



Ms Alison Stone  
Chair  
PrimeSafe  
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SOUTH MELBOURNE VIC 3205

9 January 2023

Minister Tierney  
Minister for Agriculture  
2 Treasury Place, East Melbourne  
VICTORIA 3002

**RE: STATEMENT OF EXPECTATIONS FOR PRIMESAFE**

Dear Minister Tierney

On behalf of the PrimeSafe Board, I write to congratulate you on your recent appointment as Minister for Agriculture, following the Victorian state election and your previous role as the Minister responsible for PrimeSafe during 2022.

I also acknowledge receipt of your letter of October 12, 2022, which outlined your *Statement of Expectations for PrimeSafe* (SOE) (Ref: BMIN-2-22-23789).

As you are aware, PrimeSafe is the Statutory Authority responsible for regulating the food safety of red meat, poultry, and seafood in Victoria. As the Chair of PrimeSafe, I am acutely aware of the critical role the organisation plays in maintaining the health, safety and confidence of the Victorian public in consuming meat and seafood produced and processed in Victoria. In addition, PrimeSafe remains deeply invested in ensuring the meat, poultry, and seafood industries in Victoria remain prosperous, innovative and can operate efficiently.

I am pleased to share with you that PrimeSafe has recently undertaken important work to develop a strategic plan to set our organisational direction and take account of industry and stakeholder feedback sought through the process. It acknowledges and builds on recent success in our digital transformation which was supported by funding from the Victorian Government and continues the work of instilling a strong food safety culture across the industry sectors.

Importantly, the Board and Executive have worked to align and embed the Statement of Expectations in our future direction and ambitions. It is our intention that the strategic plan will focus on how PrimeSafe can minimise regulatory burden to industry within our current regulatory environment, while maintaining the food safety standards Victorians expect.

It is our intention to develop this strategic plan with a strong focus on how we can deepen our engagement with industry through investing in building purposeful partnerships and strong stakeholder relations.

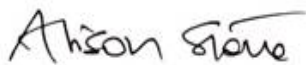
PrimeSafe has recently completed an overhaul on its digital licencing platform, and we are excited to continue this work into the future through the delivery of a new website which is more customer facing and has revised, plain English (with some translated) regulatory guidance in the first half of 2023.

As the Chair of PrimeSafe, I am proud of what the organisation continues to deliver year on year within its resources as a cost recovery authority, particularly given the challenging circumstances of the past two years. With less than 15 staff, PrimeSafe has continued to minimise instances of food borne illness and assist, inform and service more than 7,000 licensees.

On behalf of the PrimeSafe Board, I thank you for entrusting us to lead the organisation into a new era through regulatory modernisation, an unwavering commitment to food safety culture and building and expanding our reputation as a trusted regulator.

I look forward to updating you and your office on the progress of PrimeSafe's new strategic plan over the coming 12 months.

Yours sincerely

A handwritten signature in black ink that reads "Alison Stone". The signature is written in a cursive, slightly slanted style.

**ALISON STONE**  
Chair  
PrimeSafe