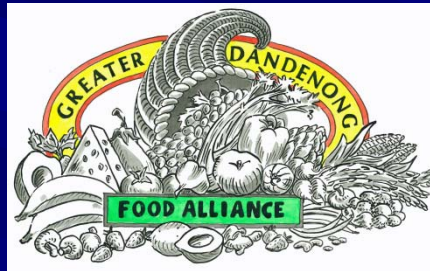


Partnership approach to redesigning food distribution in the City of Greater Dandenong



Opening of ACDC / VRFB, 2009

Mayor Pinar Yesil & MP Mark Dreyfus



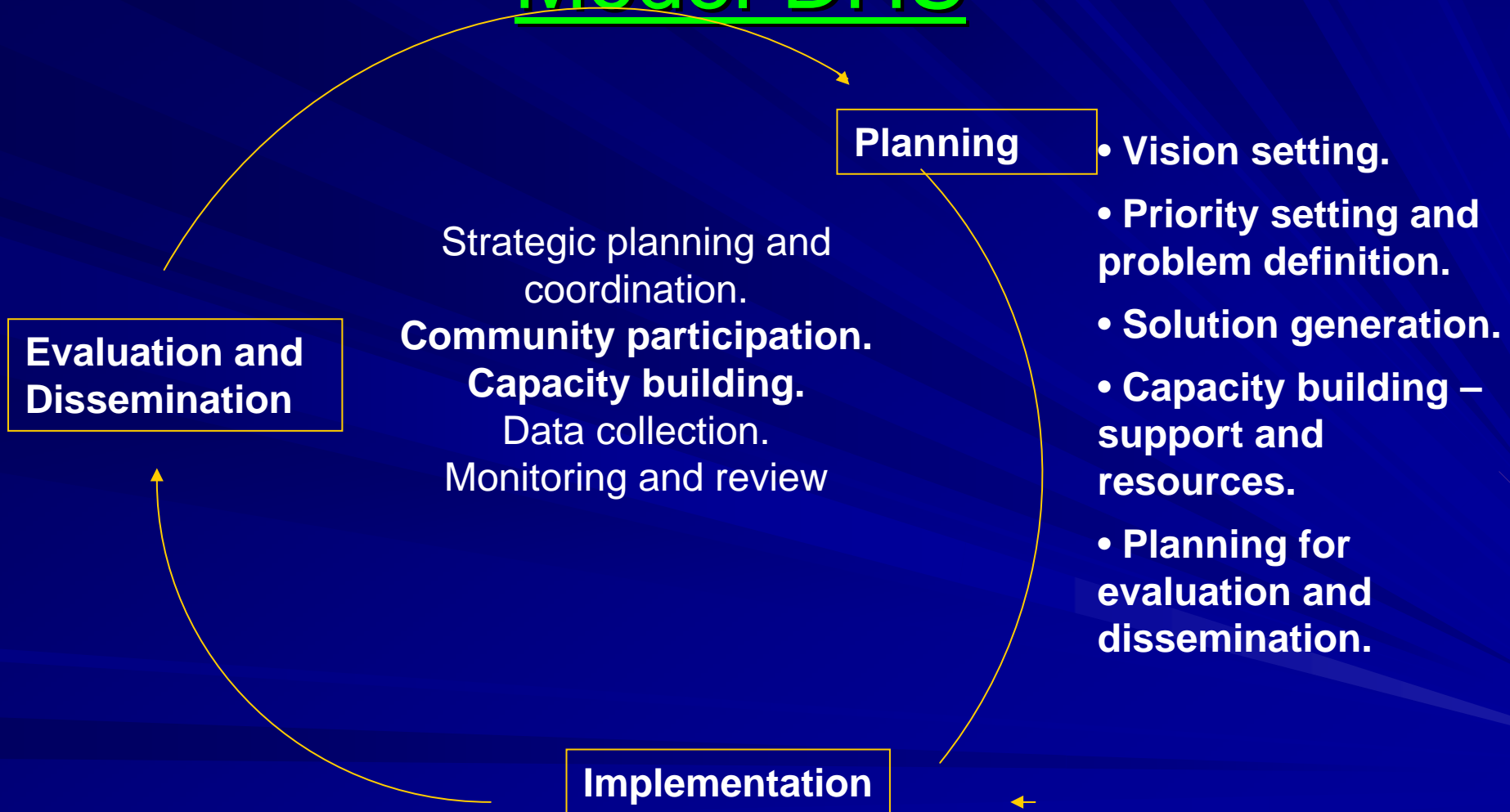
Jenny Trezise, APD

The local issues

2007-2008 :

- >30% increase in need for food relief locally (CGD) and nationally.
- Limited capacity to keep up with demand.
- Limited ability to meet recipient nutritional needs.
- Coordination, transport and storage issues.

Integrated Health Promotion Model-DHS



Research Questions

- Is a partnership approach to food rescue an effective model for the provision of food relief in CGD?
 - What is the impact of the partnership on the availability and health value of food provided through food relief?
 - Has the partnership improved food relief agency and agency worker capacity?

Methods

- Participant reflection
- Document analysis
- Partner interviews



Preliminary outcomes

■ Food Distribution in 2008

- Food to the equivalent of 1000 meals / a day provided through food relief in CGD.
- 50,000 meals (30,000 fresh & 20000 frozen) distributed. An increase of 13,000 fresh meals attributed to the local project.
- An extra 800 meals/ week – distributed to agencies outside CGD but through the Foodbank.

Proportions of five food groups distributed in 2008

Not including meals, of total food provided:

- 2% **meat** or meat products
- 4% **dairy** or dairy alternatives
- 4% **vegetables or fruit**
- 67% **cereals** such as pasta, rice, bread, breakfast cereals.
- 23% **treats** such as biscuits, confectionary, desserts.

So far in 2009.....

- >3000 kg of fruit and vegetables provided to ACDC in 2 months, compared to 9000kg in whole of last year.
- 5640 extra meals Fareshare to CGD c/w only 5000 last year.
- Extra 4000 prepared meals/week through Dandenong ACDC/VRFB not to CGD c/w 800 last year.
- Increase in five food groups from 77 to 87%, thus less non core food items.



The partnership

- Bringing together people from the same field of work.
- Group was a safe place to explore and solve issues.
- Open communication.
- Reduced sense competition.
- Incredible enthusiasm of partners.
- Strong relationships.
- Multiple partners help ensure sustainability

Other outcomes

- Development of the Avocare Community Distribution Centre.
- Centre is open 5 days, so much greater access and availability of food to local agencies.
- State based agencies coordinating pickups and drop offs, ensuring that they are not doubling up.



Outcomes

- Development of new partnerships enhancement of existing ones. Eg Greater Dandenong Food Alliance.
- Several new projects have arisen from the partnership – Joyces van, Melbourne Markets.
- Existing programs enhanced – real life training opportunities.
- Food safety / supervisor training.

Challenges

- A small pilot rapidly grew into a much bigger project.
 - Frustration about time taken:
 - Smaller organisations – wanting to get food to their clients.
 - Larger organisations – getting through red tape.
 - At first no one knew how to make it happen.
- Managing expectations and demands on people's time.

Key Learnings

- Common vision – putting differences aside.
- Importance of communication with: client group, between organisations, alliance members.
- Bring up and discuss issues openly and quickly.
- Strength of the group attributed to the relationships.



Learnings

- Communication of one's capacity.
- Having a broad representation of partners
- Planets aligning.



Any Questions?