

# Illawarra Regional Food Strategy

Good food for all

An initiative  
of Wollongong  
City Council,  
Shellharbour City  
Council and Kiama  
Municipal Council



This project has been assisted by the  
New South Wales Government through  
its NSW Environmental Trust

## Illawarra Regional Food Strategy

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# Acknowledgements

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Illawarra Regional Food Strategy 2013.

A joint project between Kiama Municipal Council, Shellharbour City Council, and Wollongong City Council supported by the NSW Government through its Environmental Trust.

This document has been prepared by Wollongong City Council's Environmental Strategy Officer, Vanessa John, in consultation with a range of agency and community representatives and stakeholders.

Inspiration, expertise, and direct input was provided by a range of sources including:

|  |   |
|--|---|
| <i>Residents of each LGA</i>   | <i>Producers and Providers</i>  |
| <i>Small Farms Network</i>   | <i>Southern Rivers Catchment Management Authority</i>                               |
| <i>Partner Council Planning, Waste, Environment, Community, Economic Development and other staff</i> | <i>Permaculture contractors and PDC participants</i>                                |
| <i>Southern Councils Group</i>   | <i>Health Promotion Service, Illawarra Shoalhaven Local Health District (ISLHD)</i> |
| <i>Healthy Cities Illawarra</i>  | <i>Community gardeners</i>  |
| <i>Office of Environment and Heritage</i>  | <i>Bush restoration contractors</i>   |
| <i>University of Wollongong</i>  | <i>Heart Foundation NSW</i>   |
| <i>Regional Landcare Facilitator</i>   | <i>Illawarra Forum</i>  |
| <i>Food Fairness Illawarra</i>   | <i>Australian Food Sovereignty Alliance</i>   |
| <i>Urban Grown Farm</i>  | <i>Green Box Food Co-op</i>   |
| <i>Flametree Community Food Co-op</i>  | <i>Sydney Food Fairness Alliance</i>  |
| <i>Public Health Association of Australia</i>  | <i>Food aid providers</i>   |
| <i>Cancer Council NSW</i>  | <i>Nutrition Australia</i>  |
| <i>GPT Food Reference Group</i>  | <i>ACFCGN Community Gardens supporters network</i>                                  |
| <i>City of Melbourne</i>   | <i>Victorian Eco-Innovation Lab (VEIL)</i>  |
| <i>National Sustainable Food Summit proceedings</i>  | <i>NSW Food Summit Illawarra participants</i>                                       |

# Background

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The Illawarra Regional Food Strategy seeks to outline the role of the three partner Councils in supporting local food security and sustainability, and is the first piece of work of its kind in the Illawarra.

The Illawarra Councils, as defined in this Strategy, refer to the coastal local government areas (LGAs) of Kiama Municipal Council, Shellharbour City Council and Wollongong City Council. Together, the Councils are responsible for an area of approximately 112,000 hectares and a population of almost 290,000 people. The relative land and population distribution between the three LGAs is summarised below<sup>1</sup>.

|                | <b>KMC</b> | <b>SCC</b> | <b>WCC</b> | <b>TOTAL</b> |
|----------------|------------|------------|------------|--------------|
| Land Area (ha) | 25,779     | 14,739     | 71,544     | 112,062      |
| Population     | 20,832     | 66,054     | 201,215    | 288,101      |

In our region, as across Australia and the rest of the world, there is a growing movement focussed on rebuilding a relationship with good food, which is ethically produced, with a minimal ecological impact. A fairer and more sustainable regional food system will contribute to an enlivened, enterprising, connected and ultimately healthier community.

In 2009, the Illawarra Councils received a grant from the NSW Government's Environmental Trust to deliver a regional project called the Illawarra Biodiversity and Local Food Strategy for Climate Change (IBLFSCC).

The Illawarra Regional Food Strategy is the final output of this grant, and follows three years of direct investment in an ambitious and wide-ranging project. Activities have included the establishment of new school and community gardens, facilitation of skills-based community education, development of resources to provide information and access to services, policy review, and the establishment of fruit tree groves and bush food gardens.

Through this Strategy there is the opportunity to recognise our community's ambition for a healthier and more sustainable future, celebrate and support emerging initiatives, and to identify clear and targeted actions for the partner Councils to progress.

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<sup>1</sup> ABS Census of Population and Housing 2011 cited in profile.id.

# Joint Position Statement

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The Illawarra Councils recognise the important role of food in our lives, and its impact on the communities we represent. Food is at the very heart of our health and wellbeing, cultural identity, the local economy, ecological sustainability, and our connection with this unique place and each other.

Our region joins a growing movement focussed on rebuilding a relationship with good food, which is ethically produced, with minimal ecological impact. A fairer and more sustainable regional food system will contribute to an enlivened, enterprising, connected and ultimately healthier community.

Each of the partner Councils has outlined its commitment to the sustainability and wellbeing of our communities through their Community Strategic Plans. The current food system is ecologically unsustainable, unhealthy, and unjust and will need to radically change in order to meet the challenges of the future<sup>2</sup>. Local government has an important role to play in the process of adaptation, and building resilience.

This Strategy describes how, in partnership with our community, we will work together over time to realise **a vision for a vibrant, sustainable local food system that is resilient, prosperous, fair and secure.**

It includes a framework to inform decision-making and action across a range of areas where local government has the most immediate influence and control.

## Vision

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The vision is for the Illawarra region to have a vibrant, sustainable local food system that is resilient, prosperous, fair and secure.

Improve **health** and reduce inequities of locally available food

Reduce the negative **ecological impacts** of the current food system

Provide leadership to support a vibrant local **food economy**

**Celebrate and grow** a regional food culture

Support **diversification** and **regional food security**

**Protect agricultural and other land** and retain for future generations

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<sup>2</sup> National Sustainable Food Summit 2012 Conference Report.

# Drivers of Change

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## What is the status of the food system in the Illawarra?

The Illawarra is blessed with abundant natural resources, a great climate, and fertile soils that have helped to feed and house populations of contemporary, colonial, and traditional Indigenous communities over many thousands of years.

