



## **Australian Food Safety Week 9-16 November 2024**



## **Stakeholder Social Content Kit**

Proud Gold sponsor of  
Australian Food Safety Week 2024





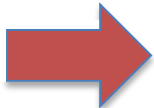
## Food Safety Week Social Content Kit 2024

**Australian Food Safety Week will be held from 9 to 16 November 2024 with the theme 'Look before you cook – read the food labels' and will urge consumers to check out the important food safety instructions on packaged food.**

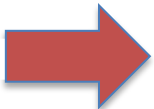
There are an estimated 4.67 million cases of food poisoning in Australia each year that result in 47,900 hospitalisations, 38 deaths and cost to the economy of \$2.1 billion. As we draw closer to the annual week, we encourage your involvement to drive awareness of the importance of food safety with your members and/or communities and to download and share our social media tiles, email banners and posters.

---

### How can you be involved?



Inform your communities and/or members about Food Safety Information Council's 2024 *Australian Food Safety Week* and its focus on consumers checking food safety advice on food labels.



Share our resources to drive awareness of Food Safety Week and the importance of everyone learning more about food safety.

---

### Follow us on social media and share with your communities



[@Food Safety Information Council \(Australia\)](#)



[@Food Safety Information Council](#)



[@FSIC1](#)

---

### Share our posts (next page) and / or create your own posts.

Remember to tag the Food Safety Information Council and use our hashtags so you can help to drive the conversation.

All social media images are available for download from the Food Safety Week page on the Food Safety Information Council's website.

**#AFSW24 #FoodSafety #LookBeforeYouCook**

Please share or adapt suggested Food Safety Week posts in the lead up to and during 9-16 November.

**LEAD UP TO FOOD SAFETY WEEK**

POST	SOCIAL MEDIA IMAGE
<p> Mark Your Calendars for Australian Food Safety Week!</p> <p>From 9 to 16 November 2024, the Food Safety Information Council is hosting Australian Food Safety Week, with this year’s theme: ‘Look before you cook – read the food labels.’</p> <p>Each year, 4.67 million Australians suffer from food poisoning, leading to 47,900 hospitalisations, 38 deaths, and costing the economy \$2.1 billion. Let’s raise awareness and help reduce these numbers by following simple food safety practices—like checking the safety instructions on packaged foods before you cook.</p> <p>Want to get involved? Head over to the Food Safety Information Council’s website, where you can download and share social media tiles, email banners, and posters to spread the word. You can also register a local event to help drive awareness in your community!</p> <p>Learn more and access resources at: <a href="https://foodsafety.asn.au">foodsafety.asn.au</a>. Together, we can make a difference this Australian Food Safety Week! #FoodSafetyWeek #FoodSafety #LookBeforeYouCook</p>	 <p>See additional options below</p>
<p> The Food Safety Information Council’s Food Safety Week runs from 9 to 16 November 2024.</p> <p>This year’s theme, ‘Look before you cook – read the food labels,’ encourages everyone to check important food safety instructions on packaged foods before preparing meals.</p> <p>With an estimated 4.67 million cases of food poisoning in Australia each year, leading to 47,900 hospitalisations and 38 deaths, it's essential to raise awareness about safe food practices. The economic cost of food poisoning is a staggering \$2.1 billion annually.</p> <p>Get involved by spreading the word and learning more at the Food Safety Information Council website: <a href="https://foodsafety.asn.au">foodsafety.asn.au</a>. Let's work together to reduce foodborne illness this Food Safety Week. #FoodSafetyWeek #FoodSafety #LookBeforeYouCook</p>	 <p>See additional options below</p>
POST	SOCIAL MEDIA IMAGE
<p> Save the Date: Food Safety Week is back 9-16 November! This year’s theme is ‘Look before you cook – read the food labels,’ encouraging everyone to check important safety instructions on packaged foods before cooking.</p> <p>Food poisoning affects 4.67 million Australians each year, leading to 47,900 hospitalisations and 38 deaths. Let's change this by practicing safer food habits and raising awareness! Get involved and learn more about food safety at <a href="https://foodsafety.asn.au">foodsafety.asn.au</a>. #FoodSafety Week #FoodSafety #LookBeforeYouCook</p>	 <p>See additional options below</p>

