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PrimeSafe eNews

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Message from the CEO

Welcome to the December 2023 edition of the PrimeSafe eNews.

In this edition, we cover:

- > **Highlights for the year**
- > **Board & staff updates**
- > **Reminder on Licence Renewals**

This year has been a busy and rewarding one for the PrimeSafe team. In 2023 PrimeSafe completed a comprehensive review of its regulatory operations. This review has resulted in the streamlining of compliance and audit requirements to reduce the regulatory burden for meat, seafood, and pet meat businesses in Victoria.

PrimeSafe also continues to invest in the digitisation of how meat, seafood, and pet meat businesses are licensed in Victoria. 92% of licences held with PrimeSafe are now utilising the digital licensing platform. The digital platform delivers a more efficient process that results in cost savings for both PrimeSafe and PrimeSafe licensees.

Investments by PrimeSafe in reducing regulatory burden and digitisation are estimate to deliver the industry approximately \$2 million in savings year on year.

We will continue to engage with you in various ways, in 2023 we have introduced feedback surveys on both our licence application/renewals process and our audit process. This enables our licensees to provide real time feedback on how we can continue to improve these core aspects of our operation. We are also investing in a new website, that will be designed to achieve better interactions with licensees, auditors and all our stakeholders.

We wish you a joyous and safe festive season and hope for success and opportunities for the New Year.

The PrimeSafe office will be closed on the public holidays during the Christmas and New Year's period.

Michael Coffey
CEO, PrimeSafe



Highlights for the Year

- Streamlining compliance requirements to reduce regulatory burden by reduction of Food Safety Program requirements and audits for some businesses, [click here for more detail link to eNews 19.](#)
- With reduced food safety monitoring , PrimeSafe staff conducted additional verification activities to ensure businesses are still focussed on food safety, [click here for more detail link to eNews 19.](#)
- Changes to The Australian Standard AS 4696:2023 - Hygienic Production of Transportation of Meat and Meat Products for Human Consumption, inclusion of revised Schedules 2 and 3 for post-mortem inspection and disposition of meat in Australia.
- Remarkable strides have been made in enhancing our licence renewals through strategic investments in the Salesforce platform, specifically leveraging the powerful Marketing Cloud. With targeted communications delivered via email and text messages, we've streamlined the renewal process, achieving a staggering 60-70% renewal rate before the December due date. Our licensee portal boasts an impressive 92% adoption rate, allowing for efficient electronic renewals.

In comparison to previous years, where we struggled to reach a 20% renewal rate by the December due date, we've not only surpassed expectations but also accelerated the renewal process by a month. We have invested in back-end payments reconciliation which has reduced receipt processing time by at least an hour daily. These investments enable us to provide you will licence certificates issued more quickly and a smoother, more convenient renewal experience.

- From 1 January 2023, Retail packaged meat that has been processed, packaged in a hermetically sealed impermeable container, and labelled at a PrimeSafe licensed facility is exempt from a PrimeSafe licence if they are handled, sold (retail only), stored for retail sale within Australia can be sold, by a business. Under the exemption, these activities will be regulated under the Food Act 1984 (Food Act). For further information on the packaged meats exemption, please [click here](#) for the Retailing Packaged Meats in Victoria Fact Sheet

- PrimeSafe website is undergoing a redesign process to ensure a more user-friendly site which can provide information on licensing, technical standards, Guidelines and Factsheets, and latest news.

Board & Staff Updates

- PrimeSafe welcomes the appointment of the following Board Directors:

Alison Stone - has been re-appointed as Board Chair.

Dr Mary Wu - CEO of the Australian Chicken Meat Foundation and has worked previously with AMIC and Commonwealth Department of Agriculture;

Dr Kate Clarke - Currently Deputy President for the Veterinary Practitioners Registration Board; and

James Kellaway - Senior agribusiness executive including at the Australian Egg Corporation, as Managing Director for 13 years;

Mark Wray - has been re-appointed and remains Chair of the Audit and Risk Committee.

- PrimeSafe acknowledges the significant contribution of former Directors, **Chris Turner**, **Bernadette Northeast**, and **Stacey McKenna**.
- PrimeSafe acknowledges the resignation and contribution of Licensing Manager **Lisa Wallace** after 5 years with PrimeSafe.
- PrimeSafe has a robust training in place for all staff and third-party auditors the following training was achieved by staff in 2023:

8 completed **HACCP refresher training**;

4 completed training for **Ready-to-eat cooked/chilled meat & seafood products**;

6 completed **Bivalve Shellfish harvesting and processing**;

4 completed **Animal Welfare** training; and

the PrimeSafe Competency Assessment Matrix was updated for all staff and third-party auditor training.

Reminder Licence Renewals

Licence renewal due for some categories

PrimeSafe sent renewal reminders via Email and SMS to all retail butcher shops, seafood wholesalers, processors, and retail licences last month.



The following licence categories are required to be renewed before **31 December 2023**:

- Retail butcher shop
- Seafood Wholesaler Category A and B
- Seafood Processor Category A and B
- Seafood Further Processor Category A and B

- Seafood Retailer including vehicle/ boat

If you operate any of these PrimeSafe licensed businesses, you need to renew your licence/s before **31 December 2023**.

To complete the renewal, you must:

1. Check and complete the renewal form

Renewal Forms were sent to licensees who do not have licensee portal access. You can complete the paper form and send it to PrimeSafe.

For Licensees that have access to the portal, please complete your renewal online through the PrimeSafe Licensee Portal. Guides for how to use the PrimeSafe Licensee Portal are available [here](#).

2. Pay the licence fee

If you are using the paper form, follow the payment instructions on the back of the renewal form. If you use the PrimeSafe Licensee Portal, you can pay with a credit card or BPAY. Follow the instructions provided in the portal.