

Key dates

Monday 3 July	Nominations open
Friday 4 August	Nominations close at 5 pm
August - October	Nominations assessed
November	Finalists announced
Tuesday 5 December	VicHealth Awards ceremony

Enquiries

For further information about the 2017 VicHealth Awards visit www.vichealth.vic.gov.au/awards

Telephone (03) 9667 1315

Email awards@vichealth.vic.gov.au

How to enter

- Download the Awards Category booklet and determine the category you wish to nominate in.
 - Carefully read the awards criteria, eligibility and conditions of entry to ensure your nomination is eligible.
- Download the Awards Tip Sheet for ideas on shaping and refining your nomination.
- Complete the entry form below. **All fields must be completed for your nomination to be accepted.**
- Before uploading your nomination, you must name your files using the following convention:
 - Nomination form – **Category_Organisation_Nomination title**
 - Eg. Promoting healthy eating_VicHeath_Seed Challenge
 - Supporting documents – **Category_Organisation_Nomination title_supporting document number**
 - Eg. Promoting healthy eating_VicHeath_Seed Challenge_1
 - Eg. Promoting healthy eating_VicHeath_Seed Challenge_2
- **Submit your nomination online at www.vichealth.vic.gov.au/awards**
- You may include up to up to four separate electronic supporting files as an appendix to your nomination. This could include:
 - photographs/images
 - supporting graphs, data and evidence
 - promotional material
 - Please note - An appendix should only contain supporting information. All material that directly addresses the selection criteria should be included in the body of your nomination form. Please note submissions will be sent to the judges electronically, so where possible, please ensure all appendices are submitted online.
 - **All supporting files are to be uploaded using the separate upload fields at www.vichealth.vic.gov.au/awards. Please do not insert any attachments or images into this Word document.**

1. Organisation and contact details

a. Main organisation for all awards correspondence

(in the event this entry receives an award, these details will be used)

Organisation	Foodbank Victoria Ltd
Address	4/2 Somerville Rd
Town/Suburb	Yarraville
State	VIC
Postcode	3013

b. Main contact for all awards correspondence

Name	Georgie Allen
Position	Development Officer – Programs
Phone	03 9362 8300
Email	georgia@Foodbankvictoria.org.au

c. Head of organisation

Name	Dave McNamara
Position	CEO
Email	davem@Foodbankvictoria.org.au

d. Please complete the following table if this nomination is a joint submission between multiple partner organisations. Add as many rows as required

Entrant organisation 2	
Entrant organisation 3	
Entrant organisation 4	
Entrant organisation 5	
Entrant organisation 6	

2. Nomination details

a. Entry title

Please write the entry title as you wish it to appear on all promotional materials associated with the award

Foodbank Victoria's Farms to Families® Program: Pop-up markets for communities in need.

b. Nomination web address

Please enter a web address that relates specifically to the nominated project (if applicable)

<https://youtu.be/4VsUADgo5QQ>

c. Budget

Please select the budget range of your nominated project

\$0 - \$50,000

\$50,001 – \$500,000

\$500,001+

d. Timeframe

Over what time period did this project take place? (e.g. month, year, to month, year).

NB: entries must have been active between 1 July 2016 – 30 June 2017 to be eligible

Development of the Farms to Families program began in August 2015.

The 2016-17 financial year was the first full year of operation. During this period, Foodbank Victoria held 24 pop-up farmers markets for communities in need as part of the Farms to Families program.

e. Award category

Please list the award category you are entering

Improving Health Equity

f. Population groups targeted

List population groups targeted eg. Koori/Aboriginal Victorians, CALD/new migrant groups, local communities, workforce, women, children etc.
Maximum 100 words

Foodbank Victoria's Farms to Families (F2F) program is a series of pop-up farmers markets, which delivers healthy fresh produce direct from farms to disadvantaged families.

This program aims to provide free access of healthy food to communities living in disadvantaged areas; addressing issues of social isolation, food security, nutrition and obesity.

F2F targets unemployed, low-income families, single-parent families, homeless, victims of domestic violence, seniors and CALD communities located in metropolitan Melbourne and regional Victoria with the aim to build healthier and more vibrant communities. These communities face multiple barriers to accessing healthy and affordable food including financial and physical barriers.

g. Health promotion setting

In what setting did your project/initiative/campaign take place? Eg. Education, workplace, sporting club, arts, local government area etc.
Maximum 100 words

The F2F program targets communities located throughout metropolitan and regional local government areas which are identified as food deserts.

Food deserts are identified based on the socio-economic status of the community where access to fresh produce is limited and where a high demand for food relief is needed.

