed egg businesses from 80 in 2010 to 177 (in June 2011).

Enforcement action taken for issues such as unlicensed activity and labelling breaches included four penalty notices, one improvement notice and 11 warning letters.

### **Seizing non-compliant food**

The Authority conducts numerous inspections and audits of food premises across New South Wales in its efforts to prevent foodborne illness and improve food safety. Issues arise from time to time that require food items to be seized. *See page 24-25.*

The reasons may range from incorrect food manufacturing processes that can lead to food being contaminated, to handling or hygiene practices deemed as unsafe. Items can also be seized as evidence that a breach of the *Food Act 2003* and Regulations has occurred.

Where a breach is discovered, we ask the food business to rectify it as a matter of priority or face possible prosecution.

In 2010-11, we made 37 different seizures (33 of these related to food commodities), totalling 3.8 tonnes. This represents a reduction of approximately 21.2 tonnes compared to 2009-10 (when more than 20 tonnes of meat was seized).

### **Repeat breaches see butcher's retail meat licence cancelled**

In January 2011, the Authority cancelled the retail meat licence of a Sydney butcher due to significant non compliance issues – relating to hygiene and the illegal addition of sulphur dioxide in mince products over a number of years. This particular butcher had previously been prosecuted for the same offences and had received a number of penalty and improvement notices. The cancellation of this licence not only removed a significant food safety risk to consumers, but received support from the relevant meat associations, including the Australian Meat Industry Council which aims to ensure all its members comply with legislative requirements ■

Apart from food products, the Authority also seizes advertising material that is in breach of the Food Standards Code. This year coffee and chocolate weight loss products, large advertising signs and pamphlets were seized as evidence in our investigation into foods containing illegal pharmaceuticals.

### **Third party auditor program adopted statewide**

To assist us in monitoring and enforcing food safety compliance, the Authority has developed a Regulatory Food Safety Auditor System – allowing persons other than Authority employees to conduct regulatory food safety audits of licensed food businesses in New South Wales.

It is based on the National Food Safety Audit Policy and the National Regulatory Food Safety Auditor Guidelines.

Auditors under this system may also be known as 'third party auditors' or commercially employed auditors.

To ensure the auditors are doing the right thing, the Authority undertakes an ongoing verification program.

During the year, each of the food safety schemes under the Food Regulation 2010 were allocated a random month in which a verification review was performed. The 2010-11 verification process commenced in September 2010 and was completed in June 2011.

Since the third party auditor program was introduced in mid 2010, more than 330 licensed facilities have moved to this system.

As at 30 June 2011 there were 28 approved external auditors with another 14 awaiting approval.

## 2010-11 Annual Seizure Summary

Commodity	Est. quantity	Reasons for seizure
<b>EGG PRODUCTS</b>		
Packaged eggs (800g)	<b>3.2 kg</b>	Egg carton labelling did not comply with the Food Standards Code. Name and address of supplier not listed on carton.
	<b>Total = 3.2 kg</b>	
<b>GAME MEAT PRODUCTS</b>		
1. Black feral pig 2. Black/Ginger feral pig	<b>120 kg</b>	Breach of <i>Food Act 2003</i> (Sec 104/2) – carrying on a food business or activity for which a license is required without being the holder of a license.
Processed rabbit carcasses x 7	<b>10.5 kg</b>	Rabbit carcasses not branded as per Food Regulation 2010 requirement.
H/C dressed kangaroo carcasses x 5	<b>125 kg</b>	Incorrect labelling x 4. Harvesters Tag declaration contained an initial, not a signature. One tag contained nothing at all.
Kangaroos x 11	<b>319 kg</b>	No listing license number on carriage tag.
H/C kangaroo carcass	<b>28kg</b>	Incomplete carcass tag. Harvester's declaration tag not signed.
H/C kangaroo carcass	<b>30 kg</b>	Incomplete carcass tag. Harvester's declaration tag not signed.
	<b>Total = 632.5 kg</b>	
<b>MEAT PRODUCTS</b>		
1. Pig blood in 2L milk containers 2. Pork hearts (10kg) 3. Livers (9.2kg) 4. Pig stomachs 5. Hearts 6. Intestines 7. Intestines 8. Sliced egg/ham/seafood/vegetables	<b>67.4 kg</b>	Unlicensed seafood and meat processor.
UCFM Sucuk Sliced 2kg packs & 2 UCFM Sucuk whole sticks	<b>400 kg</b>	No monitoring records/PH reading and no final test results for <i>E.Coli</i> .
Sucuk – 3 bags	<b>49.05 kg</b>	Unlicensed manufacturing of Sucuk.
1. Pork hindquarter 2. Pork chops 3. Pork leg roast 4. Forequarter roast 5. Pork spare ribs 6. Pork forequarter chops	<b>20 kg</b>	Product contaminated with hair and other visible contaminants.
1. Cshaba Hot 2. Cshaba Mild 3. Twiggy Sticks	<b>3.95 kg</b>	Outside temperature parameter.
Csabai (hot & mild)	<b>5.57 kg</b>	Being sold out of date.
Nem Chu – in plastic container	<b>16 kg</b>	Illegally manufactured UCFM meat Nem Chu – ready to eat fermented meat. Not licensed.
	<b>Total = 561.97 kg</b>	
<b>PLANT PRODUCTS</b>		
1. Date bar, UBD 20.0.10, egg not declared on label. 2. Chocolate bar, UBD 5.9.10, egg not declared on label. 3. Orange bar, UBD 28.9.10, egg not declared on label. 4. Carrot bar, UBD 20.9.10, egg not declared on label.	<b>2.2 kg</b>	Product not labelled in accordance with Food Standards Code.
Confit garlic with shiraz jus & rosemary in olive oil x 21	<b>5.25 kg</b>	Unlicensed activity.
Coffee x 56	<b>28 kg</b>	Product contained ingredient not allowed – possible unsafe food, with possible health affects.
Coffee	<b>1.15 kg</b>	Illegal product contained undeclared ingredients with potential health side effects.

## 2010-11 Annual Seizure Summary *continued*

Commodity	Est. quantity	Reasons for seizure
<b>PLANT PRODUCTS cont.</b>		
1. Green Coffee Pure Black 2. Cocoa Hot Chocolate 3. Cocoa Hot Chocolate 4. Green Coffee 800 5. Green Tea 6. Hot Chocolate 7. Weight Loss Jelly 8. Creamy Brown 9. Rose Cove Coffee 10. Coffee 11. Weight Loss Dried Plum 12. Coffee 1200 13. Green Coffee Advertising 14. Leaflets – tea, coffee, black coffee, chocolate	<b>1408 kg</b>	Food did not comply with the requirements of the <i>Food Act 2003</i> and labelling provisions of the Food Standards Code.
1. Dried Plum 2. Green Coffee 3. Cocoa Hot Chocolate 4. Coffee packaging 5. Green Coffee advertising 6. Green Coffee	<b>604.05 kg</b>	Non-compliance with the Food Standard Code 1.28, 1.1A.2, 1.3.2, 1.2.11 and 1.2.2.
Coffee x 14	<b>1.4 kg</b>	Food does not comply with the requirements of the <i>Food Act 2003</i> and labelling provisions of the Food Standards Code.
Seed x 4 boxes	<b>0.220 kg</b>	False description and prohibited botanical name – breaches of S18 and S21 of the <i>Food Act 2003</i> .
1. Seed x 10 boxes 2. Seed advertisements	<b>0.550 kg</b>	Prohibited botanical and false description – breaches of the <i>Food Act 2003</i> .
Seed x 12 boxes	<b>0.660 kg</b>	Prohibited botanical and false description – breaches of the <i>Food Act 2003</i> S18 and S21.
Seed x 6 boxes	<b>0.330 kg</b>	Prohibited botanical and false description S18 and S21 and breaches of the <i>Food Act 2003</i> .
Seed x 1 box	<b>0.055 kg</b>	Falsely described and contains a prohibited botanical under Food Standards Code 1.4.1.
Seed x 5 Boxes	<b>0.275 kg</b>	Falsely described and contains a prohibited botanical under Food Standards Code 1.4.1.
1. Seed x 15 boxes 2. Pamphlets 3. Seed	<b>0.825 kg</b>	Falsely described and contains a prohibited botanical under Food Standards Code 1.4.1.
	<b>Total = 2052.965 kg</b>	
<b>SEAFOOD PRODUCTS</b>		
Fish & Other Seafood	<b>17.72 kg</b>	Failed to comply with Food Standards Code for packaged food. Labelled in a way that contravenes the code.
Fish & Other Seafood	<b>120 kg</b>	Failed to comply with Food Standards Code for packaged food. Labelled in a way that contravenes the code.
1. Single tray open Sydney rock oysters 2. Oyster (bottled)	<b>10.8 kg</b>	Section 14(i) – A person must not sell food that the person knows is unsafe – <i>E.coli</i> / 7100 oysters.
Pipis x 3 boxes	<b>35.4 kg</b>	Non-compliance with Food Safety Program, NSW Shellfish Manual and Biotoxin Management Plan.
Variety of Cockles x 16 boxes	<b>368 kg</b>	Product labelled in breach of the <i>Food Act 2003</i> .
	<b>Total = 551.92 kg</b>	
<b>OTHER PRODUCTS</b>		
1. Coffee advertising sign – English 2. Coffee advertising sign – Chinese	<b>1. One 2. One</b>	Advertising product with undeclared ingredients and possible health side effects.
Spirax spiral bound yellow notebook	<b>One</b>	Evidence of the sale of raw milk which has been transported in contravention of Food Regulation 2010.
1. One large coffee sign 2. Three medium coffee signs 3. Small pamphlets	<b>1. One 2. Three 3. 100</b>	Evidence of the sale of products with misleading/false health claim advertising.
Coffee pamphlets	<b>One</b>	Evidence of the sale of products with misleading/false health claim advertising.
	<b>TOTAL = 3,802.55 kg (3.8 tonnes)</b>	

“ The Authority worked closely with councils this year to refine the ‘standardised’ food inspection checklist.

## 2010-11 Compliance and Enforcement Statistics

Activity	2009-10 actual	2010-11 target	2010-11 actual
Audits	5,732	4,848	5,187
Failed audits	688 12%	<10%	459 8%
Inspections of licensed facilities	2,431	2,220	3,487
Failed inspections of licensed facilities	92 3.7%	<10%	53 1.5%
Inspections of non-licensed facilities	2,388	NTS	3,119
Failed inspections of non-licensed facilities	256	NTS	477
Complaint investigations	1,221	NTS	1,010
Investigations of foodborne disease incident (single case)	736	NTS	701
Investigations of foodborne disease incident (involving two or more people)	525	NTS	514
Labelling Compliance Surveillance Program Investigations	335	NTS	348
Labelling Compliance Surveillance Program Investigations resulting in enforcement action	N/A	NTS	308
Investigations of unlicensed businesses (resulting in enforcement action)	149	NTS	142
Written warning	176	NTS	264
Improvement notices	753	NTS	681
Penalty notices	249	NTS	244
Prohibition orders	16	NTS	12
Product seizures	37	NTS	21
License cancellations	0	NTS	1
Use of Emergency orders	0	NTS	0
Prosecutions (finalised after hearing or plea of guilty)	120 prosecutions 8 defendants	NTS	86 prosecutions 8 defendants
Voluntary food recalls (nationwide)	52	NTS	67
Voluntary food recalls (NSW manufacturers)	26	NTS	28
Shellfish harvest area closures	381	NTS	472

**NTS** = no target specified

**N/A** = not applicable

Notable changes in compliance and enforcement statistics included:

### Audits

Audits were down this year due to new requirements under Food Regulation 2010, which called for a reduced audit frequency in recognition of good compliance.

### Failed Audits

The reduction in failed audits this year reflects the improved compliance rates of licensed facilities. This is due to significant improvement in the audit results for the Vulnerable Persons sector and the revised audit system implemented as part of Food Regulation 2010.

### Inspection of licensed facilities

Inspections of licensed facilities increased this year due to the improved coordination of the Verification Inspection Program.

### Inspections of non-licensed facilities

Inspection of non-licensed facilities increased this year due to the implementation of a new inspection program for manufacturers and wholesalers.



## FRP report reveals high compliance rates

The Food Regulation Partnership (FRP) continues to raise the bar on food safety practices in the food retail and foodservice sector across New South Wales.

This year was the second full reporting year for this sector.

Overall, 92.2 per cent of businesses complied satisfactorily with food safety standards after their primary inspection and/or re-inspection.

The remaining 7.8 per cent required ongoing intervention by council inspectors to achieve an acceptable level of compliance. This represented a decrease from 10 per cent in the first year of reporting.

A key focus for the FRP is to continue reducing this level – by providing ongoing assistance, training, information and advice to businesses which continue to breach food safety standards.

Councils use a graduated approach to enforcement consistent with the 'National Enforcement Guideline', which allows an officer to exercise discretion to apply a proportionate response based on the risk to food safety.

This results in a higher number of warning letters, fewer Improvement and Penalty Notices, and even fewer applications of harsher tools such as seizure, Prohibition Orders and prosecution.

The overall number of enforcement actions taken during the year (11,653) was similar to the previous twelve months (11,582). There was, however, a general reduction in the number of more severe enforcement tools applied – such as prosecutions and seizures (of product, equipment etc). This indicates a reduction in the number of offences relating to more serious food safety concerns.

To further improve compliance across the state, the Authority worked closely with councils this year to refine the 'standardised' food inspection checklist – the Food Premises Assessment Report (FPAR).

This checklist aims to improve consistency of inspection among the 400 or so authorised officers (employed by councils) across New South Wales. It is also designed as a self-assessment tool for food businesses and will help to increase transparency around the food inspection process.



Food  
Regulation  
Partnership™

Together towards safer food

*The Food Regulation Partnership began in July 2008 when the Authority appointed all 152 NSW local councils and the Department of Environment, Climate Change and Water representing Kosciusko National Park) as 'partner' enforcement agencies under the Food Act 2003.*

*The primary focus of the FRP is to improve food safety compliance across the more than 36,000 food businesses in New South Wales that are inspected by councils. Under this arrangement, councils are required to report annually to the Authority on how they carry out their functions.*

The FPAR was piloted in 40 council areas during 2010-11. Following an evaluation, an extended twelve month trial will commence across NSW from August 2011.

## FRP support framework

To assist our local government partners in delivering the requirements of the FRP, the Authority has in place a strategic support framework which includes consultation, communication, networking and council officer training.

In 2010-11, key support activities and achievements included:

- Conducting 45 regional meetings and training sessions, three state meetings and fourteen training days for new Environmental Health Officers (EHOs).
- Achieving national accreditation (in conjunction with a leading training organisation) for the 'Certificate IV in Food Surveillance'. There were nine students enrolled in the first intake.
- Holding three FRP forum meetings (each preceded by a meeting of the Retail and Foodservice Industry Advisory Group).

“ Assisting us in investigating and enforcing the *Food Act 2003* are our partners in local government.

## 2010-11 Licence Table Numbers

Business	Number of licensed facilities
Animal Food Field Depot	16
Animal Food Field Harvesting	25
Animal Food Processing Plant	21
Cold Food Store (dairy, meat, seafood, plant)	512
Dairy Farm	807
Dairy Farm (goat)	15
Dairy Processing Factories	139
Egg Processing	7
Egg Production	162
Egg Production and Processing	11
Farm Milk Collectors	102
Food Service to Vulnerable Persons	1,223
Food Transport (dairy, meat, seafood, plant)	6,395
Game Meat Field Depot	130
Game Meat Field Harvesting	1026
Game Meat Primary Processing Plant	5
Handling Wild Caught Seafood	1,038
Knackery	7
Meat Processing Plant	346
Meat Retail	1,865
Non-shellfish Aquaculture	45
Oyster Farmer	286
Plant Product Processing Plant	54
Poultry Abattoir	39
Red Meat Abattoir	29
Rendering	7
Seafood Processing Plant	154
Shellfish Wild Harvest	26
<b>TOTAL number of licensed facilities (up from 14,180 in 2009-10)</b>	<b>14,492</b>

- Providing two scholarships for trainee EHOs at the University of Western Sydney.
- Updating an advisory guideline document and finalising the standardised inspection tool – the 'Food Premises Assessment Report'.
- Producing six newsletters and fact sheets on topics including 'Hand washing in food businesses', 'Pest control in food businesses' and 'Cleaning and sanitising in food businesses'.
- Communicating on topical issues such as the Food Safety Supervisor program, Country of Origin labelling, the *Companion Animals Act* and Fees and Charges as well as issuing survey invitations.
- Inaugural presentation of the 'Food Surveillance Champion Awards' – established to recognise individuals, organisations and groups who have 'made a significant contribution in food surveillance in the food retail sector in NSW'.

*The Authority provides the support and assistance that underpins the FRP. Councils are responsible for inspections in the food retail and foodservice sector. We provide them with technical support, advice, training, mentoring, food law interpretation, networking forums, relationship building programs and improved communication tools.*

### FRP Report Snapshot

The FRP Summary Report this year provided the Authority with information to better target areas requiring additional support and assistance. The report (which covers the 2009-10 financial year) details food regulatory activity in the retail food sector and is usually undertaken by local councils.

Approved Registered Training Organisation	132
Approved Third Party Auditors	47

## Case Study

### Sibutramine detected in slimming foods

During 2010-11, the Authority issued eighteen penalty notices and/or warning letters to eight parties found to be involved in the importation and/or sale of 'slimming' coffee, chocolate or tea products containing an oral anorexiant called Sibutramine.

Sibutramine was withdrawn from the market in Australia in October 2010 due to concerns about cardiovascular safety. Prior to this, it was a prescription-only medication marketed for weight-loss with many precautions.

The penalty notices were issued for the sale of 'unsuitable food' and 'sale of food with intrinsic weight reducing properties'. The details of the fined businesses were published on the Authority's 'Name and Shame' website. We continue to respond to complaints regarding the ongoing importation and sale of these foods.

Sibutramine's ability to adversely interact with commonly prescribed anti-depressants and pain relievers can lead to serotonergic syndrome – a potentially life threatening drug reaction that causes the body to have too much serotonin, a chemical produced by nerve cells.



Key results from the report (showing comparisons to the previous year) included:

Activity	08-09	09-10
Inspections undertaken by councils	56,043	<b>62,448</b>
Food complaints	4,119	<b>4,517</b>
Food complaints investigated	98%	<b>98.8%</b>
Warning letters	8,040	<b>8,044</b>
Improvement notices	1,621	<b>1,399</b>
Penalty notices	1,713	<b>2,049</b>
Seizure notices	86	<b>52</b>
Prohibition orders	63	<b>73</b>
Prosecutions	48	<b>22</b>

This data shows a general reduction in the number of more severe enforcement tools applied, such as prosecutions and seizures (eg product, equipment), indicating a general reduction in the number of offences relating to the more serious food safety concerns.

### Food Surveillance Champion Awards

The inaugural 2010 Food Surveillance Champion Awards – recognising outstanding performance and achievement by local government environmental health officers, councils and groups in food surveillance – were held in November 2010 in Sydney.

The Minister for Primary Industries presented the 2010 Awards to:

**Mark Longbottom** Tweed Shire Council  
(Individual – Country)

**Joshua Bradshaw** City of Canada Bay  
(Individual – City)

**Murrumbidgee Regional Food Group**  
(Group – Country)

**Kogarah City Council Environmental Health Unit**  
(Group – City)

**Denis McKeon** was awarded a Lifetime Service award ■

“ To help prevent the spread of foodborne illness, the Authority gathers data through food safety verification programs, food testing and surveys.

### 3. Benchmarking and verifying the performance of the NSW food industry

In order for the Authority to evaluate the effectiveness of any food safety programs it introduces and manages, a benchmark must first be established against which the impact of the initiative can be assessed over time.

The Authority takes an evidence-led, science-based approach when managing food safety in New South Wales. Any evaluation undertaken must deliver objective information on whether our programs are working and, if not, where improvements are needed.

#### Evaluating the success of food safety initiatives

To assist in measuring trends and improving the effectiveness of food safety initiatives at a statewide level, we have in place a Program Evaluation Framework.

Under this Framework, scheduled evaluation studies operate independently of our routine inspection and audit activities. Findings help determine, for example, whether a particular sector of the food industry is handling food safely and minimising food safety risks – as intended by its regulatory program. If it isn't, it is part of the Authority's role to find out why.

Evaluation findings help us to fine tune food safety initiatives (including regulatory requirements) and to develop programs that assist industry in improving their performance and, ultimately, help to reduce foodborne illness.

Three important initiatives came under evaluation scrutiny this year – the new food safety program requirements for hospitals and aged care facilities, the new egg industry food safety regulation and Fast Choices.

#### Food safety programs in hospitals and aged care facilities

Since March 2009, businesses covered by the Vulnerable Persons Food Safety Scheme (hospitals, aged care facilities and delivered meal organisations) have received mandatory food safety program audits.

Over a seven month period, benchmark evaluation data was collected at first audit and, in 2010, evaluation

findings were published on the Authority's website. See [www.foodauthority.nsw.gov.au/science/evaluating-what-we-do/vulnerable-persons-food-safety-scheme/](http://www.foodauthority.nsw.gov.au/science/evaluating-what-we-do/vulnerable-persons-food-safety-scheme/)

Overall, evaluation findings indicated that the new regulation requiring vulnerable businesses to introduce audited food safety programs had been effectively implemented, but with more improvements expected.

It was reported that the Authority's five-year implementation program successfully achieved its goals. The results included:

- Vulnerable Persons businesses achieving higher pass rates (at first audit) compared with other new industry schemes.
- Food safety performance scores comparing favourably with scores from other well-established industry-based schemes.
- A demonstrated improvement in industry hygiene and compliance over the five-year period.

The evaluation also highlighted areas where industry and the Authority could improve.

#### Egg industry baseline evaluation underway

In 2010, new food safety requirements were introduced for egg farms and egg graders.

Under the regulation, licensed egg businesses must implement certain food safety requirements (eg food safety programs) and receive routine audits/inspections from the Authority's food safety officers.

As part of our commitment to evaluating what we do, egg industry benchmark data was collected from October 2010 (for twelve months). This included industry profile, food safety performance and environmental microbiological data from representative egg businesses.

