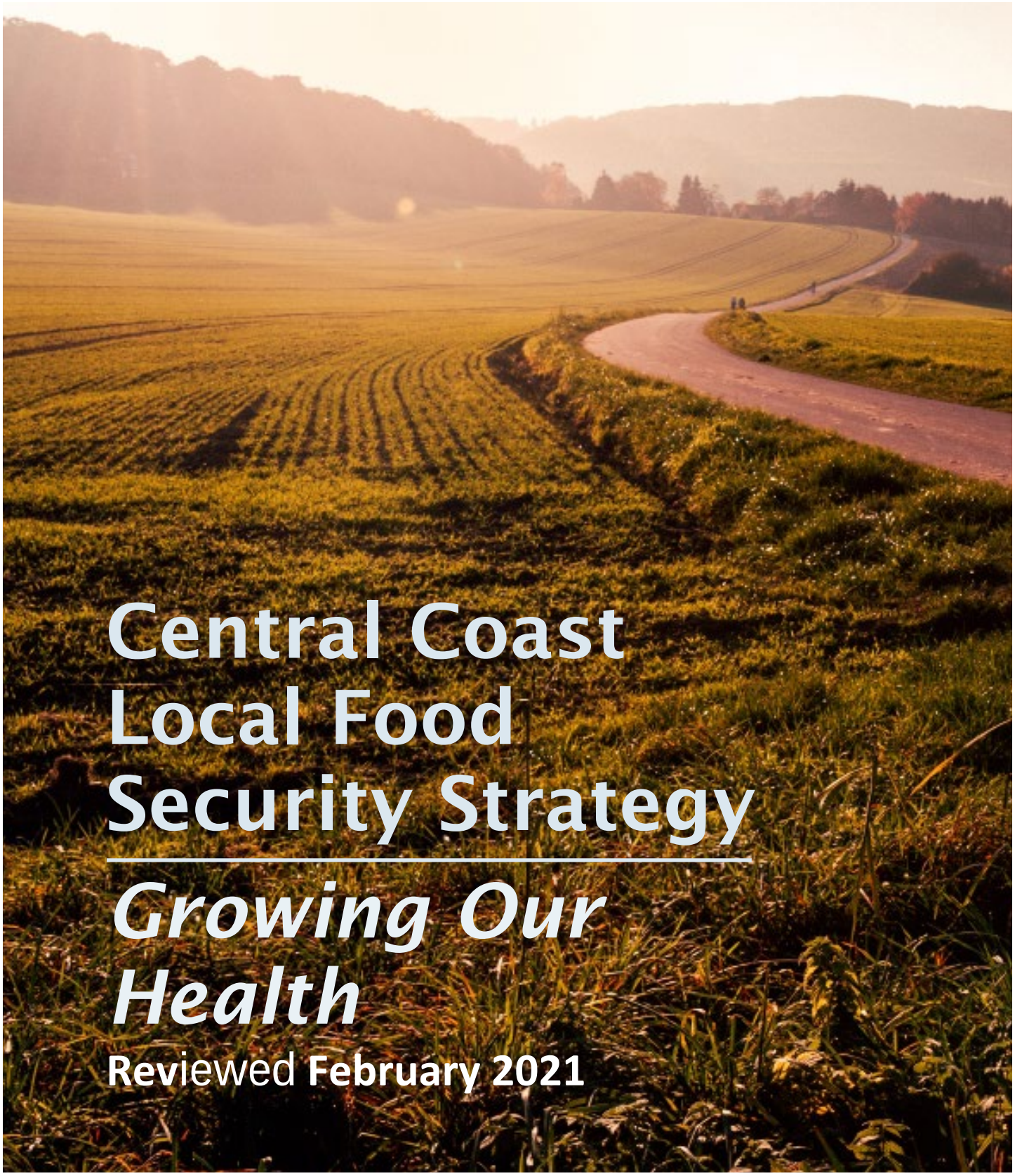

Central Coast Local Food Security Strategy

Growing Our Health

Reviewed February 2021

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

Heart
Foundation

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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 46.1% of adults in Central Coast eat the recommended two serves of fruit and only 7% eat the recommended five serves of vegetables per day. Potentially, this means that around 85% of the adult population has a less than ideal nutritional diet.

