



Central Coast Local Food Security Strategy

Growing Our Health

June 2016

PO Box 220 / DX 70506
19 King Edward Street
Ulverstone Tasmania 7315
Tel 03 6429 8900
Fax 03 6425 1224
admin@centralcoast.tas.gov.au
www.centralcoast.tas.gov.au



**CENTRAL COAST
COUNCIL**

The Central Coast Council Local
Food Security Strategy was
developed with support from:



Healthy Food
Access **Tasmania**



Contents



1. PURPOSE



1. INTRODUCTION



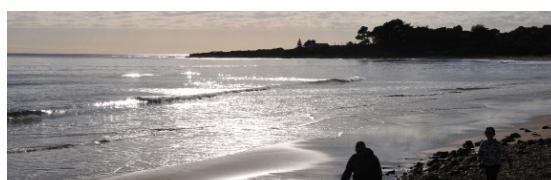
3. CONTEXT



5. RATIONALE



6. APPROACH



8. VISION



9. GUIDING PRINCIPLES



10. FUTURE DIRECTIONS AND STRATEGIC OUTCOMES



13. ACTION PLAN



16. MEASUREMENT

17. CONTACTS

18. ATTACHMENT 1

Local Food Security Planning Workshop, Background Paper

32. ATTACHMENT 2

Central Coast Local Food Security Strategy, Unedited Outputs

47. ATTACHMENT 3

Made Open - At the health crossroads and Site to Bite e-commerce platform

PURPOSE

The purpose of the Local Food Security Strategy (the Strategy) is to guide and inform collective efforts to improve healthy eating in our community.



INTRODUCTION

The Central Coast community has a high and increasing incidence of preventable chronic health conditions. The Central Coast Council (the Council) is committed to working with stakeholders, service providers, organisations and groups around a common vision and agenda to achieve food security and bring about positive change to this profile. The focus will be on those in the community who, for whatever reason, are experiencing food insecurity.

Food security is the ability to have regular and reliable access to healthy food sufficient for a healthy active life. Only 46.3% of adults in Central Coast eat the recommended two fruit and only 10.8% eat the recommended five serves of vegetables per day. Potentially, this means that almost 90% of the adult population has a less than ideal nutritional diet.

A poor diet leads to poor health – being overweight or obese, having heart disease, diabetes and cancers. In Central Coast, 22.2% of the population is obese, 21.6% report their health as ‘poor or fair’ and when compared to the rest of the State, there is a higher proportion of the population with heart disease and cancers. A poor diet also affects the ability to learn and an individual’s confidence to fully participate in community life. All these issues are impacting on our ability to reach our community vision of ‘*living our potential*’.

A healthy diet includes drinking plenty of water and eating a variety of nutritious food from the five food groups:

- Vegetables and legumes/beans;
- Fruit;
- Grain (cereal) foods, mostly whole grain and/or high cereal fibre varieties;
- Lean meats and poultry, fish, eggs, tofu, nuts, seeds and legumes/beans; and
- Milk, yoghurt, cheese and/or alternatives, mostly reduced fat.

While this is well recognised, research into consumers' food priorities for 2016 revealed that 40% of consumers rank eating more fresh fruit and vegetables as their highest dietary concern.¹

The Mersey-Leven Food Hub project, funded by the Healthy Food Access Tasmania project (the Heart Foundation) and managed by the Council, aims to understand how our local food economy functions and whether the lack of fruit and vegetable consumption in the food desert areas of our communities is due to a lack of supply.

The research and evidence of the Heart Foundation states that a community needs to work on three key areas listed below to bring about change in food security. No single organisation can achieve this. It has to be a whole of community approach.

- Increasing knowledge and skills in growing, preparing, purchasing and cooking healthy food;
- Accessing affordable, healthy food; and
- Making healthy eating part of every aspect of community life.

This Strategy is also part of the Council's Social Planning Framework (the Framework). The Framework sets the direction and outcomes to achieve improved community health and wellbeing. It comes from, and contributes to, the realisation of the community's vision and Strategic Plan (2014-2024), which outlines the things that need to be done to achieve the preferred future.

The Framework also assists the Council, stakeholders, service providers and community groups to define their roles, allocate resources, make contributions, engage, communicate shared purpose and take action. To take action we will need to make use of approaches based on building relationships, strengthening networks and working collaboratively.

Governments at all levels have an important role to play in addressing the particular issues of the Central Coast regarding the link between food security, and health and wellbeing outcomes. However, they are no substitute for a community's own knowledge, networks, enterprise and institutions. It is local social capital, which has the ability to drive new placed based and collaborative approaches to community development and service delivery, building from existing capabilities and providing the basis for engaging local stakeholders in the development and delivery of their own meaningful solutions.

It is also important that the combined local efforts complement and make use of the learnings of other local food security strategies, as well as the initiatives of neighbouring councils, the broader region and the State.

¹ Ipsos. (2016). Annual Report 2015-16 Food consumption, habits, attitudes and trends (CHATS), Australia

In developing this Strategy we acknowledge the valuable contribution of our Councillors, staff, community members, local groups, service agencies, neighbouring councils and peak bodies who brought their collective knowledge and experience to the following strategic conversations, projects and activities:

- The Mayor's Health and Wellbeing Roundtable;
- Central Coast Social Determinants of Health workshop;
- The Mersey-Leven Food Hub project;
- The Central Coast Local Food Security Strategy workshop; and
- The Heart Foundation's research and evidence.



CONTEXT

Global

Food security has been defined by the World Health Organisation (WHO) as 'the availability of nutritious food that is accessible to all, for a reasonable price, on a regular basis'. The concept of food security encompasses a range of elements which include, but are not limited to, sustainable food production, food supply and consumers' access to food.

State-wide

The Tasmania Food and Nutrition Policy aims to develop a food system for Tasmania that contributes to the reduction of diet-related disease and food-borne illnesses.

Despite a productive environment and a high overall standard of living, Tasmanians experience preventable diet-related chronic disease and food-borne illnesses. Tasmania has rates of heart disease, obesity, diabetes, hypertension and some cancers as high as, and in some instances higher than, other Australian States. These preventable illnesses are costly in social and economic terms, both to the individual and their families, as well as the community.

The increasing rate of chronic lifestyle-related disease that can be largely prevented by healthy eating and active living, places a financial burden on the State's resources. Estimates from interstate predict that over the next 15 years hospital admissions will double, mostly due to the effects of chronic lifestyle-related disease creating a significant financial burden for governments. While projections of this nature have not been calculated for Tasmania, it is likely the situation here may in fact be worse. Tasmania is experiencing the effects of population ageing to a greater degree and has a higher proportion of people of low socio-economic status than other States and Territories. Both older people and those of lower socio-economic status experience greater lifestyle-related chronic disease.

Across Tasmania, the four household types spending the highest proportion of household income on food are all low-income households.² These households are potentially at risk of food insecurity due to any increases in food prices. The data also shows that these households are spending less in actual dollars than the Tasmanian average.

Regional and sub-regional levels

There is much happening with food security in the Cradle Coast region and Mersey-Leven sub-region. The projects and activities have largely been influenced and funded by Primary Health Tasmania (previously Tasmanian Medicare Local) and the Heart Foundation.

Commencing in 2014, the Devonport City Council, its neighbourhood houses and several not-for-profit organisations have been working together on the Devonport Food Connections Project. The project's purpose was to develop and implement realistic local solutions to improve long-term food security and social inclusion for vulnerable people in Devonport.

The Mersey-Leven Food Hub project, of which this Strategy is a component, has focused on how the local food economy functions and whether the lack of affordable fruit and vegetable consumption in food desert areas is due to a lack of supply. Part of the project included surveying producers and consumers to understand and map their relationships and interactions and developing the e-commerce platform 'Site to Bite' as a potential alternative sales and distribution mechanism between producers and consumers. The development of the online Made Open Tasmania platform enables engagement with the community to develop, fund and deliver projects.

Local

The Central Coast Strategic Plan 2014–2024 identified and is already addressing a number of key outcomes. Those that relate specifically to this Local Food Security Strategy and the Social Planning Framework include:

- Socio-economic well-being;
- Economic prosperity and resilience;
- Resilient and engaged community; and
- Healthy community and healthy lifestyle.

² Relative Price Index data developed by G. Dufty and I. MacMillan and provided by the Social Inclusion Unit, DPAC.

RATIONALE

Food security risks in Central Coast³

Population	21,393 residents 8,286 households
Socio-economic factors	348 single parent households 17% of children are estimated to be living in poverty 33% of the population are Concession Card Holders 1,328 residents are receiving the disability support payment 8% of the adult population are unemployed 6% of households are without a car 23.5% of households experience housing stress (people who have a low income and pay more than 30% of their household income on rent or mortgage)
Access/location factors	18 shops and three markets, where fresh food such as fruit and vegetables can be purchased No fruit and vegetable shops located in some of the areas where average household incomes are very low Public transport is often reported as inadequate
Behavioural factors	46.3% of adults eat the recommended two pieces of fruit per day 10.8% eat the recommended five serves of vegetables per day Fruit and vegetable consumption decreased between 2009 and 2013
Health indicators	22.2% of adults are obese 21.6% of adults report that their health is poor or fair Rates of overweight and obesity in children are increasing across Tasmania 29% of young people become overweight or obese during adolescence



³ Baseline data sources: Australian Bureau of Statistics, Census of Population and Housing (2011); Department of Health and Human Services, Tasmania Population Health Survey (2013)



APPROACH

The Strategy has been developed with engagement and reference to a number of community conversations and workshops. It is the culmination of a learning journey where each step informed and guided the next. Stakeholders were engaged so all perspectives were heard and known.