Since European settlement, coal mining, dairying and metal manufacturing have dominated the regional economy. However, substantial economic readjustment has changed the region's employment and industry landscape in recent times, with the transition<sup>3</sup> offering opportunities for growth in a range of areas.

Economic transition has the potential to positively influence the future of food in our region. The Tourism, Agriculture Fisheries and Forestry, and Education sectors present opportunities to make a major contribution to regional food security and food system sustainability<sup>4</sup>. With leadership and investment, local food production and food-oriented service delivery will emerge as part of a more diversified regional economic future.

A key challenge will be the increasing demand for residential development and lifestyle land, which can compete with agricultural diversification and protection and retention of land to produce food. In the Illawarra today, most agricultural land is used for grazing and cropping, with a significant proportion of land set aside for conservation<sup>5</sup>.

The gross value of agricultural production in our region, however, is only around \$30 million, representing less than 1% of total gross agricultural production in NSW. This is significantly lower than comparable regional areas<sup>6</sup>. Kiama's contribution to the total figure is significant, due in large part to the high value of agricultural operations attributable to a relatively small number of large milk producers.

|  | <b>KMC</b> | <b>SCC</b> | <b>WCC</b> | <b>TOTAL</b> |
|--|------------|------------|------------|--------------|
| Total Land Area (ha)   | 25,779     | 14,739     | 71,544     | 112,062      |
| Population   | 20,832     | 66,054     | 201,215    | 288,101      |
| Gross Value Agricultural Commodities (GVAC) (\$m) <sup>7</sup> | 20.4       | 8.2        | 2.3        | 31.1         |
| % contribution to total Illawarra GVAC                         | 66%        | 26%        | 8%         | 100%         |
| Total area of agricultural holding (ha) <sup>8</sup>           | -          | -          | -          | 17,729       |
| Number of agricultural businesses (no.)                        | -          | -          | -          | 191          |

The Illawarra is connected to a complex globalised system of food production and distribution. Whilst there are still strong local sectors such as beef and dairy, and emerging niche producers and suppliers, most of what we eat comes from elsewhere. Food produced locally (and in the

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<sup>3</sup> RDA Illawarra, *Regional Plan: 2010-2015* (Updated) (RDA Illawarra, Wollongong, 2011), p.12

<sup>4</sup> ABS Census of Population and Housing as cited in Wilkinson, John 'The Illawarra: An Economic Profile' e-brief, NSW Parliamentary Research Service, December 2011.

<sup>5</sup> ABARES *Agriculture and Fisheries in the Illawarra region of New South Wales*, 2013.

<sup>6</sup> ABS Value of Agricultural Commodities Produced, Australia, 2010-11.

<sup>7</sup> ABS Value of Agricultural Commodities Produced, Australia, 2010-11.

<sup>8</sup> ABS, *Agricultural Commodities Australia*, 2010-11.

broader region) is quite likely to be transported out of the area in order to reach a market or for processing, before returning to our plates. Supply of food in the Illawarra is highly dependent on daily import of perishable foods via long distance refrigerated transport.

We are however blessed with pockets of highly productive land, and in theory have excellent geographic access to the significant food supply produced within the wider bioregion, including greater Sydney, the Shoalhaven, and the Southern Highlands.

The hospitality and retail sectors show signs of a renewed and energetic focus on good food, and innovative food-related experiences. There is an increasing interest from operators of all sizes in showcasing local produce, both as a point-of-difference for the consumer as well as to support the local economy. There is an emergent, and growing, interest in community based food initiatives (for example community gardens and food cooperatives).

## **What are the broader issues?**

Our food system cannot be seen in the context of the Illawarra alone. We are inextricably connected to the global food system and share in serious challenges faced the world over. Access to food and the need to increase food production are perhaps *the* two major issues globally<sup>9</sup>.

### **Climate Change and Ecological Footprint**

The Illawarra Councils have made firm commitments to respond to the challenge of climate change, yet it is only relatively recently that food production and consumption has been recognised as a major issue for urban sustainability.

Climate change is already influencing food production and food pricing. As land, water and fossil fuels become more scarce and expensive, the cost of the inputs of food production will increase, placing constraints on where food can be grown and transported.

The likely increase in the frequency of severe and unpredictable weather will lead to extreme variation in food pricing and availability (as seen with bananas reaching \$15/kg following Cyclone Yasi in Queensland which devastated towns with large banana monocultures in 2011).

Conventional food production is a resource-intensive business, and food accounts for nearly 50% of an Australian's ecological footprint (a measure of the natural resources, land, water and other inputs consumed as a result one's lifestyle). Agriculture accounts for over 70% of the total water consumed in Australia<sup>10</sup>. The current system is very dependent on non-renewable fossil fuels, which are used for everything from manufacturing fertilisers and pesticides, running farm equipment, transportation, refrigeration, storage, processing, packaging, to retail.

The '2013 Bonn Declaration of Mayors'<sup>11</sup> was made at an international forum specifically focused on the role of local government in creating resilient cities. This Declaration explicitly encouraged local governments across the world to respond to the challenges of climate change by developing and implementing 'city-region food systems...that are integrated in development plans that strengthen urban resilience and adaptation'.

## **Waste**

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<sup>9</sup> CSIRO: Food Security explained: issues for Australia and our role in the global challenge.

<sup>10</sup> ACF (2007), Consuming Australia: Main Findings. Australian Conservation Foundation, University of Sydney, and NSW Environmental Trust.

<sup>11</sup> World Mayors Council on Climate Change, Bonn, 2013

Whilst on the surface there seems to be more choice and greater sophistication in our food every day, the food system is in reality characterised by a level of inefficiency, waste and inequity which is incompatible with a healthy and prosperous future.

Food waste makes up around 38% of all material sent to landfill from our homes<sup>12</sup>. Across NSW, \$2.5 billion or 800,000 tonnes of food is thrown away by households every year. Each year, businesses in NSW throw away more than 400,000 tonnes of food<sup>13</sup>. Most of this waste is avoidable. This material could instead be recycled to return carbon, nutrients, minerals and organic matter to our soils, but instead most food waste ends up in landfill, increasing the risk of toxic leachate, and generating methane emissions as it breaks down.

