

# Stakeholder Engagement Strategy

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Dairy Food Safety Victoria's (DFSV) vision is product safety and integrity locally and globally for Victoria's dairy industry. The objective of DFSV's Stakeholder Engagement Strategy is to continually improve how we engage with stakeholders to better deliver against our vision.

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

DFSV's Stakeholder Engagement Strategy is designed to ensure we have constructive relationships with our stakeholders and have a clear process in place to manage any stakeholder concerns. We are also committed to ensuring any engagement with our stakeholders aligns with our organisational values – Respect, Collaboration, Service, Excellence and Integrity and Fairness.

## 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
- 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.

## Our stakeholders

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

- Licensees
- Industry peak bodies
- The Minister for Agriculture
- Victorian Government (e.g. the Department of Economic Development, Jobs, Transport and Resources, the Department of Health and Human Services)
- Federal Government (e.g. Department of Agriculture and Water Resources, 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
- Other regulatory agencies (e.g. the Environment Protection Agency)
- Research and academic organisations
- Service providers (e.g. laboratories consultants)
- Education and training organisations
- Consumers

## What stakeholders can expect when engaging with DFSV

The following principles, based on those developed by the Food Regulation Standing Committee<sup>1</sup>, 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 their 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 making a decision.

DFSV uses different levels and types of engagement processes:

**Inform** – to provide good quality sources of information about key activities, engagement opportunities and decisions

**Consult** – to seek advice and suggestions on a particular process or issue

**Involve** – to be part of structured dialogue about an issue or process

**Collaborate** – to be part of a shared process with a common objective

**Initiate** – to make an application for a dairy licence

### 3. Open communication and collaboration

DFSV's engagement processes are based on communication that is adaptable and can occur through multiple channels. DFSV undertakes stakeholder engagement using a wide range of methods—both formal and informal including the use of social media.

### 4. Inclusiveness and balance

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

### 5. 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.

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<sup>1</sup> 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

In order to engage effectively, DFSV uses a variety of methods to engage and communicate with our stakeholders. These currently include:

Online channels	Publications	Direct – face to face	Other
Website	Quarterly newsletter	DFSV Food Safety Managers auditing licences Seminars/workshops	Phone - technical advice and information on our processes
Twitter	Guidelines/ manuals	Meetings	Surveys/feedback forms
Electronic direct mail	Technical notes	Learning Networks	Direct mail (post)
Webinars	Annual report	Annual General meeting	
Online technical group Videos		Sponsorship of industry events	
LinkedIn		New licensee induction visits	
Blogs		Presentations to industry/science/regulatory forums and importing country delegates	

DFSV has also established the Dairy Industry Consultative Forum (DICF) for ongoing, 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

## Measuring our success in stakeholder engagement

In order to measure our success, DFSV will:

- monitor and measure the number and quality of our interactions; with a focus on growing our consumer audience via social media
- monitor the number of requests for information
- monitor website and social media analytics
- analyse event feedback forms
- conduct stakeholder surveys.

DFSV conducted its third annual licensee engagement survey in April 2018. Participation was invited from the 304 licensees comprising the manufacturing, distribution and carrier licensee groups. The results show that these licensees maintain a consistently high degree of confidence in DFSV as a regulator. This includes DFSV's ability to deliver on its regulatory obligations to safeguard public health, provide a timely and proportionate response to food safety incidents when they occur, support licensees with high quality communications and have appropriately skilled and empowered staff. The results allow the continued monitoring of 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.