Those engaged included representatives from the Council, education and learning institutions from newborn/early childhood through to young adults; service providers; growers and producers; sport and recreation clubs; food outlets including restaurants, cafes and school canteens; government agencies; neighbouring councils and regional authorities; neighbourhood houses, non-government-organisations and local community groups.

The following specific events and activities have helped build the understanding, direction and eventual Strategy, with actions that all can work on and contribute to:

Date	Activity	Who involved	No. involved
27 July 2015	Mayor's Health and Wellbeing Roundtable	Stakeholder representatives	22
30 Nov, 2015	Social Determinants of Health - Council workshop	Council officers from all Departments	21
2 May, 2016	Local Food Security Strategy - Planning Workshop	Stakeholder and community representatives	32

The Strategy has also been informed and will be supported by two technology platforms. Both of these included their own engagement programs and involved hundreds of people in the development, testing and ongoing trials.

- **Made Open Tasmania** - is an online, engagement platform where individuals, communities and organisations come together to connect, share ideas, start projects, crowdsource and create events and polls. The platform is available for any group who wants to work on the actions contained within this Strategy.
- **Site to Bite** - provides a website and e-commerce platform to connect producers and consumers to make food more accessible and affordable. It is a deliverable of the Mersey-Leven Food Hub project, owned by SPROUT Tasmania and operates as a social enterprise.

DYNAMIC AND COLLECTIVE

This Strategy is not just for the Council to deliver on. Many groups and organisations are already working on activities and actions that are making a positive difference to food security for all in our community. The Strategy is the roadmap to follow to achieve the vision and preferred future around this issue. Everyone can play a role and therefore, the energy and resources of our collective efforts can be harnessed. The Strategy will evolve and respond according to needs and opportunities. It is therefore, perpetual in nature and delivered through collective community efforts. This is part of the Council's approach where we build relationships; make productive use of our networks and work collaboratively to tackle shared issues.





THE CENTRAL COAST LOCAL FOOD SECURITY STRATEGY

VISION

Willing and Able

- Healthy eating is supported and actively promoted in our community;
- Whatever we are doing or wherever we are, there is always a healthy food option on offer;
- Our food outlets celebrate and make use of local produce; and
- Our knowledge and skills support growing, buying, making, creating and presenting healthy food.

Farmers and Producers

- The rich productive soils of our landscapes, farms, communal spaces, public realm and backyards deliver quality produce; and
- Our farmers are known to us, as are our cooks and chefs, whether they are creating nutritional excitement at school, at work or at play.

Growing our Health

- We are growing our health by eating and using the fruit and vegetables we produce and buy, This is part of our community's culture; and
- We work together, share knowledge, skills and resources to make sure healthy food options are available to everyone, everywhere, every time we eat.

GUIDING PRINCIPLES

The following principles will guide the work and approaches of the Council, stakeholders and community groups towards achieving positive change with food security and present health and wellbeing outcomes. The first four guide the Council's Social Planning Framework, with the fifth specific to this Strategy.

Making a Difference

- Transforming the systems and relationships to produce social impact and better community outcomes;
- Aligning practices, delivery systems and culture with the Central Coast vision; and
- Taking action.

Innovation

- Using the Strategy to align effort across policy and service domains;
- Identifying improved and new ways of working; and
- Providing inspiration and incentives to encourage innovation to achieve agreed outcomes.



Collaboration

- Working together to achieve positive social outcomes;
- Using a shared vision and purpose;
- Building on existing assets/strengths;
- Developing broad coalitions to identify and resolve key challenges; and
- Developing service agreements, partnerships and other effective collaborative models.

Learning

- Developing knowledge, skills and attitudes as a foundation to change;
- Starting with young people;
- Integrating learning and education into all approaches; and
- Raising awareness through social marketing.

Focus on Food Insecurity

- Working on relevant strategies to make a difference;
- Raising awareness and understanding of the present situation; and
- Doing with, not doing for.

FUTURE DIRECTIONS AND STRATEGIC OUTCOMES

Future Direction **1** **Increased knowledge and skills in growing, preparing, purchasing and cooking healthy food**

Strategic outcomes

- 1.1 People know the nutritional values of foods
- 1.2 People can grow their own food
- 1.3 People can prepare and cook healthy meals
- 1.4 Communal land and public realm are used for growing healthy food

Future Direction **2** **Healthy eating is part of every aspect of community life**

Strategic outcomes:

- 2.1 Healthy food options are available at all community events
- 2.2 People eat the recommended daily serves of fruit and vegetables
- 2.3 Reduction of diet-related disease and food-borne illnesses
- 2.4 Local farmers and producers are celebrated

Future Direction **3** **Accessible, affordable, healthy food**

Strategic outcomes:

- 3.1 Options to purchase affordable, healthy food in low socio-economic areas
- 3.2 Utilisation of the Mersey-Leven Food Hub project's 'Site to Bite' e-commerce platform
- 3.3 Joined-up food security efforts
- 3.4 Nature's grade farm produce valued and available

Timing

Short-term	<i>One year</i>
Medium-term	<i>One – three years</i>
Long-term	<i>One - five years +</i>



THE COUNCIL'S RESPONSIBILITIES AND ROLES

Provision of goods and services

Broadly speaking, the Council can provide three kinds of goods and services:

Type of good	Characteristics	Funded by
Public	Provided by government because there is wide community benefit, everyone has equal access and market failure exists in provision. Could be described as core business. There is an expectation that government will provide.	Taxes
Mixed	Provision can be shared between government and the private sector. It is discretionary for government; however there is community demand, which justifies involvement. Part market failure exists for its provision.	<ul style="list-style-type: none">• User charges• Community Service Obligations (CSO)
Private	Provided by the public sector and with no reason for government to be involved. Market forces set demand for the service. There is no market failure for the provision. Access is not equal to all.	Price

ROLES

The three roles of the Council are provider, facilitator and advocator.

The **provider** role includes regulatory activities. The Council provides the good or delivers the service because they are required by legislation to do so. Presently, community related services the Council provides include the following:

- Accommodation for older members of the community;
- Arts and cultural development;
- Building and plumbing services;
- Caravan parks;
- Cemeteries;
- Child and youth services;
- Community, cultural, recreation, sport and leisure facilities;
- Dog control;
- Economic development;
- Emergency services;
- Event support;
- Facilities, roads, footpaths and street lighting;
- Immunisation;
- Land-use planning;
- Public amenities;
- Public health and environmental management;
- Rubbish collection;
- Stormwater drainage;
- The 'Made Open Tasmania' online engagement and networking platform; and
- The community's public realm.

As a **facilitator** the Council cooperates with other groups to help deliver a good or service. The facilitating actions can be large or small. Presently, the Council helps facilitate the activities including that of:


- Anglicare;
- Central Coast Community Safety Partnership Committee;
- Central Coast Youth Engaged Steering Committee;
- Cradle Coast Innovation;
- Forth Community Representatives Committee;
- Inter-Agency Support Team;
- Red Cross;
- The Heart Foundation;
- Turners Beach Community Representatives Committee;
- Ulverstone Wharf Precinct Advisory Committee; and
- Volunteering Tasmania.

As an **advocate** the Council speaks up, lobbies and supports a cause or issue. Apart from also advocating for the issues and outcomes sought by the groups above, the Council speaks up and lobbies for equity of access for State and Federal Government funding, improved and/or new services and to influence the directions of, for example:

- Regional Development Australia;
- The Cradle Coast Authority;
- The Department of State Growth; and
- The Tourism Industry Council of Tasmania.

ACTION PLAN

Future Direction 1 - Increased knowledge and skills in growing, preparing, purchasing and cooking healthy food

	Strategic Outcome	Key Actions	Related Tasks	Council Role	Resources	Timings
1.1	People know the nutritional values of foods	Design and deliver community education programs on healthy food/eating	Source and make available reliable information on nutritional values of foods (including the benefits of home grown and prepared versus processed and 'fast' foods) and healthy eating principles.	Facilitator and Advocate	Made Open Tasmania	Short term
			Identify appropriate avenues for the distribution of nutritional and healthy food information (including doctors, health professionals and community venues).			Short term
1.2	People can grow their own food		Encourage healthy food preparation classes for all ages (pre-school to seniors) including the identification and promotion of existing program/s.	Facilitator and Advocate	Made Open Tasmania	Medium term
1.3	People can prepare and cook healthy meals		Establish a community of practice to connect people with healthy food ideas and skills to share.	Facilitator	Made Open Tasmania	Long term
			Promote breast-feeding to increase community awareness and acceptance of the benefits	Advocate	Made Open Tasmania	Short term
1.4	Communal land and public realm are used for growing healthy food	Undertake communal space, community and school garden projects	Identify land and potential funding sources including crowdsourcing to support development of school and community garden(s) particularly in food desert areas.	Facilitator and Advocate	Made Open Tasmania	Medium term
			Encourage volunteers to 'coach/mentor' people who want to grow vegetables/fruit at home.	Advocate	Made Open Tasmania	Short term
			Replace some Council-managed flower beds with edible gardens and trees.	Provider	Council's parks and gardens	Long term
			Review existing and establish a West Ulverstone Community Garden project (learning from other working examples).	Facilitator	Council land and grants	Medium term


