

# Working with VIP

## The Auckland City Council experience



- 3500 food premises
- 18 FTE
- CBD, isthmus, HGI



# In the beginning

- We looked at the discussion papers
- We thought about the proposed changes
- We talked about it as a team
- We made a commitment
- We introduced the 'Gold A'
- We took part in the pilot



# The Funding

- We made a plan
- We put in a bid
- We got some of the money
- We revised our plan



# The Plan

- To use the experience from the training school
- Develop our own short workshop for businesses
- Deliver this free
- Back up with mentoring
- Verify
- Constantly review and feedback



# Getting Started

- Didn't get up and running until October
- Trained about 200 individuals
- 150 have signed up
- Success rate is 90% of businesses say YES



# The Training Course

- Small group
- Half a day
- Simple and interactive
- Aim – to remove the fear about the plan
- Touch, smell, poke....
- And have some fun







# Results

- We run them weekly (Monday morning)
- Run an evening one – once a month
- Starting monthly courses in Chinese.
- Started verification – results are promising so far.



# Some of the tricks

- Got our own email address:  
[foodcontrolplans@aucklandcity.govt.nz](mailto:foodcontrolplans@aucklandcity.govt.nz)
- Sell, sell, sell
- Spoke to chains and malls
- Flexible – we can go to them
- Hand delivering the cert and other free goodies
- The free stuff
- EHO buy in, and targets.



# Feedback from the Businesses

- They like it
- They like having the rules
- It is simple
- They want more
- Where they struggle
- They like the appointments



# Understanding barriers for food businesses

- Fear of the unknown
- Where to start how to start
- Finding 'Time'
- Getting stuck – so stopping
- Driven by one person
- Training of the entire staff



# Our Barriers

- Compliance cost
- Not having enough time
- The businesses don't want it
- The businesses won't like it
- Audits won't work – they'll cheat



# Other stuff

- Compliance costs
- Learning
- Relationship
- Reviewing the grading scheme
- Promote and advertise
- Website



# Lastly

- Thanks to my Staff – without them we wouldn't have 150 businesses and counting....
- Don't let perfect get in the way of better.