Foodbank has held pop-up markets in the following local government areas :

- Moonee Valley City Council
- Wyndham City Council
- Hobsons Bay City Council
- City of Bendigo
- City of Casey
- City of Whittlesea
- City of Monash
- Colac- Otway Shire
- Baw Baw Shire Council

3. Assessment criteria

Please note, all five criteria, including the executive summary must be completed. Each carries equal weighting when being assessed. See the [Awards Category booklet](#) for specific points that should be addressed in your responses.

1. Executive summary

Outline the project, aims and objectives, settings, timing, population groups, health promotion activities and outcomes achieved

Maximum 400 words

F2F aims to deliver fresh, high-nutritional produce directly to disadvantaged communities through pop-up style farmers markets.

In addition, this program seeks to:

- Provide disadvantaged community members with access to fresh and nutritious food
- Increase the distribution of Foodbank's most perishable products quickly and in bulk to disadvantaged communities
- Provide a platform for community organisations to engage with both existing and potential clients in a friendly community environment
- Create opportunities for community engagement, strengthening and capacity building
- Develop an innovative and non-threatening pathway for food relief which maintains dignity, empathy and respect

Pop-up farmers markets are held in communities marked as food deserts; areas of socio-economic disadvantage where access to fresh produce is limited and demand for food relief is high. In addition, areas with high & medium density public housing and established community centres are prioritised.

Foodbank works collaboratively with community agencies to ensure that the most disadvantaged groups in the community are invited to markets. Community members including unemployed, low-income families, single-parent families, homeless, seniors and CALD communities attend these markets.

In the first full year of operation, from July 1 2016 to June 2017, F2F held 24 markets in eight local government areas. This included six areas within metropolitan Melbourne as well as markets in two regional towns; Colac & Warragul.

More than 4,500 disadvantaged families took part and attended these markets resulting in the distribution of the equivalent of 170,000 healthy meals made up of fresh vegetables, fruit and milk.

F2F delivered more than 90,000 kg of fresh healthy produce directly to priority disadvantaged communities. This not only provides healthy food to people in need, but helps to bridge the current gap in food relief and rescue food that would otherwise be destined for landfill.

Foodbank sources produce offered at these markets through our supportive network of farmers, wholesalers and packing sheds and is provided to disadvantaged communities free of charge. These markets provide enough

	<p>vegetables, fruit and dairy to feed a family of four for a week. In addition, families are given recipe cards which outline healthy meal ideas based on the produce provided at the market.</p> <p>Preliminary evaluation of this program demonstrates that these markets enhance community connectedness, change the spending habits of community members; change community member's diets and provide quality healthy food produce which lasts up to 2 weeks.</p> <p>The program is ongoing with eight markets already scheduled for the FY 17/18.</p>
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2. Catalyst for change

<p>Be a catalyst for change that has potential to result in positive and sustainable improvement in the health of Victorians</p> <p>Maximum 800 words</p>	<p>In 2016-17, Foodbank distributed nearly 14.5 million meals to disadvantaged families across Victoria. Foodbank currently distributes food to a network of approx. 450 emergency food relief agencies, who hand out this food to those in need within their communities.</p> <p>Distributing fresh fruit and vegetables can be difficult due to its perishable nature and the resultant pressure on logistics and distribution. The majority of food distributed through Foodbank's food relief network is ambient product, as many agencies do not have the capacity to store (chill) and distribute fresh product. The lack of capacity across the sector has created a bottleneck for the distribution of fresh produce.</p> <p>Through pop-up farmers markets, F2F bypasses this traditional avenue for food relief. The F2F model is an innovative solution to the bottleneck in distribution, with Foodbank delivering food directly to community members who are unable to afford or access healthy food. For the first time, disadvantaged families have the opportunity to collect free fresh produce at a market in their own local neighbourhood, direct from farm.</p> <p>The F2F markets are held in specific local neighbourhood locations to reduce physical access limitations. Markets are held nearby to public transport and with plenty of parking. This ease of access removed barriers that some community members, such as the elderly, might experience in accessing food.</p> <p>In addition to providing a supply of fresh produce of high nutritional value directly to disadvantaged communities, the markets provide a new health promotion platform. The events themselves offer an opportunity to provide the community with health and literacy information. Healthy recipe cards (attached) are provided to families alongside their food which contain simple, nutritious recipes based on the key ingredients provided through the markets to encourage consumption of these products.</p> <p>Monash University are currently evaluating the program which is due for completion at the end of August 2017. Preliminary findings show that the markets exposed people to different vegetables, methods of cooking, tastes and experiences that they were unaware of. For example, one community member interviewed through this evaluation commented that they wouldn't normally eat zucchini but were encouraged to cook it when a friend gave them a recipe. This example highlights the knowledge and skills generated through these markets. These foods literacy skill are transferrable and enhance the community's collective knowledge.</p> <p>As a result of these markets, families can make healthier choices by increasing</p>
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consumption of fruit and vegetables. This will have flow-on benefit for longer term health outcomes. There is capacity to build this element of the markets by implementing food literacy workshops in future.