Future Direction 2: Healthy eating is part of every aspect of community life

	Strategic Outcome	Key Action	Related Task	Council Role	Resources	Timings
2.1	Healthy food options at all community events	Deliver a healthy food options program	Develop a Council Policy to ensure healthy food options at all Council meetings and events.	Provider	Policy	Short term
2.2	People eat the recommended daily serves of fruit and vegetables		Promote healthy food options into fast food outlets, school canteens and community events.	Advocate	Council collateral	Long term
2.3	Reduction of diet-related disease and food-borne illnesses		Review the Community Grants Program to incorporate healthy food options into the criteria for any application with a food element.	Provider	Community Grants criteria	Short term
2.4	Local farmers and producers are celebrated	Deliver a social marketing program to promote: local farmers, producers, chefs, cooks, healthy food initiatives	Tell the stories of our farmers, producers, gardeners, chefs, cooks and healthy food initiatives.	Facilitator	Made Open Tasmania Council collateral	Medium term
			Promote weekly healthy food recipes.	Facilitator	Made Open Tasmania	Short term
			Design and promote events that focus on local producers and healthy food outcomes, e.g. cooking competitions.	Facilitator	Made Open Tasmania Council collateral	Medium term
			Promote and support community use of the Made Open Tasmania platform.	Provider and Facilitator	Made Open Tasmania	Short term

Future Direction 3 - Accessible, affordable, healthy food

	Strategic Outcome	Key Actions	Related Tasks	Council Role	Resources	Timings
3.1	Options to purchase affordable, healthy food in low socio-economic areas	Undertake collaborative food security projects in food desert areas	Form a food security project group of organisations and community groups currently contributing to food security.	Facilitator	Made Open Tasmania	Short term
3.2	Utilisation of the Mersey Leven Food Hub project's 'Site to Bite' e-commerce platform		Engage communities in food desert areas to identify local issues affecting access to affordable, healthy food.	Facilitator	Made Open Tasmania	Long term
3.3	Joined-up food security efforts		Promote the 'Site to Bite' e-commerce food hub.	Facilitator	Made Open Tasmania	Short term
3.4	Nature's grade farm produce valued and available	Deliver a social marketing program to promote local fresh produce outlets and distribution hubs	Promote the consumption of fresh local farm produce including nature's grade.	Facilitator	Site to Bite e-commerce platform	Long term
			Promote and support local produce markets and distribution hubs.	Facilitator	Made Open Tasmania Site to Bite e-commerce platform	Short term

MEASUREMENT

Future Direction	Strategic Outcome	How much did we do?	How well did we do it?	Is anyone better off?
Increased knowledge & skills in growing, preparing, purchasing and cooking food	People know the nutritional values of foods	# Doctors and health professionals that provide nutritional information and education	% Healthy cooking programs that incorporate nutritional information	
	People can grow their own food		% Community gardens offering advice and mentoring for home gardeners	
	People can prepare and cook healthy meals	# Healthy cooking programs		
	Communal land and public realm used for growing healthy food	# Community Garden projects	% Communal land spaces incorporating edible food plantings	
Healthy eating is part of every aspect of community life	Healthy food options at all community events		% Community events with priority for healthy food vendors	
	People eat the recommended daily serves of fruit and vegetables			% Population eating recommended daily serves of fruit and vegetables
	Reduction of diet-related disease and food-borne illnesses			% Population experiencing diet-related disease and food-borne illnesses
	Local farmers and producers are celebrated	# Social media stories about local farmers & producers	% Central Coast food outlets using local farm produce	
Accessible, affordable, healthy food	Options to purchase affordable, healthy food in low socio-economic areas		% Low socio-economic areas that benefit from food security activities	% Household income spent on food in low income households
	Utilisation of the Mersey-Leven Food Hub project's 'Site to Bite' e-commerce platform	# Transactions		% Transactions from food desert areas
	Joined-up food security efforts	# Organisations and community groups involved in food security activities		
	Nature's grade farm produce valued and available		% Food security activities that utilise local nature's grade farm produce	% Farmers selling nature's grade fresh produce who receive a fair price

CONTACTS

If you would like information, want to share what you are doing or make use of Made Open Tasmania, an online, engagement platform where individuals, communities and organisations come together to connect, share ideas, start projects, crowdsource and create events and polls please contact:

Heidi Willard

STRATEGY & POLICY OFFICER



Local Food Security Planning Workshop

Background Paper

HELD MONDAY, 2 MAY 2016
BETWEEN 9.30AM AND 2.30PM

Contents

20	THE POLICY CONTEXT
20	THE CHANGE NEED
20	The Impact of Chronic Disease
20	Food Cost
20	Table 1: Household Expenditure on Food
21	Table 2: Households at risk to food insecurity through high expenditure on food and low incomes, by Local Government Area, Tasmania, 2011 and 2016
22	The Food Security Risks in Central Coast
23	WHAT WORKS TO DO BETTER
24	THE ROLE OF FOOD HUBS
24	SOCIAL DETERMINANTS OF HEALTH
26	KNOWING IF ANYONE IS BETTER OFF
27	INTEGRATION
28	Table 3: Central Coast Social Planning Framework
30	WHAT IS COUNCIL'S ROLE?
31	REFERENCES

THE POLICY CONTEXT

Despite a productive environment and a high overall standard of living, Tasmanians experience preventable diet-related chronic disease and food-borne illnesses. Tasmania has rates of heart disease, obesity, diabetes, hypertension and some cancers as high as, and in some instances higher than other Australian States. These preventable illnesses are costly in social and economic terms, both to the individual and their families as well as the community.

The Tasmania Food and Nutrition policy aims to develop a food system for Tasmania that contributes to the reduction of diet-related disease and food-borne illness.

THE CHANGE NEED

The Impact of Chronic Disease

The increasing rate of chronic lifestyle-related disease that can be largely prevented by healthy eating and active living places a financial burden on the State's resources. Estimates from interstate predict that over the next 15 years hospital admissions will double, mostly due to the effects of chronic lifestyle-related disease, creating a significant financial burden for governments. While projections of this nature have not been calculated for Tasmania, it is likely the situation here may in fact be worse. Tasmania is experiencing the effects of population ageing to a greater degree and has a higher proportion of people of low socio-economic status than other States and Territories. Both older people and those of lower socio-economic status experience greater lifestyle-related chronic disease.

Food Costs

If we look at the percentage of household expenditure on food (Table 1), the four household types spending the most are all low-income households. These households are potentially at risk of food insecurity due to any increases in food prices. The data also shows that these households are spending less in actual dollars than the Tasmanian average, with pensioners the lowest, at \$109.50 a week. This indicates low incomes, low levels of discretionary income and therefore low capacity to absorb any price rises.

Table 1: Household Expenditure on Food

Household Type	Percentage expenditure on food	AWHE on food
Low incomes	20.5%	\$143.50
Workers with income support	19.7%	\$148.20
Pensioners	19.0%	\$109.50
Unemployed	17.3%	\$114.60
Single parents-medium	17.3%	\$163.30
Middle to high incomes	16.9%	\$244.50
Renters	16.6%	\$153.40
Tasmanian average	16.0%	\$178.90

Relative Price Index data developed by G. Dufty and I. MacMillan and provided by the Social Inclusion Unit, DPAC.

Table 2. Households at risk to food insecurity through high expenditure on food and low incomes, by Local Government Area, Tasmania, 2011 and 2016

	Low-income households			Pensioners			Unemployed			Single parents - medium family		
	No. of H/H's	2011 %	2016 %	No. of H/H's	2011 %	2016 %	No. of H/H's	2011 %	2016 %	No. of H/H's	2011 %	2016 %
Break O' Day	942	32.8	31.3	1006	35.0	38.7	273	9.5	8.5	106	3.7	5.6
Brighton	1370	22.7	21.4	1241	20.6	21.6	480	8.0	6.3	457	7.6	7.3
Burnie	2160	26.4	25.6	2043	24.9	26.4	643	7.8	9.2	430	5.2	5.0
Central Coast	2484	28.5	29.9	2498	28.7	32.0	620	7.1	7.7	327	3.8	3.2
Central Highlands	273	28.8	27.5	278	29.3	31.9	59	6.2	5.9	21	2.2	2.8
Devonport	3032	29.0	28.4	2953	28.3	29.8	785	7.5	8.8	507	4.9	4.6
George Town	762	28.2	28.1	708	26.2	29.9	270	10.0	11.3	127	4.7	5.2
Glamorgan/Spring Bay	522	25.4	25.3	646	31.5	36.1	133	6.5	4.3	65	3.2	2.3
Kentish	634	26.4	26.3	575	23.9	27.4	199	8.3	9.5	91	3.8	3.3
Launceston	7249	25.7	24.7	6991	24.8	26.0	1939	6.9	8.1	1429	5.1	4.9
Tasman	277	27.5	34.5	307	30.5	37.4	87	8.6	9.9	15	1.5	1.2

NATSEM research conducted for the Social Inclusion Unit, DPAC.

The Food Security Risks in Central Coast

In the Central Coast Local Government Area there are 8,286 households and 21,393 residents, of which:

- 46.3% of adults eat the recommended two pieces of fruit per day and 10.8% eat the recommended five serves of vegetables, compared with the 42% and 9.8% State averages. Central Coast residents are unfortunately eating slightly less fruit and vegetables in 2013 when compared with 2009;
- 22.2% of adults are obese. Compounding this, 21.6% of local adults report that their health is poor or fair versus 19% for the State average. While we don't have results for children at the local government level we do know that rates of overweight and obesity are increasing across Tasmania. The teenage years are when significant changes are observed and up to 29% of young people become overweight or obese;
- 33% of the local population are Concession Card Holders and 8% unemployed. Households with low incomes including residents on Centrelink payments often have a reduced ability to buy sufficient healthy food as there are many other costs such as housing, transport and utilities which drain the household budget;
- There are 348 single parent households;
- 17% of children are estimated to be living in poverty;
- 21.6% of adults report their health as fair or poor and 1,328 residents are receiving the disability support payment. People with a disability or chronic disease may have difficulty carrying shopping and their medical expenses may reduce the household food budget;
- 6% of households are without a car; and
- 23.5% of local households experience housing stress. This is people who have a low income and pay more than 30% of their household income on rent or mortgage.