This information will be used to help us assess how well we have implemented the new requirements and to highlight areas where industry needs more assistance. First audit/inspection evaluation findings will also be used to establish industry baselines, against which future impacts of the regulation can be measured over time. The evaluation data collection step is set for completion late in 2011.





### Gathering valuable data through food testing and surveys

To help prevent the spread of foodborne illness and maintain food safety, the Authority gathers data through food safety verification programs, food testing and surveys.

Assessing this data allows us to identify key food safety issues and develop systems and processes to manage them effectively. Most monitoring and surveillance we conduct occurs via food testing and survey programs that target high-risk foods.

#### Food testing

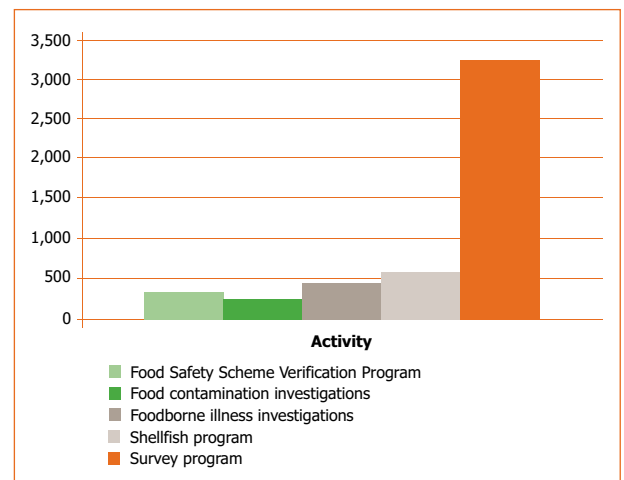
The Authority draws on the services of several third parties to assist with our testing and analysis of food samples. This allows us to expand our capabilities and respond more quickly to food safety issues and emergencies.

Our major supplier for food testing services is the Division of Analytical Laboratories (DAL).

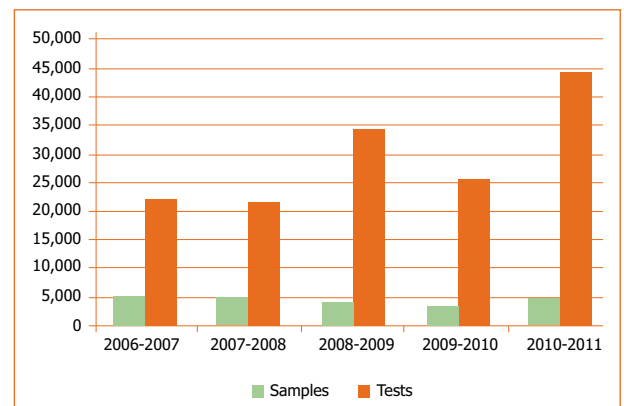
During 2010-11, DAL conducted tests on 2,128 samples for microbiology (6,367 tests) and 2,080 samples for chemistry (36,633 tests).

Tests for microbiology were down from 7,302 last year (a reduction of 935 – due to more single test samples being submitted). Tests for chemistry were up from 25,475 last year (an increase of 18,740 due to a requirement to assess more nutritional information panels). These fluctuations were due to the type of survey conducted and the number of tests requested per sample.

### Food samples tested by the NSW Food Authority 2010-11



### Annual Laboratory Utilisation (2006-2011)



## “ The Authority takes an evidence-led, science based approach to food safety in New South Wales.

### **Food safety verification and surveys**

One of the ways we monitor food safety is by conducting targeted surveys in high-risk food groups. We determine what problems may exist and use science to find a solution.

We also test food through our Food Safety Verification Program, where we purchase (at random) products manufactured or packaged in New South Wales under a Food Safety Scheme and test them against the Food Standards Code or other mandatory requirements. This may include microbiological testing and/or chemical analysis.

During 2010-11, 344 samples were randomly purchased from sites of manufacture and submitted for microbiological testing, pH and water activity. Nine samples were referred to the Authority's compliance and enforcement group for follow-up investigation due to *Listeria monocytogenes* contamination.

This year we were involved in seven State based surveys and one national survey.

#### **1. Raw egg dressing survey (in conjunction with Sydney City Council)**

This survey followed an outbreak in January 2010, involving 179 cases of contaminated raw egg aioli in a regional area. To understand the extent of the problem across food businesses, 107 samples of raw egg products were taken from 46 premises. The survey revealed thirteen samples were unsatisfactory (due to high standard plate counts and/or moderate levels of *Bacillus cereus*) and one sample of caesar dressing was potentially hazardous (due to a high level of *B. cereus* (31,000 cfu/g). *Salmonella* was not detected in any samples tested. Council officers are working with businesses to place stronger focus on storage temperatures, cleaning and sanitation.

#### **2. Gluten-free products survey**

The Authority purchased 222 products labelled 'gluten free' from retail outlets across Sydney to conduct this survey. These included sauces, flours, breads, chips, biscuits, cakes, infant foods, soups and spreads. Of the samples tested, 95 per cent contained no detectable gluten and no sample contained gluten over 100 ppm

(parts per million), where it becomes a potential health risk. Eleven samples contained gluten ranging from 3ppm to 46ppm (levels at or above 20ppm may affect people with coeliac disease). The outcomes were similar to the results of a 2008 survey, which suggests high industry compliance.

#### **3. Microbiological quality of infant formula**

From September 2009 to December 2010, a total of 91 powdered formulas and three ready-made formulas were purchased from retailers in Sydney. At least one sample from each available product range was included in this survey. Samples were tested for *Salmonella*, *C. sakazakii*, and *Enterobacteriaceae*, with results from this survey compared against the microbiological requirements (*Standard 1.6.1*) of the Australian New Zealand Food Standards Code (the Code). The survey found that 100 per cent of products tested met the limits for *Salmonella* and *C. sakazakii* specified in the Code and CAC/RCP 66 – 2008. *Enterobacteriaceae* was detected in three samples at a low level, but did not present a safety issue. The relevant manufacturers were notified of the findings.

#### **4. Microbiological quality of food in takeaway hot chicken shops**

From March to December 2010, 331 food samples and 305 environmental swabs were collected from 64 takeaway chicken shops across New South Wales by environmental health officers from 31 councils. Food testing results showed that 93 per cent of samples tested were categorised as good or acceptable. Only seven of the 331 samples tested were categorised as potentially hazardous due to the presence of pathogenic microorganisms. Some practices observed in the takeaway chicken shops during the survey suggested more work needed to be done in the area of safe food handling. The recently introduced Food Safety Supervisor requirement will assist with this. See page 47 for more information on this program.

#### **5. Nutritional components of packaged food**

This survey aimed to gain a better understanding of the potential variation between Nutritional Information Panels (NIPs) on food and the actual nutrient values of that food – taking into account season and batch variation.

## Looking ahead

- Conducting an extended, twelve month State-wide trial of 'Scores on Doors' and the Food Premises Assessment Report.
- Rolling out a wireless field access strategy for NSW Food Authority field staff.
- Continuing work with councils on targetted projects that look at high-risk practices/links to foodborne illness in the food retail sector.
- Implementing the FSANZ Poultry Meat Standard and Egg Standard.
- Conducting interviews with consumers to establish a baseline understanding of how they use energy (kilojoules) to make food choices – prior to the full implementation of the Fast Choices initiative.
- Continuing evaluation work on the Food Regulation Partnership, which aims to improve coordination between local councils and the Authority on food safety surveillance matters.



As at 30 June 2011, the results were still being analysed, however some observed trends included: the over reporting of fat, saturated fat and sodium on the label and the under reporting of sugar content (compared to the analytical test result). A full report will be published on the Authority's website during 2011-12.

### 6. Nutritional components of fast food

This survey, which commenced this year and will continue into 2011-12, will contribute towards the evaluation of the Fast Choices initiative – to verify the nutritional information provided by fast food outlets.

### 7. Labelling compliance

This three year labelling compliance survey involving imported confectionary, packaged ready to eat meats and fresh noodles commenced during 2010-11. A full report will be available in 2013.

### National Survey: *Salmonella* in nut and nut products

This national survey (which will continue into 2011-12) looks at the prevalence of *Salmonella* and *E. coli* in nut and nut products available in Australia.

“ Working together with our partners in local government and the foodservice industry helps to keep food safe. Pictured (below right) is NSW Food Authority Director, Peter Sutherland (right), speaking with the owner of Bang Bang Cafe at Surry Hills, Alan Thompson, about his Five Star food inspection result.



# 2

## Educating and informing

**One of the primary objectives of the NSW Food Authority is informing and educating consumers and industry about food safety and labelling.**

We do this by working closely with our food industry colleagues to provide important information that allows consumers to make informed decisions about the food they buy.

This information is delivered through our website, targeted education campaigns, brochures, newsletters, ongoing media coverage and, more recently, through social media.

Our relationship with the food industry is consultative and engaging – involving regular meetings with peak food industry bodies, training programs, ongoing support and advice and regular updates to our food safety policies and procedures.

The Authority's education and information programs help to build knowledge and trust, assisting us to achieve our goal of reducing foodborne illness across New South Wales.

### KRA Activities

**Our ongoing education and information program has three key goals. To:**

- 1.** Improve access to food safety information and labelling for consumers and the food industry in NSW
- 2.** Improve the food safety standards knowledge for all food handlers in NSW
- 3.** Ensure food is correctly labelled

**“ ‘Scores on Doors’ is good advertisement for those food businesses that comply with food safety legislation. The pilot program also allows the public to make an educated decision when choosing where to eat out in relation to food safety.**

**Kogarah Council**

## **1. Improving access to food safety and labelling information for consumers and the food industry in NSW**

The communications landscape is changing.

Consumers are demanding more information, more quickly. They expect accuracy, transparency and immediacy – sourcing their information through websites, social media and other digital channels.

This has provided the Authority with some great opportunities, but also significant challenges.

Our primary communications objective is to be the place where people go to for information about food. To meet this objective we need to constantly update and improve our avenues for consumer and industry communication.

This year, we embraced new media channels such as Twitter, online interactivity and Quick Response (QR) Code technology, while still engaging with more traditional media and tools such as newsletters, brochures, regular circulars, presentations and events.

The challenge for the Authority is balancing the needs of the varied and rapidly evolving target audiences with appropriate communication channels and devices.

### **‘Scores on Doors’ & ‘Name and Shame’ programs help boost consumer confidence**

The Authority has an ongoing commitment to ensuring consumers are provided with timely and accurate information on food safety.

One of the most successful mechanisms for doing this has been ‘Name and Shame’, and more recently, ‘Scores on Doors’. These programs help improve consumer confidence when they dine out and reward food businesses who are doing the right thing.

### **‘Name and Shame’**

Introduced in 2008, the ‘Name and Shame’ register makes available to the public (via our website) a list of businesses that have breached food safety laws, exposing them to public scrutiny and accountability.

It helps New South Wales’ consumers make informed decisions about where to eat based on the food safety performance of a food business.

The demand for information, evident through the popularity of the website, reflects a growing consumer trend towards transparency and availability of information.

This year, hits to the site reached the five million mark.

Most importantly, the number of reoffending businesses (appearing on ‘Name and Shame’) has been consistently decreasing.

As at 30 June 2011, the number of food businesses appearing on the register was 809, down from 1,047 the previous year.

Since 2008, a total of 5,280 listings have been placed on the register. More than 3,800 penalty notices have been removed (after their publication date had expired), with 1,392 remaining on the register (as at 30 June 2011). In addition, 60 successful prosecutions have been listed.

The ‘Name and Shame’ initiative complements traditional food inspection approaches by helping to reduce foodborne illness rates and improve food safety standards in poor performing food businesses.

It has proved a low cost and effective way of improving food safety compliance, public access to information and awareness of food safety.

### **‘Scores on Doors’**

Like ‘Name and Shame’, ‘Scores on Doors’ allows consumers to make informed choices and helps to improve food safety and hygiene standards in the food retail and foodservice sectors.

The scheme assesses participating food businesses against relevant food safety legislation. They are awarded a rating based on this information.

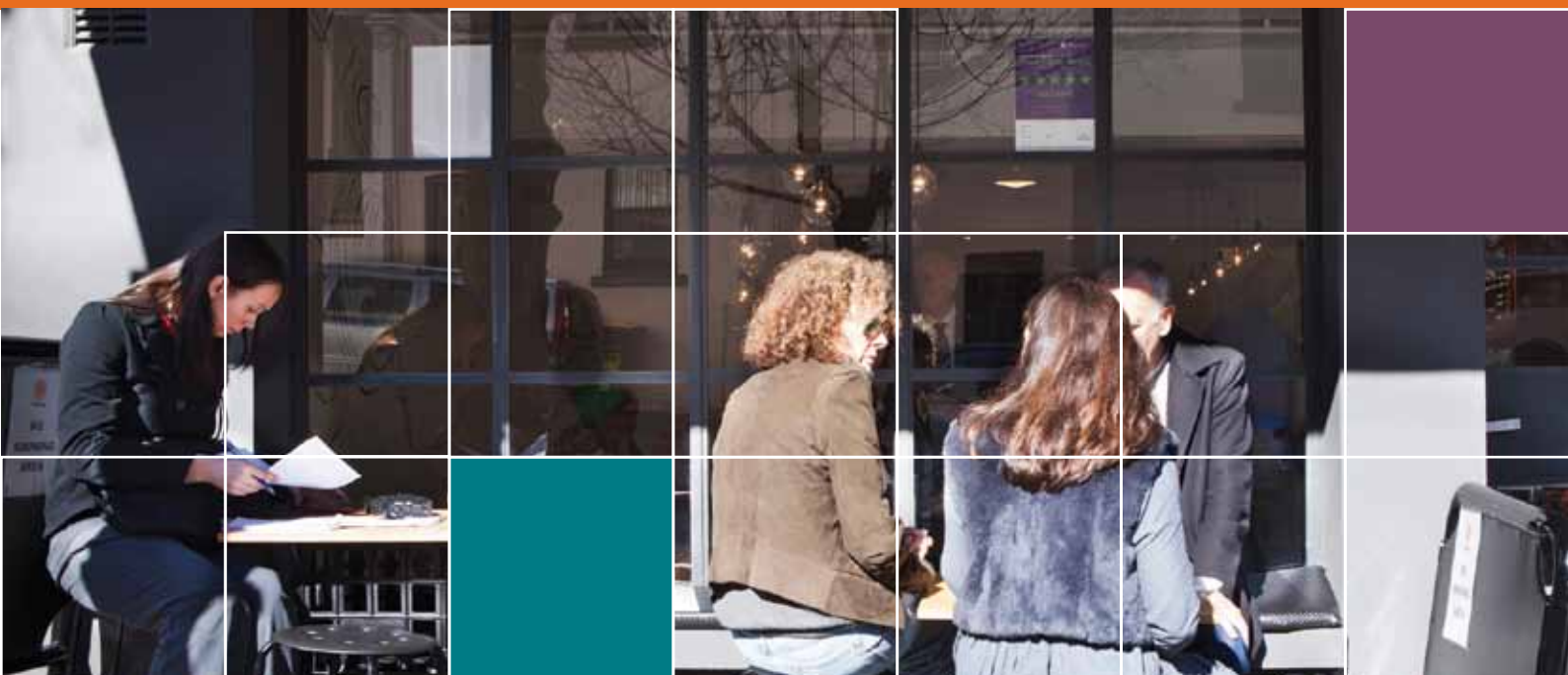
Once awarded, the scorecard will be placed in a conspicuous location within a food business, allowing consumers to make more informed choices about where they eat and who they buy their food from. This will in turn encourage businesses (such as restaurants, cafés, takeaway shops, and hotels) to maintain and improve their hygiene standards.

## Achievements

- Successfully completing the 'Scores on Doors' pilot.
- Publishing revised guidelines for foodservice for Vulnerable Persons after an extensive review.
- Completing a benchmark evaluation survey of the egg industry.
- Conducting a State-wide communications campaign educating food businesses and consumers of their rights under the new 'truth in labelling' laws for the beef industry.

## Challenges

- Moving audiences for food safety advice away from traditional media to highly segmented, user-generated digital sources.
- Responding to ever-shorter news and information cycles.
- Balancing the needs of evolving audiences using a mix of traditional communication tools and new technologies (such as Twitter and QR codes).



'Scores on Doors' was piloted between July and December 2010 – involving 20 local councils and 266 food businesses across New South Wales.

The pilot provided an opportunity to test the scheme and take account of stakeholder views. This included food businesses and councils that participated in the trial, food retail and foodservice industry peak associations and consumers.

A final evaluation report was released in March 2011. There was positive support for the scheme from food businesses and associations, councils and consumers.

The report recommendations were adopted with a revised scheme to be trialled statewide, on a voluntary basis, from August 2011 for twelve months.

The most significant change to the proposed scheme involved using a star rating instead of a letter rating (see example certificate, right).

'Scores on Doors' programs are also in place in New Zealand, North America, Asia and Europe and have proved to be a very effective way of communicating food inspection outcomes to consumers.



The 'Scores on Doors' food inspection certificate.

**“ The extra time required to manage ‘Scores on Doors’ was minimal, yet it attracted some very positive community feedback. We really appreciated the resources and support provided by the NSW Food Authority during the trial.**

**Forbes Shire Council**

## Communication activities

### Consumer communications

Each year, the Authority undertakes a range of communication activities designed to empower consumers by providing them timely access to important food safety information.

This comes through our website, social media (such as Facebook and Twitter), our involvement at major public events, promotional campaigns and our ongoing presence in the media.

### Key activities during 2010-11 included:

#### Big Food Stand at Sydney’s Royal Easter Show

Tens of thousands of people visited the Authority’s Big Food Show stand at Sydney’s Royal Easter Show in April 2011.

Operated by Authority personnel, our stand provided visitors with expert advice on food safety, labels, temperature control and other related topics.

Our fun, oversized props attracted a lot of attention as did our interactive touchpads, which showcased why some foods, such as eggs, raw meat and melons, need special care when being handled and prepared.

Visitors to the stand were given a free chopping mat with advice on handling special care foods and had the opportunity to enter a daily competition to win a food safety toolkit containing an insulated picnic backpack and some kitchen tools.

The stand was well received and awarded a bronze ribbon in the sponsor’s category of the Commercial Exhibitor Awards, awarded for presentation, messages and professionalism.

#### Australian Food Safety Week

Australian Food Safety Week (held annually in November) is a national initiative that educates consumers on safe food practices. It is coordinated by the Food Safety Information Council (FSIC) – in partnership with state, local and federal food safety agencies and other member stakeholders. The Authority is an executive board member of the FSIC. This year, activities focussed on debunking incorrect food safety beliefs and promoting good practice under the theme ‘myths and mastery’.

### New look, streamlined website & Twitter trial

In April 2011, we launched our revamped website, making it more effective by better highlighting popular and important content. It includes a restructured, new look home page, improved site organisation, an improved site search function and site maps. Content for the food industry (repositioned under the banner ‘Business standards’) has been made more prominent and every page now includes social media functions. This gives our content wider reach and makes it easier to follow us on Twitter or contact us via email. This is the first step in our new strategy for online engagement. The site is also trialling Google’s translate function, enabling a literal transformation of any page into more than 50 languages.



### Consumer advisories

The Authority publicised 52 retail food recall advisories (affecting New South Wales) and three generic food safety advisories for consumers this year. These included a number of warnings about imported weight loss products – some containing sibutramine (a prescription medicine not permitted in food) and one which contained Yellow Oleander seed, which is highly toxic to the heart.

### Seasonal campaigns

The Authority regularly undertakes seasonal campaigns to communicate time-specific food safety messages and take advantage of major events.

In October 2010, we arranged to have picnic food safety tips included in the Sydney Crave Festival’s ‘Breakfast on the Bridge’ website and distributed through social media. The event was attended by 6,000 people.





The Authority worked with the media to alert different consumer groups to the increased risk of food poisoning in warmer temperatures and during get-togethers over the holiday season. Advice and activities included:

- Back to school advice on keeping lunches cool.
- BBQ tips on Australia Day.
- Boxing Day advice on handling Christmas leftovers.
- Food safety advice for victims of widespread flooding in NSW.
- Advice on cooking safely during the peak viral gastro season in winter.
- The placement of an article in the NSW Carer's newsletters, distributed to over 4,000 members and member organisations.
- The placement of a translated article on food safety during summer in the Australia Chinese Daily, with a readership of around 80,000.

The Authority also contributed information and provided advice to the Love Food, Hate Waste campaign run by the former NSW Department of Environment, Climate Change and Water.

#### Publications and promotional items

Key publications and promotional items distributed during the year included:

- Consumer education materials to explain changes to beef labelling legislation. Distributed to approximately 2,000 NSW butchers to display in-store, the materials comprised a counter-top tear off pad and backing board, plastic in-cabinet display card and a poster.
- A consumer reply-paid and online feedback survey and competition to assist in evaluating the 'Scores on Doors' pilot. Distributed to participating businesses via local councils.
- A new 'safe temperatures' poster to advise consumers on heating foods until safely cooked. Available online.
- Revised 'Food safety during pregnancy' booklet.
- A new online version of the picnic and BBQs card.

## Case Study

### Guide dogs in restaurants campaign

In August 2010, the Authority worked with Guide Dogs NSW/ACT to develop a strategy to address consumer awareness of the legalities of harnessed Guide Dogs accessing food service premises.

A 2010 survey showed that almost 30 per cent of people who use a Guide Dog had been refused entry to a restaurant in the previous year and that 34 per cent of Guide Dog users said they had experienced 'unfair' treatment in a restaurant or café within the past year.

Armed with that knowledge, Guide Dogs NSW/ACT approached the NSW Food Authority for assistance in educating restaurant owners, staff and users.

The result was a communication campaign that involved the development of an Action Plan with Councils across NSW. This plan outlined how front line Council staff (such as Environmental Health Officers) could be utilised in discussing and promoting this issue with restaurateurs and café owners as part of their regular inspections of food service businesses.

Information about Guide Dogs in restaurants was placed on the Authority's website to further inform consumers and industry about the rights of Guide Dog users in food service businesses.



“ The Authority’s Helpline is assessing how it can play a role in monitoring and/or responding to conversations on social media platforms like Twitter.

