**Planning Day Minutes**

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| 1. **Date**
 | 9 May meeting opened at 10.15 am AEST |
| 1. **Attendees**
 | Board: Rachelle Williams, Deb Kerr, Lydia Buchtmann, Gavin Buckett, Cathy MoirMembers: Duncan Craig (Membership Chair), Vivien Kite and Kylie Hewson (Chicken Meat Federation, for a brief time period), Marsha Young and Jim Mitchell (Qld Health), Rebecca Bowman (NSW), Karen Ferres (SA Health), Lorraine Haase (FSANZ), Ken Buckle, Richard Bennett and Stephen Fujiwara (Fresh Produce Safety Centre), Dean McCallum (SA Health), Rebecca May (Dietitians Association of Australia) |
| 1. **Apologies**
 | Trish Desmarchelier, Brigitte Cox, Radomir Krsteski (ACT Health), Ben Stapley and Tirzah Anglin (Animal Medicines Australia), John Carrangis (Regional Council of Goyder) |
| 1. **Welcome**
 | Rachelle Williams welcome those present, thanking individuals/organisations that assisted in making today happen. Rachelle noted that although many good outcomes were agreed at the 2017 Planning Day, but little were implemented due to lack of resources, and that today must be different. Rachelle noted the objectives for today, in particular, the need for recognition and questioned how we do that without funding. We are our own worst enemy as a lot is achieved from very little funding, and with the financial, in-kind and other good will. Today is a decision point in whether to continue, or the become the national supported council.The meeting noted that Duncan Craig would chair the day.  |
| 1. **Review of 2017 Food Safety**
 | Lydia Buchtmann spoke to her presentation, outlining the highlights of the past year’s activities (attached). Discussion: Some clarification was sought on specific data provided. Lydia was commended on the tone of her responses to the rockmelon, which was very factual. Need to do good science, but the message must be consistent, accurate and that it works. Clarification was sought on FSANZ national food incident, which can only occur when triggered by the jurisdictions. Perhaps there is an opportunity to amend the protocol to include FSIC under certain circumstances. It was noted that a national food incident exercise has been held, however, perhaps this was a missed opportunity to involve FSIC. It was also noted that there is a push to reinvigorate the Food Communicators Group, who are likely to be tasked with the responsibility of the communications strategy for Ministers regarding Campylobacter and Salmonella.  |
| 1. **Update: What’s been happening in the world of food safety**
 | Duncan Craig presented on behalf of the Technical Committee, with a focus on what’s happening in the world of food safety. The presentation is attached. Key points include: * It has been another busy year, with both localised and national issues, such as listeria in rockmelon, Hep A in imported frozen pomegranates and cross contamination
* About 40,000 cases of foodborne illness reported each year, but it is suggested that around 4.1 million cases unreported.
* Salmonellosis notifications per 100,000 cases is increasing but a little reduction in these notifications from 2016 to 2017. Northern Territory has a significantly higher rate than all other states, mainly due to environmental factors. More recently Queensland has declined, but WA and ACT have significantly increased. Cause is not a simple story.
* The disease triangle means that you need a susceptible host (vulnerable), and pathogenic organism and the environment (i.e. food and exposure) for illness to occur.
* Dose response data is actually quite limited. For susceptible people, does not take much for them to become ill. One of the issues is linking cases, however, whole genome sequencing is providing capability to detect and share information (including internationally).
* There remains a question of what is next. Changing dietary practices e.g. people following raw foods diets.
* The communication challenge:
	+ All food has some associated risk – what are the safer choices
	+ Multiple contributing factors but consumers can sometimes do things to mitigate these
	+ Food safety is everyone’s responsibility

Discussion: It was noted that in the US, routine use of whole genome sequencing is common practice and data is freely shared. This ability to link cases may have saved lives in the recent listeria outbreaks. Industry expressed reservations but there are also opportunities, including rapid identification of the source of the contamination. The Fresh Produce Centre supported this. It may need a clear communication that this is not about penalising/punishing but to ensure safety. A new retail initiative to have a bar code on all fresh fruit is being roll out – and will identify the pack house. There is also an opportunity around home prepared for sale foods to develop some communications tool.  |
| 1. **Theme for Food Safety Week 2018**
 | Lydia Buchtmann lead the discussion, recapping on previous Food Safety Week, and summarised 20-years of food consumer research: * Poorest food safety knowledge with older men and young adults
* 70% don’t know safe cooking temperatures for riskier food
* Chicken is most popular form of protein, and
* Raw meats are becoming a thing.