A poor diet leads to poor health – being oveweight or obese, having heart disease, diabetes and cancers. In Central Coast, 32% of the population is obese, 35% 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 the community's 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 healthy eating from the five food groups is widely recognised, research into consumers' food priorities for 2014 revealed that 40% of consumers rank eating more fresh fruit and vegetables as their highest dietary concern. During the COVID-19 crisis in 2019, it was found that concern around food safety and hygiene had significantly increased from previous levels in 2019.[1]

No single organisation can achieve sustainable and positive change in food security. In order to achieve this outcome, it needs to be a whole-of-community approach. The research and evidence of The Heart Foundation states that a community needs to work on three key areas listed below:

- 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.

The Local Food Security 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 well-being outcomes. However, they are no substitute for a community's own knowledge, networks, enterprise and institutions. It is local social capital that has the ability to drive new place-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; Ipsos. (2020). Food and Beverage 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 Well-being Roundtable;
- Central Coast Social Determinants of Health workshop;
- The Mersey-Leven Food Hub project;
- The Central Coast Local Food Security Strategy workshop; and
- Strategic research and evidence, including The Heart Foundation.

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 Healthy Tasmania Strategic Plan (2016) is an ambitious reform agenda in the State's health system. A critical component of this Plan is preventable health, which is how individuals, communities and governments can work together to ensure people stay healthier for longer.

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 factbe 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

Funded by The Heart Foundation and the Healthy Food Access Tasmania project, the Council managed 'Mersey-Leven Food Hub' project 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 trialling the e-commerce platform 'Site to Bite' as a potential alternative sales and distribution mechanism between producers and consumers.

The Cradle Coast Authority provide the implementation oversight for the Futures Plan (2019-2022). The Futures Plan have a number of projects being implemented at the local and regional scales, which are supported by member councils. The Futures Plan 'Food Producer Support' project aims to support new and established businesses to explore new markets, products and ideas and support them to grow. The project is currently contributing to the SeedLab program that provides regional food producers and manufacturers greater access to information provided by SeedLab.

Local

The first of its kind in Tasmania, the Local Food Security Strategy was endorsed by the Council in June 2016. Since it's implementation began in 2016, significant benefits for Central Coast were achieved against the first Action Plan, which is now completed. The Local Food Security Strategy was awarded the 2017 State Winner of the Local Government Awards by The Heart Foundation, for councils with populations between 10,000 and 50,000.

The Central Coast Strategic Plan 2025–2035 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 Coast[3]

Population	21,938 residents in 2019. 8,437 households in 2016.
Socio-economic factors (2019)	627 single parent households in 2016. 25.1% of households were estimated to be living in poverty. 17.3% of residents recieved the Age Pension. 5.6% of residents received the Disability Support Pension. 6.9% of the adult population were unemployed in 2016. 5.3% of residents were without a car in 2016. 13.1% 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 (2019)	18 shops and three markets, where fresh food such as fruit and vegetables can be purchased (approx). 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 (2019)	46.1% of adults eat the recommended two pieces of fruit per day. 7% eat the recommended five serves of vegetables per day. * LGAs in the North West region had similar fruit and vegetable consumption compared with other regions in Tasmania.
Health indicators (2015)	32% of adults are obese 35% of adults report that their health is poor or fair compared to 20% in 2013 and 19.1% in Tasmania. Rates of overweight and obesity in children are increasing across Tasmania. 25% of young people become overweight or obese during adolescence.

[3] Baseline data sources: Australian Bureau of Statistics, Census of Population and Housing (2016); Department of Health and Human Services, Tasmania Population Health Survey (2019); Australian Institute of Health and Welfare.

APPROACH

The Strategy has been developed by strategic research and 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 Jul 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 –Planning Workshop	Stakeholder and community representatives	32
Feb 2021	Senior Leadership Team & Operational Leadership Team	Council's Senior Leaders and Operational Group Leaders	17

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.

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.	. 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;
- Event support;
- Facilities, roads, footpaths and street lighting;
- Immunisation;
- Land-use planning;
- Public amenities;
- Public health and environmental management;
- Rubbish collection;
- Stormwater drainage;
- Health and well-being support;
- Emergency services; 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;
- Youth Leadership Council;
- Switch Tasmania;
- Forth Community Representatives Committee;
- The Beacon Foundation;
- The Red Cross;
- The Heart Foundation;
- Turners Beach Community Representatives Committee;
- Volunteering Tasmania.