Wasteful practice is not confined to homes and businesses. On-farm research in Australia is consistent with the findings of global studies which show that as much as 30% of all fruit and vegetables are not harvested for sale at all - this food goes to waste without ever leaving the paddock<sup>14</sup>. Food and beverage packaging accounts for the highest proportion of public litter items, and is in and of itself problematic as in many cases high-value non-renewable materials (eg petroleum products) are used to create single-use disposable containers.

## **Soils**

Fertile soil is being lost through desertification, salinity, mineral depletion, overuse of synthetic fertilisers and chemicals, and erosion at a more rapid rate than vegetation is being cleared to create new areas to grow crops<sup>15</sup>. Native ecosystems and traditional farming practices in less developed nations are being undermined to produce commodity cash crops for export to the processed food sector, mainly in the West. This can displace smaller-scale local economic activity and impact on traditional communities' food security.

Remedial and regenerative action is urgently required to create and retain the wholesome, healthy soils on which the health of our population depends<sup>16</sup>. New ways of producing, distributing, and consuming food will need to focus on reducing waste, regenerating depleted natural systems, reducing the distance food travels, and minimising the use of scarce non-renewable inputs (such as oil-derived fertilisers, chemicals, plastics, fuel and packaging) in order to meet these challenges.

## **Corporate Interests**

The exacting standards expected by large supermarket retailers have been blamed for much of the on-farm wastage of food. There is also criticism of the role of retailers in controlling supply chains, driving down returns to producers, promoting over-consumption, and creating false efficiencies in monocultural production. Innovation in on-farm value-adding, creating markets for 'waste' produce, and developing alternative distribution networks less beholden to national retailers, are two opportunity areas requiring investment and creativity.

The increasing corporatisation of the global food system includes multinational companies engaging in 'biopiracy' (patenting the genetic material of food crops for commercial advantage),

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<sup>12</sup> OEH (2009) Food Waste Avoidance Benchmark Study 2009, Love Food Hate Waste program, NSW Office of Environment and Heritage.

<sup>13</sup> OEH (2009) Food Waste Avoidance Benchmark Study 2009, Love Food Hate Waste program, NSW Office of Environment and Heritage.

<sup>14</sup> Global Food: Waste Not, Want Not (2012) UK Institution of Mechanical Engineers.

<sup>15</sup> UN Food and Agriculture Association 'The State of Food and Agriculture 2012'.

<sup>16</sup> CSIRO 'Food Security explained: issues for Australia and our role in the global challenge' 2012.



raising questions about the community's right to retain sovereignty over our food supply. Genetic modification, and the role of corporations in the manufacture and marketing of farm chemicals, have raised significant questions around human and ecological health.

### **Population Growth**

The current food system is similarly ill-equipped to deal with the increasing demand for food as our population grows. Global population is set to reach 9 billion by 2050, and the subsequent increase in demand for food must somehow be achieved whilst reducing our ecological footprint, decreasing greenhouse gas emissions, and dealing with increasing climate variability.

### **Biodiversity**

The genetic diversity of agricultural crops available includes over 25,000 varieties, carefully selected and cultivated by our ancestors over tens of thousands of years to provide food, fodder, fibre and other useful plants specifically adapted to local climates. However, fewer than 3% of these varieties are in commercial cultivation today. Half of the world's food energy is provided by just three crops (wheat, rice and corn)<sup>17</sup>.

Similarly, animals bred for meat and milk have been specialised down to a few particular breeds in order to maximise the volume and consistency of production to suit long distance markets. The narrowing of the genetic base of the food system across the board exposes a real risk of vulnerability to outbreaks of pests and diseases, as the lack of diversity inhibits adaptation and resilience.

Pests, diseases, and weed prevalence are other threats exacerbated by climate change which undermine food system diversity and productivity.

### **Food Security**

With so much food being thrown away, and so many food choices, it seems hard to believe that anyone in the Illawarra could be struggling to eat well. Yet our region is home to many people vulnerable to food insecurity, with some studies suggesting that almost 7% or around 18,000 residents in the Illawarra may lack the basic resources to maintain an adequate diet<sup>18</sup>.

Food security means that all people can access adequate nutritious and culturally appropriate food at all times, and is influenced by many factors. There is evidence that in addition to the most vulnerable individuals across the population (the unemployed, single parent families, Aboriginal and Torres Strait Islander people, people with disabilities, older and young people), areas in which there is a confluence of disadvantage may mean that there are entire communities experiencing food insecurity in some Illawarra suburbs.

### **Healthy Food**

Access to convenient, fresh food outlets near where people live is a major contributor to health and wellbeing, along with food affordability, and having the skills and resources to prepare good food. Good nutrition can lower the risk of a range of health problems and chronic diseases including high blood pressure, heart disease, diabetes, high cholesterol, obesity, osteoporosis, and certain types of cancer<sup>19</sup>.

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<sup>17</sup> Australian Institute of Health and Welfare (2012) Australia's food & nutrition 2012: in brief.

<sup>18</sup> Kirkwood, Deborah (2005) Food Insecurity in the Illawarra Region.

<sup>19</sup> NSW Government 'Live Life Well' 2012.

'Healthy food' includes diets which avoid processed foods, and are high in fresh fruit and vegetables, nuts and legumes, with lower consumption of animal products. Happily, a healthy diet for humans is also the most ecologically sustainable and ethical diet – human health *must* be placed in the context of the health of the planet. With the present Western consumerist diet and lifestyle we are, quite literally, eating ourselves – and the planet – to death<sup>20</sup>.

General population increases in diet-related diseases such as obesity and diabetes have been widely reported - Australia overall has one of the highest rates of obesity in the world. A staggering 61% of adults and 23% of children are either overweight or obese<sup>21</sup>, a figure that has been increasing annually over the past 10 years. Locally, 54.7% of women aged 16 years and over in the Illawarra Shoalhaven Local Health District are overweight or obese, compared to 59.7% of men in the same category<sup>22</sup>.

