

Strategic plan for 2025 - 2028



Outcomes	Our aims	Key action
1. Safe and suitable food Food safety and suitability risks across the food chain are understood and managed Consumers have confidence in the safety of the Australia and New Zealand food supply	<ul style="list-style-type: none">■ Effective regulation of food safety and food suitability that instills 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.	<ul style="list-style-type: none">■ 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 <i>Campylobacter</i> 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.
2. Healthy food supply The food supply supports populations to eat well and in line with dietary guidelines The food supply has a role to play in supporting healthy dietary patterns and to keep all people healthy and well	<ul style="list-style-type: none">■ 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.	<ul style="list-style-type: none">■ 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.
3. Informed and empowered consumers Consumer information on the composition and nutritional qualities of food is clear, truthful and not misleading As the food supply gets more diverse, consumers need accurate, up-to-date and easily understood information about food to inform their choices	<ul style="list-style-type: none">■ 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.	<ul style="list-style-type: none">■ 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.
4. Thriving food economies The regulatory burden for regulated parties is proportionate and safe innovation is supported Food businesses feel confident that they are operating within a framework based on best practice regulation and is receptive to innovation	<ul style="list-style-type: none">■ 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.	<ul style="list-style-type: none">■ 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.