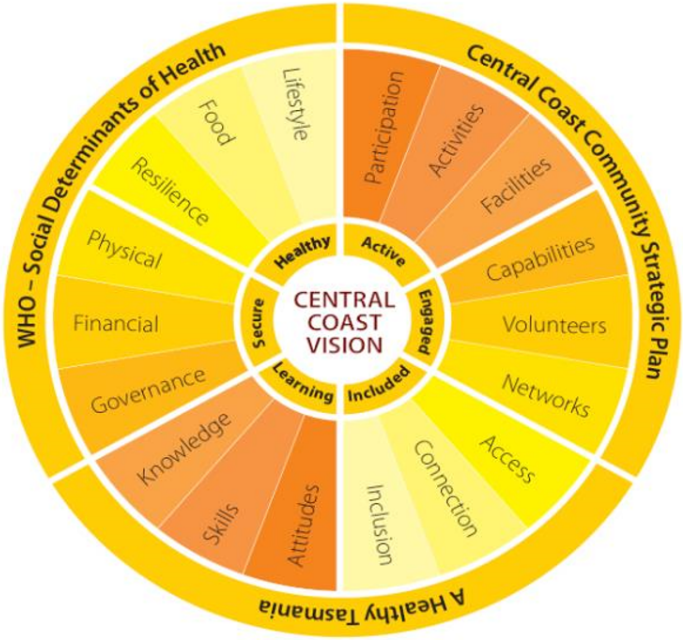
As an **advocate** the Council speaks up, lobbies and supports a cause or issue. Apart from also advocating for the issues and outcomes sought by the groups above, the Council speaks up and lobbies for equity of access for State and Federal Government funding, improved and/or new services and to influence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

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

FUTURE DIRECTIONS AND STRATEGIC OUTCOMES

The Social Planning Framework

(SPF) places the Central Coast community vision at the centre. The SPF model shown below links SPF priority areas (future directions) with dimensions of the Council's Strategic Plan 2014-2024, World Health Organisation Social Determinants of Health and the State Government's Healthy Tasmania Plan, to local place-based needs.



Future Directions

The Central Coast Local Food Security Action Plan 2020 identifies actions and related tasks that the Council will be able to undertake within the three roles of provider, facilitator and advocate. These actions aim to achieve the associated strategic outcome.

Actions are categorised under the five future directions identified by the SPF to make a difference for food insecurity in Central Coast: active, engaged, included, learning and healthy:

Active Opportunities and facilities to gather and participate in recreational activities and cultural experiences.

Engaged Capabilities and networks to volunteer our time and skills and engage in decisions that affect us.

Included Connectivity and inclusivity for our communities to access services, shops, education, work and play.

Learning The knowledge, skills and commitment to learning needed to participate fully in society and reach our potential.

Healthy Local resources to support good food and lifestyle choices that build physical health and emotional resilience.

Strategic Outcomes

Identifying strategic outcomes and indicators to measure enables evaluation of the Strategy's implementation and whether a positive difference is being made for the community. The strategic outcomes are:

1. **Increasing knowledge and skills in growing, preparing and purchasing food;**
2. **Making healthy eating part of every aspect of community life; and**
3. **Improving the accessibility and affordability of healthy food.**

Timings

Short-term	**One year**
Medium-term	**One to three years**
Long-term	**One to five years (+)**

KNOWING IF ANYONE IS BETTER OFF

The Council will take a Results Based Accountability (RBA) approach to measuring the performance of the 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.

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

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

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?

ACTION PLAN

Active – Future Direction 1					SPF Priority Area
Strategic Outcome	**SPF Dimension**	**Action**	**Council Role**	**Timings**	**Resources**
Making healthy eating part of every aspect of community life: Support local food production initiatives and projects.	Activities	Pursue partnerships and strategic alliances to provide practice and skills training to assist delivery of backyard, school and community food projects/initiatives.	Facilitator	Medium term	Community engagement and grant opportunities
	Activities	Interrelated to the Greening Central Coast Strategy, the Council and community will investigate edible plantings for public streets and parks.	Facilitator	Medium term	Community engagement and Council collateral
	Participation	Interrelated to the Greening Central Coast Strategy, create targets and community goals for edible plantings and trees in streets and parks.	Facilitator	Medium term	Community engagement and Council collateral
	Participation	Develop Veggie and Community Garden Guidelines including acceptable standards, areas of responsibility and ideas to form sustainable working group involvement	Provider	Short term	Council collateral