Perversely, poor quality foods high in fat, sugar and salt are often more accessible and affordable than healthy foods, increasing the prevalence of obesity and diet-related disease in low income and other vulnerable communities.

Challenges to our long term health due to poor diet extend across the whole population. Less than 25% of children in NSW eat the recommended servings of fruit and vegetables each day<sup>23</sup>. Staggeringly, 91% of the adult population of Australia don't eat enough vegetables and less than 50% are eating enough fruit<sup>24</sup>.

Council has an important role to play in ensuring that all people are able to physically access the food supply available to them through healthy urban design.

## Resilience and Transformation

There is a consensus across a broad and unlikely alliance of interest groups, that the current food system is fundamentally unsustainable, and requires transformative change<sup>25</sup>.

Addressing the issues with the food system globally requires *localities* all over the world to develop resilience: reducing reliance on external factors, increasing diversity, pursuing innovation and efficiency, conserving local ecosystems, prioritising the health and wellbeing of communities, creating healthy built environments, and closing the gap between producers and consumers.

Fortunately, this is good news for local communities and the Illawarra.

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<sup>20</sup> A Future for Food 2 (2012) Public Health Association of Australia.

<sup>21</sup> Australian Institute of Health and Welfare (2012) Australia's food & nutrition 2012: in brief.

<sup>22</sup> Centre for Epidemiology and Research. Health Statistics New South Wales. Sydney: NSW Department of Health. Health Statistics NSW, 2011.

<sup>23</sup> Nutrition Survey (SPANS) 2010: Full Report. Sydney, NSW Ministry of Health.

<sup>24</sup> Australian Institute of Health and Welfare (2012) Australia's food & nutrition 2012: in brief.

<sup>25</sup> [http://www.3pillarsnetwork.com.au/p3\\_Events-Resources.html?&event=88](http://www.3pillarsnetwork.com.au/p3_Events-Resources.html?&event=88).

# Opportunities

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## **Growing the Local Food Economy**

Providing leadership to maximise the economic, tourism, employment and ecological benefits possible through increasing local food production is a key opportunity. Employment in the agriculture, fishing and forestry sector at around 1.7% of the overall economy still remains below the State average of 2.5%. Tourism is dominated by domestic day visitors, and has experienced a net growth of 77% in ten years to 2011.<sup>26</sup> These sectors, along with new opportunities in food retail, hold opportunities to make a major contribution to the local food economy.

Success will depend on investment in training, the use of web-based technologies to create innovative marketing and distribution options, the promotion of regional food tourism, and strengthening the links between producers and consumers.

## **Research and Data**

Gaining a more thorough picture of the extent of hunger and food insecurity is essential to plan future service and infrastructure delivery. Understanding food distribution and supply systems relative to population and infrastructure must inform future transport and residential planning. More accurate regional information on local producers is required to identify growth and diversification opportunities in the sector.

## **Reduce Food Waste and Ecological Footprint**

Capitalising on existing waste programs and the proximity of productive land, our region is ideally placed to facilitate best practice food waste avoidance, food aid and rescue, and the return of organic material to the soil. Community education to promote sustainable consumption of food can improve health, whilst directly targeting the behaviours responsible for the majority of our ecological footprint.

## **Access to Land to Grow Food**

There are opportunities to facilitate links between growers and land owners, improve processes for community and market gardens, and ensure that arable land is conserved for current and future food production.

## **Governance, Leadership, Collaboration and Advocacy**

The Illawarra Councils can work collaboratively towards improving planning mechanisms, calling for State and Federal support, and taking on the role of driving positive transformative change. Participation in, or establishment of, multi-disciplinary networks to progress key initiatives is required to bring about change outside of the areas of Council's direct control.

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<sup>26</sup> ABS *Census of Population and Housing* as cited in Wilkinson, John 'The Illawarra: An Economic Profile' e-brief, NSW Parliamentary Research Service, December 2011.

# Assumptions + Guiding Principles

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The Strategy has been developed within the context of the following assumptions and guiding principles, which provide the imperative for action.

- There is agreement that the **current food system** is inequitable, ecologically unsustainable, wasteful, unhealthy and **must undergo transformational change** in order to respond to the challenges of the future.
- The Illawarra Councils recognise that the issues impacting on regional food security and sustainability are complex, interwoven, and require an **integrated response** from community, industry, and government.
- The Illawarra Councils recognise that a **resilient local food system** is an important part of a sustainable future and a healthy community.
- The Illawarra Councils are committed to working within our capacity with our community and partners to **support and grow opportunities for sustainable, local food** production and consumption in the Illawarra.
- A **vibrant diversified regional food culture** has the potential to deliver immediate and long-term economic, tourism, employment, health and ecological benefits to the Illawarra.
- There is a need for the food system to respond to the challenges posed by emerging issues including **peak oil** and **climate change**. Bringing producers and consumers closer together to support more sustainable ways of growing and eating is a key response to these issues both locally and globally.
- The **right to food** is a human right. Local government has a role to play in enabling access to adequate and nutritious food through our built and natural environment planning, governance, program and service delivery, and policies.
- **Food security** (the ability to access adequate safe, nutritious and affordable food every day) is inherently related to the determinants of health: access to housing, income, education levels, employment, social inclusion, gender, and transport.

# The Role of Council

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Council alone cannot bring about the changes required to improve the health, sustainability and viability of our local food system. Council's responsibility is to act to pursue the vision and interests of our community, and provide civic leadership. Council may act in a range of roles, for example as a regulator, service provider, leader, advocate, facilitator or manager.

There are many services and programs that Council does, or may choose to, provide - however there are also myriad issues which are outside of Councils' direct responsibility or control. Business, community, non-government organisations, academia and all levels of government have an important role to play.