The F2F program has a much wider impact on the community than simple food relief. Communities are able to access food assistance in a more dignified way and self-select what best suits their personal and cultural needs, providing more freedom of choice.

Further, the markets are a novel social event in each community, which enhances connectedness and creates social links by getting people together around healthy food. Communities have the opportunity to engage with one another and share knowledge and skills in a relaxing social atmosphere.

One community member interviewed through the Monash evaluation reflected that the markets enabled conversation between different nationalities and helped breakdown social barriers. Others advised the markets provided the opportunity to discuss where to shop, gardening tips, budgeting skills and share recipes. Community members took great pride in sharing their recipes and this highlights the positive social and capacity building outcomes of the markets.

F2F also creates a new platform for social and health services to engage in local communities. For example, Diabetes Victoria attended four markets held in 16/17 giving out healthy eating guidelines and making individual connections amongst the vulnerable populations living in these communities.

In this way, F2F aims to address the communities current food relief needs, while providing pathways to empower individuals to build their own food literacy and capacity to reduce future reliance on food relief. In future, agencies responsible for job connection, food literacy and housing services could be brought together within their own target community, in a friendly and non-threatening environment.

In the 2016/17 financial year, the F2F program delivered 90,000 kilograms of fresh vegetables, fruit and dairy to over 4,500 families in 11 of the most disadvantaged communities in Victoria. Preliminary results show that each market delivered up to \$86 of fresh produce to each family for free. This allowed community members to redistribute their own limited financial resources for other things such as paying bills.

When surveyed, over half of Foodbank’s network of 450 food relief partners expressed interest in holding a F2F market, recognising the value to their community. This program is ongoing with Foodbank having the infrastructure and agency relationships to continue to deliver markets with 8 markets already scheduled for 2017/18.

3. Evidence-informed actions

Demonstrate a firm commitment to health promotion by using evidence-informed actions and initiatives
Maximum 800 words

It is well established that Victorians currently do not eat enough fruit and vegetables: only 6.4% Victorian’s meet the recommend daily intake of vegetables. In their study assessing the cost of food in Victoria (from 2012-14), Monash University identified access to affordable healthy foods as a key factor in people’s food choice and a determinant in health outcomes related to obesity and diabetes. Monash estimated the cost of a diet based on healthy fresh foods at 30% of a standard government benefits income. They concluded healthy eating is unaffordable for many and highlighted a problem in health equity across socio-

economic class.

Those unable to afford food will turn to charities for assistance. 70% of the food relief agencies in Foodbank's distribution network has seen an increase in demand. However, many of these charities are unable to cope with the communities growing needs. The 2016 Hunger Report has estimated that 43,000 people are being turned away from food assistance each month and are unable to access a nutritious diet.

The benefits of increasing consumption of vegetables is one of the factors that can reduce the risk of chronic disease. Fresh fruit and vegetables are in high demand, with 65% of charities in Foodbank's distribution network reporting fresh fruit and vegetables in their top 10 most sought after food items.

Foodbank is the largest provider of food relief in Victoria and is committed to health promotion through our vision to ensure all Victorians have access to healthy food. Fresh fruit and vegetables are some of the most in-demand food products we distribute, second only to breakfast cereal, across our network of charities. For example, Foodbank's School Breakfast Club Program delivers healthy breakfast foods to 500 of the most disadvantaged primary schools across Victoria as 1 in 7 children go to school hungry.

An audit of our community food relief partners, identified infrastructure as the biggest impediment to the provision of fresh (including chilled) produce to marginalised community members. Rural delivery is often not available, and smaller charities tend to lack the capacity to manage fresh and chilled product which are often very close to their perishing date when distributed. These factors have limited the distribution of fresh produce in Victoria's food relief network.

Based on this evidence, Foodbank sought to implement a program which creates a new distribution pathway for fresh healthy produce, overcoming the supply bottleneck and compliments current food relief network infrastructure. A pop-up farmer market means food can be delivered directly to community neighbourhoods, without the need to first pass through local charities, reducing the waste and need for local storage infrastructure. The execution of this strategy is highly dependent on Foodbank's extensive infrastructure and distribution experience and the strong relationships established with our community partners.

