



PRIME SAFE



Corporate Plan 2020–25

Food Safety is Everybody's Business



About Us

PrimeSafe is the Statutory Authority responsible for regulating the food safety of red meat, poultry and seafood in Victoria. PrimeSafe has the primary objective for the provision of safe, wholesome meat, poultry and seafood for all consumers. PrimeSafe is also responsible for the regulation of pet food.

PrimeSafe is part of national and state food safety regulatory arrangements and collaborates with other regulators to deliver the Victorian food safety regulatory system. This system is detailed in the Victorian Food Regulators Memorandum of Understanding (MoU).

PrimeSafe ensures compliance with Australian Standards for food safety using a licensing and audit system. These mechanisms require food businesses to adopt and implement a quality assurance program so that food safety and consumer confidence are maintained.

PrimeSafe values, and seeks to build strong partnerships with our stakeholders and licensees, and be responsive to industry challenges and trends. PrimeSafe also provides information and support services and holds industry seminars to support and promote a food safety culture, world-class food, and ensure market access for innovative new products that meet consumer demands.

The ticks of the PrimeSafe logo represent the key steps in the quality assurance process and the collaborative approach between industry and government. PrimeSafe continually monitors compliance and is focussed on:

- Maintaining community confidence in PrimeSafe's ability to ensure safe food and effective management of incidents;
- Targeting high risk activities with a proportionate response to non-compliance;
- Monitoring consumer, industry, legal and government requirements and trends to ensure a contemporary regulatory framework;
- Building effective engagement and collaboration with all levels of industry and government;
- Continuous improvement in governance, technology, knowledge and skills to respond to challenges, emerging technologies and industries; and
- Ensuring that PrimeSafe has the resources, processes and systems to sustainably support and deliver Government requirements and ensure that Victoria's food safety system is efficient and effective.

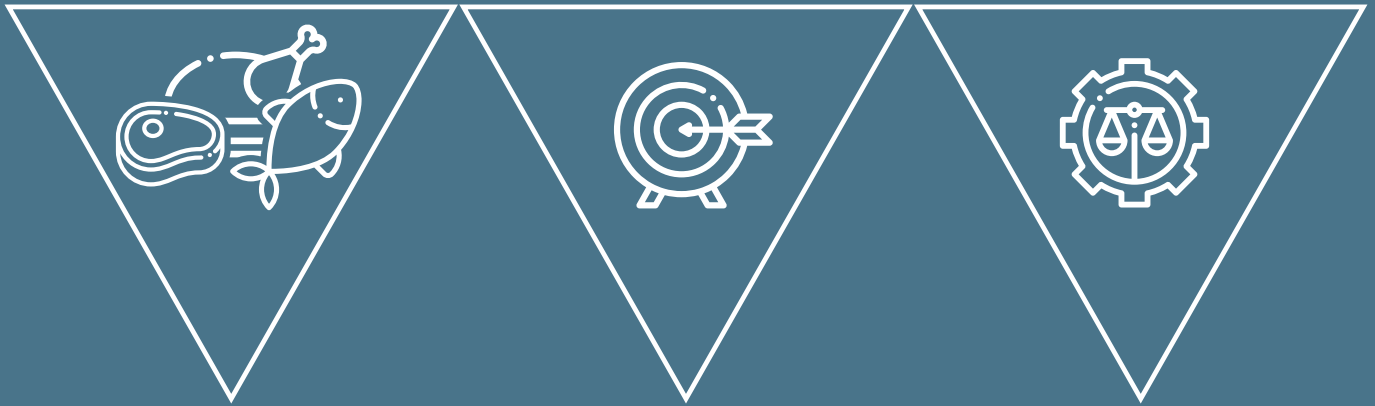


PrimeSafe Functions

The functions of PrimeSafe are prescribed under Section 44 of the *Meat Industry Act 1993*:

- To control and keep under review the standards of meat, poultry meat and game meat produced for consumption or sale within the state;
- To control and keep under review the standards of the construction and hygiene of plant and equipment in a meat processing facility;
- To control and keep under review the standards of construction, maintenance, cleanliness and hygiene of meat transport vehicles;
- To ensure that appropriately qualified persons are authorised as inspectors;
- To licence meat processing facilities;
- Subject to the regulations, to determine categories of licences;
- To approve quality assurance programs and to monitor the implementation of those programs;
- In consultation with the Secretary of the Department of Health or a municipal council, to protect public health;
- To fix and charge fees in respect of the carrying out of any of its functions or the exercise of any of its powers;
- To carry out the functions conferred on the Authority by the *Seafood Safety Act 2003* or the regulations made under that Act; and
- To carry out any other function that is conferred on the Authority by the *Meat Industry Act 1993* or the regulations or by any other Act or the regulations made under any other Act.