### Consumer & Industry Helpline

The Authority’s Consumer & Industry Helpline is the front line ‘first port of call’ for most stakeholders who contact us.

Inbound contact volumes rose substantially this year, driven mainly by interest from food handlers, businesses and registered training organisations in the new Food Safety Supervisor training and notification requirements. Contacts from game meat harvesters and egg producers also contributed, as did increased general awareness of the Authority in the community.

Allegations of foodborne illness accounted for 46 per cent of all food complaints this year.

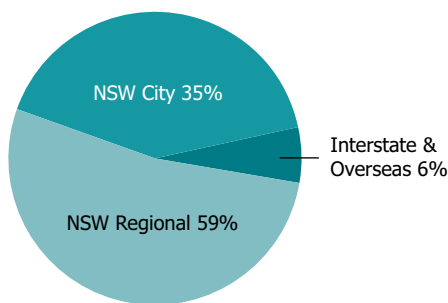
As well as assisting callers with their inquiries and food complaint reports, the Helpline team distributes important food safety resources – such as brochures, guidelines and newsletters – for people who cannot access material online or prefer a printed copy, and for organisations that carry bulk supplies of the Authority’s resources such as hospitals, health clinics, general practitioners and retail fish outlets.

Contact volumes were up 22 per cent to 30,000 this year. The telephone remains the primary method to contact the Authority (75 per cent), while email contact represents 18 per cent of the total inbound volume. Despite the rise in volumes, the Helpline again bettered its 86 per cent first-call resolution rate target, achieving 87 per cent for the year.

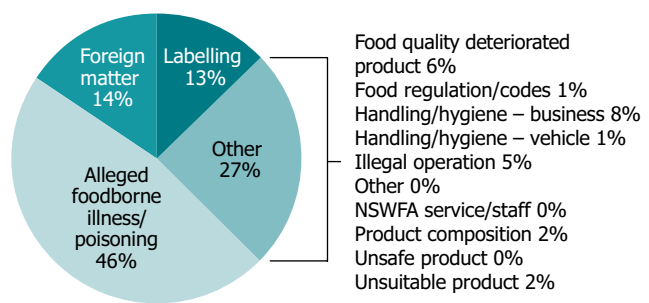
In April 2011, the Authority launched its trial Twitter channel and the Helpline is beginning to assess how it can play a role in monitoring and/or responding to conversations on social media platforms.

Inbound contacts		Website visits	
2009-10	2010-11	2009-10	2010-11
24,514	29,962	652,000	693,000
UP 22%		UP 6%	

### Helpline calls by geographic origin

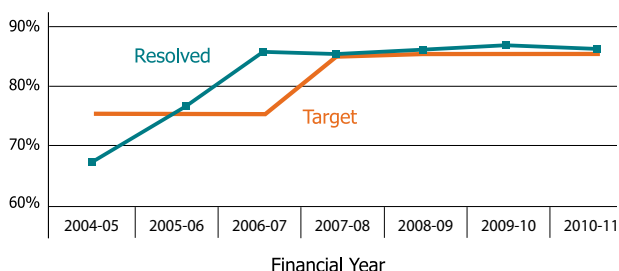


### Helpline complaints/reports received



Excludes complaints referred to Councils.  
Figures rounded to closest percentage point.

### Resolution of inbound contacts (% of ‘resolvable’)



## Case Study

### Consumer tracker survey

Early in 2011, we conducted a 'consumer tracker' survey of 1,058 New South Wales residents to determine their attitudes on food and their general knowledge of the Authority.

The survey revealed a high level of trust in our agency, with most respondents indicating they believe the Authority provides clear advice and is fulfilling its role.

The survey also demonstrated the success of some of the Authority's communication campaigns, showing increases in general food safety knowledge among consumers, and increases in relevant food safety knowledge in pregnant

women. It also showed high levels of support among consumers for the Name and Shame register.

Survey respondents demonstrated a good knowledge of food safety issues, with the majority understanding the sorts of handling practices that can cause food poisoning (eg using the same cutting board for raw and ready-to-eat foods).

When asked about what food types might cause them safety concerns they included high-risk foods (such as raw chicken and eggs), but also identified milk and fresh fruit and vegetables.



#### Number of visits to safety at home content on website:

Target	Actual	Variance
260,000	269,600	+ 4%

Information on food safety during pregnancy – a long-running campaign for the Authority – was again the most popular consumer content, followed by information on food poisoning and keeping food safe.

#### Number of visits to business standards content on website:

Target	Actual	Variance
155,000	148,100	- 4%

Information on the new Food Safety Supervisor program was the most viewed among business standards content, with general information on food safety requirements and food legislation also featuring highly.

“ The Authority has always enjoyed a consultative relationship with our industry partners.

### Fast Choices Education Campaign

To support the new 'Fast Choices' initiative (see page 47), the Authority worked with the NSW Government this year on a consumer education campaign.

Fast Choices helps consumers manage their energy intake by requiring fast food outlets and snack food chains to display information on how many kilojoules are contained in the ready-to-eat standardised food products they are selling.

Consumer focussed communications supporting the initiative included:

- A new website – [www.fastchoices.foodauthority.nsw.gov.au](http://www.fastchoices.foodauthority.nsw.gov.au)
- Developing key messages for fast food businesses to use in their consumer materials (in conjunction with NSW Health, the food industry, the Heart Foundation, Choice, the Boden Institute and the George Institute).
- Creating a QR (quick response) code for food businesses to incorporate into their point of sale material. Using a smartphone to scan the code will



take consumers directly to the Fast Choices website where they'll find helpful tips on using kilojoule information to make food choices.

The Authority sees digital media, including social media and mobile phone applications, as an innovative and effective way to encourage consumers to explore and use the kilojoule education information available.

A digital strategy will be implemented during 2011-12 to make this all happen ■

### Industry communications

Engaging and empowering our industry colleagues is a vital part of how we achieve our goal of reducing foodborne illness in New South Wales.

The ongoing relationships we enjoy with primary producers, manufacturers, processors, wholesalers, distributors and food businesses help us to maintain a consistent approach to food safety and effectively plan for the future.

We do this by maintaining ongoing industry liaison, taking a lead role on industry consultative committees, participating in industry events and forums, producing fact sheets and food business guidelines and supporting industry training programs.

### Ongoing industry liaison

The Authority has always enjoyed a consultative relationship with our industry partners.

This includes maintaining regular contact (through meetings, circulars, emails and website updates), helping them meet their regulatory requirements and sharing information.

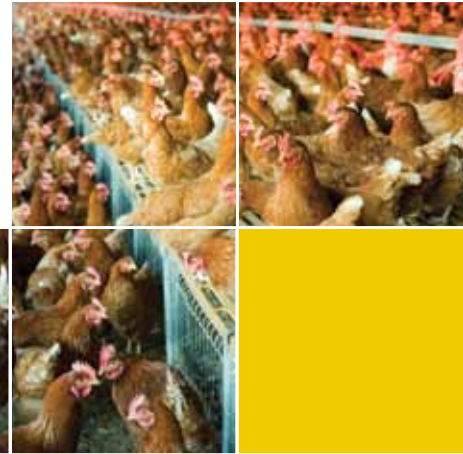
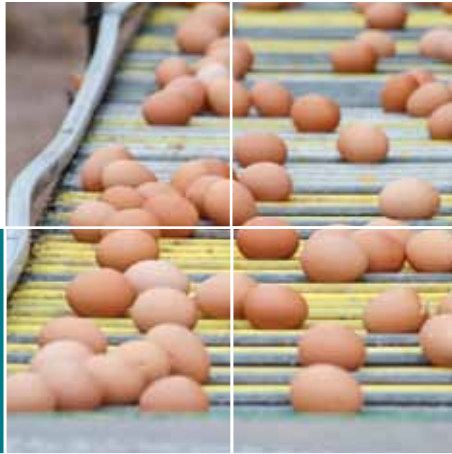
One of our most effective liaison tools with industry has proved to be the 'consultative committee' section of our website. It continues to provide valuable, up to date information on industry issues.

This includes general information about the committees, their function, how often they meet, meeting outcomes, business plans and the current committee membership of each industry sector. Contact information for committee representatives is also provided.

Highlights from the meetings also feature in the Foodwise industry newsletter, with website links provided on the industry committee page.

### Taking a lead role on industry consultative committees

The Authority takes a leading role on six consultative committees. Key activities during 2010-11 included:



### Vulnerable Persons Food Safety Scheme Consultative Committee

A technical sub-committee was formed this year to discuss issues which included post cook chill storage temperatures, the storage time of ready to eat cold foods, strategies for the management of high risk foods, self supply and resident food preparation. The sub-committee also reviewed the Vulnerable Persons Food Safety Scheme Manual. A major achievement was consulting with the Authority in the development of the guidelines for food service to Vulnerable Persons. This document is available at our website: [www.foodauthority.nsw.gov.au/\\_Documents/industry\\_pdf/guidelines\\_vp\\_2011.pdf](http://www.foodauthority.nsw.gov.au/_Documents/industry_pdf/guidelines_vp_2011.pdf)

### Meat Industry Consultative Committee

The beef labelling requirements for the meat industry were a key focus of discussion this year. The new scheme involved the development of standard retail descriptions for uncooked, fresh beef – based on the age of the animal at the time of processing. This provides consumers with important information about what they are buying. Other issues discussed included audit failure rates in the meat retail sector, the safety of food derived from cloned animals and AQIS reforms in the game meat industry. The Committee also assisted in the development and program for the *Listeria* seminar to industry.

### NSW Dairy Industry Conference

The Authority's annual compliance report for the industry for 2010-11 was presented and discussed. The report highlighted an overall good compliance rate for this sector with their food safety programs. The Conference discussed use of antibiotics on farm and reviewed procedures for keeping treated cows out of the milk supply to assist the farmer sector. Other issues discussed included animal welfare in relation to safe milk supply and the forthcoming third party audit arrangements for the sector. The Authority presented the outcomes of a national dairy raw milk cooling project, conducted by the University of Tasmania to the Conference. The results of this project provided a number of different milk cooling models to be used, including the Codex Manufacturing Milk Model, where raw milk can be cooled to 8°C within two hours of the completion of milking. Traditionally, farm vats have been manufactured to meet the cooling

requirements which requires the temperature of the milk to be reduced to 4°C or less within 3.5 hours from the start of milking. Farms and factories that choose to implement this system require their food safety program to be updated to reflect the change in target times and temperatures. Enforcement action was taken against an operator for selling raw milk, cheese and yoghurt at the Sydney Farmer's Market, attracting a fine and legal costs exceeding \$100,000. European Union (EU) on-farm and factory system audits were conducted in September in New South Wales, Victoria, Tasmania and South Australia. The audits went well, although the EU identified the need to improve on-farm veterinary treatments and milk cooling. This led to actions to put improvement strategies in place. Discussions were also held regarding the review of the Australian Dairy Industry National Biosecurity Plan.

### NSW Seafood Industry Conference

No meetings were held this year due to the pending amalgamation of the Conference with the seafood industry. Activities included the preparation of an Escolar information facts poster for retailers. The food safety manual requirements for this sector were reviewed and changes made to simplify requirements in some areas.

### Poultry & Egg Industries Committee (PEIC)

The PEIC continued its consultation this year with industry on the new Egg Food Safety Scheme (see page 18) which was introduced in June 2010. The law was developed to ensure eggs produced, graded or processed in NSW continue to be safe to eat. It covers NSW businesses that produce, grade or process eggs and egg related products for sale. The Egg Food Safety Scheme requires certain egg businesses to hold a NSW Food Authority licence and have an audited food safety program in place. This food safety program covers all food handling activities and applies to egg graders and egg processors. A benchmark evaluation survey of the egg industry was also conducted during the year, generating a thirteen per cent response rate. The results are available on our website. To assist the industry in its preparation for the forthcoming Primary Production and Processing Standard for Eggs and Egg Products, the Implementation Sub-Committee (ISC) implementation working group started developing a compliance plan to assist producers and processors.

“ Participating in industry events and forums allows the Authority to interact directly with industry on food safety legislation, guidelines and emerging issues.

### Peak Oyster Advisory Group (POAG)

The Peak Oyster Advisory Group (POAG) is the key oyster industry consultative body for issues relating to the management and future development of the NSW oyster industry. It comprises representatives from the oyster industry nominated by the NSW Farmers' Association (Oyster Section) and representatives from the NSW Food Authority (NSWFA), NSW Department of Primary Industries (NSW DPI) and other relevant NSW Government agencies. POAG meets three times per year and is a non-statutory committee (unpaid members) with an independent Chair. The secretariat of POAG is provided by NSW DPI. The group met twice this year, tackling a range of issues, with the primary focus on pollution control (water quality) and sustainable aquaculture practices.

### NSW Shellfish Committee

The NSW Shellfish Committee is an advisory statutory body comprising five representatives from the shellfish industry, the CEO of the NSW Food Authority (or delegate) and the NSW Shellfish Program Manager. The Committee provides advice to the Minister and the Authority on the operation and administration of the Program. In 2010-11, meetings were held on 21 September 2010, 2 February and 27 June 2011. Issues discussed ranged from advances in viral detection methods, emerging hazards, export opportunities, and the management of septic systems near water ways. The committee also elects one of its representatives to represent the NSW industry on the Australian Shellfish Quality Assurance Committee.

### Participating in industry events and forums

Participating in industry events and forums allows the Authority to interact directly with industry on food safety legislation, guidelines and emerging issues. This assists us to develop policy that is practical and effective.

Key industry activities during the year included:

- NSW Farmers' Annual General meetings.
- Australian Dairy Industry National Biosecurity Plan.
- Meat & Livestock Australia Forum on reducing the risk of *Listeria* in smallgoods.
- NSW multi-agency (small scale) exercise to refine arrangements for the provision of food and

accommodation in a pandemic or similar health emergency.

- National Food Contamination Workshop.
- NSW Food Industry Emergency Sub-plan.
- Developing the new Organic Standard for Organic and Biodynamic Products.
- Presenting the 'NSW Food Authority and Food Regulation for Food Industry' Asia Conference.
- Presentation to FSANZ Board on national food regulation issues.
- Partnering with the George Institute on salt levels in diets and the development of a salt consumption awareness campaign.

### Information publications

- Foodwise: four issues
- Escolar and Oilfish (be aware when purchasing or selling)
- Food safety guidelines on applying the four hour/two hour rule for temperature control
- Safe handling of raw egg products fact sheet
- Children's services: cooking with kids
- Cleaning and sanitising in food businesses
- Safe handling of raw egg products
- Hand washing in food businesses
- Nutrition information requirements for food outlets
- Pest control in food businesses

### Program documents and manuals

Industry guidelines for:

- Food Regulation 2010
- Guidelines for food service to Vulnerable Persons
- Egg Food Safety Scheme
- Egg industry requirements for licensed businesses
- NSW Food Safety Schemes Manual
- Preservative use in processed meats
- Wild Game Meat Field Depot Food Safety Program
- Marine Biotxin Management Plan
- Shellfish Food Safety Programs



Approved Regulatory Auditor System documents, including:

- Vulnerable Persons Food Safety Scheme Verification September/October 2010
- Seafood Safety Scheme Verification February 2011
- Dairy Food Safety Scheme Verification March 2011
- Meat Food Safety Scheme Verification May 2011
- Plant Products Food Safety Scheme Verification May 2011
- Annual report 2010-11 Third Party Audit and verification programs

**General circulars**

- Performance audit program
- Commencement of beef labelling requirements
- Increased cases of *Cysticercus bovis* reported in NSW
- Approval of meat safety inspectors at domestic abattoirs
- Regulatory responsibility for seafood processors that export

**Submissions**

- FSANZ released 37 reports for public consultation. The Authority reviewed all reports and provided submissions on 28 of them.

**Training programs and ongoing advice**

Where possible, the Authority assists our industry partners by providing advice, training and support that will help improve compliance in their sector. Training programs during the year included:

- Auditing a cook chill process
- Auditing a bivalve mollusc operation
- Escolar and Oilfish awareness training
- *Listeria* seminar for ready-to-eat meats and poultry

**Meeting with the Wild Game Meat Industry**

The Authority convened a meeting of key game meat industry stakeholders in August 2010 to discuss a raft of new requirements introduced by regulatory authorities to improve product quality and regain some export markets.

Our senior compliance staff joined AQIS officers at a meeting to provide updates on export markets and explain how the Authority implemented the new national requirements.

The Authority also organised and assisted in a number of training courses for kangaroo harvesters during late 2010 and early 2011 to meet additional hygiene requirements. More than 800 harvesters attended.

**Listeria Summit**

The discovery of traces of *Listeria* in some New South Wales meat processing plants prompted the staging of a summit on the issue in Sydney in July 2010.

Featuring speakers from Australia and the US, the summit aimed to raise awareness of the issue and highlight the need for more stringent control measures.

Delegates included producers, interstate and international regulators keen to learn world's best practice in controlling this common organism that is notoriously difficult to eliminate, and potentially fatal.

“ In a continuing trend, media interest in the Authority’s activities has continued to grow with a high percentage of neutral-to-positive toned media items.

## Media Communications

The Authority continued to build its reputation as a credible, reliable and responsive source of food safety information for media outlets and the wider public during 2010-11.

In a continuing trend, media interest in the Authority’s activities has continued to grow with a high percentage of neutral-to-positive toned media items.

In conjunction with the Minister for Primary Industries, we issued 23 media releases and statements throughout the year promoting the activities of the Authority and informing and educating consumers.

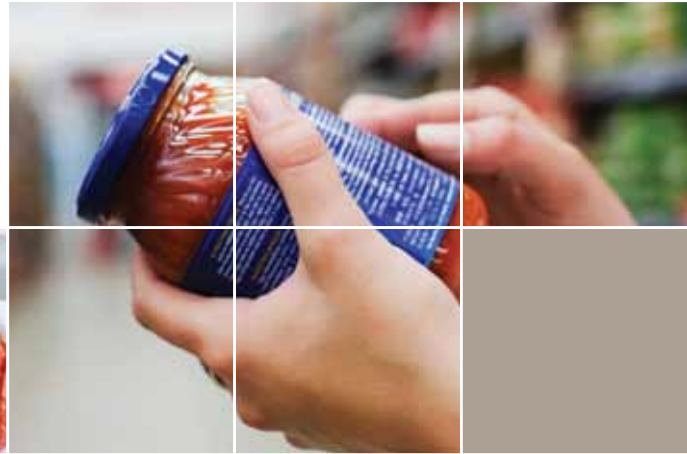
### Media highlights (2010-11)

- A front page feature in the Sydney Morning Herald’s ‘Good Living’ magazine on food safety in the home kitchen. The article encouraged readers to contact the Authority for their free fridge thermometer, which proved so popular supplies were exhausted.
- The issuing of penalties and the subsequent listing (on our Name and Shame register) of Australia’s two largest supermarket chains – Coles and Woolworths – for Country of Origin labelling breaches, resulting in significant media coverage.
- The announcement of new laws for menus in major fast food outlets in NSW (known as ‘Fast Choices’) generated widespread media coverage, which is ongoing.
- The seizure of numerous products marketed as slimming coffee and slimming chocolate (containing sibutramine – a prescription medication not permitted in food) generated considerable media interest. The products, which presented a health risk to people susceptible to cardiovascular disease, were subsequently withdrawn from sale in Australia.



Top: Cover of ‘Good Living’ in the Sydney Morning Herald, featuring food safety in the home. Above: Sun Herald article on fast food, featuring ‘Fast Choices’.





## 2. Improving food safety standards knowledge for all food handlers in NSW

Food handlers are the critical link between food and consumers. They have a responsibility to ensure that the food they serve is properly prepared and safely handled.

Statistics show that more than one third of foodborne illness outbreaks in New South Wales are the result of poor food handling.

To help address this, the Authority commenced the new Food Safety Supervisor (FSS) program this year, which has been welcomed by the hospitality sector.

The program aims to address poor food handling practices by mandating Food Safety Supervisor training.

The new requirements mean that certain food businesses in the NSW hospitality and retail food service sector (eg restaurants, cafes, takeaways, clubs and pubs) must appoint at least one trained Food Safety Supervisor to ensure food handling on the premises is done safely.

This person is required to complete training in specific units of competency at a Registered Training Organisation approved by the Authority.

A person holding a FSS certificate will know how to recognise, prevent and alleviate the hazards associated with the handling of food and be able to instruct others on safe handling practices.

Under the program, businesses were given until 1 October 2011 to appoint, train and notify their FSS details.

Comprehensive guidelines on the new requirements have been produced and are available on our website.

*Having the right skills in food handling is undoubtedly the best way to ensure high standards of food safety.*

**John Hart, CEO, Restaurant & Catering**

## 3. Ensure food is correctly labelled

Labelling provides consumers with information to make informed choices.

The Authority routinely investigates complaints relating to incorrect information on labels and prosecutes individuals and companies who are not following the rules.

To encourage compliance and ensure products are correctly labelled, we undertake regular investigations and surveys and introduce new programs where required.

This year saw the formulation and launch of the new 'Fast Choices' nutritional labelling initiative. We also focussed on refining our enforcement approach to labelling for caffeinated energy drinks, beef products and health food products.

### 'Fast Choices' launched

In February 2011, a new law commenced in New South Wales requiring 'standard food outlets' (such as fast food chains, snack food chains and supermarkets) to display nutrition information at the point of sale.

The requirements apply to food outlets that sell non pre-packaged, ready-to-eat food which has been 'standardised' for portion size and content. Only food outlets with 20 or more locations in New South Wales (or 50 or more nationally) are required to comply. This incorporates larger 'fast food' chains such as Subway and McDonalds.

Known as 'Fast Choices', the new initiative helps consumers manage their energy intake by requiring the relevant food outlets to provide information on how many kilojoules are contained in the ready-to-eat food they are selling.

In the face of a growing obesity epidemic and increasing consumption of energy dense, nutrient poor food, this initiative helps consumers to make better decisions about the food they eat.

Relevant food businesses have until February 2012 to comply with the new law, but are being encouraged to start displaying the information earlier. Chains not covered by the law may also volunteer to take part in the program.

“ In developing the new ‘Fast Choices’ initiative, we worked closely with NSW Health, the food industry, the Heart Foundation, Choice, the George Institute and the Boden Institute.