A number of lines of evidence then informed the selection of the communities in which to hold markets. Many communities experience multiple barriers to eating fruit and vegetables, the most common being price and access. For example, the City of Whittlesea Household Survey of residents in 2015 found that price was the primary driver of food purchasing choices. Internal distribution data compiled by Foodbank, as the largest provider of food relief in Victoria, helped identify gaps in the current food relief network where further supply was needed. In this way the program targeted communities with exacerbated food security vulnerabilities, limited access to fresh food and high socio-economic disadvantage.

Foodbank worked closely with the Department of Health and received funding from the Victorian Government as part of the Healthy Food Connect - Thrive initiative to develop and pilot this program in collaboration with the City of Whittlesea, Whittlesea Community Connections and Plenty Valley Health. The pilot program logic has been guided by the Victorian Healthy Eating Enterprise's priorities to improve access to nutritious food and increase the consumption of fruit and vegetables.

The program was designed to benefit the disadvantaged. In order to effectively

	<p>identify these groups within the community, Foodbank worked closely with local community food relief charities located in target areas. These community agencies work daily in the communities and are best-placed to refer the most vulnerable members to these markets. In addition, the community partners provided invaluable information about the practicalities of location and logistics to effectively host a market for up to 300 families.</p> <p>In this way Foodbank developed a pop-up market program with food security and health promotion at its heart and delivered this directly in communities where it would have the most social impact. By providing free vegetables, fruit and other healthy foods to vulnerable groups who otherwise can't afford or access them, F2F plays a part in improving health outcomes in these communities.</p>
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4. Innovation and leadership

<p>Exemplify innovation and leadership in taking action to improve and promote health and reduce chronic disease and/or address emerging health issues</p> <p>Maximum 800 words</p>	<p>The 2016 Hunger Report shows food insecurity is reaching a crisis point in Australia. 1 in 6 people report experiencing food insecurity each year, with over a quarter of those regularly relying on food relief services. The people seeking food relief are becoming more diverse, with the unemployed, low-income families and single-parent families the worst affected. These low socio-economic groups are at higher risk of developing chronic diseases including diabetes.</p> <p>As the largest food relief organisation in Victoria, Foodbank has taken on a leadership role in the sector through the development of the F2F program. This program provides a novel approach to food relief, which assists local charities provide their community with free access to fresh produce, which the agency would be unable to supply themselves. The program supports and compliments current welfare agency infrastructure, and helps overcome their capacity bottleneck in the supply of fresh foods to ensure foods of high nutritional value are delivered to the most disadvantaged communities.</p> <p>The model is unique; for the first time produce is being delivered directly to communities by Foodbank after being sourced straight from food producers. This helps relieve demand pressure on welfare charities while involving them in the process.</p> <p>The community component of the markets has changed the way food relief itself is undertaken, creating a more dignified and enjoyable experience, which acts as a platform for connectedness between community members, volunteer's and welfare agencies. The market style event acts as a community platform to build social connectedness. Different engagement tools such as offering tea & coffee and a space for community members to gather have been recommended to welfare agencies who hosted markets to increase social interaction among the community. Other components such as music, food and the provision of seedlings for community members to encourage them to grow their own food were also well received.</p> <p>Foodbank's state-wide reach among welfare charities and existing storage and transport infrastructure are unique in the sector and were essential in developing this program which have otherwise be unavailable to local welfare charities.</p> <p>The F2F program is a shining example of effective collaboration between government, the non-profit sector and Victoria's food production industry.</p>
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Foodbank has developed strategic partnerships with local Melbourne wholesalers, growers and producers at the food production end of the supply chain, to source a pipeline of healthy fresh produce for the markets. The majority of the 90,000 kg of sourced for this program in 2016/17 was destined for landfill, and creating this new pathway allowed large quantities of produce to be rescued. This is a win-win; landfill cost-savings for the producers, and healthy produce available for communities.

Similarly, this program relies on partnerships with local government and food relief charities in order to facilitate the delivery and sharing of this food at the markets. For example, Foodbank worked closely with the City of Whittlesea and Wingate Avenue Community Centre to determine and locate a site capable of holding a market for up to 300 people in proximity to the target communities. Further, Wingate are essential in effectively identifying and inviting families in need to the markets.