Across the Central Coast, the ability of residents to get to shops is impacted by their location and available transport, including public transport. Recent research conducted by the University of Tasmania showed that there is a good variety of shops across the local government area. In total there are 18 shops and a weekly Farmers' Market, where fresh food such as fruit and vegetables can be purchased:

- Two major supermarkets (both in Ulverstone);
- Six minor supermarkets (Penguin x3, Ulverstone, West Ulverstone, and Turners Beach);
- Five general stores (South Riana, Ulverstone, Forth, Gawler and Riana);
- five fruit and vegetables shops (Penguin, West Ulverstone, Turners Beach, and Ulverstone x2);
- *Cradle Coast Farmers' Market* (weekly on Sundays at the Ulverstone Wharf Precinct);
- *Quality Vegie Box* is a Cradle Coast Farmers' Market stallholder and offers home delivery across the area;

- *Mooreville Gardens* is a Cradle Coast Farmers' Market stallholder and offers a Grab & Go Box scheme at the market;
- *Penguin Market* has over 70 stalls all under cover including fresh produce and a food court (weekly on Sundays from 9.00am to 3.30pm); and
- *Growers and Makers Market* at Turners Beach, is a Twilight Market offering fresh local produce (last Sunday of every month from 4.00pm).

However, there are no shops located in some of the areas where average household incomes are very low. Some low-income households do not have access to a car and public transport is often reported as inadequate. This means for these people, getting to the shops to purchase healthy food is even more challenging.

WHAT WORKS TO DO BETTER

A strategic and comprehensive approach to tackling food security is necessary locally, regionally, and at the State and Federal level.

It is also important to maintain a focus on disadvantage; otherwise seemingly useful strategies may make little or no difference to the most food insecure, or may even make their situation worse.

Research has identified the following three factors make it easier for people to eat well, even if they are on a low income.

1. People need to have good skills, knowledge and the confidence to cook, shop, prepare and/or grow;
2. It's important for people to live and work in an environment that regards healthy eating as 'normal'. This might be your family, school, where you work or even at community events; and
3. People need to be able to readily access healthy food. Here we are talking about financial and physical access. Healthy food needs to be affordable and easy to get to where it is available for sale.

Choosing which strategies to adopt and which actions to implement needs to be built on an understanding of what has and is being tried elsewhere as well as on an assessment of local conditions to determine appropriateness.

Choosing what to do in any specific location needs to be based on an assessment, which should include consideration of the following:

- The **nature and characteristics of the local area** and the opportunities and/or challenges these present;
- The extent to which there is a **broader groundswell** that can support the strategy;
- Whether a **regional response** rather than (or in concert with) a local response may be more effective than implementation of strategies by individual councils;

- The establishment of well-articulated goals and objectives for the intervention/strategy and the capacity to include an **evaluation strategy** to gauge effectiveness in the short and medium term; and
- Finally, because comprehensive, sustained strategies are more likely to be effective it is important to assess the capacity to implement multi-level long term responses rather than short term, narrowly targeted single level strategies.

Every region has unique elements that contribute to its economic and social framework. Stimulating economic development in low income or socially isolated communities needs to build on an asset base of the resources already within that community. These assets may include human capital, existing agricultural and food manufacturing resources and transport infrastructure.

THE ROLE OF FOOD HUBS

The Central Coast Council (the Council), through the Mersey-Leven Food Hub project, is currently exploring the potential contribution of a Food Hub to improve access to local fresh produce.

Food hubs are businesses or organisations that actively manage the aggregation, distribution and marketing of source-identified food products. Food hubs also operate within their own expressed value sets, and these values guide any additional activities that a food hub may undertake. In theory, food hubs may serve to provide much-needed, size-appropriate infrastructure and marketing functions for local food produced by small and midsized producers.

However, the impact of food hubs has only recently been studied, and there is a lack of aggregated information on many of the characteristics of active food hubs. A 2013 National Food Hub Survey undertaken in the US indicated that 62% of food hubs began operations within the last five years, 31% of food hubs had \$1,000,000 or more in annual revenue and the majority of food hubs were supporting their businesses with little or no grant assistance - including food hubs that identified as nonprofits.

Financially, the most successful food hubs tended to be for-profit and cooperative in structure, in operation for more than 10 years and working with a relatively large number of producers. The values-based nature of food hubs makes it hard to judge many of them solely on their level of financial success.

SOCIAL DETERMINANTS OF HEALTH

The World Health Organisation (WHO) defines the social determinants of health as ‘the conditions in which people are born, grow, live, work and age’. These circumstances are shaped by the distribution of money, power and resources at global, national and local levels. The social determinants of health are mostly responsible for health inequities - the unfair and avoidable differences in health status seen within and between countries.

The Council explored the role it might play in supporting the achievement of healthy communities through the following six outcomes:

1. Healthy;

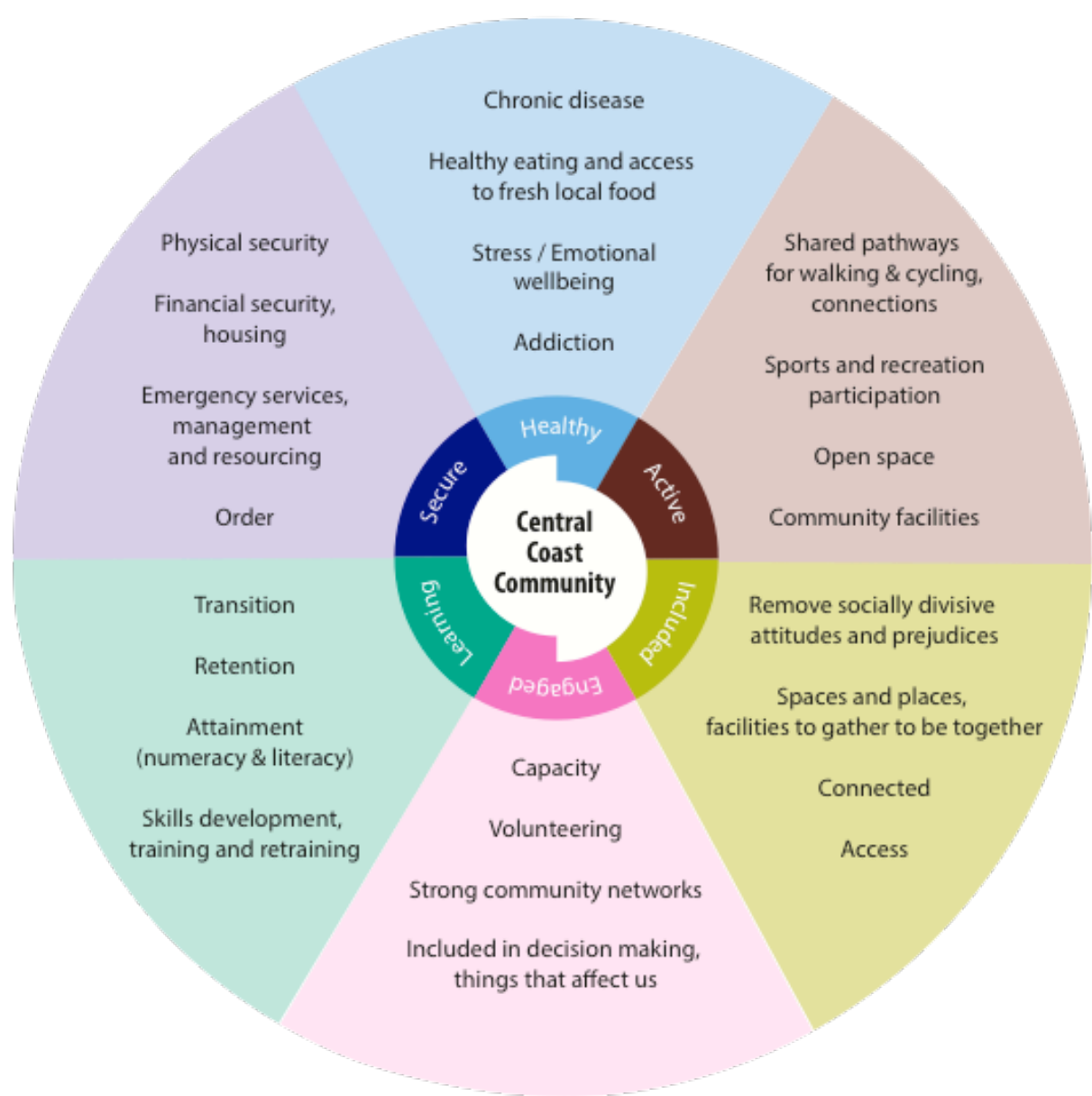
2. Active;

3. Included;
4. Engaged;

5. Learning; and

6. Secure.

This diagram presents the factors affecting each outcome.



KNOWING IF ANYONE IS BETTER OFF

The Council will take a Results Based Accountability (RBA) approach to measuring the performance of their Local Food Security Strategy.

This approach starts with the end ‘results’ desired for a community or population group and then identifies the indicators, which can be measured to quantify the achievement of desired results.

