

Food Unit Communication Strategy

The main reason for developing a communication strategy is that it moves attention away from communication **products** (leaflets, booklets, videos, workshops, events) to communication **processes** (how interacting, networking, involving, participating, encouraging, enhancing, empowering can best be achieved).

COMMUNICATION STRATEGY PRINCIPLES

The communication strategy has been developed around the following principles:

- that communication must be inclusive, purposeful and timely particularly in relation to consultation and decision making
- that the management of communication is risk-based prioritisation
- a commitment to a “whole of government” approach
- the understanding that enforcement agencies are best placed to make decisions in relation to the local administration of the Act
- that the process is constantly updated and non-static

CHANNELS OF COMMUNICATION

The Food Unit uses many channels of communication and will primarily utilise:

- the Department of Health website Food Unit Notices
- email lists
- newsletters
- targeted correspondence
- teleconferencing
- seminars
- workshops
- focus group sessions

KEY MESSAGES

In general we:

- are committed to implementing the Act effectively
- wish to ease the administrative burden of food legislation as much as possible whilst ensuring the safety and suitability of food available for sale within WA
- will provide regular communication on the progress of the Act interpretation to our stakeholders
- are committed to a holistic, collaborative and co-ordinated approach towards implementing the Act effectively to ensure that:
- local government and other enforcement agencies are provided with good quality support
- industry associations, other government departments and consumers are aware of their roles and responsibilities in relation to the Act

STAKEHOLDERS

We have identified stakeholders as:

- The Minister for Health
- Food Standards Australia and New Zealand;
- Local government;
- Other enforcement agencies;
- Industry associations / bodies.

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