Vision

Strong consumer confidence in the safety of Victoria's meat, poultry and seafood through industry quality assurance.

Mission

To advance and regulate food safety in Victorian meat, poultry, seafood and pet food industries through credible quality assurance systems and services that also support opportunities for industry growth and innovation.

Values

PrimeSafe will be:
Responsible and accountable,
Responsive and respectful,
Risk-based and reasonable,
Efficient and effective and act with integrity.

Financial Management Compliance Framework

PrimeSafe operates in compliance with the Standing Directions 2018 under the *Financial Management Act 1994*, Instructions, applicable Financial Reporting Directions, the *Borrowing and Investment Powers Act 1987*, Australian Accounting Standards including Interpretations, and other mandatory professional reporting requirements, and as reported in the Annual Report.

Operating Environment

The broad environment in which PrimeSafe and regulated food businesses operate is expected to continue to be subject to significant change over 2020–25, bringing a need for everyone to respond and also providing opportunities for innovation, added value and growth.

Globalisation and new trade deals are expected to increase food imports into Australia, and the domestic industry will seek to remain competitive through innovation and cost minimisation.

Climate change and protracted periods of drought will continue to challenge many businesses that will develop new production and processing practices and supply chains. Accordingly, PrimeSafe will continue to work with licensees to streamline administrative processes and appropriately reduce regulatory burden.

Consumers will increasingly be interested in information about provenance and production of food, with new and emerging markets requiring enhanced food safety standards. PrimeSafe is well placed to integrate new requirements into its risk and regulatory frameworks.

Meeting community expectations for animal welfare and sustainable resources use will require continuous improvement of traditional food production and processing systems by industry and continued vigilance by PrimeSafe.

The achievements delivered through the previous Corporate Plan 2015–20 have placed PrimeSafe in a position of readiness for 2020–25 and with a positive reputation and proactive approach. Importantly, regulated businesses recognise that a robust food safety regulatory system provides a solid foundation for consumer confidence, market access and prosperity.

Minister for Agriculture

The Minister for Agriculture established priorities and expectations for PrimeSafe in the Statement of Expectations in June 2018.

PrimeSafe's achievement of the targets from the Statement of Expectations are reported in the Annual Report and on the website.

This Corporate Plan for 2020–25 is also delivered within the broader context of the Victorian Government's Food and Fibre Strategy and PrimeSafe is committed to the implementation of aspects of government policy related to its responsibilities.



Drivers of change



Risk-Based Regulation

PrimeSafe uses a contemporary, best practice, risk-based approach to implementing its obligations under food safety legislation and Australian Standards. PrimeSafe risk management arrangements are determined by:

- International standards for risk management (ISO 31000: 2018), food safety (ISO 22000: 2018) and conformity assessment (ISO 17065:2012);
- Australian and Victorian Standards for food safety and animal welfare;
- Compliance with the Victorian Government Risk Management Framework and associated directions; and
- PrimeSafe Board risk management policy and guidelines.

The importance of food safety and animal welfare in the Victorian meat, poultry, seafood and pet food industries demands that PrimeSafe maintains a low appetite to risk when undertaking compliance action in accordance with legislation.

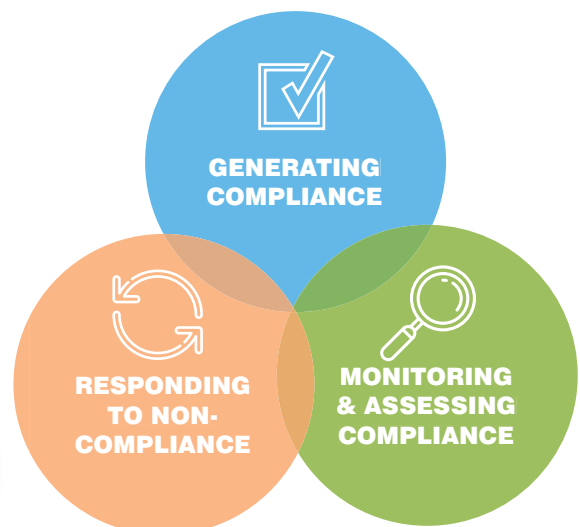
The risk management framework ensures that compliance actions are proportionate, consistent and credible and ensures licensees are treated equally and fairly.



PrimeSafe's risk management framework is used to:

- Ensure consumer confidence in food safety and animal welfare, and maintain market access through a culture of effective risk management;
- Identify, assess, prioritise, manage and monitor all material risks in a consistent and effective manner;
- Provide businesses with appropriate information and tools to promote compliance and a food safety culture through risk management, decision making and management reporting; and
- Ensure comprehensive identification and assessment of risks, with resources allocated to optimally to manage residual risks commensurate with PrimeSafe's risk appetite.

