

Stakeholder Engagement Strategy 2020-2025

Dairy Food Safety Victoria's (DFSV) vision is local and global confidence in the safety of Victoria's dairy food. The objective of DFSV's Stakeholder Engagement Strategy is to continually improve how we engage with stakeholders to enhance delivery of our vision.

Our legislation, the *Dairy Act 2000*, requires that DFSV consult on our operations (e.g. determination of licence fees) and performance. DFSV also engages with industry, government and consumers on a range of food safety matters (including food safety programs, recalls and incidents).

Stakeholder engagement is integral to DFSV's work in developing, designing and implementing services. DFSV is committed to ensuring any engagement with stakeholders aligns with the organisational values — respect, collaboration, service, excellence, and integrity and fairness.

DFSV's Stakeholder Engagement Strategy 2020-2025 is designed to ensure we have constructive relationships with our stakeholders and have a clear process in place to manage any stakeholder concerns. In the case of major projects such as *Dairy RegTech*, DFSV will develop specific, tailored stakeholder engagement strategies.

What we do

DFSV:

- is the statutory authority responsible for regulating the Victorian dairy industry to safeguard public health
- applies minimum effective regulation to achieve safe food outcomes
- licenses all dairy businesses operating in Victoria, approving food safety programs and monitoring compliance with food safety requirements
- verifies food safety systems in licensed businesses
- takes enforcement action proportionate to the seriousness of any legislative non-compliance and associated food safety risk; escalating action when appropriate
- is funded from dairy licence and service fees, which are set annually by the DFSV Board in consultation with the Victorian dairy industry
- supports the development of industry capability
- implements a robust regulatory framework which underpins market access and the growth of the dairy industry
- maintains effective and efficient governance and business systems, which support it in discharging its regulatory obligations in a transparent and equitable way.

What we don't do

DFSV does not:

- lead the response to foodborne illness outbreaks
- develop the standards in the *Australia New Zealand Food Standards Code*
- regulate the food service and retail sectors (responsibility of the Department of Health and Human Services)
- regulate chemicals
- regulate animal welfare
- investigate environmental contamination incidents

DFSV's stakeholders

DFSV's stakeholders include consumers of dairy products and government and industry groups including:

- Licensees
- Industry peak bodies
- The Minister for Agriculture
- Victorian Government (e.g. the Department of Jobs, Precincts and Regions, the Department of Health and Human Services, the Environmental Protection Agency)

- Federal Government (e.g. Department of Agriculture, Water and Environment, Food Standards Australia New Zealand)
- National food regulation committees (e.g. the Implementation Sub-committee for Food Regulation)
- State food regulatory agencies
- Retailers
- Importing countries
- Contract auditors
- New Zealand Ministry for Primary Industries
- Research and academic organisations
- Service providers (e.g. laboratories consultants)
- Education and training organisations

What stakeholders can expect when engaging with DFSV

DFSV will continue to work with industry maintaining clear and open two-way communication, listening to feedback, and solving problems together. We will align operations, processes, and systems to support customer-centric initiatives.

The following principles, based on those developed by the Food Regulation Standing Committee¹, outlines our approach to engaging with stakeholders:

1. Clear purpose, scope and outcome

DFSV's engagement processes are undertaken with a clear purpose and scope. The constraints and conditions of the engagement processes are communicated to stakeholders and stakeholders are advised of how a contribution can affect an outcome.

2. Appropriateness and structure

DFSV's engagement processes are structured and appropriately designed for each issue being considered, mindful of practical realities. Engagement opportunities are offered early in the consideration of an issue. Information shared among stakeholders may be recorded and considered before deciding.

DFSV uses "design thinking" to learn more about the needs and expectations of our licensees which leads to better products, services, and internal processes and support from intended users who can increase the quality and appropriateness of project deliverables. For example, DFSV used human-centred design principles to pilot the *Dairy RegTech* initiative, engaging ten licensee dairy manufacturers at a senior management and operations level throughout the fifteen-month trial to develop, test and recalibrate critical processes and systems.

3. Inclusiveness and balance

DFSV's engagement opportunities and processes enable fair and equitable participation and consider the impacts and benefits of decisions on stakeholders.

4. Commitment, accountability and transparency

DFSV is committed to improving the quality of engagement and accepts that stakeholders will have differing positions. DFSV is mindful of maintaining confidentiality of information, where appropriate. DFSV's processes and decisions are transparent. Mutual trust and respect are key to the success of our engagement now and into the future.

¹ The Food Regulation Standing Committee (FRSC) is the sub-committee of the Australia and New Zealand Ministerial Forum on Food Regulation (the Forum). The FRSC is responsible for coordinating policy advice to the Forum and ensuring a nationally consistent approach to the implementation and enforcement of food standards.

How DFSV engages – open communication and collaboration

DFSV's engagement processes are based on communication that is adaptable and can occur through multiple channels. These currently include:

Online Channels	Publications	Direct – face to face	Other
Website	Annual report	DFSV verification activities Seminars/workshops	Phone - technical advice and information on our processes
Webinars	Guidelines/ manuals	Meetings	Surveys/feedback forms
Electronic direct mail	Technical notes	Learning Networks	Direct mail (post)
Science Blog		Annual General meeting	
Online technical group Videos		Sponsorship of industry events	
LinkedIn		Cohort workshops ²	

Dairy Industry Consultative Forum – DFSV's industry reference group

DFSV established the Dairy Industry Consultative Forum (DICF) in 2018 for formal engagement with key stakeholder groups. The scope of the DICF is to:

- assist DFSV by providing feedback and guidance on the effectiveness and efficiency of our regulatory functions and activities
- discuss regulatory issues and developments relevant to the industry
- provide technical advice on policy development
- provide intelligence on operational issues facing the dairy industry, including ways to reduce regulatory burden

Ongoing engagement with the Dairy Industry Consultative Forum informs DFSV's future strategic direction, including the nature and scope of support that is provided to the dairy industry.

More broadly, DFSV's contact management system is used to invite stakeholders to engage on issues.

Measuring our success in stakeholder engagement

In order to measure our success, DFSV will:

- monitor and measure the number and quality of our interactions
- monitor the number of requests for information
- monitor website and social media analytics
- analyse event feedback forms
- conduct stakeholder surveys

DFSV conducts an annual survey of farmers, manufacturers, distribution and carriers to continually monitor licensee satisfaction and confidence in DFSV's performance and inform DFSV's strategic and operational planning to support the organisation maintaining its reputation as a fair and effective regulator. Survey results are available on our website.

² Cohort workshops are *Dairy RegTech* workshops for licensees of a similar size/production for technical discussion, networking and support.