The Strategy is designed around four **themes**, areas where Councils' contributions are most effective and necessary:

## **1. Building the capacity of our community...**

*Supporting the development of skills, knowledge and inspiration to make healthier and more sustainable food accessible for all through education and community development.*

## **2. Planning, infrastructure and regulation...**

*Council assets, infrastructure, service delivery and statutory responsibilities are managed in such a way as to support a fair, sustainable and healthy food system (for example waste management, conservation of agricultural lands, and urban vegetation).*

## **3. Good governance and targeted advocacy...**

*Leadership in Council's own practice, undertaking research to provide a solid evidence base when calling for change at all levels of government, and maintaining coherent, simple policies to enable positive initiatives.*

## **4. Supporting the local food economy...**

*Bringing producers and consumers closer together, building partnerships to grow the diversity and capacity of the sector, and celebrating the diversity of our regional food system.*

# Issues affecting the Illawarra by Theme

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## FOOD PRODUCTION + CONSUMPTION

*There are relatively low levels of local fruit + vegetable production, and distribution is not localised*

Producers need training, financial assistance and technical support

*Retailers, restaurants, and individuals have trouble accessing local produce*

Farmers are not well supported by research, investment, and extension services to enable a sustainable livelihood

*There is too much distance between farmers and consumers*

Sustainable agriculture skills are not funded to enable farmers to respond to NRM and other challenges

*Product prices do not reflect the true cost of production*

Supermarket duopolies and corporatisation of the food system marginalises producers, creating unrealistic consumer expectations, and promoting wasteful practices

*Cheap imports undermine fair food systems both locally and overseas*

International trade agreements which commodify food frequently distort markets, undermine food sovereignty, promote wasteful 'parallel trade' in identical goods

*Food production and consumption is inherently yet unnecessarily wasteful*

Price and convenience drive food purchases

*Distribution systems are not established, and favour transport to Sydney rather than local markets*

Agricultural land is under threat from competing uses

*Future production value of agricultural land is under-represented*

Transportation of fresh produce is expensive

*There are conflicting priorities for resource management (water, natural resources)*

The ability to interpret and apply controls or mechanisms to enable food security and food production is limited by State planning systems

## PLANNING + INFRASTRUCTURE

*Councils are expected to provide leadership in enabling food security and food sustainability*

Political leadership and policy support is essential to drive change

*The State and Federal government should be urged to limit corporate control of food, and ensure that food labelling, marketing, retail and economic impacts are managed for the benefit of our community*

There are no taxation incentives to farm

*Extractive and other industries threaten agriculture: food production needs to be prioritised*

State and Federal governments should be urged to enable Councils to protect prime arable land from development and extractive industries, and to create the planning mechanisms to enable this

*There is a low level of food literacy in our community*

Income, skills, knowledge, gender, age and other factors contribute to pockets of high food insecurity

*Many people in the Illawarra have poor transport access to retailers*

Access to land to grow food is an issue

*There is a need for training in basic skills, knowledge and values*

The Illawarra is home to above-average numbers of people vulnerable to food insecurity, obesity and chronic diet-related disease

*Access to funding for community initiatives is often ad-hoc or unavailable*

Advertising and marketing of unhealthy food, particularly to children, requires controls

*Affordability and availability of seasonal fresh locally grown food is poor*

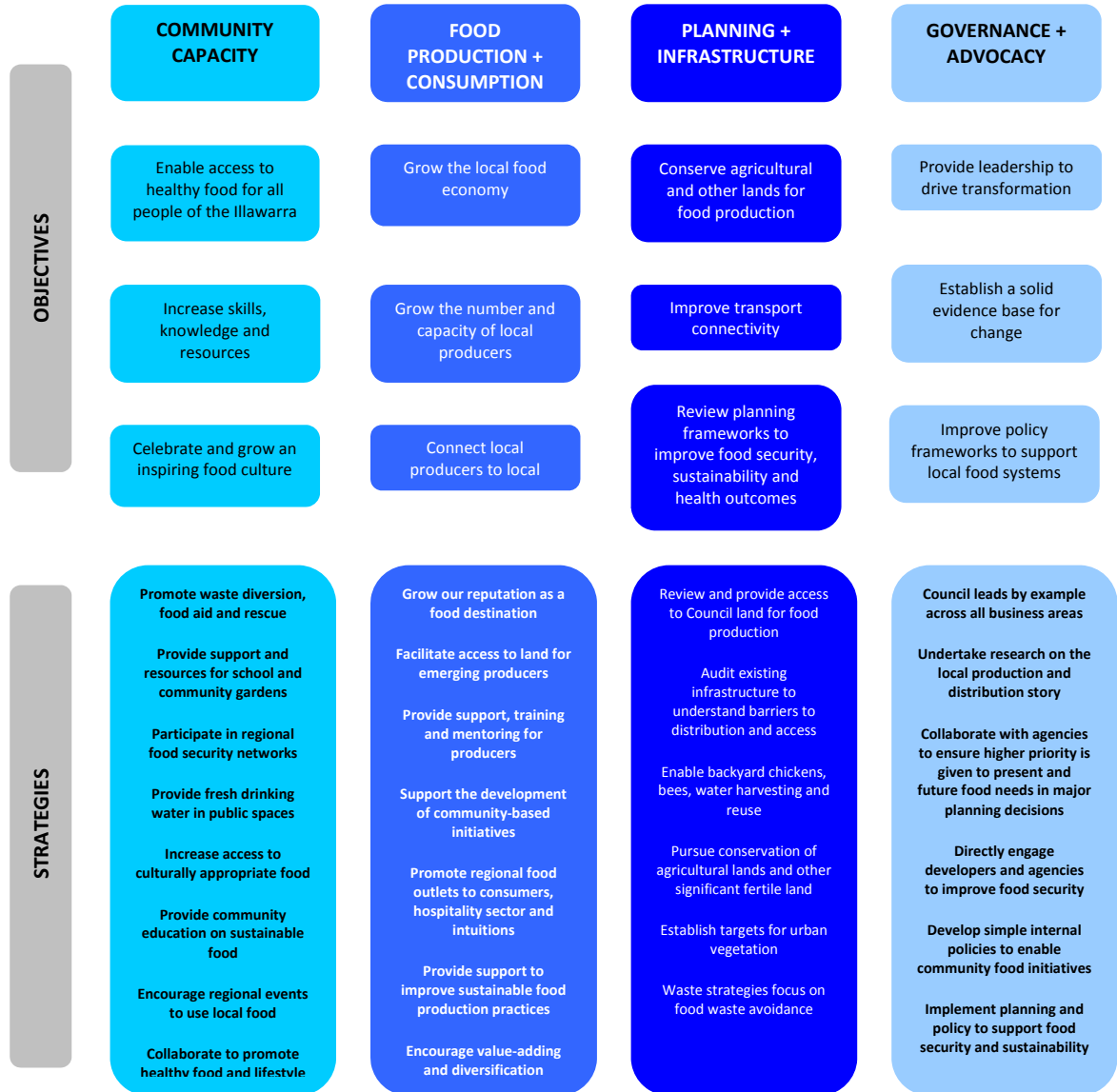
Community food initiatives and urban farming needs to be promoted, supported, resourced and celebrated in schools, public places and on private land