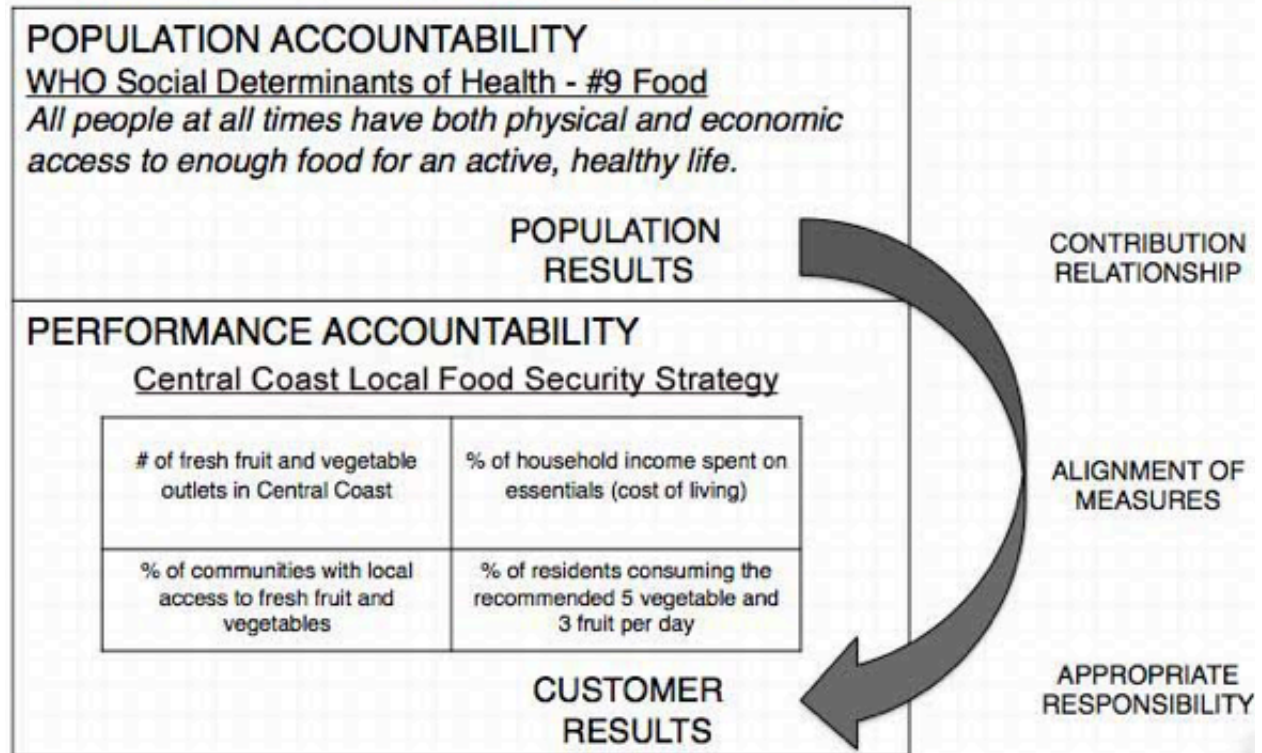
Performance Measures

	Quantity	Quality
Effort	How much service did we deliver?	How well did we deliver it?
Effect	How much change / effect did we produce?	What quality of change / effect did we produce?

A measure of how well a program, agency or service system is working involves three types of interlocking measures:

1. How much did we do?
2. How well did we do it?
3. Is anyone better off?

The Linkage between POPULATION and PERFORMANCE



INTEGRATION

The Council is committed to developing and supporting environments for healthy living throughout the Central Coast. The Council's vision is *A Connected Central Coast*.

The Council's Strategic Plan 2014-2024 contains the following goals and actions relevant to health and food security:

Improve Community Well-being:

- Support and/or develop local, sustainable food initiatives.

Community Capacity and Creativity:

- Community capacity building.

Council Sustainability and Governance:

- Effective communication and engagement.

This will be achieved through a range of programs, plans and services and through specific initiatives relating to the identified priorities arising from the Central Coast Social Planning process. The development of a Central Coast Local Food Security Strategy is one such initiative.

Table 3: Central Coast Council Social Planning Framework

Community Health Outcomes	Related Key Areas for Action	Key Community Indicators
Healthy Achieve the highest attainable standards of mental and physical health with access to affordable fresh food	Chronic disease: <ul style="list-style-type: none"> Improved service access Preventable health care Healthy eating and access to fresh local food: <ul style="list-style-type: none"> Food literacy and security Stress/emotional wellbeing Addiction Implications of an ageing population 	Adequate consumption of fruit and vegetables
		Potentially preventable hospitalisations, age standardised rate per 1,000 population
		Psychological distress, high or very high
		Tobacco use, alcohol risk and recent (a) illicit drug use, people aged 14 years or older, by Statistical Area Level 4 (SA4), 2013 (per cent)
		Persons aged 18+ with 4 or more chronic conditions
Learning Develop the knowledge, skills and commitment to learning needed to participate in society and reach potential	Transition Retention Attainment (numeracy and literacy) Skills development, training and retraining: <ul style="list-style-type: none"> Education pathways 	People aged 20-24 years with Year 12 or higher qualification
		People aged 15-19 years not engaged at all in work or study
		Adult literacy and life skills
Included Feel welcomed in the communities where they live, work, learn and play	Remove socially divisive attitudes and prejudices: <ul style="list-style-type: none"> Removal of social barriers to inclusion Spaces and places, facilities to gather to be together Connected Access: <ul style="list-style-type: none"> Improved public transport 	Migration into and out of the area
		People employed in high and low skilled occupations who live and work in Central Coast
		Local obs
		Acceptance of other cultures – cultural diversity
		Community facilities bookings
		Access to internet at home – with broadband connection (%)

Table 3: Central Coast Council Social Planning Framework *cont...*

Community Health Outcomes	Related Key Areas for Action	Key Community Indicators
Active Opportunities to participate in recreational activities and cultural experiences and to engage in Central Coast communities	Shared pathways for walking and cycling, connections: Sports and recreation participation: <ul style="list-style-type: none"> Improving availability of and participation in a range of healthy activities Open space Community facilities	Insufficient physical activity
		Obese BMI
		Registered sporting groups
Secure Support themselves and their households through safe work and career opportunities, affordable and stable housing and access to effective income supports when in financial need	Physical security: <ul style="list-style-type: none"> Community safety partnerships Strengthening local neighbourhoods Financial security, housing: Affordable / stable housing Unemployment / employment pathways, including intermediate labour market programs Emergency services, management and resourcing Order 	People who are unemployed - % of labour force
		Ratio of equivalised gross weekly household income - ratio of incomes at top of 80th and 20th percentiles
		Housing loan quartiles Housing rental quartiles
		Crime rate
Engaged A leading Council is well governed and managed and engages effectively with its community	Capacity: <ul style="list-style-type: none"> Sustainable community service provision Place based government, business and not-for-profit partnerships Place-based population planning Volunteering Strong community networks: <ul style="list-style-type: none"> Innovation networks - entrepreneurship and Research and Development investment Included in the decision making, things that affect us Improving community engagement methods, capacity and tools/resources Co-design and delivery of locally owned strategies/solutions 	Partnerships established around collaborative projects
		Collaborative projects that make a difference
		Volunteers involved with Council activities
		Council-led community engagements
		Unpaid Work: Percentage of total population aged 15 years and over - Persons undertaking voluntary work for an organisation or group (%)

WHAT IS THE COUNCIL'S ROLE?

Broadly speaking, the Council can provide three kinds of goods or services and play three roles.

Type of good	Council role		
	Provider	Facilitator	Advocate
Public goods			
Mixed goods			
Private goods			

The **provider** role includes regulatory activities. The Council provides the good or delivers the service because they are required by legislation to do so;

- As a **facilitator** the Council cooperates with other groups to help deliver a good or service. The facilitating actions can be large or small; and
- As an **advocate** the Council speaks up, lobbies and supports a cause or issue.

The three different types of goods and services are more fully described in the following table:

Type of good	Characteristics	Funding sources	Notes and examples
Public Goods	<ul style="list-style-type: none"> • Provided by government and could be described as core business. • There is wide community benefit. • Everyone has equal access. • Market failure exists for the provision of the service. 	<ul style="list-style-type: none"> • Taxes; and • Rates 	<ul style="list-style-type: none"> • Footpaths; • Roads; • Planning Scheme; • Regulatory activities; and • Parkland (public land).
Mixed Goods	<ul style="list-style-type: none"> • Provision can be shared between government and the private sector. • It is discretionary for government. • There is community demand for the service that can politically justify government involvement. • Access is not necessarily equal for all. • Part market failure exists for the provision of the good or service. 	<ul style="list-style-type: none"> • User charges; and • Community Service Obligations (CSO) 	<ul style="list-style-type: none"> • Public swimming pools; • Sporting facilities; • Museums; • On street parking; • Medical facilities; • Livestock sale yards; • Festivals and events; • Recycling and landfill sites; • A CSO is an allocation of funds by Council from the General Rate. It is a cross-subsidy to make up operational shortfalls and the amount is a political decision; and • If a service becomes self-sufficient the CSO could be removed. In that case the mixed good usually moves to become a private good.

Type of good	Characteristics	Funding sources	Notes and examples
Private Goods	<ul style="list-style-type: none"> • Provided by the private sector. No reason for government to be involved. • Market forces set demand for the service. • There is no market failure for the provision of the service or good. • Access is not equal to all. 	Prices	<ul style="list-style-type: none"> • If government is involved then revenues must be sufficient to fund the long-term needs of the business; • Sometimes councils end up providing private goods as the transition from mixed good takes place. An example could be off street car parks or animal sale yards; and • Once there is no market failure the asset should be sold and the funds reinvested in public goods.

In considering actions that can be undertaken to achieve the desirable outcomes around the three elements that need to be addressed to make a difference:

1. People need to have good skills, knowledge and the confidence to cook, shop, prepare and/or grow food;
2. It's important for people to live and work in an environment that regards healthy eating as 'normal'. This might be your family, school, where you work or community events; and
3. People need to be able to readily access healthy food. Here we are talking about financial and physical access. Healthy food needs to be affordable and easy to get to where it is available for sale.