PrimeSafe delivers the legislated functions and this Corporate Plan 2020–25 in accordance with Australian best practice in food safety regulation through:



PrimeSafe Corporate Plan (2020–25)

Food Safety is Everybody's Business

| Objectives | Indicators and Targets | Strategies | Indicators and Targets |
|--|--|--|--|
| 1 ✓ Meat, poultry, and seafood are safe for human consumption | Indicator: Number of food borne disease outbreaks attributed to a licensee* Target: 0 | Licensee compliance with Australian Standards for food safety is assured through monitoring and surveillance | Indicator: Compliance confirmed* Target: 100% |
| 2 ✓ Welfare of animals is protected | Indicator: Number of animal welfare incidents attributed to a licensee* Target: 0 | Licensee compliance with Australian Standards for animal welfare is assured through monitoring and surveillance | Indicator: Compliance confirmed* Target: 100% |
| 3 ✓ Pet food is safe and fit for purpose | Indicator: Number of pet food incidents attributed to a licensee* Target: 0 | Licensee compliance with Australian Standards for pet food is assured through monitoring and surveillance | Indicator: Compliance confirmed* Target: 100% |
| 4 ✓ Businesses have a strong food safety culture | Indicator: Licensee culture audit survey Target: 50% completed | Licensees and PrimeSafe collaborate on information to assist compliance with regulatory requirements | Indicator: Licensees using PrimeSafe information* Target: 50% Indicator: Compliance at audit by those using PrimeSafe information Target: 75% |
| 5 ✓ The PrimeSafe regulatory system facilitates prosperity and innovation | Indicator: Approved alternative techniques | Best practice governance and regulatory practice through contemporary PrimeSafe policies and delivery of legislated functions | Indicator: Regulatory practice assessment Target: 90% |
| 6 ✓ PrimeSafe is respected as an efficient industry specialist regulator | Indicator: Stakeholder satisfaction survey* Target: 90% satisfaction | Continuous improvement through corporate and business planning | Indicator: Financial reports Target: Positive profit and loss statement Indicator: Licensee feedback* Target: 90% satisfaction |

* Contributes to the Statement of Expectations

| Activities and Measures | Participants | Inputs | Assumptions |
|--|--|--|---|
| <ul style="list-style-type: none"> Maintain licensing and compliance to deliver food safety outcomes and legislated functions Measure: number of audits per licence* Timely management of non-compliance and complaints Measures: number and proportion triaged <24h and resolved <30d* Active participation in national and Victorian incident response, exercises and events | | | |
| <ul style="list-style-type: none"> Introduce comprehensive food safety and animal welfare QA systems that are widely recognised and accepted Measures: number and type of enforcement actions* Use data to inform operational risk assessment and targeted surveillance programs Review the risk framework to ensure regulatory system requirements are risk based, proportionate and consistent Continuous improvement in audit management | <ul style="list-style-type: none"> Consumers of meat and seafood products Domestic and export markets Licensed, unlicensed and prospective businesses | <ul style="list-style-type: none"> Legislated functions in the Meat Industry and Seafood Safety Acts and Regulations, and the Food Act | <ul style="list-style-type: none"> Applicable legislation and functions The Victorian food safety regulatory system and related Victorian Government policy |
| <ul style="list-style-type: none"> Maintain collaboration with government departments to effectively deliver the Victorian MoU and food safety regulatory system Participate in regulatory forums and implement relevant activities from the Australian and Victorian food borne illness reduction strategies Support and implement national and Victorian food safety and animal welfare legislation and standards development Support initiatives to mitigate zoonotic disease and antimicrobial resistance risks | <ul style="list-style-type: none"> Other Victorian regulators, local government, Victorian Government agencies and justice system | <ul style="list-style-type: none"> Australian Standards for food safety and animal welfare Statement of Expectations of the Minister for Agriculture | <ul style="list-style-type: none"> Ministerial expectations remain relatively consistent over the duration of the corporate plan |
| <ul style="list-style-type: none"> Provide timely advice and assistance to licensees and stakeholders, especially small businesses Measures: new guides, web use and response to enquiries <24h* Review and implement the communication plan to ensure a formal and planned approach to engagement & collaboration Continuous improvement through consultation, forums, feedback and surveys Develop and use food safety culture assessment and guidelines | <ul style="list-style-type: none"> Industry peak councils (e.g. AMIC, SIA/SIV, ACMF, VFF, PFIAA) PrimeSafe Board, CEO and staff | <ul style="list-style-type: none"> National level guidance on compliance, monitoring and enforcement Victorian Standards, Codes and guidelines | <ul style="list-style-type: none"> PrimeSafe delivers consistently in accordance with values, principles and policies Stakeholders continue to engage |
| <ul style="list-style-type: none"> Conduct risk assessments for new processing techniques and novel foods Investigate the use of alternative monitoring and reporting opportunities through digitisation Measure: reduced audit participation* Review Board policies to ensure delivery of legislated functions, government policy, and benefits to licensees and stakeholders Review licence categories and fees, and investigate opportunities to reduce unnecessary regulatory burden | <ul style="list-style-type: none"> PrimeSafe consultants and auditors Australian food safety system and regulators (e.g. Forum, FRSC, ISFR, AMRG, jurisdictional regulators) | <ul style="list-style-type: none"> Revenue from full cost recovery via licence fees and services | <ul style="list-style-type: none"> PrimeSafe staff maintain a high level of competency and capacity through strategic appointments, training and resourcing |
| <ul style="list-style-type: none"> Continuous improvement to ensure efficient and effective licensing of businesses Measures: number of licensees and proportion of approvals <30d* Provide the Minister and Department with timely advice for policy development and issues management Introduce administrative efficiencies through digitisation and cloud based computing Workforce planning and training to ensure staff have skills and motivation to engage effectively and positively with licensees and stakeholders | | | |