Foodbank collaborated with Monash University and the City of Whittlesea to evaluate the initial F2F pilot program which was government funded through the Department of Health & Human Services' Thrive program. Through this evaluation, Foodbank sought to assess the impact of this novel model for food relief and assess the health and well-being outcomes which were produced as a result. Preliminary results from this study have demonstrated a change in diet and among families who attended the markets and participated in the evaluation, with some community members reporting they have tried eating new types of vegetables after attending markets. Monash is due to complete this evaluation in 2017. Once published, this report will provide valuable information about the benefits of pop-up farmers market in delivering fresh produce and promoting food literacy among disadvantaged communities.

This popup style market was tested through a pilot program in the City of Whittlesea to determine if there was capacity to effectively roll this out into other regions. The F2F format has now been proved as a replicable and transportable program, with the pop-up model enabling scalability across different communities. It will be recommended that a longitudinal study on the health impact of the Farms to Families program should be undertaken to assist policy makers in making informed decisions around where scarce resources should be targeted.

5. Value for money

Demonstrate value for money relative to the health outcomes achieved

In 2016/17, F2F's first full year of operation, this program generated \$2,070,000 in social return in disadvantaged communities through the distribution of over 90,000 kilogram of fresh produce.

Maximum 800 words

This figure is based on an independent study conducted by NetBalance, who worked with Foodbank's welfare partners and food donors to analyse qualitative input and quantitative data from stakeholders that access Foodbank's services. The study found that every kilogram of food distributed by Foodbank has a social, economic and environmental impact value of \$23 in the community.

Preliminary findings from the program pilot evaluation show that each community members received up to \$86 of free fresh by attending a market. In the FY 16/17, 24 markets generating a total of \$387,000 in direct financial savings for the community who attended these markets.

In the short term, community members who are food insecure are receiving nutritious food and increasing their vegetable, fruit and dairy intake. Further, the markets ease the financial stress experienced by the community attending and allow them to use their existing funds for other things such as paying bills. Many attendees noted in evaluation interviews that they felt a reprieve from the stress of budgeting and the rising cost of living as a direct result of attending a market.

Further results from the pilot evaluation demonstrate that community members are changing their shopping habits and diets as a result of attending the markets, as a result of the financial savings they make. There may also be a mental health benefits for those community members who commented that the experience helped them connect with others in their community and receiving food in a more dignified manner. The Monash evaluation highlighted the resounding agreement from community members and emergency food relief providers that the quality and freshness was excellent, with the foods generally lasting 1-2 weeks after they received. This more dignified and effective approach to food relief was highlighted by one attendee who told evaluation interviewers:

“I go to a couple of places where they get fruit and vegetables which are on their last legs and I go there regularly each week because I can't afford to buy fresh fruit and veg at the supermarket. And I find it's like a race to get them home, and to get them cooked within a couple of days otherwise they have to be binned. And I just love the fact that I can get these vegetables and they could last for two weeks. And I wasn't panicking. And it was just a nice thing to know oh these are going to last for two weeks and I don't have to worry about mould or anything.”

The true cost of each market is captured including food costs, operation costs and labour. To reduce labour costs, a trained volunteer comes out with the manager of the market at each market. This makes it more cost effective without losing the professionalism. The cost of food varies with seasonal supply and the peaks and troughs of donations. Funding ensures that the program can provide a variety of fresh fruit and vegetables on a regular basis. Funding is sourced through corporates, government grants and philanthropy.

The model is financially sustainable. Seed funding to develop and evaluate the program was initially secured from state government (Thrive) and philanthropic trusts and grant making organisations.

As the program has expanded and rolled out across Victoria, a corporate funding model has been established to secure the financial stability of this program. The markets present a great opportunity for corporate volunteering and are unique platform for corporates to provide team building opportunities to their staff and increase workplace satisfaction and morale. Feedback from corporate volunteers has shown the markets to be a humbling and engaging experience for staff.

As a result, 13 different corporate organisations were engaged in the program over 2016/17 and provided staff as volunteers at the markets. A video

highlighting the benefits of funding a market including staff volunteering has been developed as a tool to secure more funds through corporates (Video attached). There are currently 8 markets scheduled for the FY 17/18, with this number expected to grow as more corporate funding is secured.

In its first full year of operation (July 1st 2017 to June 30 2017), 24 markets were held in 8 different local government areas. 4,500 families attended these markets and received over 90,000 kilos of fresh fruit, vegetables and dairy. This equated to the equivalent of 170,000 healthy meals and \$2,070,000 in social return on investment.

Farms to Families is delivering a tangible health impact for disadvantaged families. The community markets break down the stigma associated with disadvantage by bringing community, government, non-profit and corporate Australia together in a cohesive whole to deliver 'Healthy Food for All'.