*There is a low level of knowledge of local food production, and limited connection between producers and consumers*

# Strategy Overview

The **VISION** is for a vibrant, sustainable local food system that is resilient, prosperous, fair and secure.

The **GOAL** is to work in partnership and in keeping with our Community Strategic Plans to guide action and decision-making across four key areas:



This Strategy is supported by an **ACTION PLAN** with specific priorities to achieve these objectives



# About the Strategy

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The Illawarra Regional Food Strategy provides the policy position and overall framework for progressing food security and sustainability in our region. An Action Plan has been developed to identify a detailed suite of 114 actions, including those priorities which may be implemented regionally.

The Action Plan has been designed as an internal document, which will be updated annually, to inform decision-making and resource allocation as part of the partner Councils' normal business planning processes.

The differences in population, community assets, demographics, land use, economic structure, community priorities, revenue base and resource levels between Kiama, Shellharbour and Wollongong Councils will determine progress against other actions in each LGA.

With this in mind, the Action Plan has been designed to:

- benchmark the current status of activity in each LGA;
- identify actions which are Regional Priorities;
- describe the role of Council against each action;
- enable partner Councils to progress actions most relevant to their area;
- nominate a timeframe for each action; and
- identify additional resources required.

# Theme 1: Building the capacity of our community...

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Supporting the development of skills, knowledge and inspiration to make healthier and more sustainable food accessible for all through education, program delivery, partnerships and community development. Recognising that the community may initiate change, which can be supported through creative collaboration.

## **Objectives**

- *Enable access to healthy, fair, culturally appropriate food for all people of the Illawarra*
- *Increase the skills, knowledge and resources to enable access to good food*
- *Celebrate and grow an inspiring regional food culture*

## **Strategies and Actions**

Community education provides the skills to grow, prepare, harvest and store good food; encouraging regional events to showcase local produce; providing support and resources for school and community gardens; supporting the work of those agencies providing emergency food relief, and promoting food rescue initiatives to divert food waste from landfill; pursuing opportunities for people to learn more about healthy eating.

# Theme 2: Planning, infrastructure and regulation...

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Council assets, infrastructure, service delivery and statutory responsibilities can be managed in such a way as to support a fair, sustainable and healthy food system.

This includes our approach to waste management, the conservation of agricultural lands, availability of Council land to support local initiatives, and urban vegetation strategies.

## **Objectives**

- *Recognise the role of regional food production in future planning through the conservation of agricultural and other suitable lands*
- *Improve transport connectivity*
- *Review planning frameworks to improve food security, sustainability and health outcomes*

## **Example Strategies and Actions**

Protect agricultural lands; conserve and make land suitable for food production available; establish targets for urban vegetation; facilitate the development of transport and distribution systems to move food within the region; audit existing infrastructure to understand the barriers to access.

## Theme 3: Leadership, good governance and targeted advocacy...

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Council takes on a leadership role in our own services and policies, undertaking research to provide a solid evidence base whilst calling for change at all levels of government. Maintaining coherent, simple policies will enable positive initiatives to thrive.

### **Objectives**

- Provide leadership to drive transformation
- Establish a solid evidence base for change
- Improve policy frameworks to support local food systems

### **Strategies and Actions**

Undertake research on the local food production and distribution story; collaborate with other agencies and stakeholders to ensure a higher priority is given to food in major planning decisions; develop and maintain simple policies to enable community and verge gardens; encourage the emergence of regional food stallholders, suppliers and outlets by supporting training and compliance with food inspection and hygiene regimes.

## Theme 4: Supporting the local food economy...

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Bringing producers and consumers closer together, building partnerships to grow the diversity and capacity of the sector, and celebrating the diversity of our regional food system. Finding opportunities to showcase our regional food to visitors and residents alike, and collaborating to support local employment and community initiatives.

### **Objectives**

- Grow the local food economy's viability in the horticulture, agriculture, restaurant, retail, accommodation, service delivery and training
- Increase the number and capacity of local producers, distributors, outlets and access points
- Connect local producers to local consumers

### **Strategies and Actions**

Support the development of new and existing community-based initiatives such as farmers markets; promote regional food to consumers, the hospitality sector and institutions; provide support to improve sustainable food production practices; market the region as a food tourism destination.

# Implementation and Evaluation

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The Illawarra Councils' current level of activity and commitment to food security and sustainability has been benchmarked against a number of measures, and will be monitored over time.

**These ambitions, strategies and actions outlined here do not necessarily require extensive resources to achieve.** This Strategy offers a framework for improving the delivery of our core responsibilities, and delivering services, in such a way as to support regional food security and sustainability.

In turn, a focus on creatively working to improve outcomes in the regional food system promises to deliver significant economic, social, amenity, cultural and health benefits to our whole community.

The Strategy will be endorsed by each of the partner Councils, and progress will be reviewed annually to align with the Integrated Planning and Reporting Process. Staff from the partner Councils will meet at least quarterly to collaborate and discuss progress.