Active – Future Direction 1					SPF Priority Area
	Facilities	Investigate opportunities including simple internal process and policies to enable edible street trees and community gardens on public land.	Provider	In progress	Council collateral
	Facilities	Promote and provide access to physical resources for land management including mulch, topsoil and organic fertilisers.	Provider	Long-term	Council collateral
	Facilities	Review the Visitors Guide to include a local directory of community kitchens, BBQ's, community gardens and markets.	Provider	Short term	Council collateral

Engaged – Future Direction 2					SPF Priority Area
Strategic Outcome	**SPF Dimension**	**Action**	**Council Role**	**Timings**	**Resources**
Making healthy eating part of every aspect of community life: Identifying and facilitating action to address food security opportunities	Capabilities	Apply an assets-based community development approach to identify people, places, institutions and active initiatives/projects in order to identify linkages and opportunities to inform Working Group planning.	Facilitator	Short term	Community engagement
	Capabilities	Investigate food inspection hygiene and health regimes aiming to improve the innovation, growth and participation in local food projects/initiatives, stallholders and suppliers.	Facilitator	Medium term	Council collateral
	Capabilities	Review/develop Community Guidelines for keeping chickens, bees and other poultry in urban areas.	Provider	In progress	Council collateral
	Networks	Promote events and initiatives that support sustainably produced food, nutritional labeling of food and food waste avoidance ideas.	Advocate	Short term	Social media
Improving the accessibility and affordability of healthy food: Promote and support food security programs	Capabilities	Investigate funding opportunities and develop partnerships for sustainable provision of food swap and donation programs	Facilitator	Long-term	Strategic alliances and partnerships
	Networks	Partner with organisations and businesses (or create a social enterprise) in order to facilitate initiatives where excess food is donated to local agencies for community distribution	Facilitator	Long-term	Strategic alliances and partnerships
	Networks	Investigate potential partnerships with service providers to deliver food to at risk groups, such as the elderly, frail and low socio-economic cohort	Facilitator	Long-term	Strategic alliances and partnerships
	Volunteers	In partnership, create a food swap program where people exchange food products	Facilitator	Medium term	Partnerships and community engagement

Engaged – Future Direction 2					SPF Priority Area
Strategic Outcome	**SPF Dimension**	**Action**	**Council Role**	**Timings**	**Resources**
	Volunteers	Promote food swap programs and investigate a (safe) wild roadside harvesting trail.	Facilitator	Medium term	Social media
Improving the accessibility and affordability of healthy food: Identifying barriers to accessing healthy food	Capabilities	Develop Results Based Accountability indicators to assist the community to measure their own projects/initiatives.	Facilitator	Medium term	Council collateral
	Networks	Review the Mersey Leven Food Hub mapping project to analyse current access to fresh food providers and consumers within our local food system	Provider	Medium term	Council collateral
	Networks	Pursue partnerships to undertake evaluation and other research projects to fill data gaps on local food production for greater understanding of the distribution story.	Facilitator	Long term	Strategic alliances, partnerships and Council collateral
	Volunteers	Create an Expression of Interest document and promote widely in order to form a local Working Group and develop place-based, community led strategies	Facilitator	Short term	Council collateral

Included – Future Direction 3					SPF Priority Area
Strategic Outcome	**SPF Dimension**	**Action**	**Council Role**	**Timings**	**Resources**
Making healthy eating part of every aspect of community life: Lead by example.	Access	Investigate opportunities to advocate minimizing marketing of unhealthy foods in public spaces and within 200m of school zones	Facilitator	Medium term	Partnerships and strategic alliances
	Access	The Council will, wherever possible, ensure local food is included at community and corporate events.	Provider	Short term	Council collateral
	Connection	Wherever possible, the Council will highlight local food as a focal point to energise public spaces and bring people together.	Facilitator	Medium term	Partnerships, strategic alliances and social media
	Inclusion	The Council will develop a healthy eating Policy and support its integration into workplace health and well-being programs and practices	Provider	In progress	Council collateral
	Inclusion	The Council will include health and well-being indicators in Community Plans and Strategies, defined by the Social Planning Framework	Provider	In progress	Council collateral
Improving the accessibility and affordability of healthy food: Improve access to clean water.	Access	Investigate further provision of drinking water and end of trip facilities for the Shared Pathway Network.	Provider	In progress	Council collateral
	Access	Investigate merits and funding opportunities of providing underground water collection tanks for community gardens.	Provider	Long term	Council collateral
Improving the accessibility and affordability of healthy food: Improve transport networks.	Inclusion	Lobby the State Government for provision of transport systems that connect people to retail centres where fresh food is available and to understand and integrate access barriers and opportunities.	Advocate	Ongoing	Council collateral