There will be some actions that the Council will be able to undertake within their three roles of provider, facilitator and advocate. However, the Council could not and should not do everything. What the community needs to decide are the things that they would like to tackle and the supporting role the Council might play. The role will be outlined in the end Strategy.

REFERENCES

Tasmanian food and nutrition policy 2004-2014. (Department of Health and Human Services, Tasmania)

Fischer, M., Hamm, M., Pirog, R., Fisk, J., Farbman, J., & Kiraly, S. (September 2013). Findings of the 2013 National Food Hub Survey. Michigan State University Center for Regional Food Systems & The Wallace Center at Winrock International. Retrieved from <http://foodsystems.msu.edu/activities/food-hub-survey>

Montague, M. (September 2011). Local Government and Food Security An Evidence Review What we know about what works and what might work. For The Public Health Unit, North and West Metropolitan Region Department of Health Victoria

ATTACHMENT 2

Central Coast Local Food Security Strategy Unedited Outputs Workshop held Monday, 2 May 2016

THEME: MAKING HEALTHY EATING PART OF EVERY ASPECT OF COMMUNITY LIFE

Success factors	Success factors
Local produce celebrated and a focus in retail <ul style="list-style-type: none"> • Restaurants cooking healthy foods on menu • Using local produce and growing local produce • Use of local produce • Focus on seasonal foods • Replacement of council flower beds with edible gardens • Happy farmers 	Young people skilled in food literacy, cooking and preparing food
Lowered food prices (Present costs in some food deserts are higher and also higher in regional areas)	Healthy food options at events <ul style="list-style-type: none"> • Events offering something different to the 'sausage sizzle'
Statistical change <ul style="list-style-type: none"> • Lower rates of chronic illness • Less instances of preventable health-related issues, e.g. obesity • Drop in obesity levels • Improved community wellbeing • Lower food health related issues • Happy, healthy, community working in harmony • Attendance at markets increased • Decrease in youth consumption of fast foods • Doubling our fruit and vegetable intake 	Access <ul style="list-style-type: none"> • Greater access to regional suppliers in place of supermarkets • Everyone has equal access to quality, fresh fruit and vegetables • Affordable, healthy food options are accessible • Access to fruit and vegetables rejected by supermarkets • Fresh produce readily available in our community • Families growing some of their own food • Supermarkets selling better options of food • Interest in food production
Policies <ul style="list-style-type: none"> • Embedded food security in policies • World Health Organisation Codes are understood and integrated into planning 	'At-risk' people motivated by doctors and associated health professionals <ul style="list-style-type: none"> • Doctors know about and focus on nutrition • The professionals understand that not everyone has access to healthy eating • People make good choices about what they eat

Success factors	
Marketing and Promotion <ul style="list-style-type: none"> Public awareness of what eating healthy is all about Healthy eating is valued Return to eating as a dining experience at home and out Families eating healthy food options More family awareness of the impact of what we eat on our health Education community Social media campaign To see more advertisements and more education starting from a young age about healthy food choices Making people aware of dangers of processed foods 	Integrated food education in learning <ul style="list-style-type: none"> Food education in schools, community houses etc. Food preparation: Garden to Plate From primary school onwards, an awareness of healthy eating Wider knowledge of healthy eating Schools provide healthy options Healthy canteen options School canteens only serve nutritious food Healthy eating and food options at school School catering Seeing more changes in school canteens High school canteen options – see change to more healthy choices Children being a part of growing, harvesting vegetables Schools providing healthy food / education for children and families Making children aware of dangers of processed foods
Community tolerant to breastfeeding <ul style="list-style-type: none"> Is seen as the normal way to feed human babies culturally / accepted in the community All babies would be breastfed or breast milk fed (have the support and information to do so) Mothers to be better educated 	Creating exciting food experiences <ul style="list-style-type: none"> Cooking the harvest community workshops Learn to be adventurous with new foreign foods
Using real food <ul style="list-style-type: none"> Make food from scratch Use REAL food (butter, sugar, etc.) Education on preparing food as grown Community workshops: cooking, eating habits 	Healthy menu and food choices <ul style="list-style-type: none"> Simple menu choices A vegetarian café: there are a few cafes or restaurants with totally vegetarian items on their menu Easy to find healthy takeaway lunches / food Healthier food choices in retail; on the menu Families eating healthy food options Focus on the Mediterranean diet: social aspects as well Cooking and eating healthy food
Food tourism identification	Community gardens in townships <ul style="list-style-type: none"> Community spirit rises People know how to grow Access for all How to use it

Working well / Not working well

Group	Working well	Not working well
Yellow	<ul style="list-style-type: none"> • Farmers' Market • Breakfast clubs at school (get physical and social improvements) • Breakfast club at local café Turners Beach • Launch into Learning program: 0-5, parents participate • Early childhood centre: have own chef, use seasonal foods, grow produce, make things and engage with aged care residents next door • Move Well / Eat Well: information and promotion • Bike tracks connect townships • Turners Beach community garden: successful, making it accessible for people with disabilities • Second Bite program • School gardens 	<ul style="list-style-type: none"> • Farmers find it difficult to attend the Farmers Markets; farming is a full-time job • Families are too busy these days to cook e.g. work commitments, sporting commitments etc. • Politicization of food: health star ratings • Bus transport times mean children have early start and long day to their school routines • You need money to sustain community gardens: always seeking grants • We don't promote what is happening and therefore we don't know what is happening and there is a lot happening • Looking for a wholesaler to distribute vegetables into the areas where there are not fresh food outlets (looking for a wholesaler in Ulverstone) • Need to demonstrate support for local farmers e.g. an 'always buy local campaign' • Lack of skilled chefs in the area • There is a sustainability question over programs like Second Bite
Brown	<ul style="list-style-type: none"> • Farmers' Market • Dining options – improved choice • The potential of a sugar tax: has happened in other western countries • Cooking programs and initiatives • West Ulverstone School social enterprise contributing to the canteen; grow food, make food, sell food • Education of healthy food and its benefits/generational change • Eat Well Tasmania • Growth in small/medium producers – more likely to bring about change in making local produce accessible • Individual champions promote their achievements • Cradle Coast Tasting Trail 	<ul style="list-style-type: none"> • 51 fast food outlets • Cost and convenience of fast food • Mindset • Lack of understanding of labelling and what healthy food is • People are in denial of impact of state of health • Need for a more integrated approach • 'Can't outrun a bad diet!' • No over-arching promotion • Education/generational change • Branding and messaging • Council policy – use and promote healthy, local produce • Water stations on shared pathways (if they are there people will drink water) • Effect on international commodity prices on produce • Legislation restrictions

Group	Working well	Not working well
Red	<ul style="list-style-type: none"> • Cooking in Child Care Centre • Move Well/Eat Well • The Australian curriculum will include mandatory hours of food nutrition • Lot happening with young people at school • Huge amount of resources available to people who want it • Tasmanian Canteen Association • School breakfast clubs • Healthy foods at events • Champions in the area – Carol from the Child Care Centre making pumpkin risotto for the children who love it • Men's Shed vegetable garden • Council is showing strong leadership 	<ul style="list-style-type: none"> • Do not promote or communicate all that is happening with healthy food • A lot of the school canteen programs are not compulsory; many are 'opt-in' • No one working on influencing adults • Resources are available but no one knows about it • Campaigns are ready to go but there is no money to do them (Eat Well Tasmania's 'Veg it up!') • No funding from Education Department for any of the programs • Hospital food! (Say no more!)

Projects and Ideas

Group	Project / Idea
Yellow	<ul style="list-style-type: none"> • Completion of community garden at Turners Beach • Focus on community gardens in smaller communities • Build on what's going on now • Raise awareness of what is going on and promote the development of partnerships to achieve desired outcomes • Make use of social media; facebook page but don't forget traditional media like radio • Recipes/recipe books available to people
Brown	<ul style="list-style-type: none"> • Bring leaders together and ensure they have focus • Edible gardens • Information on the number of sustainably produced food items • Education programs and initiatives • Community garden with shed: West Ulverstone • Policy underpinning access to healthy food • Targeting early education to create generational change • Regional approach to funding and aligning strategies between councils • Regional Food co-operative enabling distribution • 'Come and get dirty!' 'Dig and Play' days • Co-coordinating food strategies directly between neighbouring councils • Elevate local chefs/cooks as 'rock stars' • Local food competition

Group	Project / Idea
Red	<ul style="list-style-type: none"> • Co-coordinating a regional approach • Council facilities/events have a 'traffic light' system: red, yellow and green foods • Grant schemes: incorporating healthy eating as a 'must' if applicable • Continue with social planning framework and include food security and healthy food policies • Catering guidelines: catering groups to provide healthy options – this has national implications where there could be national catering guidelines • (Role) modeling: healthy food is served at meetings and events • Introduce the 'cooked meal' at school • Development of a database of what's in the area • Ensure health and allied professionals know what is in the area, the database and localised areas which may not have access to healthy foods. • Affordable food pack of a healthy mix • Tell the stories (of what is going on in the area...because there is a lot) • Work with fast food outlets to encourage healthy options