## Glossary

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|                         |  |
|-------------------------|--|
| <b>Food security</b>    | Most often, food security is described as the 'ability of individuals, households and communities to acquire appropriate and nutritious food on a regular and reliable basis, and using socially acceptable means' <sup>27</sup> . Food security can be understood both at an individual and community-wide level. It can be as much about poor quality diet as it is about having sufficient food to eat. It's essential for an active and healthy life.  |
| <b>Sustainable food</b> | 'Sustainable Food' is an umbrella term describing an improved food system that is ecologically, socially, and economically just. Characteristics include fair incomes for producers, close links between producers and consumers, access for all people to good food, and practices which protect and regenerate our ecosystems and communities. A sustainable food system recognises that the wellbeing of our ecosystems and communities is paramount, and must be prioritised over corporate interests. |
| <b>Healthy food</b>     | Good nutrition can lower the risk of a range of health problems and chronic diseases including high blood pressure, heart disease diabetes, high cholesterol, obesity, osteoporosis, and certain types of cancer <sup>28</sup> . 'Healthy food' includes diets which avoid processed foods,  |

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<sup>27</sup> Food Security Options Paper: A planning framework and menu of options for policy and practice interventions, NSW Centre for Public Health Nutrition (2003), p. iv

<sup>28</sup> NSW Government 'Live Life Well' 2012.

and are high in fresh fruit and vegetables, nuts and legumes, with lower consumption of animal products.

|                             |   |
|-----------------------------|---|
| <b>Access to food</b>       | 'Access to food' is about the ability of people to find, get to, and use the food available nearby. This includes the availability of food that is fresh, culturally appropriate, safe, affordable, nutritious and sustainable. It is linked to walkability to local outlets, and reliable public transport.  |
| <b>Food safety</b>          | 'Food safety' includes the regulation and practice of handling, storage, preparation, processing and selling food. It is a broad area covering everything from allergens (such as nuts or shellfish) to microbes; water quality to additives (such as flavour enhancers).   |
| <b>Food fairness</b>        | The broad principle of ensuring that the food system delivers good working conditions, is ethical (for example in the treatment of animals), and is fairly priced for both producers and consumers.   |
| <b>Food system</b>          | The 'food system' describes the relationships between a range of elements including: consumers, producers, distributors, processors, retailers, corporations, freight companies, warehouses, restaurants and regulators.  |
| <b>Ecological footprint</b> | An 'ecological footprint' is an holistic measure of total impact of a lifestyle expressed in land area. It includes energy consumption, water use, greenhouse gas emissions, biodiversity and other impacts. The average Australian's food consumption alone makes up over 50% of our total ecological footprint <sup>29</sup> . Ecological footprints also help us to understand the inequities of global consumption, in that if every person on Earth had the same lifestyle as the average Australian we would need another 4 or 5 planets. |

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<sup>29</sup> ACF, Consuming Australia: Main Findings. Australian Conservation Foundation, University of Sydney and NSW Environmental Trust 2007.

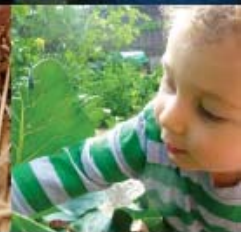
ILLAWARRA REGIONAL FOOD STRATEGY

# Illawarra Regional Food Strategy

## Good food for all

### ACTION PLAN

An initiative of Wollongong City Council, Shellharbour City Council and Kiama Municipal Council



This project has been assisted by the New South Wales Government through its NSW Environmental Trust

# Joint Statement

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The Illawarra Councils recognise the important role of food in our lives, and its impact on the communities we represent. Food is at the very heart of our health and wellbeing, cultural identity, the local economy, ecological sustainability, and our connection with this unique place and each other.

Each of the partner Councils has outlined its commitment to the sustainability and wellbeing of our communities through their Community Strategic Plans.

This Action Plan describes how, in partnership with our community, we will work together over time to realise **a vision for a vibrant, sustainable local food system that is resilient, prosperous, fair and secure.**

It includes a framework to inform decision-making and action across a range of areas where local government has the most immediate influence and control.

The development of this Action Plan has involved consultation with stakeholders in each of the partner Councils, collaboration with external agencies, analysis of the literature, and input from public forums and events.

# The Role of Council

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Council alone cannot bring about the changes required to improve the health, sustainability and viability of our local food system. Council's responsibility is to act to pursue the vision and interests of our community, and provide civic leadership. Council may act in a range of roles, for example as a regulator, service provider, leader, advocate, facilitator or manager.

There are many services and programs that Council does, or may choose to, provide - however there are also myriad issues which are outside of Councils' direct responsibility or control. Business, community, non-government organisations, academia and all levels of government have an important role to play.

The Action Plan is designed around four **themes**, areas where Councils' contributions are most effective and necessary:

## **1. Building the capacity of our community...**

*Supporting the development of skills, knowledge and inspiration to make healthier and more sustainable food accessible for all through education and community development.*

## **2. Planning, infrastructure and regulation...**

*Council assets, infrastructure, service delivery and statutory responsibilities are managed in such a way as to support a fair, sustainable and healthy food system (for example waste management, conservation of agricultural lands, and urban vegetation).*

## **3. Good governance and targeted advocacy...**

*Leadership in Council's own practice, undertaking research to provide a solid evidence base when calling for change at all levels of government, and maintaining coherent, simple policies to enable positive initiatives.*

## **4. Supporting the local food economy...**

*Bringing producers and consumers closer together, building partnerships to grow the diversity and capacity of the sector, and celebrating the diversity of our regional food system.*



# About the Action Plan

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The Illawarra Regional Food Strategy provides the policy position and overall framework for progressing food security and sustainability in our region. The Action Plan identifies a detailed suite of 114 actions, including those priorities which may be implemented regionally.

The differences in population, community assets, demographics, land use, economic structure, community priorities, revenue base and resource levels between Kiama, Shellharbour and Wollongong Councils will determine progress against other actions in each LGA.

With this in mind, the Action Plan has been designed to:

- benchmark the current status of activity in each LGA;
- identify actions which are Regional Priorities;
- describe the role of Council against each action;
- enable partner Councils to progress actions most relevant to their area;
- nominate a timeframe for each action; and
- identify additional resources required.