### Origins of the ‘Fast Choices’ initiative

The announcement of the ‘Fast Choices’ initiative followed a submission by the NSW Government to the national Review of Food Labelling Law and Policy (the Blewett Review). The Authority helped coordinate this submission.

After consulting with the ‘quick service restaurant’ industry, public health professionals and consumer stakeholders, a Quick Service Restaurant Labelling Reference Group was established and a trial commenced. In February 2011, the NSW Government introduced mandatory nutrition information disclosure requirements in fast food outlets, later establishing the Fast Choices Labelling Reference Group.

Chaired by the Authority, the group is playing a consultative and advisory role in the implementation, consumer education and evaluation/review phases of the initiative ■

In developing the new ‘Fast Choices’ initiative, the Authority worked closely with NSW Health, the food industry, the Heart Foundation, Choice, the George Institute for Global Health and the Boden Institute. These partnerships proved extremely beneficial – not only in the drafting of the legislation itself, but also in helping us develop key messages that can be used by fast food businesses to explain kilojoules and energy to their customers.

### Compliance improves in energy drinks sector

An Authority survey on caffeine levels in energy drinks conducted this year revealed improved compliance by manufacturers in keeping levels within the legal limit.

An initial survey (conducted in 2009) found that 54 Caffeinated Energy Drink (CED) products available in New South Wales exceeded the Australia New Zealand Food Standards Code (of between 145mg/L and 320mg/L of caffeine).

In 2011, that number had reduced to two, based on the survey. The major CED suppliers consulted with the Authority (through the Australian Beverages Council) and agreed to work with us to ensure compliance.

### Enforcing ‘Country of Origin’ labelling

The Authority received a number of complaints this year relating to false or missing ‘Country of Origin’ labelling on seafood, fruit and vegetables, processed meat and other packaged products.

Four penalty notices were issued to businesses that had falsely described Australia as the country of origin for fruit and vegetables. Nineteen warning letters were issued – two for seafood labelling breaches and thirteen for fresh fruit and vegetables and packaged foods. Enforcement action ranged from warning letters to penalty notices.

### Truth in labelling for beef

All red meat abattoirs, meat processors and retail meat licensees are now required to follow new ‘truth in labelling’ rules, after legislation was introduced this year.

This initiative involved the development of standard retail descriptions for uncooked, fresh beef – based on the age of the animal at the time of processing. This provides consumers with important information about what they

## Looking ahead



- Undertaking evaluation strategies that will help determine the effectiveness of the Fast Choices initiative. This will include:
  - tracking the types of issues raised by businesses about the regulation and helping to resolve them
  - conducting on-site inspections to track the percentages of businesses complying
  - collecting consumer data to estimate changes in food choice and nutrients purchased
  - collecting food samples for verification of kilojoules by laboratory analysis.
- Conducting a 'Crisis Communication in the Digital Age Masterclass' for the food industry.
- Implementing the Fast Choices consumer information campaign.
- Conducting an Advanced Listeria Workshop in Sydney for an international audience.
- Undertaking further development of digital communications channels to engage with stakeholders wherever they are.



are buying. Generally, a younger beast means the meat is more tender, whereas flavour will increase as the animal gets older.

The new rule came into force in August 2010 under the *Food Amendment (Beef Labelling) Act 2009* and *Food Regulation 2010*. The Regulation now adopts the AUS-MEAT Domestic Retail Beef Register as the 'language' for the scheme. The Beef Register was developed following consultation with the NSW Beef Labelling Reference Group. Chaired by the Authority, it helped ensure that industry was comfortable with the outcomes of any new requirements.

To assist the meat industry in complying, the Authority provided them with a six month grace period to make the necessary process adjustments. This expired on 28 February 2011.

Supporting the change was a communications campaign, educating food businesses and consumers on their rights. This included media releases and consumer-focused promotional material (eg posters and information cards), provided free to retail meat outlets.

As a result of the considerable interest shown in this program, the Authority is continuing to work with industry bodies on implementation issues and questions of interpretation.

### Monitoring health food labels

The Authority continued to focus on the accuracy of health food labelling this year, working closely with food businesses involved in the sale and advertising of 'slimming foods' or foods with claims of 'intrinsic weight reducing properties'.

A number of non-complying products in this sector were identified and warning letters issued. This resulted in significant label amendments to a number of products sold in New South Wales.

The marketers of an imported South American seed claiming weight loss properties were investigated and issued penalty notices relating to breaches of the *Food Act 2003*.

The investigation resulted in a voluntary withdrawal of the seeds in March 2011. DNA sequencing identified the seeds as a prohibited botanical materials.



**“ Working together to manage risks in the shellfish industry. Peter Commins from the NSW Food Authority (right) inspects John Stubbs’ oyster farming operation. Faster and more sensitive test methods are investigated by scientists in the lab to enhance harvest area management.**



# 3 Leading and improving

## **The NSW Food Authority always strives to lead and improve.**

We use science, ongoing research and lessons learned to constantly improve the way we do things, working closely with government, business and industry to help reduce foodborne illness.

This has helped us become a recognised leader in food safety.

We share ideas and resources with food agencies throughout Australia and around the world – providing advice and support, scientific analysis of food safety issues and recommendations for policy.

We are Australia's first through-chain food regulator, an advisor to the NSW Minister for Primary Industries and a partner of business and local government.

Our policy development process is evidence based and seeks to clearly identify and address stakeholder needs and concerns.

This approach helps ensure that our regulatory framework is well focussed, proportionate and fair. It also improves community and industry understanding and acceptance of food regulations.

### **KRA Activities**

#### **We lead and improve by:**

- 1.** Consistently applying regulatory systems and standards
- 2.** Streamlining regulatory processes
- 3.** Basing our decisions on sound scientific and other evidence
- 4.** Continuing to forge agreements aimed at enhancing service delivery
- 5.** Influencing the national agenda
- 6.** Learning from, and contributing to, the work of international food agencies

“ In the food retail and foodservice area, the Authority works with local councils – sharing responsibility for inspecting food premises and enforcing food safety law.

## 1. Consistently applying regulatory systems and standards

The Authority is responsible for applying a variety of systems and standards across the food industry in New South Wales.

Our priority is to apply these consistently – under the *Food Act 2003*. This helps to remove any confusion for food businesses by addressing priority food safety issues. It also helps to reduce the risk of foodborne illness and create safer, healthier communities.

In the food retail and foodservice area, the Authority works with local councils – sharing responsibility for inspecting food premises and enforcing food safety law.

This arrangement is known as the Food Regulation Partnership (FRP).

While the FRP has been operating successfully since July 2008, one area identified for improvement has been inspection reporting. Ongoing training is also an important issue.

### Pilot prompts changes to food safety inspection report

On occasion, inconsistencies have occurred where one council inspector is seen to interpret food hygiene standards differently to another when determining whether or not a food business is compliant.

This issue was addressed during a six month pilot undertaken this year to test the Food Premises Assessment Report (FPAR) – a new standardised inspection template for use by council Environmental Health Officers (EHO).

Forty councils participated in the pilot, with the feedback received resulting in a number of changes to the FPAR to improve its clarity and robustness.

The FPAR was developed in consultation with local councils and is designed to improve inspection consistency and interpretation of food hygiene standards. During routine inspections of food businesses, council EHOs assess the compliance of a food business against food safety legislation which is outlined in the FPAR. This has particular emphasis on critical areas of food safety.

The FPAR features nine sections relating to hygiene and food safety and focusses on the most important foodborne illness risk factors that have been identified in numerous studies.

These include inadequate cooling and cold holding temperatures, food prepared ahead of planned service, inadequate hot holding temperatures, poor personal hygiene and infected (sick) food handlers, inadequate reheating and inadequate cleaning of equipment and premises.

As a result of the pilot, a further twelve month statewide trial will commence from July 2011 involving up to 50 councils. Feedback from the trial will be collated and a final document issued for use by councils. The Authority will work with councils to provide both hard copy and electronic versions of the FPAR.

Translated versions of the FPAR, in eight different languages, will be made available to councils and on the Authority website.

### EHO training numbers double

Council Environmental Health Officers (EHOs) – responsible for inspecting food premises across New South Wales – are offered special training by the Authority, as part of our goal to improve consistency in food regulation.

During the year, 60 EHO training sessions were held across the state, attended by approximately 600 council officers (double the number from last year). Topics included allergy awareness, labelling legislation and food inspection scenarios.

An additional fourteen training days (covering basic food inspection practice) were held across New South Wales for new and inexperienced EHOs.

The Authority continues to support the 'Certificate IV in Food Surveillance' course – run by the Local Government Training Institute. This newly accredited course, which focuses on practical food inspection skills, provides a pathway for individuals to pursue a career in food inspection.

Training is just one of the core services provided by the Authority to councils under the FRP. Others include:

- on call technical advice,

## Achievements

- Increasing the evidence base for managing risks in the shellfish industry through collaborative research.
- Establishing a new agreement with AQIS in export service delivery.
- Finalising protocols and procedures for the provision of emergency response services.
- Increasing food inspection training for council Environmental Health Officers.

## Challenges

- Enhancing national biotoxin testing capability.
- Improving the consistency of inspection reporting on food businesses.



- development of standardised inspection resources (inspection report, templates for letters, notices and orders), and
- establishing protocols and guidelines (to ensure consistency throughout the state in food inspection).

### **Ongoing consultation with the foodservice industry**

Regulatory systems and standards often change, so it's important our colleagues in the retail foodservice industry are kept up to date and fully informed.

Two vehicles for maintaining this flow of information are the Food Regulation Forum and the Retail and Food Service Industry Advisory Group.

The Food Regulation Forum (established in 2008) comprises the Authority and key local government stakeholders.

Independently chaired, the Forum's function is to oversee the direction of the Food Regulation Partnership. The forum met three times this year, discussing initiatives to improve the consistency of food surveillance among the State's 152 councils.

Membership includes the NSW Food Authority, Local Government and Shires Associations, Environmental Health Australia, the Development and Environmental Professionals Association and Local Government Managers Australia.

The Retail and Food Service Industry Advisory Group (established under the Food Regulation Forum in 2009) aims to improve communication between the Authority, councils and representatives of the retail foodservice sector.

The group met three times this year – discussing operational and food surveillance issues arising from the Food Regulation Partnership and its focus on food regulation in the retail sector (eg the consistency of inspections, fees and charges and the new Scores on Doors initiative).

Attendees included representatives from multinational food businesses, franchises, small business operators and council managers and officers.

“ Part of our role is to constantly review how food safety is regulated and streamline processes wherever possible.

### Foodborne illness the focus at EHO training sessions

Training provided by our Local Government Unit to council EHOs often occurs following a foodborne illness outbreak.

One example during 2010-11 was the discovery of *Salmonella* contaminated raw egg mayonnaise in pork and chicken rolls sold at Sydney hot bread shops.

During the training sessions which followed this outbreak, EHOs learned about the risks associated with the use of raw eggs, the key food safety controls required in hot bread businesses and the strategies required to deal with inspections and non-compliance in a consistent way.

## 2. Streamlining regulatory processes

The Authority develops, and contributes to, policies, standards and programs which ensure that the food industry produces safe, suitable and correctly labelled food. These requirements are expressed through legislation – principally the *NSW Food Act 2003* and the national Food Standards Code.

Part of our role is to constantly review how food safety is regulated and streamline processes wherever possible.

Following the making of Food Regulation 2010, the Authority continued our work this year evaluating our regulatory system.

By working closely with industry on initiatives such as beef labelling and Fast Choices, and focussing on continuous improvement, the Authority is able to take an effective, practical and pragmatic approach to the regulation of food in New South Wales.

## 3. Basing our decisions on sound scientific and other evidence

The Authority uses science to identify, evaluate and manage emerging food safety issues.

While there can be no guarantee that foods will be free of hazards, understanding these hazards, and seeking to improve production and food handling methods, makes it possible to minimise the food safety risk to consumers.

### Working with the wider scientific community

The Authority provides knowledge and support to research projects that reflect the agency's priorities. This is key to obtaining robust information on difficult scientific issues and ensuring we are prepared for tomorrow's challenges.

During 2010-11, we worked collaboratively with a wide cross section of organisations on existing projects and supported a range of new projects. These included:

#### **Macquarie University: phytoplankton research**

Phytoplankton (an organism found in all water ecosystems) produces biotoxins that are harmful to humans. To manage the associated risks, New South Wales shellfish farmers are required to collect samples for analysis in every oyster growing estuary in the state. The Authority part funds a PhD research project at Macquarie University aimed at better understanding phytoplankton diversity in NSW coastal waters. The investigation has the potential to reduce monitoring requirements for industry.

#### **Sydney University: salt reduction**

It is believed Australians consume much more salt than they need, but just how much is uncertain. To learn more, population-based studies commenced this year in New South Wales and Victoria designed to provide reliable data about salt consumption levels in regional areas. The Authority is supporting this Sydney University project by analysing the level of salt in selected food products. This year, soups and smallgoods were targetted.

#### **University of Tasmania: pathogen growth in oysters**

Temperature is a key factor for controlling bacterial growth in oysters. However, there is little information about how fast certain harmful bacteria grows in Australian oyster species (eg Pacific and Sydney rock



## Case Study

### Increased focus on egg safety

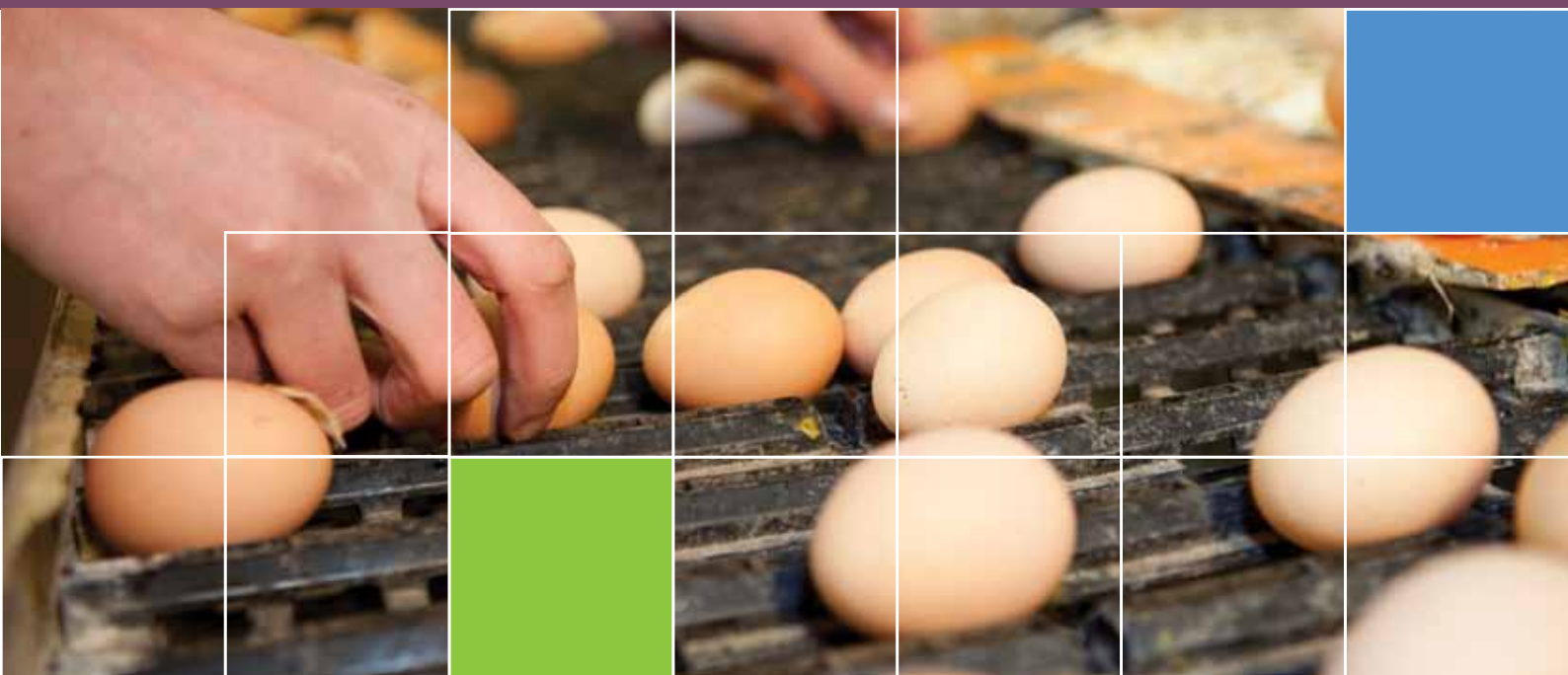
Between 2009 and early 2011 there was a notable increase in *Salmonella* outbreaks linked to food containing eggs.

Because the factors contributing to illness were identified as the poor handling of raw eggs, temperature abuse and the use of cracked or dirty eggs, the Authority embarked on a supply chain approach to prevent future outbreaks.

A regulation was introduced this year requiring egg farmers, graders, processors, storage facilities and egg transport vehicles to put in place a food safety program,

which will be audited and evaluated by the Authority. The new law aims for businesses to have in place controls, up to the point of retail sale, that minimise the risk of food poisoning.

Further along the supply chain, we are focussing our efforts on targeted retail surveys – to identify practices requiring improvement with local councils. The introduction of mandatory training requirements for Food Safety Supervisors in retail businesses will further improve understanding and knowledge in this area.



oysters) at different storage temperatures. A study by researchers at the University of Tasmania – completed this year – found that the bacterial pathogens tested did not grow in Sydney rock oysters between 4 to 25°C. This presents opportunity for more flexible ways to safely handle this oyster species.

#### **NSW Primary Industries: biotoxin analysis**

A project investigating the uptake rate of marine biotoxins by various oyster species and how it might assist in managing the risks of algal blooms began this year. Algal feeding trials were undertaken and oyster samples were collected and frozen for biotoxin analysis.

#### **South Australian Research and Development Institute: viral testing of shellfish**

Some countries are proposing to implement viral testing of shellfish as part of their risk management programs. In order to understand the key attributes and uncertainties with the analytical methods being proposed, the Authority commissioned a literature review of the methods and their current use by regulatory authorities within Australia. This will inform us about emerging international practices for managing viral risks in shellfish for consideration with our industry.

#### **Australian Research Council Funding for Foodborne Illness Research: pathogen research**

Pathogens such as *Salmonella* and *Campylobacter* are common causes of illness in Australia. However, sources of these pathogens, and how they end up in foods, is often not well understood. Without this knowledge, targeted control measures to address food safety risks can be compromised. In an effort to address this knowledge gap, the Authority was approached by the Australian National University (through the National Centre for Epidemiology and Population Health) to develop a project for funding from the Australian Research Council (ARC). This was sought through the ARC Linkage Grants process, where \$250,000 was awarded for a three year period.

#### **Evaluating and improving**

The Authority has a responsibility to continually improve our policies and programs.

To this end, each evaluation we undertake includes the development, and regular review, of an action plan designed to deliver continuous improvement.

An example during 2010-11 was our evaluation of the Vulnerable Persons Food Safety Scheme, which prompted a review of the Vulnerable Persons Food Safety Manual.

In consultation with industry, a new guideline was published in March 2011.

It helped ease the administrative burden on industry by reducing record keeping, providing flexibility in menu design and removing some requirements without compromising safety.

#### **4. Continuing to forge agreements aimed at enhancing service delivery**

To achieve our vision of 'safer food, clearer choices', the Authority has continued to maintain effective working relationships with other government agencies.

These can be classified into three areas:

1. Structured relationships with relevant New South Wales government departments and divisions (eg NSW Health, DPI).
2. Operational agreements designed to enable the Authority to effectively fulfill its regulatory and enforcement functions (eg AQIS, Police).
3. Broad, collaborative agreements intended to foster productive relationships with similar international organisations (eg the New Zealand Ministry of Agriculture and Forestry).

These relationships allow the Authority to share knowledge and provide support on food safety matters where required.

#### **New agreement with AQIS on export service delivery**

The Authority reached agreement with the Australian Quarantine Inspection Service (AQIS) this year to remove the duplication of regulatory activity for New South Wales food businesses that also export.

Historically, arrangements for harmonised service delivery have not been consistent across the affected commodity sectors – with our role recognised in some sectors (eg poultry, meat and dairy), but not in others (eg seafood).

The new agreement, which commences on 1 July 2011, will see the Authority undertake regulatory audits (on behalf of AQIS) on dairy processors, single commodity dairy stores, shellfish, eggs, red meat (tier one), poultry and game meat.

AQIS will provide audit service delivery (on behalf of the Authority) for multi-commodity dairy stores, seafood processors, and red meat (tier two) export abattoir facilities.

#### **5. Influencing the national agenda**

The Authority is a recognised leader in food safety and helps consumers make informed food choices.

Our advice and support is sought regularly by food agencies around the country with whom we share resources and ideas to help make food safe and inform consumers.

We also actively participate in forums and subcommittees within the food regulatory system.

The food regulatory system was established through a Food Regulation Agreement (signed by all Australian governments) and a Joint Food Standards Treaty between Australia and New Zealand.

Food regulation policy is made by the Australia and New Zealand Food Regulation Ministerial Council, comprising Ministers from each state and territory and the two national governments. The Authority's Minister (Hon. Katrina Hodgkinson, MP) is the lead NSW Minister on the Ministerial Council. The NSW Minister for Health is also a member of the Council.

The Council is advised by the Food Regulation Standing Committee (FRSC). The Authority's CEO, Alan Coutts, is the lead member for New South Wales.

Food standards are developed by Food Standards Australia New Zealand (FSANZ), in consultation with relevant jurisdictions and the community. New or amended food standards are included in the Australia New Zealand Food Standards Code.

Implementation and enforcement of food standards is the responsibility of states and territories in partnership with local government councils. The Implementation Sub-Committee (ISC) – part of the Food Regulation Standing Committee (FRSC) – works to achieve a consistent approach in the interpretation and enforcement of food standards across all jurisdictions.

The Authority takes a leading role in all of these national forums and works closely with FSANZ in the development of food standards.

We are also a leader in the development of innovative programs to manage food safety risks and guide consumer choices.

