

Sponsorship

The Food Safety Information Council is happy to accept monetary and in-kind support for its essential work. There are a number of specific products which can be sponsored by one company, such as the Video News Release, where sponsors' products can be prominently used in footage of safe food preparation. Sponsorship for printing a fact sheet on a particular aspect of food safety is acknowledged on the fact sheet and can be used to direct potential customers' attention to the company's role in promoting food safety. Sponsorship for give-aways at Food Safety Week events can be acknowledged on the give-away and can bring the company's name to consumers throughout Australia.

More general sponsorship for Food Safety Week activities is acknowledged on our website and as often as possible during radio and press interviews.

Contacting the Council

To get more information about membership of the Food Safety Information Council or to discuss sponsorship opportunities, contact the Council on Phone. 0407 626 688 or Email. info@foodsafety.asn.au



FOOD SAFETY INFORMATION COUNCIL

The Food Safety Information Council is generously supported by the Australian Government Department of Health & Ageing.

www.giaffe.com.au

FOOD SAFETY INFORMATION COUNCIL



FOOD SAFETY INFORMATION COUNCIL (FSIC)

Membership & Sponsorship
Opportunities



The FSIC

The Food Safety Information Council is a joint initiative of State, Territory and Federal Government health, regulatory and scientific bodies; the food industry; professional and scientific organisations; community groups and individuals with an interest in promoting safe food handling practices for consumers.

We aim to reduce over 5 million estimated cases of food poisoning in Australia each year by educating consumers to handle food safely from the time it leaves the retailer until it appears on the plate.

Our Annual Campaigns

Our annual campaigns aim to get messages about safe food handling out to as many people as possible via the media, at the lowest possible cost. There are two parts to the campaign: Food Safety Week and Christmas Messages.

Food Safety Week— a partnership between FSIC and State and Local Government

We organise Food Safety Week each November to pass on simple messages to improve consumers' knowledge of how to handle, store and cook food safely. There is a different, identified target group and theme each year.

FSIC distributes a video news release for television, media releases for press and radio, packaged radio segments for regional radio stations and a community service television commercial, along with a range of fact sheets reflecting the theme of the week.

State and local government food agencies then go to work to generate further media interest.

Public barbecues; information stalls at shopping centres, libraries and offices; and poster design and colouring competitions for schools have all been used to get media attention. Federal and State members of Parliament, mayors and other dignitaries have done their bit by taking part in the activities. An imaginative array of fridge magnets, balloons and fridge thermometers have been handed out to participants to take home to remind them about the messages of Food Safety Week.

Media interest in these activities leads to local radio, television and newspaper interviews where the agencies help spread the Food Safety Week messages, along with any food safety messages they, themselves, wish to target. The participating State and Local Government agencies are helped by the Food Safety Information Council which supplies a range of resource materials.

Christmas Messages

Coming up to Christmas, we build on the increased awareness of food safety generated by Food Safety Week publicity with a second part of the campaign. Christmas food safety messages include tips for defrosting and cooking the turkey, storing the ham and selection and safe handling of seafood, salads etc.

Campaign coverage

Both phases of our annual campaigns have been highly successful in attracting media coverage with messages in the past few years reaching between 14 and 16 million Australians.

Membership and Sponsorship Opportunities

Leaders in the food industry can position their organisation in the public perception as one which takes the issue of food safety seriously by joining the FSIC or sponsoring the annual campaign.

Membership

Is open to any organisation or individual with an interest in promoting food safety. Membership subscriptions, which partly fund the annual campaign, are set at a level which is affordable for different types of agencies.

- Currently business and government members pay \$1,000 per annum
- Professional associations pay \$500 per annum
- Local government and individual members pay \$250 per annum.

Members are listed on our website and in much of our publicity material. They decide the themes for our annual campaigns and are provided with a range of fact sheets, posters etc as resources for their Food Safety Week activities.