## DURING FOOD SAFETY WEEK

POST	SOCIAL MEDIA IMAGE
<p> It's Australian Food Safety Week! (9–16 November 2024). This year's theme, 'Look before you cook – read the food labels,' highlights the importance of food safety, with 4.67 million cases of food poisoning happening in Australia each year.</p> <p>Here are a few key tips to keep you and your family safe:</p> <ul style="list-style-type: none"><li>• Always check the 'use by date' and freeze food before it expires.</li><li>• Remember, 'best before dates' mean the food is still safe to eat, but it might not be at its best.</li><li>• Pay attention to storage instructions and make sure food is kept in the right conditions.</li></ul> <p>Want to learn more? Visit <a href="https://foodsafety.asn.au">foodsafety.asn.au</a> to download and share social media tiles, email banners, and posters, or register a local event to help raise awareness in your community! Let's make food safety a priority this week and beyond. #FoodSafetyWeek #FoodSafety #LookBeforeYouCook</p>	 <p>See additional options below</p>
<p> It's Australian Food Safety Week! (9–16 November 2024). This year's theme is 'Look before you cook – read the food labels.' With 4.67 million cases of food poisoning happening in Australia each year, it's more important than ever to follow food safety practices and protect your family.</p> <p>Here are some key food safety tips to keep in mind:</p> <ol style="list-style-type: none"><li>1. Always check the 'use by date' on packaged food. If it's close, freeze it or cook it and freeze it in shallow containers to prevent waste.</li><li>2. Remember, 'best before dates' mean food is at its best before that date but can still be eaten after, although it may lose some quality.</li><li>3. Keep an eye on canned goods—no date marking? Look for any swelling, dents, or rust, and discard if necessary.</li><li>4. Rotate your pantry and fridge items so older products get used first.</li><li>5. Storage instructions matter! Follow directions like "keep refrigerated" or "store in a cool dry place" to ensure food safety.</li><li>6. When cooking, follow the manufacturer's instructions closely, whether using the oven, microwave, or air fryer.</li><li>7. Use a meat thermometer to ensure your food reaches the right internal temperature for safety.</li></ol> <p>Get involved and help spread the word about food safety! Learn more at <a href="https://foodsafety.asn.au">foodsafety.asn.au</a>. #FoodSafetyWeek #FoodSafety #LookBeforeYouCook</p>	 <p>See additional options below</p>
POST	SOCIAL MEDIA IMAGE
<p> It's Australian Food Safety Week! (9–16 November 2024)! This year's theme is all about 'Look before you cook – read the food labels.' With 4.67 million cases of food poisoning happening each year in Australia, now is the time to act!</p> <p>Here are some quick tips to keep in mind when cooking:</p> <ul style="list-style-type: none"><li>• Check the 'use by date' on your food – if it's close, freeze it or cook it to prevent waste!</li><li>• Follow storage instructions to ensure food stays fresh and safe.</li></ul>	 <p>See additional options below</p>



- Use a meat thermometer to make sure food reaches the correct temperature.

Help spread the word by downloading and sharing social media tiles, banners, and posters from [foodsafety.asn.au](http://foodsafety.asn.au), or even register a local event! Let's make food safety a priority.

#FoodSafetyWeek #FoodSafety #LookBeforeYouCook

Available to download from the Food Safety Information Council website – [www.foodsafety.asn.au](http://www.foodsafety.asn.au)

### Social Media Images for Facebook and LinkedIn



### Social Media Images for Instagram and X/Twitter



### Australian Food Safety Week Posters



### Australian Food Safety Web Banner



## Australian Food Safety Email Images



## Australian Food Safety Week Logo and Sponsor Suite



**STAY UP TO DATE:** Visit the Food Safety Information Council website – [www.foodsafety.asn.au](http://www.foodsafety.asn.au) - to access Australian Food Safety Week resources, including a sample media release, 'Look before you cook' quiz, social media tiles, email banners and posters or to register an event during the week.

*Food safety at your fingertips*