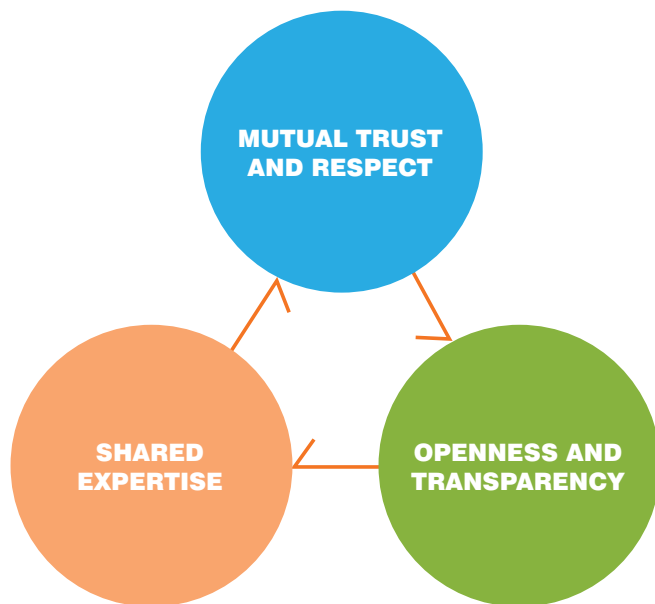


This edition of the eNews features:

- Why is food safety important?
- Trends - foodborne illnesses and recalls
- What is a food safety program?
- Free PrimeSafe food safety programs
- PrimeSafe has a new website

Engagement and Feedback

PrimeSafe is committed to maintaining genuine and respectful relationships with stakeholders and licensees and aims to increase confidence and remove uncertainty. PrimeSafe will create opportunities for input and feedback on new initiatives and actions that affect others and will ensure that all communication is delivered clearly, consistently and in a manner best suited to each audience. The principles underpinning all communications and stakeholder engagement by PrimeSafe are:



PrimeSafe has consulted with key stakeholders during the development of this Corporate Plan 2020–25, including:

- Department of Jobs, Precincts and Regions;
- Department of Health and Human Services;
- Victorian Farmers Federation;
- Australian Meat Industry Council;
- Seafood Industry Australia;
- Seafood Industry Victoria;
- Pet Food Industry Association; and
- Australian Chicken Meat Federation.

Engagement and consultation will continue with licensees and stakeholders during delivery of the Corporate Plan 2020–25. This will be supported by implementation of the PrimeSafe communications strategy and plan.



Evaluation and Reporting

PrimeSafe will evaluate the performance of licensees and of PrimeSafe by analysing information from:

- Compiled data from records;
- Industry information and market trends;
- Consumer, licensee and stakeholder surveys;
- International and national reviews of food safety standards; and
- Annual assessment of the PrimeSafe Board and staff performance reviews.

PrimeSafe will report on the progress of the Corporate Plan 2020–25 in each Annual Report.

Stakeholders will be consulted and invited to provide feedback on the progress of the Corporate Plan 2020–25. Updates and refinements will be made through PrimeSafe's annual business planning process.

PrimeSafe will monitor and evaluate the achievement of the objectives outlined in this Corporate Plan 2020–25 using the following evaluation questions:

- Are the objectives relevant and aligned?
- Do the objectives address the operating environment and drivers of change?
- Are the assumptions, inputs, and participants relevant, and have these informed or contributed to the delivery of activities?
- Can the indicators and measures be assessed and is data available or able to be collected?
- Has data for the indicators and measures been collected and reported?
- What is the evidence of attribution that the strategies have supported the delivery of objectives?

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www.primesafe.vic.gov.au