Learning – Future Direction 4				SPF Priority Area	
Strategic Outcome	**SPF Dimension**	**Action**	**Council Role**	**Timings**	**Resources**
Increasing knowledge and skills in growing, preparing and purchasing food: Support food education programs in educational institutions.	Attitudes	Promote, support and celebrate school kitchen gardens and community cooking initiatives.	Advocate	Short term	Social media and community engagement
	Knowledge	Promote programs to improve health and nutrition in schools	Advocate	Short term	Social media and community engagement
	Skills	Investigate funding opportunities and provide backbone support for sustainable, place-based education programs such as cooking, preserving, keeping bees chickens and garden design.	Facilitator	Medium term	Council collateral, partnerships, and community engagement
Increasing knowledge and skills in growing, preparing and purchasing food: Support community education programs.	Attitudes	Promote food waste avoidance and composting solutions.	Advocate	In progress	Community engagement and social media
	Skills	Promote resource manuals such as local nutritional guides that includes information on growing and harvesting produce.	Facilitator	Short term	Partnerships, and Council website

Learning – Future Direction 4				SPF Priority Area	
Strategic Outcome	**SPF Dimension**	**Action**	**Council Role**	**Timings**	**Resources**
Improving the accessibility and affordability of healthy food: Understand the local food production and distribution story	Knowledge	Advocate for a consistent process to share health and well-being and food related information between research agencies and entities.	Advocate	In progress	Council collateral, strategic alliances
	Knowledge	Workshop with a local Working Group the opportunities, barriers and possible place-based initiatives to improve food accessibility and affordability	Facilitator	Medium-term	Council collateral, partnerships, and community engagement
	Skills	Promote local (agricultural) harvesting and seasonal worker opportunities, aligned to State and Federal initiatives	Advocate	In progress	Social media, partnerships
	Skills	Promote Seed Lab program training opportunities, aligned to Cradle Coast Authorities Futures Plan	Advocate	In progress	Social media, partnerships

Healthy – Future Direction 5				SPF Priority Area	
Strategic Outcome	**SPF Dimension**	**Action**	**Council Role**	**Timings**	**Resources**
Making healthy eating part of every aspect of community life: Health and well-being promotion	Food	Develop an online Community Directory of food related community group initiatives and projects.	Provider	Completed	Connecting Care web portal
	Lifestyle	Create partnerships with local agricultural societies and include animal stall holdings at markets to promote and educate the community on animal diversity.	Facilitator	In progress	Partnerships and community engagement
	Lifestyle	Promote and profile local producers, suppliers and food industries.	Provider	Short term	Social media
Making healthy eating part of every aspect of community life: Engage in targeted food security messaging	Food	Create partnerships with food providers and collaborate in developing food related events and festivals.	Facilitator	Medium term	Partnerships, community engagement and social media
	Lifestyle	Encourage food security measures such as, extended provision of fresh drinking water, safe breastfeeding spaces, food waste diversion, packaging avoidance, access to agricultural land, healthy food options etc.	Provider	Long term	Council collateral , community engagement and social media
	Resilience	Lobby State Government to review the link between public health/well-being and the economic, environmental and social impacts of the food system.	Advocate	Medium term	Council collateral
	Resilience	As part of the Futures Plan Lobby, the Cradle Coast Authority to investigate local, State and Federal policy processes, which impact on regional food systems and develop appropriate responses.	Advocate	In progress	Council collateral
	Resilience	Lobby for the development of aligned local food security strategies with neighboring councils.	Advocate	Short term	Council collateral