During 2010-11, we worked with industry, public health and consumer stakeholders to develop, and begin implementing, a kilojoule labelling scheme for fast food outlets.

The scheme, known as Fast Choices, has been used as the basis for national model for other jurisdictions that choose to implement kilojoule labelling requirements.

## **'Fast Choices'**

The Authority led the development of the 'Fast Choices' initiative – an Australian 'first' introduced through legislation passed by the NSW Parliament in November 2010 for implementation from February 2011.

The new law requires 'standard food outlets' (such as fast food chains, snack food chains and supermarkets) in New South Wales to display energy content information (kilojoules) at the point of sale. Its intention is to help consumers make informed and healthier food choices.

In developing the initiative, the Authority worked closely with NSW Health, the food industry, the Heart Foundation, Choice, the Boden Institute and the George Institute. These partnerships proved extremely beneficial – not only in the drafting of the legislation itself, but also in helping us develop key messages that can be used by fast food businesses to explain kilojoules and energy to their customers.

South Australia and Victoria have already announced their intention to introduce an initiative similar to Fast Choices and several other jurisdictions are actively considering the issue. The ACT has passed similar legislation.

In response to the NSW initiative, the Australia and New Zealand Food Regulation Ministerial Council agreed (in December 2010) that a national approach should be developed to guide State-based approaches and ensure consistency. This work is closely aligned with New South Wales' legislation and is well advanced.

## **Challenges working across states and territories**

There are a number of challenges in achieving national outcomes for food safety. Because agency resources for national work are limited, it is essential to agree on priorities for the development of policy, food standards and/or mechanisms for consistent interpretation and enforcement.

Project timeframes are often lengthy due to the need to reach agreement on contentious issues across up to ten jurisdictions. On top of this, stakeholder consultation is usually essential, further straining timeframes and resource requirements.

The Authority plays a lead role in several areas of national work, including the development of new ways to work across jurisdictions to achieve common outcomes.

## **Review of national food safety management policy**

With two-thirds of reported foodborne illness outbreaks involving food prepared in retail/food service premises, food safety management in this sector is a significant national issue.

Although the Food Standards Code establishes nationally consistent 'baseline requirements' for food safety in retail/food service premises, national agreement on additional measures to manage food safety risk (such as mandatory training or food safety program requirements) has not been achieved.

In the absence of an agreed national approach, a number of jurisdictions, including New South Wales, have introduced additional risk management programs, but with little ability to harmonise requirements or ensure consistency of approach across State borders.

In October 2009, the Australia and New Zealand Food Regulation Ministerial Council responded to this issue by requesting a review of national food safety management policy applying to retail/food service. New South Wales is leading this review under the auspices of the Food Regulation Standing Committee.

The review prepared a draft of comprehensive new policy guidance that was released for public consultation between October and December 2010. The draft policy guidance provides a framework to develop efficient, effective and nationally consistent food safety management arrangements, including harmonised State-based programs where appropriate. The policy guidance also facilitates collaboration in strategies to ensure consistent implementation of requirements.

Stakeholder responses to the draft proposal were largely positive and the review intends to submit its proposals to the Ministerial Council by the end of 2011.

## **Developing national guidelines and compliance strategies**

The Authority plays an integral role in the work of the Implementation Sub-Committee (ISC) – a sub-committee of the Food Regulation Standing Committee (FRSC).

The ISC develops national and Trans Tasman guidelines, compliance strategies and templates for regulatory activities (such as inspections) – as a means to achieve a consistent approach.

New South Wales leads the ISC work component that focusses on coordinating local government activities.

Accordingly, the Authority is leading a national program to develop a standardised food inspection checklist for use by all council Environmental Health Officers and a hygiene rating system for food service ('Scores on Doors').

This year we played a significant role in the ongoing work of the ISC, contributing to the output of a number of national working groups. This helped to facilitate the consistent implementation of requirements such as compliance planning for proposed new standards (eg national standards for meat, raw milk and seed sprouts), infant formula labelling compliance and a national strategy for GM monitoring and compliance.

**“ We share information, facilitate staff exchanges and deliver training programs that help other agencies to progress or refine food safety systems and programs.**

### **Food Industry Emergency Plan**

The Authority continued working with state, national and international agencies this year in refining emergency response plans and protocols.

Included in this work was the development of an updated Protocols & Procedures, outlining how the Authority will cooperate with the Department of Primary Industries when responding to emergency situations.

We were closely involved with Food Standards Australia New Zealand (FSANZ) in refining the national food incident response protocol to ensure there is consistency between the states and territories when responding to food related incidents. The Authority actively led the response to several incidents this year, including the illegal presence of pharmaceutical products in weight loss beverages and coffee products.

The Authority also worked with the Commonwealth Department of Agriculture Fisheries and Forestry (DAFF) and the Australian Food and Grocery Council (AFGC) in establishing structures to ensure continuity of the food supply chain in the event of a significant disruption – such as a widespread influenza pandemic or natural disaster. A framework is being developed that will be included as an annex to the NSW Food Industry Emergency Sub-plan.

The Authority also chaired the Implementation Working Group for the new Poultry Meat Standard, securing industry agreement for a national template for Food Safety Management Statements on farms. This will significantly reduce the burden of implementing the new requirements when they come into effect in May 2012.

During the year we undertook re-training of all of our auditing staff to ensure they are across the specialised high risk auditing scopes required for Cook Chill, Bivalve Mollusc, Heat Treatment and RTE Meat. This ensures the Authority will comply with the 'National Auditor Guideline', which requires these competencies by 1 October 2011.

### **6. Learning from, and contributing to, the work of international food agencies**

Sharing information with similar agencies in other countries enables any agency to improve its policies and procedures, and to meet international benchmarks.

The Authority willingly shares information, facilitates staff exchanges and delivers training programs that may assist agencies to progress or refine food safety programs and systems.

#### **Highlights this year included:**

##### **Visit by Chinese Agriculture Officials**

In August 2010, a delegation of five Chinese agriculture officials from the Anhui Province visited the Authority to learn about Australia's agricultural and food production systems. This included export supply chains, export policies, food safety regulations and quality control systems. The delegation was organised under the auspices of the Australia-China Agriculture Cooperation Agreement (ACACA).

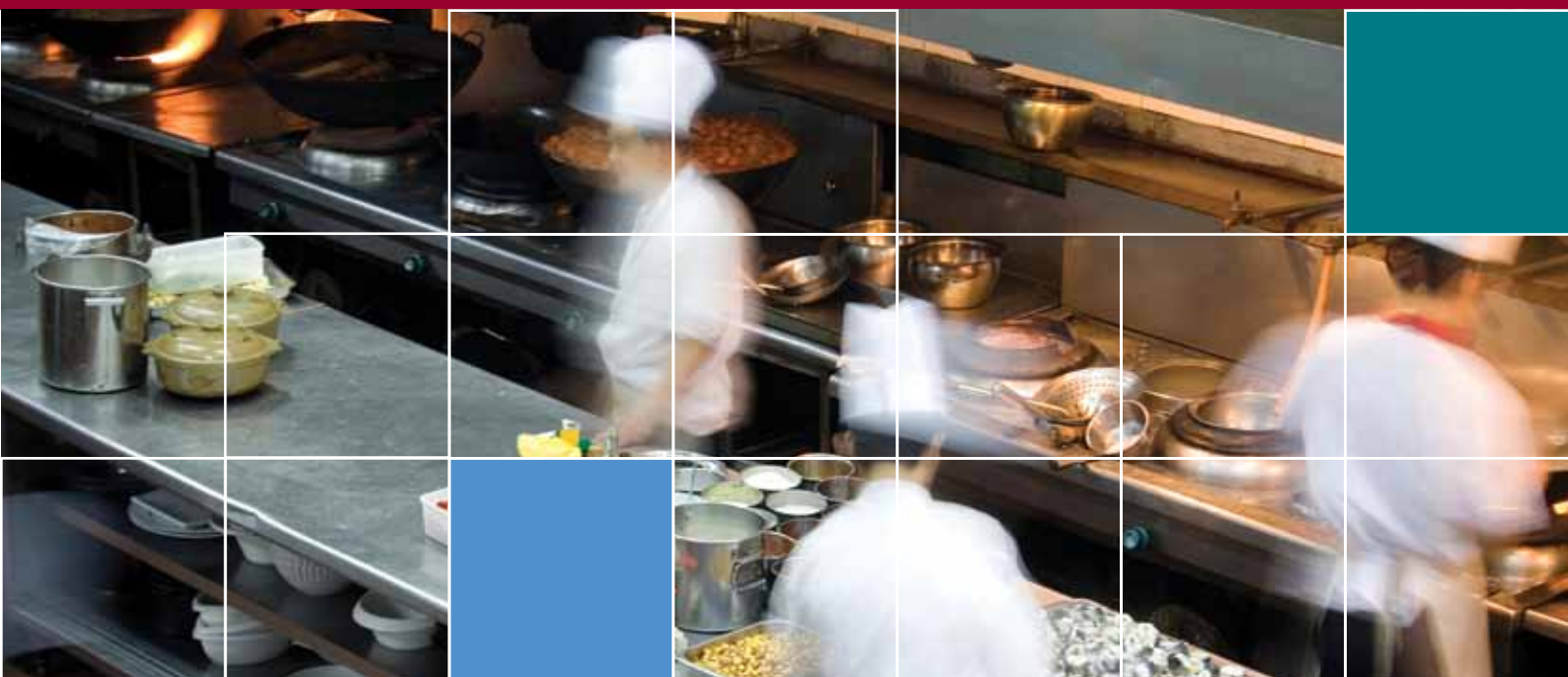
##### **Advanced *Listeria* Workshop in Chicago**

In July 2010, the Authority held a summit in Sydney on *Dealing with Listeria in the processed meat and poultry industries*. Following this event, the Authority's Dr David Miles was invited by the American Meat Industry Foundation (AMIF) to attend the '*Advanced Listeria monocytogenes Intervention and Control Workshop*' – held in Chicago (US) in November 2010. It was an opportunity to see how the United States' peak meat

## Looking ahead



- Assessing if research outputs can ease regulatory burden without compromising food safety.
- Evaluating the Food Regulation Partnership.
- Starting preparations for the 9th International Conference on Molluscan Shellfish Safety (ICMSS), due to be held in Sydney in March 2013.
- Preparing for an interactive workshop on *Listeria* to be held in Sydney in the latter part of 2012.



industry body educates and informs manufacturers of ready-to-eat meat products on *Listeria monocytogenes*. The information and experience gained will benefit our compliance staff and be used as the basis for an interactive workshop for the food industry to be held in Australia in the latter part of 2012.

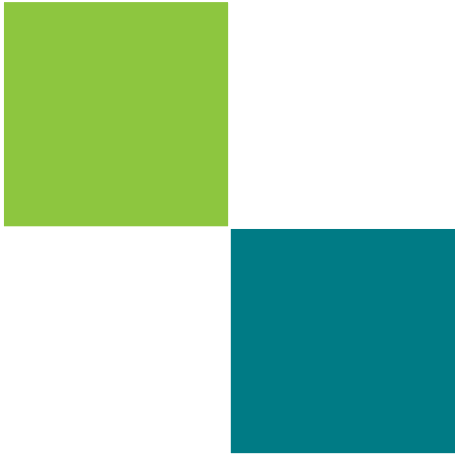
### International Conference on Molluscan Shellfish Safety (ICMSS)

The ICMSS is widely regarded as the premier forum for international discussion and collaboration on advances in molluscan shellfish safety. As a rapidly evolving sector, international engagement is crucial to remaining internationally competitive.

The Authority's Anthony Zammit joined Tony Troup of the NSW oyster industry to attend the 8th ICMSS – held on Prince Edward Island (Canada) in June 2011. This provided an opportunity to learn from delegates from 37 different countries, including developments in the assessment of virus risk, the application of *Vibrio* test methods to assess *Vibrio* risk and advancements in the detection of PSP toxins.

Of particular relevance to New South Wales was the discovery that the mouse bioassay underestimates PSP toxin levels in oysters by up to 300 per cent. This demonstrates the significant knowledge gaps that still exists in this area and highlights the importance of international collaboration.

The Authority successfully secured the 9th ICMSS for Sydney in March 2013. Information is available at: [www.icmss2013.com](http://www.icmss2013.com).



# Planning and priorities

## Planning

Effective planning is what enables the Authority to conduct our business efficiently and help improve food safety standards across the State.

Our operations are guided by our Corporate Plan.

This is the second year of the Authority’s three year 2009-12 Corporate Plan. The Plan was reviewed and refined in June 2010 to ensure it remained relevant and continued to be efficiently targeted.

The resulting Corporate Plan for 2010-11 again focussed on effective strategies, deliverables and milestones – all designed to progress our key outcomes.

The Plan adopts a hierarchical approach to KRA (Key Result Area) planning. This means that KRA 1 is not only supported by the strategies and key deliverables specific to KRA 1, but also by the various strategies and deliverables contained in KRAs 2-5. See below.

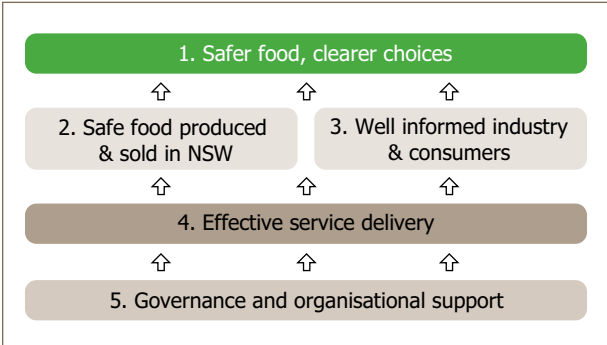
By adopting this method, we have focussed our strategic efforts to create sound links between strategies and deliverables, and a cohesive approach to achieving our overall vision – **safer food, clearer choices**.

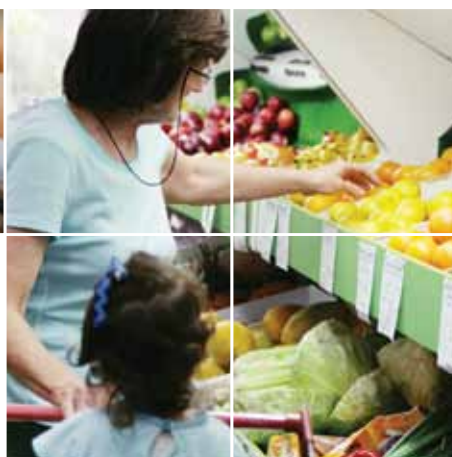
Our Corporate Plan is updated annually through a process of facilitated evaluation and review then continuously refined to reflect changing circumstances.

Key Result Areas in this plan linked strongly with the former NSW Department of Industry & Investment’s (I&I NSW) Corporate Plan – in particular KRA 6: Safe healthy and biosecure industries and KRA 8: Service delivery excellence. How these KRAs link is explained in the table opposite.

In April 2011, I&I NSW was dissolved and NSW Trade & Investment formed.

### Corporate Plan Key Result Areas (KRAs)





KRA Table		
I&I NSW Corporate Plan	NSWFA Corporate Plan Linkage	NSWFA Corporate Plan Outcomes
<b>Key Result Area 6</b> Safe healthy and biosecure industries	<b>Key Result Area 1</b> Safer food, clearer choices	<ul style="list-style-type: none"> <li>Reduction in foodborne illness in NSW</li> <li>Consumers are equipped to make informed choices about the food they eat</li> </ul>
	<b>Key Result Area 2</b> Safe food produced and sold in NSW	<ul style="list-style-type: none"> <li>All food industry sectors under risk-based surveillance</li> <li>NSW food industry performance benchmarked and verified</li> <li>Improvement in compliance of NSW food industry with food regulations</li> </ul>
	<b>Key Result Area 3</b> Well informed industry and consumers	<ul style="list-style-type: none"> <li>NSW food industry and consumers have improved access to food safety information provided by the NSW Food Authority</li> <li>Food handlers in NSW have improved knowledge of food safety standards</li> <li>Food is correctly labelled</li> </ul>
	<b>Key Result Area 4</b> Effective service delivery	<ul style="list-style-type: none"> <li>Regulatory systems and standards applied consistently</li> <li>Streamlined and efficient regulatory processes</li> <li>Government provided with timely, appropriate and reliable advice</li> <li>The Authority's programs and decisions are based on sound scientific and other evidence</li> <li>Agreements, aimed at enhancing service delivery, are in place with all relevant parties</li> <li>NSW Food Authority influences national agenda</li> <li>NSW Food Authority learns from and contributes to the work of international food agencies</li> </ul>
<b>Key Result Area 8</b> Service delivery excellence	<b>Key Result Area 5</b> Governance and organisational support	<ul style="list-style-type: none"> <li>Technology supports the delivery of quality services to staff and stakeholders</li> <li>Skilled and capable staff attracted, developed and retained to deliver results in a safe environment</li> <li>Results are achieved through effective financial and asset management</li> <li>Sound corporate governance and administrative frameworks are in place</li> <li>Priority government sector-wide policies implemented</li> </ul>

## NSW Food Authority Corporate Plan 2009 – 2012 Reviewed and updated in June 2010

### NSWFA KRA 1: Safer food, clearer choices

*Links to I&I NSW KRA 6 – Safe healthy and biosecure industries*

Outcomes	Strategies
1.1 Reduction in foodborne illness in NSW	<ul style="list-style-type: none"> <li>• Develop and maintain the Authority's overarching food safety strategy</li> <li>• Implement controls for targeted pathogen reduction</li> <li>• Implement risk management programs for targeted industry sectors</li> <li>• Identify emerging issues and key contributors related to foodborne illness in Australia</li> </ul>
1.2 Consumers are equipped to make informed choices about the food they eat	<ul style="list-style-type: none"> <li>• Develop a program of high impact consumer information and health promotion programs</li> <li>• Provide public access to regulatory information</li> <li>• Identify and utilise media opportunities</li> </ul>

### NSWFA KRA 2: Safe food produced and sold in NSW

*Links to I&I NSW KRA 6 – Safe healthy and biosecure industries*

Outcomes	Strategies
2.1 All food industry sectors under risk-based surveillance	<ul style="list-style-type: none"> <li>• Undertake inspection and audit programs in accordance with priority risk classifications</li> <li>• Monitor local government compliance with Food Regulation Partnership programs for maintaining surveillance of the food retail sector</li> <li>• Develop and implement food compliance surveys to assist the Authority's and local councils' regulatory activities</li> <li>• Maintain risk management programs for shellfish harvest areas in NSW</li> <li>• Develop and participate in state and national emergency preparedness, response &amp; recovery programs</li> </ul>
2.2 NSW food industry performance benchmarked and verified	<ul style="list-style-type: none"> <li>• Develop and implement the third party audit verification program</li> <li>• Utilise inspection and audit information to benchmark industry and regulatory performance</li> <li>• Develop and implement food verification surveys to assist the Authority's regulatory activities</li> </ul>
2.3 Improvement in compliance of NSW food industry with food regulations	<ul style="list-style-type: none"> <li>• Refine and implement industry communication plan</li> <li>• Refine industry publications</li> <li>• Improve compliance of poor performing licensed businesses</li> <li>• Implement national ISC policy and protocols</li> </ul>

### NSWFA KRA 3: Well informed industry and consumers

*Links to I&I NSW KRA 6 – Safe healthy and biosecure industries*

Outcomes	Strategies
3.1 NSW food industry and consumers have improved access to food safety information, provided by the NSW Food Authority, which is appropriate and useful	<ul style="list-style-type: none"> <li>• Maintain system for all Authority communications to be effective and accessible</li> <li>• Develop and implement a social media strategy</li> <li>• Review and refine communication delivery channels</li> <li>• Identify audiences and develop targeted communication strategies focusing on hard to reach audiences</li> </ul>
3.2 Food handlers in NSW have improved knowledge of food safety standards	<ul style="list-style-type: none"> <li>• Implement food safety supervisor program</li> <li>• Develop and publish material to assist in improving food safety knowledge of food businesses</li> </ul>
3.3 Food is correctly labelled	<ul style="list-style-type: none"> <li>• Respond to labelling complaints in accordance with the Authority's complaints policy</li> <li>• Implement targeted labelling surveillance program</li> </ul>

### NSWFA KRA 4: Effective service delivery

*Links to I&I NSW KRA 6 – Safe healthy and biosecure industries, KRA 7 Positive business environment, KRA 8 Service delivery excellence*

Outcomes	Strategies
4.1 Regulatory systems and standards applied consistently	<ul style="list-style-type: none"> <li>• Lead and/or participate in key ISC projects</li> <li>• Monitor approved auditor practice against 'Regulatory Food Safety Auditor Manual'</li> <li>• Standardise inspection records and processes across local governments</li> <li>• Licensing requirements are administered in accordance with <i>Food Regulation 2010</i></li> <li>• Maintain the process for approving analysts and laboratories</li> <li>• Implement RTO and FSS program requirements with regard to processing applications and issuing certificates</li> </ul>



## NSW Food Authority Corporate Plan 2009 – 2012 *cont.* Reviewed and updated in June 2010

### NSWFA KRA 4: Effective service delivery *cont.*

*Links to I&I NSW KRA 6 – Safe healthy and biosecure industries, KRA 7 Positive business environment, KRA 8 Service delivery excellence*

Outcomes	Strategies
4.2 Streamlined and efficient regulatory processes	<ul style="list-style-type: none"> <li>• Coordinate red tape reduction commitments</li> <li>• Implement Electronic Service Delivery (ESD) strategy</li> <li>• Review and refine legislative machinery</li> <li>• Review effectiveness and structure of consultative committees in light of I&amp;I NSW</li> <li>• Align NSW Food Safety Scheme requirements with new national Standards</li> <li>• Implement and refine approved food safety auditor program</li> <li>• Monitor and refine Consumer &amp; Industry Helpline service delivery</li> </ul>
4.3 Government provided with timely, appropriate and reliable advice	<ul style="list-style-type: none"> <li>• Monitor performance and refine ministerial and media liaison systems</li> <li>• Develop and implement system to allocate and track Government requests for Authority input</li> </ul>
4.4 The Authority's programs and decisions are based on sound scientific and other evidence	<ul style="list-style-type: none"> <li>• Implement research and survey program to meet regulatory needs</li> <li>• Perform risk assessments to provide evidence for regulatory needs</li> <li>• Implement evaluation program</li> <li>• Monitor and undertake research on consumer awareness, beliefs and behaviours</li> </ul>
4.5 Agreements, aimed at enhancing service delivery, are in place with all relevant parties	<ul style="list-style-type: none"> <li>• Review relevant MoUs in light of new I&amp;I NSW structure</li> <li>• Review and refine operational agreements</li> <li>• Maintain the delivery of laboratory services</li> <li>• Maintain and review Food Regulation Partnership</li> </ul>
4.6 NSW Food Authority influences national agenda	<ul style="list-style-type: none"> <li>• Lead and/or participate in key ANZFRMC/FRSC policy projects</li> <li>• Coordinate NSW input to Food Standards Development</li> <li>• Coordinate NSW input to standards development committees</li> <li>• Build strong relationships with central agencies responsible for NSW input into COAG processes</li> </ul>
4.7 NSW Food Authority learns from and contributes to the work of international food agencies	<ul style="list-style-type: none"> <li>• Maintain and implement plan for targeted international activities</li> <li>• Maintain relationships with NZ food safety authorities</li> <li>• Host an international food safety conference</li> </ul>

### NSWFA KRA 5: Good governance and organisational support

*Links to I&I NSW KRA 7 Positive business environment, KRA 8 Service delivery excellence*

Outcomes	Strategies
5.1 Technology and business systems support the delivery of quality services to staff, and stakeholders	<ul style="list-style-type: none"> <li>• Establish agreed ICT service levels and support with I&amp;INSW Corporate Services Directorate</li> <li>• Maintain in-house business systems and IT infrastructure to agreed service levels</li> <li>• Seek capital funding for information management and technology</li> <li>• Implement business systems development projects</li> </ul>
5.2 Skilled and capable staff attracted, developed and retained to deliver results in a safe environment	<ul style="list-style-type: none"> <li>• Implement outcomes from the 'Building a stronger workplace' project, including values</li> <li>• Implement a performance management system</li> <li>• Develop suitable business cases to address staff freeze policy criteria</li> <li>• Build profile and implement outcomes from OHS committee</li> <li>• Staff are fully informed about Food Authority activities</li> </ul>
5.3 Results are achieved through effective financial and asset management	<ul style="list-style-type: none"> <li>• Review and update asset management plan in accordance with NSW Treasury guidelines</li> <li>• Review and update financial management plan</li> <li>• Investigate new/alternative revenue streams</li> <li>• Monitor, report and provide advice on agencies actual performance against budget</li> <li>• Review and update the NSWFA Risk Management Plan</li> <li>• Perform non-outsourced operational and statutory Finance functions in accordance with <i>Public Finance &amp; Audit Act</i>, Treasurers Directions and Accounting Standards</li> </ul>
5.4 Sound corporate governance and administrative frameworks are in place	<ul style="list-style-type: none"> <li>• Develop and maintain effective corporate planning and reporting</li> <li>• Review Authority administrative policies for currency and alignment with Government policy</li> <li>• Implement priority government policies</li> </ul>
5.5 Priority government sector-wide policies implemented	<ul style="list-style-type: none"> <li>• Assess and monitor Authority compliance with priority government sector-wide policies</li> </ul>

## Priorities

The Authority's Corporate Plan also aligns our Key Result Areas with broader government and community objectives.