The proposed 2018 Theme is “**Food Poisoning – How Bad Can It Be**”:* Taking food poisoning seriously
* Opportunity to stress the risk of food borne illness following listeria in rockmelon outbreak
* Link into propriety of Food Minister Forum to reduce incidence of Salmonellosis and campylobacters, and
* Finding people who have had serious food poisoning to act as champions

Lydia advised that the likely cost is $20,000, which will deliver one TV ad, three radio spots and one video on listeria risk to vulnerable groups, and one video on general food safety. In addition, Tonic Health Media may run the videos in doctor’s surgeries, FSANZ could distribute their hard copy listeria brochure, Catercare infographic, and IGA is a convenient source of meat thermometers ranging from $20 to $70. Other possible minor campaigns:* June: reusable shopping bag safety with Coles, Woolworths and WA single use plastic bag ban
* August: norovirus
* September: gardening food safety or spring fetes/fairs or football finals catering
* 15 October: is Global Handwashing Day
* November: Australian Food Safety Week, and thermometer promotion
* December: summer entertaining and Christmas
* January: back to work/school lunchboxes or school canteens
* February: catering your own wedding

One way to impact is real person interviews, and this is backed by University level students who were affected by experiences and stories (think grim reaper), including selection of the actors or afflicted with food poisoning long term. The stats are one in six will get ill. It was suggested that an alternative theme might be to focus on home produced foods and is this safe. It was agreed that this will be an ongoing focus for the year.The impact is also on survivors of people who die from food poisoning. It was agreed that the theme will be “Food Poisoning – how bad can it be?”It was noted that Lydia will be away in the lead up to Food Safety Week. **Actions*** FSIC to check with jurisdictions to ensure not repeating activities on Listeria (e.g. FSANZ listeria campaign).
* Seeking in-kind support for university film students who make quirky ads (e.g. competition for YouTube).
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| 1. **The Big Predicament – Five Year Plan for Sustainable Funding**
 | Rachelle lead the discussion. It was noted that FSIC started 21 years ago, when there was a recognition of the need for a national role for consumer based communications. The involvement of the jurisdictions was mostly communication level – but FSIC’s success requires the interaction on many levels, including technical. Many jurisdictions have limited budgets and people, and the turnover of people impacts capability. FSIC can continue step into this role and must sell its story better, particularly to the higher levels of governments.The meeting noted that the Chief Medical Officer as an example of high levels of government did not recognise FSIC. High level of media recognition but not within the highest levels of government. This is difficult with a voluntary board, all who have full time occupations. FSIC is heavily reliant on Lydia and this is a risk, if Lydia has a mishap. This must change. Karine will help alleviate this risk. It was noted that this is a similar story to other voluntary organisations. The meeting discussed various suggestions and ideas to raise financial resources to continue to fund the operations of the company. A discussion occurred around local council membership and how FSIC could attract more than 12 members from this group. In addition, higher levels within agencies particularly regulatory and not financial people are engaged. A number of these ideas have been captured in the actions.Dean raised the possibility of funding applications to DFAT and Department of Agriculture & Water Resources under the Rural R&D For Profit Program (RRnD4P). This was seen as a good opportunity.There was also discussion about expanding our information to include home based food businesses, and a possible directory of businesses on our website which could assist them. This will be reviewed by the Board.Changes to our Membership structure and fees were also discussed and this will be further discussed by the Board before recommendations are made to the Membership.**Actions*** Letter to CHO in each state – Rachelle, Duncan, Lorraine
* Letter to local government with the objective to seek funding through these avenues – Gavin, Duncan
* Industry is to be engaged to seek membership, possibly by RDCs – Cathy to contact Raymond
* Food & Grocery Council – Deb
* Retail outreach - Lorraine
* Grant applications for DFAT food safety in Pacific Island nations, and under the RRnD4P programs – Dean, Cathy
* Approach FIAL for support - Lorraine
* Develop key messages/story for each target group – Karine and Rachelle
* Food safety week – Karine and Rachelle to support Lydia
* Volunteers (other than members) to assist workload – Rachelle and Gavin
* University competition (e.g. film, medical students) - Karine & Rachelle
* FSIC to approach FSANZ (Lorraine) to be part of the discussions amongst jurisdictions regarding food safety consumer information – Rachelle, Cathy
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| 1. **Chairman’s Wrap Up**
 | Rachelle Williams noted that today is a start to progress, with an aim to report to members at the AGM, with the aim to have at least a couple of the projects underway. It was noted that the FSIC story has been poorly told and we need to get better at what we do.  |
| 1. **Meeting close**
 | 2.30 pm |