MEASUREMENT

Strategic Outcome	How much did we do?	How well did we do it?	Is anyone better off?
1. Increasing knowledge and skills in growing, preparing and purchasing food	. # of food related initiatives/projects in Community Directory . # harvesting/seasonal work opportunities promoted on social media . # Seed Lab program training opportunities promoted on social media	. # of people participating community group initiatives/projects . # of people engaging with agricultural opportunity social media posts . # of people engaging with Seed Lab training social media posts	. % increase in skills/knowledge gained by involvement in a community group initiative/project . # of vacant positions filled by local agricultural employers . # people registering for Seed Lab training
2. Making healthy eating part of every aspect of community life	. # of events/festivals promoted that offer healthy food options . # of food swap type projects developed . # of edible street/park plantings created	. # of food vans/providers offering healthy food options at events . # of food swap type events held . # of community goals reached for edible street and park plantings	. % increase over time in food van / providers offering healthy food options . % increase of food swap type events held . % increase in the availability of fresh, freely available produce, particularly within low socio-economic areas.
3. Improving the accessibility and affordability of healthy food	. # of Working Group Expressions of Interest received from local residents interested in volunteering . # of new initiatives/projects planned or implemented.	. # of people participating in local Working Group . % increase in retailers near identified "food deserts" offering healthy food options.	. # of place-based, community led initiatives/projects implemented by the Working Group . % increase in retailers offering affordable healthy produce.

CONTACTS

If you would like information, join in with the Council's Local Food Security Strategy activities or want to share what you are doing to help make local food more accessible and affordable in Central Coast 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

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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 incomeand 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.

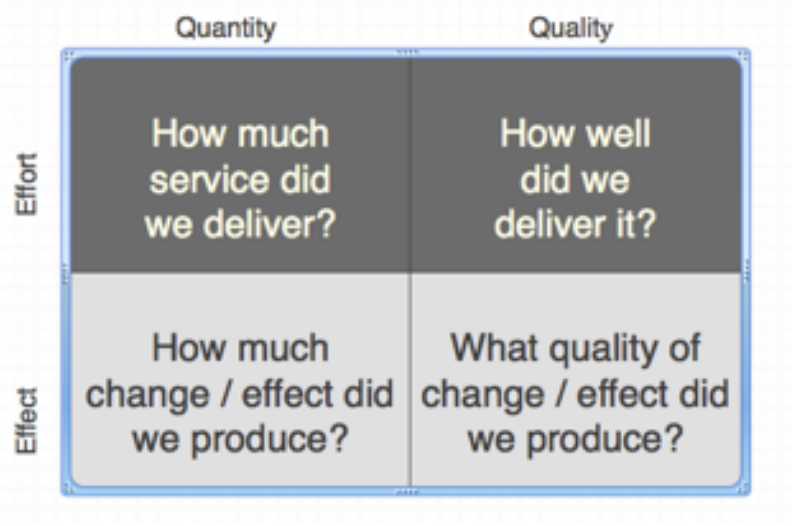
This diagram presents the factors affecting each outcome.

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.