### Community health

The Authority's Key Result Area 1 – **safer food, clearer choices** – contributes directly to the health and well-being of the New South Wales community by helping reduce foodborne illness and enabling consumers to make informed choices.

This contribution also supports efforts by other government departments, principally NSW Health.

To achieve this, food must be correctly labelled and handled properly and safely – by both the food industry and consumers. These aspects are encompassed in the Authority's Key Result Area 3 – **well informed industry and consumers**.

For the food industry, this covers everything from manufacturing, producing, collecting, extracting and processing to storing, transporting, delivering, preparing, treating, preserving and packaging food. It also extends to cooking, thawing, serving and displaying of food.

These processes are defined by the Australia New Zealand Food Standards Code, which is administered by the Authority in New South Wales.

### A strong New South Wales economy

In carrying out our food regulatory functions, the Authority aims to keep compliance costs for the food industry as low as possible and ensure that areas of duplication are identified and addressed. These elements are incorporated into our Corporate Plan in Key Result Area 4 – **effective service delivery** – and support the government priority of maintaining a stronger New South Wales economy.

Other elements which feed into this priority include cost rationalisation and industry consultation, which form an important part of all the services the Authority delivers.

Together, these services help make the food industry safe, competitive and reputable (the planned result).

Achieving this planned result requires the industry framework to be aligned with other requirements (eg export requirements) to minimise industry cost and increase market access for New South Wales' produce.

The Authority's contribution to community health also helps the state economy, given the substantial annual cost of foodborne illness (when measured in terms of lost productivity and medical costs).

# People and systems



In order to continue delivering on our promise to provide 'safer food and clearer choices', the Authority needs to ensure that it has the right people in place, supported by efficient and effective systems.

A team of 121 people work for the Authority, using science and new technology to fulfil our food safety obligations.

The Authority sits within the Primary Industries ministerial portfolio and is one of the agencies that makes up NSW Trade & Investment – a new department established by the New South Wales Government in April 2011. Prior to that we were part of Industry & Investment (I&I NSW).

During 2010-11, responsibility for corporate people management transferred to the Corporate Services Division of I&I NSW and subsequently to NSW Trade & Investment.

## Our People

### Staff numbers and breakdown

As at 30 June 2011, 121 people worked for the NSW Food Authority (119 staff and two Senior Executive Service (SES) Officers). See table below.

### Joint Consultative Committee (JCC)

The Authority participated in the Industry & Investment NSW Joint Consultative Committee (JCC) during 2010-11.

A new peak JCC was established within I&I NSW in August 2010, following the final meeting of the Authority's JCC in December 2009. Divisional JCC's were also established within I&I NSW. Both consultative bodies meet every six months. This structure delivered an effective quarterly consultative forum across I&I NSW and its divisions.

### Staff Numbers by Category\*

Occupation Group	2010-11	2009-10	2008-09	2007-08
Clerical	27	30	30	31
Food Safety Officers	92	96	95	84
<b>Total Staff (non-SES)</b>	<b>119</b>	126	125	115
Senior Executive Service	2	2	2	2
<b>TOTAL STAFF (all)</b>	<b>121</b>			

\*Due to change in occupation group classifications, staff numbers have been revised for the four FY periods.

**“ The Authority is committed to maintaining the health, safety and welfare of all our staff and visitors.**

Major issues discussed within the consultative forums during 2010-11 included:

- Corporate and shared services reform
- Corporate services realignment
- Establishment of a Better Services and Value taskforce review
- Common flexible working hours agreement
- Voluntary redundancy program
- Consolidation of Awards

In April 2011, I&I NSW was dissolved and NSW Trade & Investment formed. This will require the new department to revise the current JCC structure. It is anticipated this will be put in place over the ensuing months.

### **Training and development**

One staff member participated in the NSW Trade & Investment Management Development Program and one staff member participated in the NSW Trade & Investment Leadership Program, while 42 staff members attended 14 courses offered on the NSW Trade & Investment training calendar during the year.

### **Graduate Recruitment Program**

The Authority engaged a graduate recruit under the NSW Trade & Investment Graduate Recruitment Program in February 2011.

### **Staff salaries**

During the year, eligible staff members covered by the Crown Employees (Public Sector Salaries) Award 2008 received a salary increase of four per cent on 9 July 2010.

The award provided for three wage increases – after 1 July 2008 (retrospectively) and then in 2009 and 2010. The Award expired in June 2011 and a new award application to the Industrial Relations Commission was made by the relevant unions.

The NSW Trade & Investment (Orange) Staff Payroll Centre managed the Authority's payroll and leave administration.

### **Equal Employment Opportunity (EEO)**

NSW Trade & Investment updated several policies of relevance which apply to the Authority and included policies on Protected Disclosure, Equity and Diversity, Conflicts of Interest, Grievance Management and Bullying and Harassment Prevention.

### **Disability Action Plan formulated**

In February 2009, we established a working party to develop a five year Disability Action Plan (DAP). The plan explores ways of improving service delivery to our external stakeholders and members of the public with a disability. It is in line with the 'Guidelines for disability action planning by NSW Government agencies' issued by the NSW Department of Ageing, Disability and Home Care. NSW Trade & Investment began work on a new plan during 2010-11.

### **Statistical information on EEO target groups**

As at 30 June 2011, females comprised 54.6 per cent of the organisation. This represents a significant increase on the 36 per cent recorded in the Authority's first year of operation (June 2004).

### **Aboriginal Affairs Committee**

The Authority has one staff member participating in both the NSW Trade & Investment Aboriginal Employment Network Group and the Aboriginal Employment Steering Group.

Indigenous activities held during the year included a morning tea and flag-raising ceremony at the Authority's Taree office in July 2010 to promote awareness among staff of issues affecting Aboriginal people during NAIDOC (National Aborigines and Islanders Day Observance Committee) week.

The Authority encourages staff to use 'Welcome to Country' and 'Acknowledgement of Country' protocols to introduce appropriate Authority events. These include national and international conferences, staff conferences and major meetings.



## Trends in the Representation of EEO Groups

EEO Group	Benchmark or target	% of Total Staff			
		2008	2009	2010	2011
Women	50%	49%	50%	54%	54.6%
Aboriginal People & Torres Strait Islander	2%	0.9%	0.8%	0.9%	0.8%
People whose first language was not English	20%	15%	15%	16%	14.9%
People with a disability	12%	4%	4%	3%	1.7%
People with a disability requiring work-related adjustment	7%	0%	0%	0%	0%

## Trends in the Distribution of EEO Groups

EEO Group	Benchmark or target	% of Total Staff			
		2008	2009	2010	2011
Women	100	90	87	88	88
Aboriginal People & Torres Strait Islander	100	n/a	n/a	n/a	n/a
People whose first language was not English	100	n/a	n/a	n/a	n/a
People with a disability	100	n/a	n/a	n/a	n/a
People with a disability requiring work-related adjustment	100	-	-	-	-

A 'distribution index' of 100 indicates that the distribution of the EEO group across salary levels is equivalent to other staff. Values less than 100 indicate that the EEO group tends to be concentrated at lower salary levels than other staff. The more pronounced this tendency is, the lower the index will be. All staff percentages and distribution index figures are as at 30 June 2011.

### Occupational Health and Safety (OH&S)

The Authority is committed to maintaining the health, safety and welfare of all our staff and visitors.

To ensure this continues effectively, we operate a dedicated Occupational Health and Safety Committee, which meets bi-monthly.

The committee comprises five elected staff representatives and three management representatives, including a representative from the Chief Executive Officer. A secretary/executive officer manages committee business. Elections are held every two years. The next election is due in November 2011.

Key OH&S activities during 2010-11 included:

- The development of a Work Health and Safety Risk Register for the agency based on the highest risks staff are exposed to in the various functional units.
- The development of a health and safety action plan template, assisting managers to implement risk mitigation strategies and controls throughout the year.
- The development of Bullying and Harassment Prevention training for all staff. Around 95% of staff attended the training, which was completed by December 2010. The rollout of a Departmental e-learning tool will enable remaining staff, and any new recruits, to complete this training online.
- Refresher training on emergency evacuation procedures was provided to all head office staff and fire wardens during May 2011.
- Authority representatives attended the WorkCover

“ Information management is critical to the Authority’s ability to regulate approximately 56,000 food businesses throughout New South Wales.

NSW and Treasury Managed Funds information sessions on new Workplace Health and Safety laws. These come into effect in NSW on 1 January 2012.

- The Authority participated in the Industry & Investment NSW (I&I NSW) Welfare and Safety Steering Committee to implement the Policy Framework for all divisions of the new Department. This committee was dissolved in April 2011 when I&I NSW itself was dissolved and NSW Trade & Investment was formed.

The Authority will participate in developing and implementing OH&S policies and procedures with NSW Trade & Investment during 2011-12. These activities will ensure that the Department, and subsequently the Authority, has in place a framework in which to comply with the new health and safety laws.

## Staff benefits

### Gymnasium

The Authority’s gym at head office continued to be well supported throughout the year with 52 staff (42 per cent) being members. The gym is one of many measures aimed at maintaining the health and well-being of our employees.

### Vaccinations

Flu vaccinations for staff were held in May 2011 and were administered to 37 staff members.

## Executive Officers

### Chief Executive Officer’s remuneration and performance

**Alan Coutts** – Chief Executive Officer, NSW Food Authority

*Bachelor of Commerce (Majoring in Economics) & Graduate Diploma of Education, University of NSW.*

*Chief Executive Officer, SES Level 6.*

*Remuneration package: \$312,850 per annum (includes employment benefits of \$15,775.20).*

*Engaged on a five year Contract until November 2013.*

Mr Coutts joined the NSW Food Authority in November 2008 and is responsible for its overall strategic direction and vision.

Reporting directly to the Minister for Primary Industries on all agency activities, he leads a diverse organisation through his executive management team. Prior to joining the Authority, Mr Coutts was Deputy Director-General (Mineral Resources) of the NSW Department of Primary Industries.

In his third year heading the Authority, Mr Coutts oversaw some significant milestones in food safety.

The most notable of these was the launch of the ‘Fast Choices’ initiative which saw legislation introduced that requires ‘standard food outlets’ (such as fast food and snack food chains) in New South Wales to display energy content (kilojoules) at the point of sale. Its intention is to help consumers make more informed and healthier food choices.

Other milestones included:

- The commencement of the new Food Safety Supervisor (FSS) program – requiring certain food businesses in the NSW hospitality sector (eg restaurants, cafes, takeaways and pubs and clubs) to hire at least one FSS to ensure food is handled safely.
- The piloting of the ‘Scores on Doors’ scheme – where participating food businesses are assessed against relevant legislation and awarded a ‘rating’. This highlights to consumers the businesses that are doing the right thing.

### Senior Management for 2010-11

	2010-11	2009-10	2008-09
Total SES	2	2	2
CEO level 6	1	1	1
SES level 4	1	1	1
Female SES	-	-	-

CEO = Chief Executive Officer SES = Senior Executive Service



- A review of food safety requirements for the hospital and aged care foodservice sector – where the Authority worked closely with the industry and NSW Health to provide this sector with better guidance and support.
- The update of the Authority's website – with hits to the site reaching the five million mark.

As he leads the Authority into 2011-12, Mr Coutts will continue to focus his team on ensuring food sold in the State is safe and correctly labelled and that consumers are able to make informed choices about the food they eat.

## Administration

The Administration Unit provides office accommodation and procurement services for the Authority, as well as reception and executive support. Of the Authority's 121 staff, 96 are located in the head office in Newington, with 25 working from regional locations across New South Wales. There are eight regional offices, most of which share space with other divisions of NSW Trade & Investment. The Authority owns and maintains the Newington head office, near Sydney Olympic Park.

## Our Systems

### Information Management

Information management is critical to the Authority's ability to regulate the approximately 56,000 food businesses throughout New South Wales.

To effectively manage our data requirements we have a relational database system called BYTE. BYTE is used to manage licensing, audit and inspection data and workflows for more than 14,500 licensed businesses. It records details of inbound calls, complaint investigations and enforcement activities and manages the data flows for the publication of the 'Name and Shame' register. BYTE is also used in the accreditation of third party auditors and receives audit results submitted.

During 2010-11 BYTE's functionality was extended to manage approval of registered training organisations and enable them to issue certificates to trained food safety supervisors in retail food service businesses via an

interface. Several other projects were undertaken during the year including the launch of 'Food Notify' a system enabling online notification of food safety supervisors by retail food service businesses. A major upgrade of the BYTE system was also undertaken to enhance its user interface and update the application platform.

These improvements contributed to an ongoing works program which will:

- ensure that the Authority's key business systems remain 'state-of-the-art',
- accommodate new legislative changes as they occur,
- provide wireless access for field staff, and
- improve the public's access to the Authority's services electronically.

## Financial Management

### Financial operations

The Business Services Branch is responsible for managing the Authority's financial activities, including those of its subsidiary entity, the Office of the NSW Food Authority, and subsidiary companies, Milk Marketing (NSW) Pty Limited and Pacific Industry Services Corporation Pty Limited.

The branch's role and functions include strategic financial planning (comprising formulation of five-year forward estimates), coordination of annual budget preparation, liaison with The Treasury, the NSW Audit Office and preparation of submissions for government funding. The branch also provides financial policy analysis and assists in formulation of regulatory programs and other front line service initiatives.

The branch also does statutory, management and industry reporting and as well as undertaking some accounts receivable functions.

A key focus of the Authority into the future is the maintenance of a secure, appropriate and sustainable funding base. The Authority is focused on continued implementation of electronic service delivery and related technology, with a view to improving services to our licensees and other stakeholders.

“ The Authority contracts the Division of Analytical Laboratories (DAL) to undertake most of our food testing.

### **Asset management**

At 30 June 2011, the Authority's capital asset base totalled \$13.6 million and includes our head office building at Newington in Sydney, a regional office at Taree, and various other assets. The Business Services Branch manages the Authority's assets, including our properties and motor vehicle fleet, maintains the asset management plan and coordinates the annual stock take of fixed assets.

### **Science and Policy**

The Science and Policy Branch provides support through its scientific and technical capability, strategic issues management, policy and legislation coordination and development, laboratory management and ministerial liaison.

### **Issues management**

Each week, an Issues Management Advisory Group (IMAG) – consisting of a cross-section of staff from key functional areas – reviews technical, operational and media developments in food science and safety relevant to New South Wales, national and international jurisdictions, stakeholders and the community. IMAG then determines appropriate action in relation to those developments and reports these to the Executive, allowing it to respond quickly and effectively to current and emerging strategic issues. The Authority also has an internal network of scientists to assist the Chief Scientist in assessing new scientific findings and their implications on the activities of the agency, its stakeholders and the community.

### **Ministerial coordination**

The Authority reports to the Minister for Primary Industries. The branch facilitates Ministerial coordination. Communication with the Minister's Office ensures that the Minister and the NSW Government is provided with accurate and appropriate advice and information on food related issues. This role has expanded following the integration of the Authority into Industry & Investment NSW (now NSW Trade & Investment) – to include liaison and coordination with the broader Department.

The branch also coordinates advice to the Minister as Lead Minister for New South Wales on the Australia and New Zealand Food Regulation Ministerial Council. The Ministerial Council establishes the policy framework for domestic food standards, considers draft food standards (and may ultimately amend or reject them) and oversees the implementation enforcement of standards, including the promotion of consistency and harmonisation.

### **Science and technical advice**

The branch provides science and technical advice to other units within the Authority, NSW Trade & Investment and the community. We advise on observed and proposed business practices, emerging issues (reported here and overseas) and incident management. The branch also reviews community and industry educational information for scientific accuracy.

### **Laboratory management**

The Authority contracts the Division of Analytical Laboratories (DAL) to undertake most of our food testing.

The food analysis conducted by DAL includes microbiological and chemical testing as well as molecular biology tests such as identification of viruses, detecting the presence of genetically modified ingredients in foods and DNA fingerprinting of certain bacteria.

Where testing cannot be conducted by DAL, other laboratories are used.

Where available, the Authority requires each laboratory used to:

- be accredited by the National Association of Testing Authorities (NATA)
- be involved in proficiency testing programs
- use standards set by Standards Australia Ltd.





## 2010-11 legislative changes

During 2010-11 the following changes were made to the Authority's legislation:

### Amendments to *Food Act 2003* and *Food Regulation 2010*

#### 1. Food Amendment Act 2010

Assented to 29.11.10. Amended *Food Act 2003*; amendments included various operational and technical refinements, and the introduction of requirements for certain prescribed food businesses that operate at more than one premise (or in a chain), known as standard food outlets, to display certain nutritional information in relation to standard food items that they sell, and requirements for other standard food outlets that voluntarily display certain nutritional information to meet certain requirements in relation to the display of that information, and to make other changes to improve the administration of the Act. These amendments commenced on 29.11.10 with a lead-in period for offences so that a person does not commit an offence until on or after 1.2.12. Amended *Food Regulation 2010* to prescribe the standard food outlets that are required to display the above nutritional information and to prescribe the kind of nutritional information and the manner of determining and displaying it and to make other related amendments. These amendments commenced on 1.2.11 except for the new penalty notice provisions which commence on 1.2.12.

#### 2. Miscellaneous Acts Amendment (Director's Liability) Act 2011

Assented to and commenced on 10.5.11. Amended *Food Act 2003* to enable a provision of the regulations to be declared an "excluded provision". Section 122 (1) of the *Food Act*, which imposes on directors and other individuals concerned in the management of a corporation personal liability for certain offences committed by corporations, does not apply to an "excluded provision". Amended *Food Regulation 2010* to declare certain provisions relating to the display of licences as excluded provisions.

#### 3. Food Amendment (Food Safety Supervisors) Regulation 2010

Commenced on 9.7.10. Amended *Food Regulation 2010* to introduce a new part relating to the administration of the Food Safety Supervisors program which includes provisions relating to the approval of registered training organisations to issue food safety supervisor certificates.

#### 4. Food Amendment (Beef Labelling) Regulation 2010

Commenced on 31.8.10. Amended *Food Regulation 2010* to prescribe the AUS-MEAT Domestic Retail Beef Register as a replacement document for the purposes of the definition of the AUS-MEAT manual in the *Food Act*.

#### 5. Food Amendment (Penalty Notice Offences) Regulation 2010

Commenced on 1.10.10. Amended *Food Regulation 2010* to prescribe offences relating to the requirement for certain food businesses to appoint, and give notices of appointment of food safety supervisors and to keep food safety supervisor certificates on relevant premises as offences for which penalty notices may be issued. A twelve month lead-in period applies to these offences.

#### 6. Food Amendment (Food Standards Code) Regulation 2010

Commenced on 10.12.10. Amended *Food Regulation 2010* to modify the Food Standards Code to clarify that restrictions on permitting live animals in areas in which food is handled do not apply to dogs in outdoor dining areas, as provided for by the *Companion Animals Act 1998*.

# Statutory reporting

## Subsidiary and controlled entities

### The Office of the NSW Food Authority

The Office of the NSW Food Authority is a division of the Government Service, established under the *Public Sector Employment and Management Act 2002*.

