# Our Strategic Plan for 2025-2028

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| OUTCOME ONE: Safe and suitable foodFood safety and suitability risks across the food chain are understood and managedConsumers have confidence in the safety of the Australia and New Zealand food supply |
| Our Aims* Effective regulation of food safety and food suitability that instils confidence in individuals, communities, and markets.
* Develop, implement, evaluate and continuously improve evidence-based interventions to reduce foodborne illness.
* A trained and food safety aware workforce.
* Create a regulatory environment that supports investment in technology and innovation to support safe, suitable food and minimises risks.
 | Key Actions* Develop a framework to support the Food Regulation System’s data intelligence capability including surveillance and monitoring activities, data sharing, collation and analysis.
* Develop a dedicated Campylobacter action plan.
* Continue to improve how we manage food safety incidents and recalls and identify emerging pathogen risks.
* Explore the area of food allergen management to establish if areas of focus to improve processes are needed.
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| OUTCOME TWO: Healthy food supplyThe food supply supports populations to eat well and in line with dietary guidelinesThe food supply has a role to play in supporting healthy dietary patterns and to keep all people healthy and well |
| **Our Aims*** The food supply aligns with national dietary guidelines and key policies to promote healthier eating habits.
* Maintain and enhance the nutritional qualities of food and respond to specific public health issues.
* Improve composition of the food supply by reducing risk nutrients.
 | **Key Actions*** Improve the composition and nutritional quality of commercial foods targeting infants and young children.
* Improve the composition of the food supply in relation to sugar-sweetened beverages and industrially produced trans fats.
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| OUTCOME THREE: Informed and empowered consumers Consumer information on the composition and nutritional qualities of food is clear, truthful and not misleadingAs the food supply gets more diverse, consumers need accurate, up-to-date and easily understood information about food to inform their choices |
| **Our Aims*** Food labelling provides clear and accurate information for consumers to make safe and healthy choices.
* Consumer information is evidence-based, guided by consumer research and contemporary health information.
* Support consumer education and access to information contributing to coordinated, multi-sectoral and population-wide strategies to improve population diets.
 | **Key Actions*** Continue implementing and improving front-of-pack and back-of-pack nutrition labelling.
* Improve labelling of commercial foods for infants and young children to support informed choices and avoid consumers being misled.
* Explore use of digital communication tools to connect people with accurate information about food.
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| OUTCOME FOUR: Thriving food economiesThe regulatory burden for regulated parties is proportionate and safe innovation is supportedFood businesses feel confident that they are operating within a framework based on best practice regulation and is receptive to innovation |
| **Our Aims*** Support food businesses by applying a consistent, risk-based approach to regulation, compliance and enforcement.
* Individuals and organisations responsible for creating food safety risks understand their roles and responsibilities for mitigating those risks.
* Food innovation consistently incorporates a food safety, suitability and health perspective.
 | **Key Actions*** Communications actively and regularly engage system stakeholders.
* Objectively assess food and technology innovations and requests for alternative compliance approaches.
* Foster consistent regulatory approaches and mechanisms across jurisdictions to support industry.
* Explore opportunities to adopt non‐regulatory or co‐regulatory approaches to achieve system aims.
* Update system documents to support agility and efficiency.
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