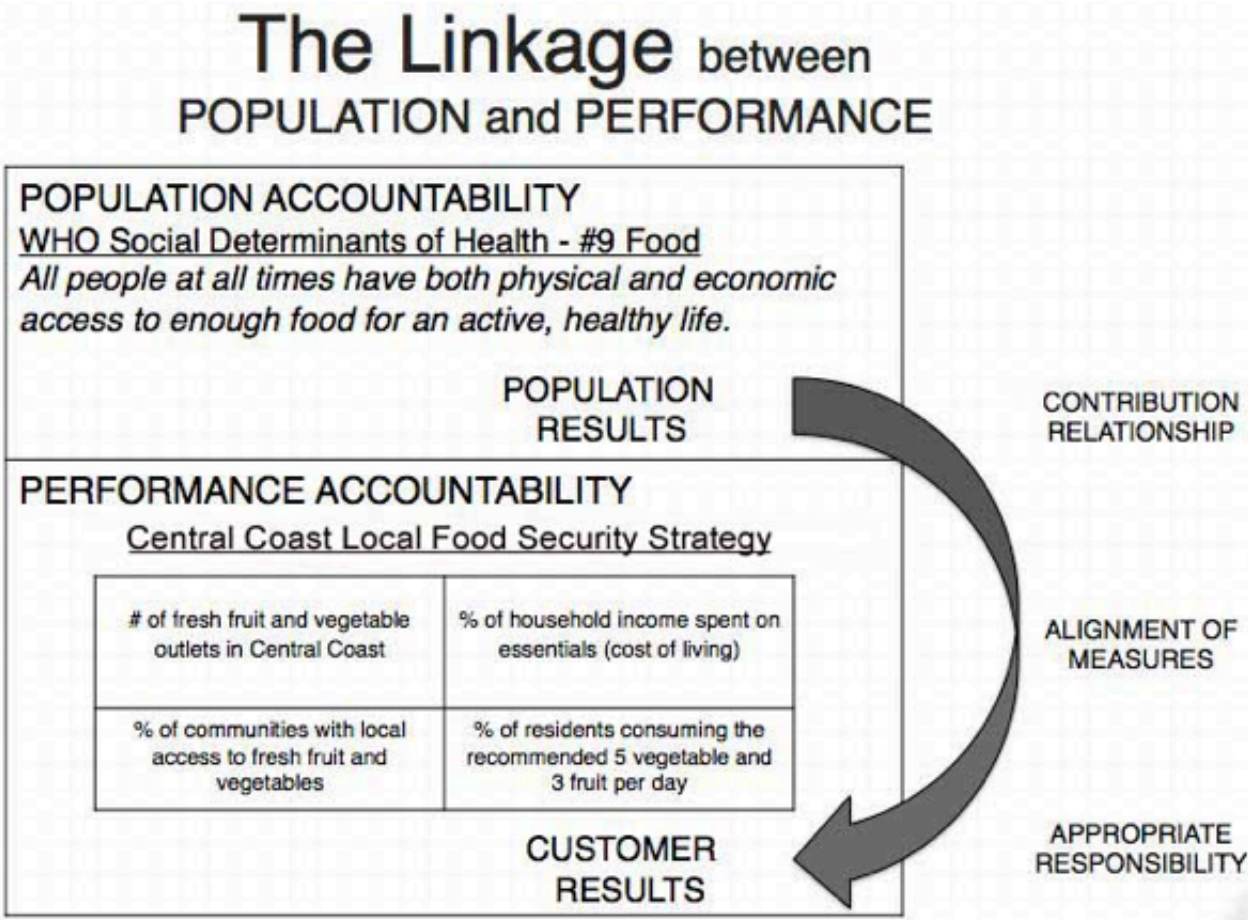
This approach starts with the end 'results' desired for a community or population group and then identifies the indicators, which can be measured to quantify the achievement of desired results.

Performance Measures



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?**



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: • Improved service access • Preventable health care Healthy eating and access to fresh local food: • 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: • 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: • Removal of social barriers to inclusion • Spaces and places, facilities to gather to be together • Connected Access: • 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: • 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: • 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: • Sustainable community service provision • Place based government, business and not-for-profit partnerships • Place-based population planning • Volunteering Strong community networks: • 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.

	Council role		
Type of good	**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	• 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.	• Taxes; and • Rates	• Footpaths; • Roads; • Planning Scheme; • Regulatory activities; and • Parkland (public land).
Mixed Goods	• 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.	• User charges; and • Community Service Obligations (CSO)	• 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	• 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	• 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.

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ATTACHMENT 2

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

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Making healthy eating part of every aspect of community life

Success factors	Success factors
Local produce celebrated and a focus in retail • 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** • Events offering something different to the 'sausage sizzle'
Statistical change • 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** • 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 • 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** • 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	Success factors
Marketing and Promotion • 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** • 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 • 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** • Cooking the harvest community workshops • Learn to be adventurous with new foreign foods
Using real food • 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** • 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** • 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	• 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	• 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	• 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	• 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	• 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	• 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	• 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	• 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	• 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

Accessing affordable, healthy food

Group	Outcomes

Yellow	• 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:
	  ◦ 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	• 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 leaning 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	• 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	• 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 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	• 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	• 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	• 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	• Food Shed – Community House • Large number of fruit and vegetable shops • Using/re-using food waste • Excess of produce	• 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 2nd Bite and Community House/school facility PLUS 'seconds' from farmers, private garden excess PLUS community garden (return to "Village" solution)

Red	• Mapping:
	  • 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	• 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

STRATEGIC DIRECTION:

Increasing knowledge & skills in growing, preparing, purchasing & cooking food

What does success look like?

Growing	Preparing & cooking	Purchasing
• 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	• 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	• 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

What does success look like? *Cont...*

Growing	Preparing & cooking	Purchasing
	• 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	• 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
• 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	• 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