The Office of the NSW Food Authority's sole objective is to provide personnel services to the NSW Food Authority and is a not-for-profit entity. It is consolidated as part of the NSW Total State Sector Accounts. It is domiciled in Australia and its principal office is at the Authority, 6 Avenue of the Americas, Newington NSW 2127.

The Office of the NSW Food Authority commenced operations on 17 March 2006, when it assumed responsibility for the employees and employee related liabilities of the Authority. The assumed liabilities were recognised on 17 March 2006, together with an offsetting receivable, representing the related funding due from the former employer.

### Pacific Industry Services Corporation Pty Limited

Pacific Industry Services Corporation Pty Limited (PISC) provided laboratory services, and was a subsidiary company of the former SafeFood NSW.

In May 2001, all its assets (excluding land and buildings) were sold. All its land and buildings were subsequently sold in September 2001. PISC will be wound up during 2011-12.

### Milk Marketing (NSW) Pty Limited

Milk Marketing (NSW) Pty Limited (Milk Marketing) was a controlled entity of the NSW Food Authority until 1 March 2011. On 2 March 2011 ownership of the company was transferred to the former Industry & Investment NSW and subsequently to the Department of Primary Industries, a division of NSW Trade & Investment. In 2010-11 the Board of the company, appointed by the Minister, comprised the Chair, Mr George Davey, Deputy Director-General, Department of Primary Industries, and Directors, Mr Robert Grey, representing the NSW dairy industry and Mr Peter Sutherland, representing the NSW Food Authority.

The company's funds are applied in the event of an industry emergency and for the general purposes of facilitating information exchange, managing emerging issues and promoting the interests of the NSW dairy industry.

During 2010-11, a number of key activities were undertaken including:

- Commissioning an historical record project on deregulation in the NSW dairy industry for publication in mid 2012.
- Continuing active participation in the activities of the International Dairy Federation, contributing to a strong focus on marketing strategies for nutrient density as a platform for promoting dairy foods to consumers.
- Convening a successful symposium to address emergency or crisis management in the dairy industry, featuring the President IDF and speakers from the USA, UK, Northern Ireland, South Africa and the Australian dairy industry.
- Continuing monitoring of issues such as A2 milk health claims, the relationship between *Mycobacterium paratuberculosis* and Johnes and Crohns diseases, animal welfare and obesity.
- Continuing support of an industry leadership development program jointly with the NSW Dairy Industry Conference, including sponsorship of an industry delegation to the IDF World Dairy Summit held in Auckland, New Zealand in November 2010.
- Hosting a number of successful industry roundtable meetings during the year, including milk pricing, dairy product quality and nutrition, innovation and dairy promotion.
- Continuing Associate Membership of the Global Dairy Platform and other networks, ensuring that Milk Marketing receives regular reports on emerging issues which may affect the NSW dairy industry.
- Continuing sponsorship of Chair of Dairy Science at the University of Sydney and the DIAA (NSW) Annual Conference and Dairy Products Awards Competition.



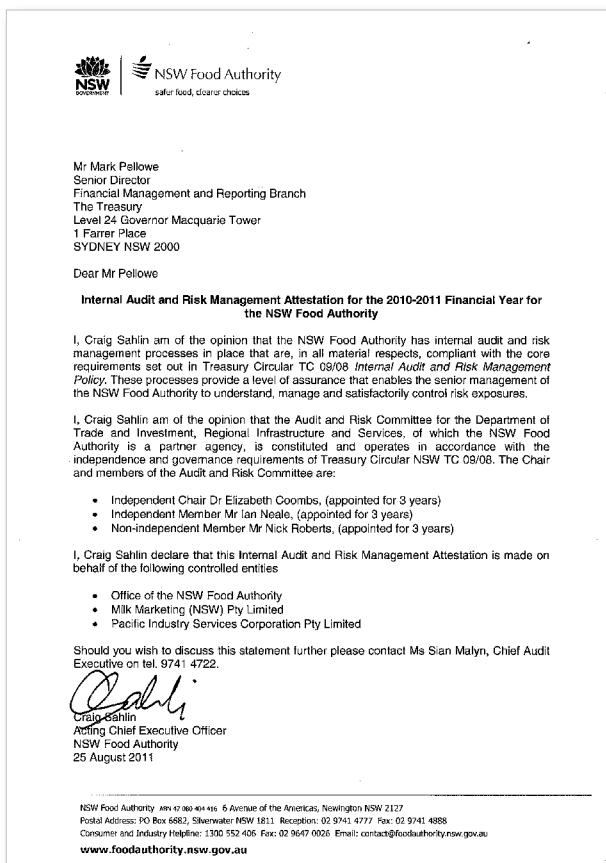
## Consultants

Details of consultants costing \$30,000 or more: two consultants were engaged for more than \$30,000 and eleven were engaged in total at a cost of \$260,868 to the NSW Food Authority consolidated entity.

## Guarantee of service

The Authority has established internal control processes designed to ensure the achievement of our objectives. We utilise the NSW Trade & Investment Internal Audit and Risk Committee, have an established risk management framework and conduct reviews to assess controls. We are committed to delivering appropriate, effective and quality services to our stakeholders.

## Risk Management Attestation



## Enterprise Risk Management and Audit and Risk Committee

The Authority has an Enterprise Risk Management Policy, Procedures, Risk Register and treatment plans for all significant risks identified – based on Australian/ New Zealand Standard Risk Management Principles & Guidelines AS/NZS ISO 31000:2009. The Enterprise Risk Management Plan, Risk Register and treatment plans are regularly reviewed by our Executive and the NSW Trade & Investment Audit and Risk Committee and updated as appropriate. The purpose of the plan, risk register and treatment plans are to:

- establish an overarching risk management framework that incorporates and links to existing program risk management plans
- identify and assess risks to overall service delivery and corporate strategies
- inform the Authority's internal audit program
- develop strategies and risk treatment plans to mitigate the most serious risks and incorporate these into corporate planning and reporting
- establish a governance structure to manage corporate risks.

An internal audit was undertaken during 2010-11 by RSM Bird Cameron Ltd on the Authority's 'Name and Shame' program.

The Authority is a member of the NSW Treasury Managed Fund (TMF) which is a self insurance scheme owned and underwritten by the NSW Government. TMF provides a full range of insurance cover for us, including workers' compensation, property, public liability, comprehensive motor vehicle and miscellaneous risks.

The Authority is also provided certain protection under the *Food Act 2003* – in certain circumstances as provided in the Act. It is also committed to using risk management principles to minimise risk exposure and premium costs.

The management of risk has been a key consideration in the development of our strategic plan and issues management is carried out as part of our routine operations.

The Authority has a Business Continuity Plan and Disaster Recovery Plan. Both plans were successfully tested.

The plans comprise a set of processes and procedures that are updated quarterly and tested annually. This ensures that critical business functions can continue during, and after, a disaster, minimising the disruption of services to the public.

## Multicultural Policies and Services Plan

The Authority adopted new terminology for our multicultural program this year. Previously the Ethnic Affairs Strategy and Action Plan, it is now known as the Multicultural Policies and Services Plan. This program will be further restructured in 2011-12 in line with the Community Relations Commission's multicultural planning framework.

We have an ongoing commitment to the principles of multiculturalism, ensuring our services and facilities are accessible to everyone in New South Wales.

The Authority undertakes to:

- ensure our safety programs cater for the ethnic diversity of the State's consumers and food industry
- service those from culturally and linguistically diverse (CALD) backgrounds
- ensure that our employees are acknowledged for their cultural diversity and granted reasonable flexibility in their duties to:
  - accommodate culturally diverse practices, and
  - utilise culturally specific skills
- maintain consistency with Equal Employment Opportunity principles, ensuring that prospective employees are treated equally and not disadvantaged by virtue of any CALD community membership or cultural belief or practice.

This assists industry by ensuring that:

- all food industry participants have appropriate access to the Authority's consultation processes, regulatory programs and advisory services,
- all food industry participants have a better understanding of the Authority's role and practices relating to culturally diverse communities and food industry participants, and
- our programs and services take account of culturally diverse and traditional methods of food preparation.

We have developed an implementation action plan to give effect to these strategies.

As a 'small agency', the Authority is required to report on our plan and progress every three years – as defined in the Annual Reports (Departments) Amendment Regulation 2007 and the Annual Reports (Statutory Bodies) Amendment Regulation 2007. We choose, however, to make this information available annually.

Our achievements for 2010-11 are detailed in the Multicultural Policies and Services Report. *See page 76.*

The Authority also reports our multicultural strategies and actions as part of the Multicultural Plan Implementation Report for NSW Trade & Investment. Previously, this was through Industry & Investment NSW.

Languages are included in the set where the incidence of consumers who speak a language other than English at home (or have difficulty with English) is highest.

Other resources are translated as appropriate. Languages include Arabic, Chinese, Greek, Italian, Japanese, Khmer, Korean, Macedonian, Serbian, Spanish, Thai, Turkish and Vietnamese.

## Code of conduct

The Authority is committed to meeting the expectations of the community to conduct our work with efficiency, economy, fairness, impartiality and integrity. These principles are inherent in our Code of Conduct and our Regulatory Food Safety Auditor Code of Conduct.

## Annual Report production

Production of the NSW Food Authority Annual Report 2010-11 cost \$25,033.80 + GST. Two hundred (200) hard copies were printed. This report is also available for free download from [www.foodauthority.nsw.gov.au](http://www.foodauthority.nsw.gov.au).

## Formal Access Requests

GIPA (Government Information Public Access) Applications for the NSW Food Authority are managed centrally and are included in the consolidated GIPA information published in the Annual Report for NSW Trade and Investment.

Further information about accessing documents under GIPA can be located at [www.foodauthority.nsw.gov.au](http://www.foodauthority.nsw.gov.au)

## Privacy management

The *Food Act 2003* imposes particular obligations on those administering or executing the Act not to disclose certain confidential information obtained by them in the course of their duties.

Matters relating to more general collection, disclosure and use of personal information by the Authority are governed by provisions of the *Privacy and Personal*



*Information Act 1998.* Personal information which contains information or an opinion about an individual's health or disability is also subject to provisions of the *Health Records and Information Privacy Act 2002.*

We are reviewing our privacy management arrangements to reflect the integration of administrative functions with NSW Trade & Investment.

## Energy performance

### Corporate commitment

The Authority is committed to minimising our impact on the environment by:

- achieving energy savings
- incorporating sustainable energy management practices (where cost effective)
- using whole-of-government energy contracts to achieve cost savings
- purchasing green power to reduce greenhouse gas emissions.

Electricity is supplied to our offices through the State Contract Control Board electricity contracts C777. This includes the purchase of six per cent green power.

### Planning

An Energy Manager and Energy Coordinator have accountability and responsibility for energy management.

Where feasible and cost effective, the Authority will endeavour to reduce energy consumption in buildings and our vehicle fleet, reducing our carbon footprint.

To encourage staff to reduce energy use and reinforce sustainability, we send out regular emails and update them on environmental promotions via the intranet.

### Future direction

The Energy Management Plan includes the Authority's policy directions; monitoring, targeting and reporting mechanisms; and energy management strategies. Apart from using whole-of-government energy contracts, we purchase GreenPower and products with recycled content where feasible. Our vehicle fleet is being progressively downsized to use four-cylinder and hybrid cars, and smarter travel plans are being introduced

where possible. Staff awareness and participation in lowering gas emissions is promoted via posters and the intranet.

### Waste reduction

The Authority operates in accordance with the NSW Government Waste Reduction and Purchasing Policy (WRAPP).

Our policy is to continue to reduce waste by increasing recycling and purchasing recycled content products where possible. All copy paper purchased has a minimum 50 per cent recycled content and remanufactured laser printer and fax toner cartridges are purchased when available.

Initiatives for waste reduction have included increasing the replacement of paper documents with electronic documents.

This includes email, e-newsletters and electronic record keeping. Double-sided printing and copying is also used where appropriate.

We also recycle all toner cartridges, light globes and fluorescent tubes, and recycle and/or donate redundant IT equipment and mobile phones.

## Multicultural Policies and Services Report 2010-11

Strategy 2009-12	Achievements 2010-11
Identify cultural groups within each industry that has a food safety scheme in place and determine the best way to manage specific food safety risks.	A consultative committee with membership from diverse backgrounds is in place with the poultry and egg industry.
Take cultural/traditional methods of food preparation into account when considering risk management options for particular food products and make industry resources available in appropriate languages.	<p>New translations have been published for</p> <ul style="list-style-type: none"> <li>• cleaning and sanitising in food businesses (Chinese, Korean)</li> <li>• country of origin labelling for fresh fruit and vegetables (Arabic, Chinese, Korean, Vietnamese)</li> <li>• Food Safety Supervisor guidelines and inspection report templates (in 10 designated languages)</li> </ul> <p>Other industry guidelines and fact sheets available include:</p> <ul style="list-style-type: none"> <li>• doner kebabs (Arabic, Turkish)</li> <li>• food business notification (designated community languages)</li> <li>• powers of authorised officers (Chinese, Vietnamese)</li> <li>• seafood retailers guide (Chinese, Vietnamese)</li> <li>• seafood substitution (Chinese, Vietnamese)</li> <li>• sulphur dioxide in meat (Chinese, Vietnamese)</li> <li>• sushi handling (Japanese, Korean), and</li> <li>• unpackaged seafood (Chinese, Vietnamese).</li> </ul>
Take the needs of people from culturally and linguistically diverse backgrounds into account when developing consumer information and education program proposals.	<p>A core set of eleven community languages was maintained for translation of our most important materials. Languages included are those where the incidence of speaking a language other than English at home (and having difficulty with English) is highest. These include Arabic, Chinese, Greek, Italian, Khmer, Korean, Macedonian, Serbian, Spanish, Thai, Turkish and Vietnamese. Other resources are translated as appropriate. Translated consumer advice and tips currently available include:</p> <ul style="list-style-type: none"> <li>• allergy and intolerance (all core languages)</li> <li>• borax (Chinese, Vietnamese)</li> <li>• fish and mercury (Arabic, Chinese, Greek, Italian, Korean, Spanish, Vietnamese)</li> <li>• food complaints process (Arabic, Chinese, Italian, Korean, Spanish, Vietnamese)</li> <li>• pregnancy and food safety (all core languages)</li> <li>• raw meat: safe eating (Arabic), and</li> <li>• recreational harvest of shellfish (Vietnamese).</li> </ul>
Provide access to an interpreter service for the Consumer & Industry Helpline and Compliance, Inspection and Enforcement staff.	<ul style="list-style-type: none"> <li>• An accredited, on-demand telephone interpreter service was utilised throughout the year for non-English speakers who either contacted the Authority, or where field staff wished to communicate with non-English speakers. The facility was advertised on our website and all interpreter costs were met by the Authority.</li> <li>• Three staff members remain accredited in languages other than English and received a Community Language Allowance Scheme (CLAS) allowance.</li> </ul>
Target ethnic media with relevant media releases, including through the Community Relations Commission's ethnic media contacts.	<ul style="list-style-type: none"> <li>• The Authority provided ten articles to the Australian Chinese Daily newspaper on topical food safety issues, which the publication translated for its readers. These included: food safety for caterers, illegal meat manufacturers, new beef description labelling, food safety supervisor requirements, Guide Dog access in food service premises, summer food safety tips, the Authority's 2011 Easter Show stand and a warning on slimming chocolates.</li> </ul>



## Overseas travel by Authority staff in 2010-11

Date	Name of officer	Destination	Purpose of travel	Source of funds
<b>September 2010</b>				
12- 15 September	Peter Day	New Zealand	Attend NZFSA 2010 conference 'Facing Food Safety Challenges to reputation and consumer confidence'.	NSW Food Authority
<b>October 2010</b>				
9-30 October	Gregory Vakaci	Laos	Assist the Laos Govt with training and facilitation of food inspection program in preparation of the 450 year anniversary celebrations in Vientiane in Nov 2010. Assistance for the Laos Govt is coordinated through the World Health Organisation.	World Health Organisation
<b>November 2010</b>				
7-17 November	David Miles	USA and Canada	Participation in a workshop on <i>Listeria</i> , gathering learnings from <i>Listeria</i> outbreaks in the USA and Canada. These included emergency response systems to food emergencies in the USA and the application of risk assessments in the Food Safety Policy Department.	NSW Food Authority Registration of (\$US825) funded by American Meat Industry Federation
6-11 November	George Davey	New Zealand	International Dairy Federation World Dairy Summit and Annual General Meeting Global Dairy Platform.	Milk Marketing (NSW) Pty Ltd
<b>December 2010</b>				
1-4 December	Christine Turney & Paul Crick	Lord Howe Island	Inspect and review primary production food business that may require an FA licence to operate, conduct investigation into illegal activity and take appropriate enforcement action.	NSW Food Authority
<b>Mar-Apr 2011</b>				
30 March - 1 April	Craig Sahlin	New Zealand	Represent NSW at FRSC on 1 April 2011, meeting with officials of former NZ Food Safety Authority (integrated into the NZ Ministry of Agriculture and Forestry on 31 March 2011).	NSW Food Authority
<b>June 2011</b>				
12-17 June	Anthony Zammit	Canada	To represent the NSW Food Authority and the NSW shellfish industry at the 8th International Conference on Molluscan Shellfish Safety and promote the 2013 conference which will be held in Sydney.	NSW Food Authority

## International Committees

Committee	Representative
2013 International Conference on Mollusc Shellfish Safety Organising Committee	Anthony Zammit

## National Committees

Committee	Representative
<b>Food Regulation Standing Committee (FRSC):</b>	Alan Coutts
<i>Food Regulation Standing Committee Working Groups:</i>	
Strategic Planning	Craig Sahlin (Chair)
Principles and Protocols	Lisa Lake
Infant Formula	Samantha Torres
Ad hoc Working Group on Development of Interpretative Advice Function	Samantha Torres
Food Safety Management Working Group	Craig Sahlin (Chair) & Catherine Bass
Ad hoc Working Group on Development of Point of Sale Nutrition Information requirements	Samantha Torres
Senior Officials Working Group developing the national response to the report of the independent review of food labelling law and policy (Blewett review)	Samantha Torres and Craig Sahlin
<b>Food Regulation Standing Committee Implementation Sub-Committee (ISC):</b>	Peter Day & Craig Sahlin
<i>ISC Working Groups:</i>	
Consistent Implementation working Group, Survey Group	Lisa Szabo & Edward Jansson
Enhancing Linkages between Human, Food and Animal Surveillance Activities	Craig Shadbolt
Consistent Implementation Sub-group – Incident Response	David Miles & Craig Shadbolt
Government Food Communicators Group	Craig Morony
Health Claims Working Group	Christine Tumney, David Cusack (Secretariat), Janine Curl
Performance Measurement Framework Working Group	Edward Jansson
Implementation Strategy for Mandatory Fortification Standards	Alan Edwards
Advisory Committee on Novel Foods	Michael Apollonov
Industry Folic Acid Working Group	Alan Edwards, David Cusack (Secretariat)
Infant Formula Labelling Compliance Working Group	Christine Tumney (Chair) & Alan Edwards
Fortification Technical Advisory Group	Alan Edwards
Local Government Consistent Reporting Framework Working Group	Peter Sutherland (Chair), Corey Stoneham
Hydrocyanic Acid in ready to eat Cassava Chips Working Group	Peter Day (Chair)
Genetically Modified Foods Compliance and Enforcement Strategy Working Group	Edward Jansson (Chair)
Regulation of Caffeinated Energy Drinks Working Group	Christine Tumney (Chair)
Stakeholder Relations Working Group	Peter Sutherland, David Cusack (Secretariat)
<i>Food Standards Australia New Zealand (FSANZ) Standard Development/Implementation Committees/Working Groups:</i>	
Food Safety Programs for Catering	Catherine Bass
Poultry	Peter Day (Chair), David Miles & David Cusack (Secretariat)
Egg Standards Development Committee	Peter Day, Catherine Bass & David Cusack (Secretariat)



## National Committees *continued.*

<b>Committee</b>	<b>Representative</b>
<i>Food Standards Australia New Zealand (FSANZ) Standard Development/Implementation Committees/Working Groups continued:</i>	
Food Surveillance Network	Edward Jansson, Themy Saputra & Victoria Stitt
Raw Milk Dairy Products Standard Development committee	Peter Sutherland, David Cusack (Observer)
Sprout Products	Peter Day (Chair), Catherine Bass, John Fallon, David Cusack (Secretariat)
Meat	Peter Day, David Miles, David Cusack (Secretariat)
Sprout Products	Catherine Bass & John Fallon
<b>Standards Australia:</b>	
<i>Standards Australia Committees:</i>	
FT-032 Organic and Biodynamic Products	Craig Sahlin (Chair)
<b>Australian Institute of Food Science and Technology:</b>	
Australian Institute of Food Science and Technology – National Council	David Cusack (and Vice-Chair of NSW Branch)
Australian Institute of Food Science and Technology – Food Microbiology Group	Edward Jansson, Craig Shadbolt & Rod McCarthy
Australian Institute of Food Science and Technology – 2011 Convention	Lisa Szabo (Organising Committee member, Chair of Technical Program Committee)
Australian Shellfish Quality Assurance Advisory Committee	Anthony Zammit
Australia and New Zealand Dairy Authorities Standards Committee	Anne McIntosh
National Association of Testing Authorities, Biological Accreditation Advisory Committee	Lisa Szabo
<b>Other National Committees/Forums:</b>	
National Livestock Identification System Advisory Committee	Paul Crick
National Gastroenteritis Survey Project Steering Committee	Craig Shadbolt & Lisa Szabo
Food Safety Information Council	Craig Morony
Public Health Nutrition Standards	Lisa Szabo, Samantha Torres
National Measurement Institute Food Sector Advisory Committee	Edward Jansson, Lisa Szabo
Complementary Healthcare Council of Australia –Complaints Resolution Committee	Michael Apollonov & Janine Curll
3rd Australian Food Safety Conference	Peter Sutherland (Chair & Organising Committee), David Cusack
Meat and Livestock Australia (MLA) Practical Listeria Control Panel	David Miles
Food Export Regulators Steering Committee	Peter Day & David Hook

## State Committees

Committee	Representative
<b>Industry Consultative Committees:</b>	
Meat Industry Consultative Council	Alan Coutts
NSW Dairy Industry conference	Alan Coutts
NSW Seafood Industry Conference	Alan Coutts
NSW Shellfish Committee	Anthony Zammit
Peak Oyster Associations Group (POAG)	Anthony Zammit
Landbased Aquaculture Consultative Committee	Anthony Zammit
Aquaculture Research Advisory Committee	Anthony Zammit
Poultry and Egg Industries Committee	Alan Coutts
Intensive Agriculture Consultative Committee	Darren Waterson
Milk Marketing (NSW) Pty Ltd	Peter Sutherland (Director)
Seafood Industry Advisory Committee	Alan Coutts
Retail Food Service Industry	Peter Sutherland
State Algal Advisory Group	Bruce Nelan
Fast Choices Labelling Reference Group	Craig Sahlin (Chair), Samantha Torres, Lisa Szabo, Samara Kitchener
Supermarkets Working Group	Craig Sahlin (Chair), Samantha Torres
<b>Interagency Committees:</b>	
Food Regulation Forum	Peter Day, Craig Sahlin and Peter Sutherland
Interagency Working Group on Pesticide Management	Jenine Ryle, Greg Vakaci, Lisa Szabo & Edward Jansson
Food Authority/DAL Service Level Agreement Management Committee	Lisa Szabo, Craig Shadbolt & Edward Jansson
Food Authority/DAL Operations Committee	Edward Jansson, Craig Shadbolt, Vicki Stitt & Themy Saputra
State Algal Advisory Group	Bruce Nelan
<b>Other State Committees:</b>	
NSW Population Health, Healthy Weight Network	Craig Morony
Kalang River Working Group	Anthony Zammit
NSW Beef Labelling Reference Group	Peter Day (Chair) & Samantha Torres

## Papers published in 2010-11

**David Miles, Edward Jansson, My Chi Mai, Mounir Azer, Peter Day, Craig Shadbolt, Victoria Stitt, Andreas Kiermeier and Elizabeth Szabo.** A Survey of Total Hydrocyanic Acid Content in Ready-to-Eat Cassava-Based Chips Obtained in the Australian Market in 2008. *Journal of Food Protection*. Volume: 74 (6), 2011, pp. 980-985.

