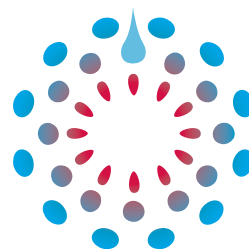


Sponsorship Guide



**FOOD
SAFETY
INFORMATION
COUNCIL**

Why should you sponsor the Food Safety Information Council?

Food Poisoning in Australia

- 4.3 million cases in 2000 to 4.1 million in 2010. On average, 1 in 5 consumers will get food poisoning each year
- 31,920 hospitalisations per year - with an average cost of \$300 per person per day
- Approximately 86 deaths per year
- 1 million visits to doctors on average each year

Cost to the Australian economy is approximately \$1.25 billion each year - medical expenses, time off work, replacement staff, hospital expenses.

It is the single biggest health issue in the country, but is largely ignored as even the idea of food poisoning is not pleasant.

How likely a food will cause food poisoning if cooked or stored incorrectly*

	Seafood	Chicken	Minced meat	Raw egg dishes	Pasteurised milk	Cooked rice	Bean sprouts
Likely	96%	95%	90%	83%	71%	54%	47%
Unlikely	1%	2%	7%	12%	23%	38%	40%
Can't Say	3%	3%	4%	5%	6%	7%	13%

* Omnipoll Survey conducted October 2015 among a national sample of 1341 respondents ages 18+

What does the Food Safety Information Council (FSIC) do?

The FSIC runs several campaigns each year, with the primary being Food Safety Week in November.

2016 will mark the 20th Food Safety Week.

Our website receives more than 1000 hits per day with multiple food safety related questions from consumers and community organisations

We do up to 10 radio, print, web or TV interviews a week

Our spokespeople are readily available at short notice to do interviews on general issues and during food safety events (eg; salmonella in lettuce, food poisoning outbreaks, hepatitis in berries etc)

Who is the Food Safety Information Council?

The Food Safety Information Council (FSIC) is the only national, independent source of science based consumer food safety information.

We have been doing it for 19 years.



FOOD SAFETY WEEK

Why do we need sponsorship?

The FSIC is a registered health promotion charity and needs sponsorship to spread the food safety message to the community.

Each campaign, promotion and event needs to be sponsored or it cannot occur and we can't help reduce the significant impact of food poisoning on our community.



A scene from our 2015 TV Community Announcement

What do you get for sponsoring the FSIC?

1. The good feeling of helping to reduce food poisoning in this country
2. A significant social contribution to our community
3. Recognition on our website as a sponsor helping to spread the food safety message
4. A Certificate of Appreciation to display in your office or to copy onto your website
5. Your logo on the materials specific to the event / campaign / promotion
6. Mention in the media release(s) related to the specific campaign / promotion / event as the sponsor
7. Invitation to the next FSIC Annual Planning Day - you'll find out what the following Food Safety Week theme is before most others do
8. You can display promotional material (after FSIC Board approval) at the specific event / launch
9. Access to any polls or surveys related to the specific promotion / campaign / event (must credit FSIC if using any data)
10. Working with the peak recognised food safety communicator in the country
11. Mention in monthly newsletter for the month of the event / promotion / campaign (goes to over 600 people / organisations)
12. Mention in the monthly Chair Report for the month of the event / promotion / campaign- goes to all members
13. Sponsorship is a donation - which is tax deductible

Did you know...
handwashing alone
can help reduce
food poisoning?



Your sponsorship will help us reinforce this message and help reduce the 86 deaths per year caused by food poisoning.

What will the FSIC do with your sponsorship?

Campaign / Event / Promotion	Activities / Material	Sponsorship
Food Safety Week	<ol style="list-style-type: none"> 1. TV and radio ads 2. Two media releases 3. Pre poll 4. After poll and review 5. Official launch 6. Potential specific materials with logo 7. Newsletter 8. Mail out of materials to contacts 9. Mail out to members 	Minimum of \$50000 for a single sponsor \$10000 for five sponsors
Summer campaign	<ol style="list-style-type: none"> 1. Two media releases over the period 2. Pre poll 3. After poll and review 4. Official launch 5. Potential specific materials with logo 6. Newsletter 7. Mail out of materials to contacts 8. Mail out to members 	Minimum of \$20000 for a single sponsor or \$2000 for 10 sponsors
Back to school	<ol style="list-style-type: none"> 1. A media release 2. Pre poll 3. After poll and review 4. Potential specific materials with logo 5. Newsletter 	Minimum of \$10000 for a single sponsor or \$1000 for 10 sponsors
General promotion / event eg; Global Handwashing Day	<ol style="list-style-type: none"> 1. A media release 2. Pre poll 3. After poll and review 4. Potential specific materials with logo 5. Newsletter 	Minimum of \$10000 for a single sponsor or \$1000 for 10 sponsors
Research	To be worked out with the sponsor	As required



**FOOD
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So, why should you sponsor the Food Safety Information Council?

Sponsorship gives you great social credit - because you are helping to spread the food safety message and that will reduce food poisoning.

What next?

Call us on 0407 626 688 or email info@foodsafety.asn.au

To have a chat about how we can work together, to spread that vital food safety message.