Theme: Accessing affordable, healthy food

Group	Outcomes
Yellow	<ul style="list-style-type: none"> Wellbeing, happier outcome No McDonalds, K.F.C. More physical activity Industry – jobs growth (initiatives for employers) Uses for ‘rejected’ food at farm gate Cheap healthy options to purchase Affordability Lunches prepared/provided at school Easier access to markets and shops with affordability for all ‘Markets’ available in other areas Delivery of foods, e.g. elderly or people with no access Mobile food van Making people believe that cooking, planning and shopping is really not as difficult as they may think Education (providing) Support in the community re the importance of breastfeeding for health of mums and bubs Education, workshops e.g., growing, cooking, knowledge, access for all Compare health strategies of fresh and processed food Education for clients Willingness Workshops for growing foods, cooking and knowledge More education for young and old Compare cost of processed food and home prepared food Community based involvement: <ul style="list-style-type: none"> Early childhood Garden Schools, childcare Primary, high school Education Gardening Aged homes Mental health environment Broaden delivery of wholesale food to low income homes Providing cooking equipment, pots, knives etc. To support all people in growing their own fruit/vegetables Assist homes struggling or single parent households to plan and prepare meals Community gardens Cooking with at risk youth All mums having access to timely support and information to establish breast feeding Mums having access to good information as they introduce solids to babies whilst maintaining breastfeeding Healthy fruit and vegetables in schools Community gardens – learn to grow, have access and eat healthy food Education programs for parents/children on healthy eating

Group	Outcomes
Red	<ul style="list-style-type: none"> • Positive benefit for the local economy • Farmers would sell more produce in their community • Packaging and distribution • Roadside market stalls • Use of 'surplus' offered at affordable prices for low income • More secure income for farmers • Recognising and developing relevant food supply chains • Database - what exists and where at what price • Modern technology • Less waste of good food • More purchasing done by people • People would eat more fruit and vegetables • Making healthy choices would be easier • Kids learning good nutrition at home • Regular newsletters including recipe of the week – quick and easy being key • See food services where 'social' groups 'need' to go (en route) • More mobile food services and ordering – phone or internet • Fewer people presenting at medical centres • Reduced medical and hospital costs • Healthy, active children and adults • Greater human productivity = more for less • More people practicing what they know in nutrition • Active transport – healthier communities • Connectivity – public transport, bike pathways – reliable and cheap

Group	Outcomes
Brown	<ul style="list-style-type: none"> • Elderly and low socio-economic groups have well balanced diets • Equal opportunity and ability to access healthy food • Transport available to the markets • Public transport direct to retail centres/Farmers Markets • Comprehensive routes for public transport • Delivery of food to low socio-economic and elderly people • Have outlet for imperfect produce • Farmers Markets selling affordable produce • Food Coop – produce rejected by supermarkets due to oversize, undersize, quality etc. distributed to community rather than destroyed or sent off as animal fodder • Will have Swap Markets • Edible gardens • Community and backyard gardens make accessing affordable food easy • Markets available in more locations • Information sharing and research has created an environment for successful holistic approach to address issue • Increase in percentage of people eating RDI (recommended daily intake) of fresh fruit and vegetables • Low priced healthy food

Working well / Not working well

Group	Working Well	Not Working Well
Yellow	<ul style="list-style-type: none"> • Food on TV (promotion) • Community gardens at childcare/schools in the community • Turners Beach Community Garden (weeding for produce) • Supermarkets offering 'odd ones'/seconds • Seventh Day Adventist Church delivering to low income – purchased from wholesaler • Harvest Moon – supporting 2nd Bite à la to food hub • Heaven's Kitchen / P.P. • 2nd Bite local warehouse in Formby Road, Devonport. • Hearty Meals – weekly Ulverstone • Online ordering – supermarkets • Local shops cheaper than big chains 	<ul style="list-style-type: none"> • Youth – not excited by healthy food • Quality and quantity varies with donations • Reliant on word of mouth to learn about opportunities • Community awareness and attitudes • Disconnected efforts: services, grants, programs • Seconds prices (at supermarkets) are high • Seventh Day Adventist Church has no contact in Central Coast. • Online ordering – not specials, delivery is not free

Group	Working Well	Not Working Well
Red	<ul style="list-style-type: none"> • Plenty of surplus food available • Australian/Tasmanian grown labels • Second Bite – donation – not wasting • Volunteers/community supplying healthy food • Food co-ops • Good examples – Devonfield • Community will and skills • Mersey-Leven Food Hub project • Today (process) • Leadership • Contribution to health outcomes a Tasmanian Government strategy 	<ul style="list-style-type: none"> • Waste (surplus) of locally grown food • Not exploring value-add opportunities (time poor farmers and producers) • Lack of enterprise around ‘Nature’s Grade’ (and surplus) that delivers a fair price to farmers • Good produce not being distributed • Volunteers have to purchase • Communication • Charity vs dignity (for some) • Good example (like Devonfield) doesn’t exist locally • Grant schemes require in-kind \$\$, strict selection, financial resources • Unsustainable projects • Disconnected efforts (e.g. volunteer groups)
Brown	<ul style="list-style-type: none"> • Food Shed – Community House • Large number of fruit and vegetable shops • Using/re-using food waste • Excess of produce 	<ul style="list-style-type: none"> • Fresh fruit and vegetables more expensive than Tasmania • Big two supermarkets – logistics chain, farmers price takers, economies of scale • Disconnect of effort • Isolated communities – result of funding dependencies • Cost involved in utilising excess produces • Burnt out volunteers • Distribution networks • Supply and demand – low demand for fresh produce • Community capacity dependent on welfare • Community attitude – must change to shift behaviour

Projects and Ideas

Group	Project / idea
Yellow	Small Community Cooperatives in local areas with no fresh produce shop to partner with Seventh Day Adventist Church and 2 nd Bite and Community House/school facility PLUS 'seconds' from farmers, private garden excess PLUS community garden (return to "Village" solution)
Red	<ul style="list-style-type: none"> • Mapping: <ul style="list-style-type: none"> • What is happening, who is doing what, how? • Healthy Tas • Spatially mapped – centralised database • Currently being done (W.I.P.) by MLFH • Community groups - engaged (and identified) • Identifying the opportunities • The village concept/model • 'Coalition of the willing' and able • Expand existing networks and efforts – resourced • Extension of MLFH e-Commerce platform to local community (households)
Brown	<ul style="list-style-type: none"> • Food Co-op • Alliance • Edible gardens / fruit orchids • Sourcing produce direct from producers • Lobby retailers in food deserts to stock fruit and veg – social responsibility

THEME: INCREASING KNOWLEDGE AND SKILLS IN GROWING, PREPARING, PURCHASING AND COOKING FOOD

What does success look like?

Growing	Preparing & cooking	Purchasing
<ul style="list-style-type: none"> Community gardens School garden or use of surplus stocks Speakers from garden clubs at clubs and schools Community gardens in local green spaces Keeping it simple, school plots, community plots in target areas Family vegetable gardens School gardens focus on kids We have plenty of food School veg patch and cook when ripe. Farm to plate education All schools with gardens eating what they grow Community garden working Development of chefs in growing processes Community gardens in neighbourhoods and suburbs Back yard poultry keeping Increased back yard veggie plots Community garden thriving Community compost system to assist growing Teach basic gardening concepts 	<ul style="list-style-type: none"> Community House cooking lessons Accessible classes in preparing quick nutritious meals Cooking classes Preparing simple veg dishes with healthy fats not harmful fats Awareness in school and community Community kitchens Community cooking classes – understand how to cook and prepare. Weekly meal prep and freeze Availability of time and resources in the house Edible and tasty with healthy focus Mum and two daughters sit down to healthy meal as part of busy life Specialised classes for low economic student / adults on preparing & cooking quick cheap meals Handouts of quick nutritious recipes at medical centres School education Children leaving school very aware of good nutrition Educate children who will transfer knowledge and encourage parents. Becomes natural not a chore More education in schools Do we know how to cook? More education in schools Kids leaving high school can cook basic meals 	<ul style="list-style-type: none"> Share the knowledge and show the way – lead by example Make good food choices easy Make parents and children aware The knowledge to identify produce and its characteristics, nutritional value and seasonal availability Purchasing from a farmer direct Markets Food vegie van Better access to food – mobile food vans What is good food as opposed to convenience = less healthy choices for cost effectiveness Pop Up grocer Competitive pricing on healthy food e.g. Maccas = \$10 Steak & fresh veg = \$20 home made Convenient availability of ready-made meals. Healthy prepared food readily available Available where you go about your daily life Junk available but not fresh so increase availability Get food distribution points into food deserts Need food hub, aggregate, sell and prepare food More direct from growers Low community knowledge of the benefit of eating well Increase in health awareness

Growing	Preparing & cooking	Purchasing
	<ul style="list-style-type: none"> • Meal planning • Reduction waste from cooking • Greater knowledge for households in cooking and storing food to reduce wastage • All primary and high schools have cooking classes as a big part of their curriculum • Schools teach cooking healthy food • Primary school and aged people have the ability to prepare basic food items • Education about preserving food • Adult training in cooking • Basic food preparation • Adult education • All children know how to cook healthy meals • Children will be taught in school about healthy eating and cooking • Healthy cooking within cooking classes • Group cooking sessions make a recipe each week • Greater awareness of produce and how to cook 	<ul style="list-style-type: none"> • Families eating healthier options • Education programs in budgeting and purchasing • Knowing what is good food to buy • Better food purchasing decisions • Gluten in food • All the community have access to healthy food choices and eating • Direct purchasing from a suppliers cooperative • Lower reliance on shops and supermarkets • Local farmers' produce available • Local grain fed beef readily available • Food trail showcasing local growers and suppliers