## Presentation Register

Conference/Meeting	Presentation title	Representative
<b>July 2010</b>		
<i>Listeria</i> Summit – Dealing with <i>Listeria</i> in the processed meat and poultry industries	<i>Listeria</i> – compliance and regulatory requirements for the meat and poultry industries	David Miles
<i>Listeria</i> Summit – Dealing with <i>Listeria</i> in the processed meat & poultry industries	<i>Listeria</i> – lessons to be learnt and case studies	David Miles
<i>Listeria</i> Summit – Dealing with <i>Listeria</i> in the processed meat and poultry industries	An introduction to <i>Listeria</i>	Lisa Szabo
New EHO: Coffs Harbour and Wagga Wagga	Enforcement Agency Roles and Responsibilities	Ruth Davis
RFGs: Mid North Coast, South Eastern Sydney and North West	Inspection Checklist and 'Scores on Doors'	Ruth Davis
Central West RFG	Inspection Checklist and 'Scores on Doors'	Josie Rizzo
<b>August 2010</b>		
Food Industry Asia meeting	NSW Food Authority and Food Regulation	Peter Sutherland
Agri-Food and Veterinary Authority of Singapore	NSW Food Authority Seafood Audit Compliance and Enforcement	Peter Sutherland
New EHO: Sydney and Dubbo	Enforcement Agency Roles and Responsibilities	Ruth Davis
RFGs: South Western Sydney, Northern Sydney, Northern, Western Sydney and South East	Inspection Checklist and 'Scores on Doors'	Ruth Davis
Organic Expo and Green Show	Introducing the new Organic Standard for Organic and Biodynamic Products (AS6000/MP100)	Craig Sahlin
University of Sydney – Vet faculty, lecture	Food Regulations Part 1 – National, State, Local	David Miles
University of Sydney – Vet faculty, lecture	Food Regulations Part 2 – International context	David Miles
17th Australian HACCP Conference	Safety and Sustainability in the Shellfish Industry	Anthony Zammit
<b>September 2010</b>		
FSANZ Board Members	Overview of the NSW Food Authority	Executive Team
2010 Shellfish Industry Workshops	Program of five presentations delivered	Anthony Zammit, Phil Baker, Grant Webster & Melanie Field
Food Microbiology Group: <i>E. coli</i>	Non-traditional vectors of <i>E. coli</i>	Bruce Nelan
NSW Uni Lecture	Risk Analysis and Issues Response	Marianne Tegel
<b>October 2010</b>		
Food Tech Connect 2010	Safefood and Compliance – a State Jurisdiction Perspective	Peter Day
'Environmental Health Australia (Tasmania) Annual Conference'	'Scores on Doors'	Peter Sutherland
<b>October 2010</b>		
ASQAAC Shellfish Safety Workshop	Wagonga Inlet 2010 ASP Event	Anthony Zammit
Northern Rivers Regional Food Group	Enforcement Scenario	Josie Rizzo
RFGs: Central Sydney, Northern, Northern Sydney and South Eastern Sydney	Enforcement Scenario	Ruth Davis
New EHO Training (3 sessions)	Food Science and Human Health	Ruth Davis
Poultry Egg Industry Consultative Committee	Egg Food Safety Scheme Implementation and Evaluation	Catherine Bass

## Presentation Register *continued.*

Conference/Meeting	Presentation title	Representative
<b>November 2010</b>		
Food Regulations and Labelling Standards Conference	Food Origins and Labelling	Ian Beer
Murrumbidgee Regional Food Group	Enforcement Scenario	Ruth Davis
New EHO Training (2 sessions)	Food Science and Human Health	Ruth Davis
RFGs: Hunter, Illawarra, South Western Sydney and Western Sydney	Enforcement Scenario	Ruth Davis
Central West Regional Food Group	Enforcement Scenario	Josie Rizzo
Vulnerable Persons Technical Working Group meeting	Vulnerable Persons Food Safety Scheme – Phase II evaluation	Kirsty Patterson
<b>December 2010</b>		
North West Regional Food Group	Enforcement Scenario	Josie Rizzo
South East RFG	Enforcement Scenario	Ruth Davis
Agricultural Societies Council of NSW	Food Regulation in NSW	Peter Sutherland & Josie Rizzo
<b>February 2011</b>		
AFGC meeting on Mandatory reporting to ACCC	Food recall in NSW	Marianne Tegel
Australasian Veterinary Poultry Association	<i>Listeria</i> food poisoning from poultry products – lessons learnt	David Miles
Australasian Veterinary Poultry Association	<i>Salmonella</i> associated with layer flocks	Craig Shadbolt
Hospitality Industry Working Group Meeting	'Scores on Doors' Pilot Evaluation	Peter Sutherland
<b>March 2011</b>		
NSW FRP Retail Food Working Group	'Scores on Doors' Pilot Evaluation	Peter Sutherland
RFGs: Central Sydney, Northern Sydney, Northern, Hunter, South Western Sydney South Eastern Sydney and Mid North Coast	FBI Investigation Workshop	Ruth Davis
Western Sydney RFG	FBI Investigation Workshop	Corey Stoneham
New EHO Training (2 sessions)	Food Labelling	Ruth Davis
Illawarra RFG	FBI Investigation Workshop	Corey Stoneham
Northern Rivers Regional Food Group	Foodborne Illness Investigation Workshop	Josie Rizzo
Healthy Kids Expo (Healthy Kids Association)	Food Regulation in NSW School Canteens	Josie Rizzo
Murray Regional Food Group	Foodborne Illness Investigation Workshop	Josie Rizzo
Murrumbidgee Regional Food Group	Foodborne Illness Investigation Workshop	Josie Rizzo
<b>April 2011</b>		
NSW Poultry Health Liaison Group	Egg Evaluation	Catherine Bass
RFGs: South East, Central West, North West	FBI Investigation Workshop	Ruth Davis
<b>May 2011</b>		
EDAP Conference	Food Regulation Partnership – Update	Josie Rizzo
New EHO Training (4 sessions)	Food Labelling	Ruth Davis
RCA Caterers Breakfast	'Scores on Doors'	Peter Sutherland
<b>June 2011</b>		
MLA Symposium, <i>Listeria monocytogenes</i> : Reducing the risk in smallgoods	<i>Listeria</i> – a state regulators perspective	David Miles
Sydney South West AHS workshop for Aged Care Institutions	Foodborne Illness Outbreaks in Aged Care Settings	Marianne Tegel
RFGs: Hunter and Mid North Coast	Food Labelling	Ruth Davis
RFGs: Northern Sydney and Northern Rivers	Food Labelling	Josie Rizzo

## Consultative Register – Meat Industry Consultative Council 2010-11

Member name	Representing	Meetings attended/ meetings held	Remuneration
Terry Charlton	Chairperson	3 of 3	\$171 per half day meeting attended plus travel expenses
Bill Barton	Meat processors (AMIC)	1 of 3	\$104 per half day meeting attended plus travel expenses
Gary Burridge	Meat processors (AMIC)	0 of 3	\$104 per half day meeting attended plus travel expenses
Ted Byers	NSW Farmers' Association (Goats)	3 of 3	\$104 per half day meeting attended plus travel expenses
Kevin Cottrill	Smallgoods producers (AMIC) (Deputy Chairperson)	3 of 3	\$104 per half day meeting attended plus travel expenses
Alan Coutts	NSW Food Authority	3 of 3	No payment
Kath Evans*	Employees	0 of 2	\$104 per half day meeting attended plus travel expenses
Brian Hickey	Allied industries	1 of 3	\$104 per half day meeting attended plus travel expenses
Andy Madigan	Livestock agents	2 of 3	\$104 per half day meeting attended plus travel expenses
Andrew Martel	NSW Farmers' Association (Sheepmeats)	3 of 3	\$104 per half day meeting attended plus travel expenses
Phyllis Miller	Consumers	2 of 3	\$104 per half day meeting attended plus travel expenses
Greg Bates	Game meat industry	0 of 3	\$104 per half day meeting attended plus travel expenses
Neil Roberts	Meat retailers (AMIC)	1 of 3	\$104 per half day meeting attended plus travel expenses
Roger Toffolon	Trade & Investment NSW	2 of 3	No payment
Dugald Walker	NSW Farmers' Association (Pork)	3 of 3	\$104 per half day meeting attended plus travel expenses
John Warre	NSW Farmers' Association (Cattle)	3 of 3	\$104 per half day meeting attended plus travel expenses
Vacant	State Council of Livestock Health and Pest Authorities	0 of 3	\$104 per half day meeting attended plus travel expenses

\* Resigned January 2011.

## Consultative Register – NSW Vulnerable Persons Food Safety Scheme Consultative Committee 2010-11

Member name	Representing	Meetings attended/ meetings held	Remuneration
Peter Sutherland	Chairperson	1 of 1	No payment
Peter Day	NSW Food Authority	1 of 1	No payment
Julie Anderson*	Aged and Community Services (Aged & Community Services Association of NSW & ACT Incorporated)	N/A	No payment
David Atkins**	Council on the Ageing (COTA) (NSW) Inc	0 of 1	No payment
Sue Atkins	Delivered meals organisations (NSW Meals on Wheels Association)	1 of 1	No payment
Arthur Faulks	Private Hospitals (Private Hospitals Association of NSW Inc)	1 of 1	No payment
Glenn Hadfield	Health Support Services	1 of 1	No payment
Loula Koutrodimos*	Aged and Community Services (Aged & Community Services Association of NSW & ACT Incorporated)	N/A	No payment
Janine Lundie#	Aged and Community Services (Aged & Community Services Association of NSW & ACT Incorporated)	1 of 1	No payment
Christopher Moss	Institute of Hospitality in Health Care	1 of 1	No payment
Kay Richards##	Aged Care (Aged Care Association Australia – NSW)	1 of 1	No payment

\* New appointees (no meetings held since appointment). \*\* Resigned from COTA August 2010. # Resigned February 2011. ## Resigned March 2011.

## Consultative Register – NSW Dairy Industry Conference 2010-11

Member name	Representing	Meetings attended/ meetings held	Remuneration
Albert Vidler	Chairperson – resigned December 2010	2 of 2	\$20,000 per annum (paid \$10,000 for six month tenure—\$6,500 from DICon and \$3,500 from NSW Industry & Investment)
Janet Moxey	Chairperson – appointed January 2011	2 of 2	\$342 per meeting attended plus travel expenses
Tim Burfitt	Trade & Investment NSW	4 of 4	No payment
Ken Garner	Milk and dairy product processors	4 of 4	\$207 per meeting attended plus travel expenses
Alan Coutts	NSW Food Authority	4 of 4	No payment
Adrian Drury	Dairy producers (Deputy Chairperson)	4 of 4	\$207 per meeting attended plus travel expenses
Jamie Drury	Dairy producers	4 of 4	\$207 per meeting attended plus travel expenses
Kath Evans*	Employees	0 of 2	\$207 per meeting attended plus travel expenses
Tristan Harris	Retailers	2 of 4	\$207 per meeting attended plus travel expenses
Ruth Kydd	Dairy producers	4 of 4	\$207 per meeting attended plus travel expenses
Bob Paton	Dairy distributors	3 of 4	\$207 per meeting attended plus travel expenses
Joe Russo	Milk and dairy product processors	3 of 4	\$207 per meeting attended plus travel expenses
Terry Toohey	Dairy producers	4 of 4	\$207 per meeting attended plus travel expenses
Paul Timbs	Dairy producers	1 of 4	\$207 per meeting attended plus travel expenses
Rob Randall	Milk and dairy product processors	0 of 4	\$207 per meeting attended plus travel expenses
Gavin Schroter	Milk and dairy product processors	0 of 4	\$207 per meeting attended plus travel expenses
Vacant	Consumers	0 of 4	\$207 per meeting attended plus travel expenses

\* Resigned January 2011.

## Consultative Register – Poultry & Egg Industries Committee 2010-11

Member name	Representing	Meetings attended/ meetings held	Remuneration
Bill Sweeney	Chairperson	1 of 1	\$171 per half day meeting attended plus travel expenses
Stephen Carroll	Poultry growers	1 of 1	\$104 per half day meeting attended plus travel expenses
Alan Coutts	NSW Food Authority	1 of 1	No payment
Andreas Dubs	Poultry industry (NSW Chicken Meat Council)	1 of 1	\$104 per half day meeting attended plus travel expenses
Kath Evans*	Employees	0 of 1	\$104 per half day meeting attended plus travel expenses
John Houston	Poultry meat processors (duck industry)	1 of 1	\$104 per half day meeting attended plus travel expenses
James Kellaway	Egg industry (Australian Egg Corporation Ltd)	0 of 1	\$104 per half day meeting attended plus travel expenses
Brett Langfield**	Egg industry (NSW Farmers' Association)	0 of 1	No payment
Michael Leahy#	Poultry meat processors	N/A	\$104 per half day meeting attended plus travel expenses
Margaret MacKenzie**	Poultry meat processors	0 of 1	No payment
Kevin McBain**	Poultry meat processors	0 of 1	No payment
Frank Pace**	Egg processors	0 of 1	\$104 per half day meeting attended plus travel expenses
Paul Pace	Egg processors	1 of 1	\$104 per half day meeting attended plus travel expenses
Franko Pirovic	Egg producers and processors	1 of 1	\$104 per half day meeting attended plus travel expenses
Ian Roth**	Trade & Investment NSW	0 of 1	No payment

### Consultative Register – Poultry & Egg Industries Committee 2010-11 *cont.*

Member name	Representing	Meetings attended/ meetings held	Remuneration
Jorge Ruiz**	Poultry meat processors	0 of 1	\$104 per half day meeting attended plus travel expenses
Sally Spence#	Trade & Investment NSW	N/A	No payment
Peter van Vliet#	Poultry meat processors	N/A	\$104 per half day meeting attended plus travel expenses
Maurice Velcich	Poultry meat processors	1 of 1	No payment

\* Resigned January 2011. \*\* Appointment tenure ended. # New appointees (no meetings held since appointment).

### Consultative Register – Food Regulation Forum 2010-11

Member name	Representing	Meetings attended/ meetings held	Remuneration
Phyllis Miller	Chairperson	3 of 3	\$342 per meeting attended plus travel expenses
Paul Braybrooks	Local Government Shires Association (LGSA)	3 of 3	No payment
Allan Ezy	Local Government Shires Association (LGSA)	1 of 3	No payment
Noel Baum	Local Government Shires Association (LGSA)	1 of 3	No payment
Shannon McKiernan	Environmental Health Australia—NSW	2 of 3	No payment
Andrew Spooner	The Development and Environmental Professionals' Association	3 of 3	No payment
Les Green	The Development and Environmental Professionals' Association	2 of 3	No payment
John Burgess	Local Government Managers Association (LGMA)	1 of 3	No payment
Stephen Davidson	Environmental Health Australia	1 of 3	No payment
Craig Sahlin	NSW Food Authority	3 of 3	No payment
Peter Day	NSW Food Authority	3 of 3	No payment
Peter Sutherland	NSW Food Authority	3 of 3	No payment

### Consultative Register – NSW Shellfish Committee 2010-11

Member name	Representing	Meetings attended/ meetings held	Remuneration
Mark Boulter	Chairperson / Independent expert	5 of 5	No payment
John Dawson	Licensed shellfish farmers	5 of 5	\$207 per meeting attended plus travel expenses
Anthony Sciacca	Licensed shellfish farmers	4 of 5	\$207 per meeting attended plus travel expenses
Tony Troup	Licensed shellfish farmers	5 of 5	\$207 per meeting attended plus travel expenses
Kevin McAsh	Licensed shellfish farmers	5 of 5	\$207 per meeting attended plus travel expenses
Mark Phelps	Licensed wild shellfish collectors (estuarine areas)	5 of 5	\$207 per meeting attended plus travel expenses
Phil Baker	NSW Food Authority—CEO's delegate	5 of 5	No payment
Anthony Zammit	NSW Shellfish Program (Program Manager)	5 of 5	No payment

## Consultative Register – Peak Oyster Advisory Group (POAG) 2010-11

Member name	Representing	Meetings attended/ meetings held	Remuneration
Terrance Healey	Chairperson	2 of 2	\$5,000 per year
Mark Bulley	NSW Farmers' Association	1 of 2	No payment
Kevin McAsh	NSW Farmers' Association	2 of 2	No payment
Steve Jones	NSW Farmers' Association	2 of 2	No payment
Richard Widows	NSW Farmers' Association	1 of 2	No payment
Bill Talbot	NSW Trade & Investment	1 of 2	No payment
Ian Lyall	NSW Trade & Investment	2 of 2	No payment
Tim Gippel	NSW Trade & Investment	2 of 2	No payment
Steve McOrrie	NSW Trade & Investment	2 of 2	No payment
Jane Frances	NSW Trade & Investment	1 of 2	No payment
John Timmins	NSW Trade & Investment	2 of 2	No payment
Glen Tritton	NSW Trade & Investment	0 of 1	No payment
Anthony Zammit	NSW Food Authority	1 of 2	No payment
Phil Baker	NSW Food Authority (on behalf of Anthony Zammit)	1 of 2	No payment

## Consultative Register – NSW Seafood Industry Conference 2010-11

No meetings were held in 2010-11 due to the pending amalgamation of the NSW Seafood Industry Conference with the Seafood Industry Advisory Council to form the Seafood Advisory Committee.

Member name	Representing	Meetings attended/ meetings held	Remuneration
Hans Heilpern	Chairperson	N/A	\$171 per half day meeting plus travel expenses
Geoff Blackburn	Fishing co-operatives	N/A	\$104 per half day meeting plus travel expenses
Alan Coutts	NSW Food Authority	N/A	No payment
George Davey	Trade & Investment NSW	N/A	No payment
Norm Grant	Seafood importers	N/A	\$104 per half day meeting plus travel expenses
Graeme Hillyard	Commercial fishers	N/A	\$104 per half day meeting plus travel expenses
Eric McCarthy	Seafood industry education	N/A	\$104 per half day meeting plus travel expenses
Robert McCormack	Non-shellfish aquaculture	N/A	\$104 per half day meeting plus travel expenses
Peter Marczan	Department of Environment and Climate Change	N/A	No payment
Bryan Skepper	Seafood marketing	N/A	\$104 per half day meeting plus travel expenses
Kerry Strangas	Fish merchants	N/A	\$104 per half day meeting plus travel expenses
Vacant	Seafood industry workers	N/A	\$104 per half day meeting plus travel expenses
Vacant	NSW Farmers' Association (Oyster Committee)	N/A	\$104 per half day meeting plus travel expenses
Vacant	Community interests and consumers of seafood	N/A	\$104 per half day meeting plus travel expenses
Vacant	Indigenous fishers	N/A	\$104 per half day meeting plus travel expenses



# Glossary

AQIS	Australian Quarantine Inspection Service
COAG	Council of Australian Governments
CRC	Cooperative Research Centre
EHO	Environmental Health Officer
FBI Unit	Foodborne Illness Investigation Unit of the NSW Food Authority
FRP	Food Regulation Partnership
FSIC	Food Safety Information Council
FPAR	Food Premises Assessment Report
FRSC	Food Regulation Standing Committee – official committee that advises the Australia and New Zealand Food Regulation Ministerial Council
FSANZ	Food Standards Australia New Zealand
FSC	Food Standards Code
FSS	Food Safety Supervisor
GM	Genetically Modified
HACCP	Hazard Analysis Critical Control Point
I&I NSW	Department of Industry & Investment NSW
IMAG	Issues Management Advisory Group
ISC	Implementation Sub-Committee of the Food Regulation Standing Committee (FRSC)
MoU	Memorandum of Understanding
NATA	National Association of Testing Authorities
NSW Trade & Investment	Department of Trade and Investment, Regional Infrastructure and Services
OH&S	Occupational Health and Safety
PIN	Penalty Infringement Notice
RTO	Registered Training Organisation
SDAC	Standards Development Advisory Committee of Food Standards Australia New Zealand (see FSANZ)