



# WA Food Regulation: Food Unit Communication Strategy

**April 2009**

**This document is of relevance to those interested in the communication strategy relating to the regulation of food in Western Australia.**

## CONTENTS

<b>1.</b>	<b>Introduction</b>	3
<b>2.</b>	<b>Objectives</b>	3
<b>3.</b>	<b>Principles</b>	3
<b>4.</b>	<b>Channels of Communication</b>	4
<b>5.</b>	<b>Key Messages</b>	4
5.1	In General	4
5.2	Informing	4
5.3	Explaining	5
5.3	Gathering	5
<b>6.</b>	<b>Local Government</b>	5
<b>7.</b>	<b>Other Stakeholders</b>	5
	Table 1 Group input and type of involvement	6
<b>8.</b>	<b>Roles and Responsibilities</b>	7
8.1	Media Enquiries	7
8.2	Ministerial Enquiries	7
8.3	Formal Representation to Food Unit	7
<b>9.</b>	<b>Glossary of Terms</b>	7
<b>10.</b>	<b>Further Information and Feedback Mechanisms</b>	8

# The Food Unit Communication Strategy

## 1. INTRODUCTION

The main reason for developing our communication strategy is to move attention away from communication products (leaflets, booklets, discussion lists, websites, videos, workshops, events) to communication processes (how interacting, networking, involving, participating, encouraging, enhancing, empowering can best be achieved).

## 2. OBJECTIVE

To ensure that all communication undertaken is:

- clear and consistent
- unambiguous
- regular and accessible
- appropriate for the particular audience
- provides for a suitable feedback mechanism

## 3. 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 and Regulations
- that the process is constantly updated and non-static

## 4. 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
- seminars
- workshops
- focus group sessions
- newsletters
- targeted correspondence
- teleconferencing

## 5. KEY MESSAGES

### 5.1 In general we:

- are committed to implementing the Act and Regulations 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 and Regulations to our stakeholders
- are committed to a holistic, collaborative and co-ordinated approach towards implementing the Act and Regulations 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 and Regulations

### 5.2 Informing

- Information is required by stakeholders about:
  - The Act and Regulations
  - Policies and procedures
  - Forms and guidelines

- Workshops and seminars

### **5.3 Explaining**

- Providing explanations to stakeholders about:
  - Priorities
  - Projects
  - Legislative positions
  - Consultations

### **5.4 Gathering**

- Gathering reactions and comments received on:
  - Key issues
  - Legislative positions
  - Consultations

The results of which will inform policy.

## **6. FOR LOCAL GOVERNMENT**

In general we will:

- provide policy direction for local government (where required as a consequence of the repeal of the Food Hygiene Regulations – i.e. Regulation 57)
- ensure that local government is provided with consistent guidance on the application of the Act and Regulations
- ensure that the DOH website acts as the principle informant / guidance portal for the Act and Regulations for Authorised Officers and as such is regularly updated and critiqued
- encourage the ongoing input from local government on food safety issues

## **7. OTHER STAKEHOLDERS**

There is a myriad of stakeholders that need to be consulted with and communicated to in order to ensure the effective implementation of the Act and Regulations. These will range from internal stakeholders who play a key role in ensuring the objectives of the Act and Regulations are recognised, to the

consumer who needs to know what their rights and responsibilities are in relation to food sold within WA.

It is important to recognise that not all stakeholders would have the same role or needs. The communication framework must be appropriately designed to account for this. In table 1 the different stakeholder groups have been identified and the propose level of involvement / communication determined.

**Table 1 Group input and type of communication**

<b>Group</b>	<b>Type</b>	<b>Level of Involvement</b>	<b>Type of Communication</b>
Primary level Stakeholders	<i>Internal</i> ▪ Food Unit	High	Consultation and feedback required.
	<i>External</i> ▪ Local Government ▪ Other enforcement agencies ▪ Relevant tertiary institutions/training bodies	High	
Secondary level Stakeholders	<i>Internal</i> ▪ Environmental Health Directorate staff	Medium	<ul style="list-style-type: none"> <li>▪ Consultation invited</li> <li>▪ Information provided directly</li> </ul>
	<i>External</i> ▪ Industry ▪ Other Government Departments who will be affected by legislation (i.e. Department of Water) ▪ Professional bodies (i.e. Environmental Health professional associations, WALGA, Small Business Association)	Medium	
Tertiary level Stakeholders	<ul style="list-style-type: none"> <li>▪ Consumers</li> <li>▪ Other Government Departments (than those directly affected)</li> </ul>	Low	<ul style="list-style-type: none"> <li>▪ Information provided directly on a needs basis (i.e. media releases)</li> <li>▪ Website</li> <li>▪ Information provided on request</li> <li>▪ Feedback welcome</li> </ul>

## 8. ROLES AND RESPONSIBILITIES

The communication strategy should be read in conjunction with our strategy on Roles and Responsibilities for the Food Unit.

### 8.1 Responsibilities for media enquiries

All media enquiries should be directed to the Manager of the Food Unit.

### 8.2 Responsibilities for ministerial questions

All enquiries relating to ministerial questions should be directed to the Manager of the Food Unit.

### 8.3 Responsibilities for formal representation to the Food Unit

Requests for formal representations should be directed to the Manager of the Food Unit.

## 9. GLOSSARY OF KEY TERMS

<b>ANZFRMC</b>	Australia New Zealand Food Regulatory Ministerial Council
<b>CEO</b>	Chief Executive Officer
<b>COAG</b>	Council of Australian Governments
<b>DOH</b>	Department of Health
<b>EDPH</b>	Executive Director of Public Health
<b>FSANZ</b>	Food Standards Australia New Zealand
<b>FRA</b>	Inter-Governmental Food Regulation Agreement
<b>FRSC</b>	Food Regulation Standing Council
<b>FSP</b>	Food Safety Program
<b>IN</b>	Infringement Notice
<b>ISC</b>	Food Regulation Standing Committee Implementation Sub-Committee
<b>LG</b>	Local Government
<b>PIMC</b>	Primary Industry Ministerial Council
<b>PISC</b>	Primary Industry Standing Committee
<b>SAT</b>	State Administrative Tribunal
<b>The Act</b>	<i>The Food Act 2008</i>
<b>The Regulations</b>	<i>The Food Regulations 2009</i>

## 10. FURTHER INFORMATION AND FEEDBACK MECHANISMS

### Contact the Food Unit via:

**Email**            [foodunit@health.wa.gov.au](mailto:foodunit@health.wa.gov.au)

**Phone**            +61 89388 4903

**Fax**                +61 89382 8119

Any feedback or concerns please utilise the “Food Unit Query” form which can be downloaded from our website:

[http://www.public.health.wa.gov.au/2/786/3/food\\_informatio.pm](http://www.public.health.wa.gov.au/2/786/3/food_informatio.pm)

Stan Goodchild

Manager - Food Unit

Email: [foodunit@health.wa.gov.au](mailto:foodunit@health.wa.gov.au)

Ph: (08) 9388 4920 Fax: (08) 9382 8119

Department of Health

PO Box 8172

Perth Business Centre WA 6849

[www.public.health.wa.gov.au](http://www.public.health.wa.gov.au)

*Note: The information contained in this document covers the food legislation requirements for Western Australia. It is current on the date of publication but may change without notice. The Department of Health is not liable for any costs arising from or associated with decisions based on information here and users should obtain expert advice to satisfy all requirements of the relevant food legislation applicable.*



Delivering a **Healthy WA**



**Government of Western Australia**  
Department of Health