Working Well / Not working well

Working well	Not working well
<ul style="list-style-type: none"> • Good Samaritan law donating waste produce to charity • Farmers market • Local primary school activities • A lot of groups are doing good things • Heart E Meals Bridge of Life Church program • Neighbourhood house • Phone apps to reveal product information • Housing Choices putting in garden plots • Cents Scheme – time banking program enabling food distribution • School fruit breaks and water only policies • More people are becoming aware of healthy food • Men’s shed growing food and mentoring • School programs, eating well, sometimes food, kitchen gardens • Penguin gardens distribute surplus and also cook and distribute meals • U3A programs • Breast feeding association has good online information • Church healthy lifestyles seminars 	<ul style="list-style-type: none"> • Rules & regulations – use by dates • Understanding food labeling information • Education of public about food ingredients • Packaged food • Take away food • Knowledge about portion size • Food prep and cooking skills • Transport and accessibility • Effective advertising and marketing of healthy food choices • State and Commonwealth support of integrated approaches to address issues • Promoting grass root initiatives • Conflicting health messages about what is healthy • Desire for instant gratification • Families don’t know how to prepare • Reading difficulties • Some homes don’t have utensils, no pot or pans • Make assumptions that people know more than they do • Low knowledge of healthy food • Packaged food causes allergy reactions, go to doctor to get a pill to fix it • Quick fixes • Seasonal fluctuations in availability • Double handling across groups • No adult education classes • Prices

Desired outcomes

- Education of children and parents about nutritional values of food, product characteristics and cooking
- Increased skill in the preparation and cooking of healthy meals
- Food hubs as a one stop shop for distribution and learning about food
- The growing of vegetables in the community, at schools and at home
- The distribution of food, taking it to the people

Projects and Ideas

- Implementing a consistent and persistent awareness marketing campaign
- All schools and child care organisations having gardens and eating what they grow
- Focusing efforts on the whole community
- Having roving gardening experts helping schools and organisations
- Establishing community and market gardens including picking gardens
- Development of social enterprise activities to operate food hubs supported by philanthropy to provide multiple points of food distribution using existing locations
- Supporting the disengaged to become involved in gardening and food activities
- Working with existing organisations to extend distribution activities
- Using food hubs to show how quick and easy it is to cook and try food
- Neighbourhood houses to run cooking classes and freeze surplus food for later use
- Distribute recipes through church based meals programs
- Find out who is doing what and build connections
- Develop community gardens on private land where produce can be shared between the land owner, the growers and also be sold to the community to provide an incentive to be involved
- Integrate education into charity work
- Encourage backyard gardens with guides to how and what to grow
- Imbed community awareness about food and health into the norm
- Have top down and bottom up initiatives
- Food swapping of surplus produce
- Sharing economy approaches like 'Cents Less'
- Online trading
- Online directories of activities and opportunities
- Lobby state and commonwealth agencies to impose penalties
- School canteens preparing wholesome meals

Projects and Ideas *cont...*

- Work with children to develop preventative approaches
- Develop more understanding about what every group is doing and encourage cooperation
- Preserve seasonal produce
- Build in free education about food into farmers markets
- Use Centrelink to develop options to access benefits i.e. do a course rather than apply for a job
- Teach budgeting for family healthy living
- Make the right information accessible to all
- Get values right. How do you assign value to reject produce? Are we time poor when we make time to watch favourite TV shows?
- Find ways to increase the motivation of people to buy healthy foods. They have to want to do it.

Prepared by the Noa Group 4 April 2016
www.noagroup.com.au

ATTACHMENT 3

RESOURCES:

- Made Open Tasmania/ <https://tasmania.madeopen.com.au/>
- Site to Bite e-commerce platform/ <https://www.sitetobite.org.au/>






At The Health Crossroads: Which way do we go with food

Developing a Local Food Security Strategy for the Central Coast area

We are facing a challenging local issue. The Central Coast area produces quality, healthy food and at the same time our community experiences higher rates of preventable diseases (like obesity and heart disease) than elsewhere in Australia. We are aiming to increase the consumption and promotion of local produce, particularly fruit and vegetables so that everyone in our community has the opportunity to eat well and be well. This is the focus to be addressed in the Local Food Security Strategy. We face this dilemma 'At the Health Crossroads' and want to work out 'Which way do we go with food'. As someone who is part of, and could play a positive role in helping answer this question, we'd like you to be part of the process.

The Strategy will outline the types of things to be worked on in three areas: increasing knowledge and skills in growing, preparing, purchasing and cooking food; making healthy eating part of every aspect of community life; and accessing affordable, healthy food.

The implementation and success of the Strategy will depend on individuals and groups in our community working around a common purpose, and joining projects in their local area.

A great way to create a network, or coalition of people who are part of, and play a positive role in creating sustainable social change is joining the **Made Open - Central Coast Council Local Food Security 'Group'**. We can send emails to group members, share new ideas and discuss new projects.

Unlike other online platforms, we can use Made Open to create projects. It also enables us to pull together resources such as volunteers, materials or funding as well as assigning project tasks. At any stage, we can post questions to the Made Open community, who may be able to help and this also promotes our projects and initiatives. Send a message to 'connect' with, and join the Group by visiting:

http://tasmania.madeopen.com.au/group/Central_Coast_Council_Local_Food_Security_Strategy



MADEOPEN

Tasmania

Change the world you live in

What is Made Open Tasmania?		Why use Made Open?
<p>Made Open Tasmania is a social network for social good.</p> <p>A place where individuals, communities and organisations come together to make positive change.</p> <p>A simple sign up allows you to make connections with like-minded people, join conversations that match your interests and share ideas.</p> <p>It's easy to start a project and form project teams.</p>	<p>Simply give your project a name, describe its objective and request the time, money or materials you need to make it happen.</p> <p>Made Open guides you through the process of pitching your project to the crowd and keeps track of activity as people pledge their support.</p> <p>So why wait for someone else to make a difference?</p> <p>Open you mind and make positive change in our community.</p>	<ul style="list-style-type: none"> ■ Crowdsource time, money and materials. ■ No commission taken from crowdfunded projects. ■ Make connections, form project teams and share ideas. ■ Start polls to canvas the opinion on topics that matter. ■ Get involved in local projects or those further a field that you believe in. ■ Set tasks for you and your team. ■ Create events to bring like minded people together.



MADEOPEN
Tasmania

<https://tasmania.madeopen.com.au/>

Ask for ideas



"With the high incidence of preventable diseases in the Central Coast area, how can we increase the consumption of fresh fruit and vegetables?"

Health & care

Home & community

Education

Business & economy



Start a project



Community Garden

We are setting up a Community Garden that teaches people how to grow nutritious food that can be taken home to cook healthy meals for their families.

Volunteers

☒ No ☒ Yes

Name of task

Garden

Target

15

Materials

☒ No ☒ Yes

Name of item

Shovels

How many

4

Money

☒ No ☒ Yes

Amount

Set up payment

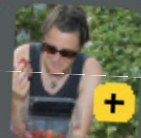
\$ 1000

Make connections



Maybe we could set up a place where people could bring extra fruit and vegetables they have grown and swap it with other produce that was grown in excess.

I think doing an education campaign around the importance of fruit and vegetables in peoples diets, particularly for children is important.



What about a Community Garden? A place where people can learn to grow fruit and vegetables, as well reaping the rewards of their efforts. It also brings all sorts of people together.

Pledge to



Great! What can you help with?

Community Garden

1

7 volunteers

target 15

17 materials pledged

target 20

\$650 pledged

target \$1000.00

Make a difference



For more information contact



Heidi Willard
Strategy & Policy Officer
Central Coast Council



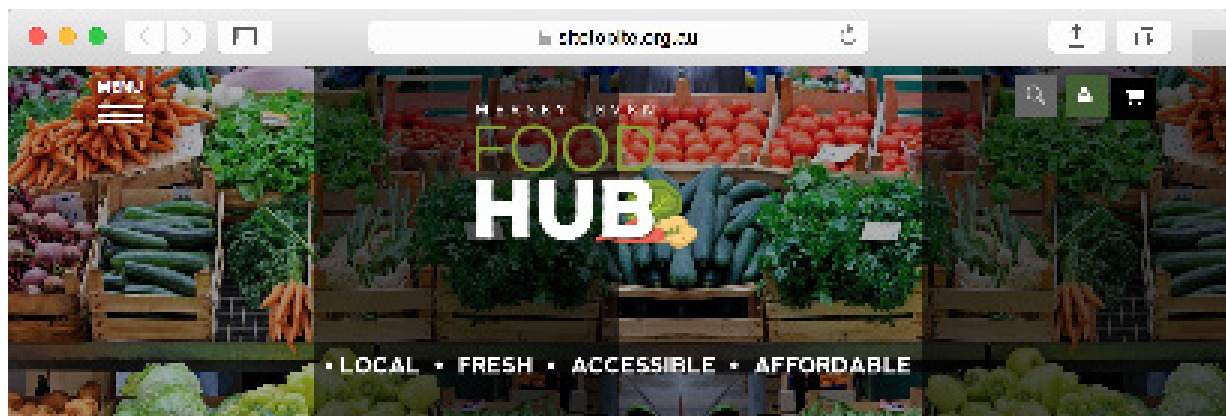
heidi.willard@centralcoast.tas.gov.au



03 6429 0917



**CENTRAL COAST
COUNCIL**



PRODUCTS

- ADMINISTRATIVE
- Vegetables
- Produce

FEATURED PRODUCTS

Community Box

\$35.00

ADD TO CART

Cherry Tomatoes 1kg box

\$19.55

ADD TO CART

Kings Tomatoes 1kg box

\$27.60

ADD TO CART

LOCAL + FRESH + ACCESSIBLE + AFFORDABLE

Shop Information

- + About your order
- + Compare list
- + Contact us
- + Refund Policy
- + Returns
- + Shipping
- + Simtech Detail
- + Terms of use
- + Producer's Login

Healthy Food Access Tasmania

f t g+ in

©2016 Site to Bite | [Privacy Policy](#)