## Definition of Terms Used in the Action Plan Tables

|                      |  |   |
|----------------------|--|---|
| <i>Theme</i>         | Where the partner Councils' impact has been identified as most effective and necessary |   |
| <i>Objective</i>     | Identifies what the Strategy is trying to achieve and measure                          |   |
| <i>Strategy</i>      | A statement of the broad area of work designed to achieve the objective                |   |
| <i>Action</i>        | Specific activity, output or project to be implemented                                 |   |
| <i>Shaded Action</i> | Actions that will be implemented regionally, by each Council                           |   |
| <i>Priority</i>      | IMPACT<br>1: Low Effort/High Impact<br>3: Low Effort/Low Impact                        | 2: High Effort/High Impact<br>4: High Effort/Low Impact<br>EFFORT |

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**Status**

Current: Council is active in this area

Previous: work has been undertaken in the past, but is not current

Planned: flagged to be incorporated into future programs

Not Scheduled: not identified as a planned action

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**Council Role**

**Leader:** providing leadership through development and implementation of policy, plans, and Councils' own practice

**Owner/Manager:** acting in a role as the caretaker of public facilities, land, buildings, parks, reserves and the natural environment

**Regulator:** fulfilling statutory obligations to the community, Council staff, Council services and operations

**Information Provider:** disseminating information from Council, or on behalf of other agencies, to increase knowledge and understanding of issues or to inform the community of Council policies, decisions and activities

**Advocate:** representing the community interest on issues that need to be addressed by another level of government or agency

**Initiator/Facilitator:** Council assists in progressing issues of importance by bringing stakeholders together to work collaboratively towards an identified goal

**Service Provider (external funding):** Council seeks funding from another government department, agency or sponsor to provide a service appropriate to the goals

**Service Provider (internal funding):** Council directly funds a service or facility where it is a statutory requirement, or an identified priority

**Co-funder:** Council collaborates to jointly fund a service or facility where it is a statutory requirement, or an identified priority

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**Time Frame**

Ongoing: to be delivered on an ongoing basis as part of Councils' core business

Short Term: commenced within 3 years

Long Term: more than 3 years

# Theme 1: Building the capacity of our community...

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Supporting the development of skills, knowledge and inspiration to make healthier and more sustainable food accessible for all through education, program delivery, partnerships and community development.

Recognising that the community may initiate change, which can be supported through creative collaboration.

## **Objectives**

- Enable access to healthy, fair, culturally appropriate food for all people of the Illawarra
- Increase the skills, knowledge and resources to enable access to good food
- Celebrate and grow an inspiring regional food culture

## **Strategies and Actions**

Community education providing the skills to grow, prepare, harvest and store good food; encouraging regional events to showcase local produce; providing support and resources for school and community gardens; supporting the work of those agencies providing emergency food relief, and promoting food rescue initiatives to divert food waste from landfill; pursuing opportunities for people to learn more about healthy eating.

## Community Capacity (C)

### OBJECTIVE C1 Enable Access to Healthy Food

| STRATEGY   | #     | Action  | Priority | KMC           | STATUS        |               | Council Role   | Time frame | Additional Resources Required |
|--|-------|---|----------|---------------|---------------|---------------|--|------------|-------------------------------|
|  |       |   |          |               | SCC           | WCC           |  |            |                               |
| <b>C1.1</b><br>Promote Food Aid + Rescue   | 1.1.1 | Continue to maintain and distribute Low Cost and Free Meals Directory (LCFMD)   | 1        | current       | current       | current       | Leader; Information Provider   | Ongoing    | staff time + marketing costs  |
|  | 1.1.2 | Directly engage organisations and businesses to use the LCFMD to donate excess food to local agencies                           | 2        | not scheduled | not scheduled | not scheduled | Service Provider (internal funding); Service Provider (external funding) | Long Term  | staff time                    |
|  | 1.1.3 | Seek opportunities to support and expand regional food redistribution services eg Oz Harvest                                    | 2        | not scheduled | not scheduled | not scheduled | Service Provider (internal funding); Service Provider (external funding) | Long Term  | staff time                    |
|  | 1.1.4 | Facilitate access to funding, development, partnerships to ensure the longterm viability of food aid services                   | 2        | not scheduled | not scheduled | previous      | Initiator/Facilitator; Advocate  | Long Term  | staff time                    |
| <b>C1.2</b><br>Provide support and resources for Community Gardens                               | 1.2.1 | Allocate staff time and resources to support community gardens  | 1        | current       | current       | current       | Leader; Service Provider (internal funding)                              | Ongoing    | staff time + project budget   |
|  | 1.2.2 | Establish, review and develop fair and simple processes and policies to enable community gardens on Council land and facilities | 1        | current       | current       | current       | Leader; Service Provider (internal funding)                              | Short Term | staff time                    |
|  | 1.2.3 | Update and publish printed and online directory of local community gardens  | 2        | current       | current       | current       | Service Provider (internal funding)                                      | Short Term | staff time + marketing costs  |
|  | 1.2.4 | Facilitate access to resources eg mulch, recycled materials, printing   | 2        | current       | current       | current       | Leader; Service Provider (internal funding)                              | Ongoing    | no                            |
| <b>C1.3</b><br>Provide support and resources for food programs in schools and child care centres | 1.3.1 | Promote, support and celebrate school kitchen gardens   | 1        | current       | current       | planned       | Information Provider; Advocate   | Ongoing    | staff time                    |
|  | 1.3.2 | Facilitate access to resources eg mulch, recycled materials, printing   | 2        | current       | current       | current       | Service Provider (internal funding)                                      | Ongoing    | no                            |
|  | 1.3.3 | Promote programs to improve health and nutrition in schools and child care centres  | 3        | current       | current       | planned       | Information Provider; Advocate   | Ongoing    | staff time                    |

|   |       |   |   |               |               |         |   |            |            |
|---|-------|---|---|---------------|---------------|---------|---|------------|------------|
| <b>C1.4</b><br>Participate in regional networks                                       | 1.4.1 | Council is represented in regional alliances and networks to collaborate on food security eg Food Fairness Illawarra        | 1 | current       | planned       | current | Information Provider; Advocate; Initiator/Facilitator | Ongoing    | staff time |
| <b>C1.5</b><br>Improve availability of drinking water                                 | 1.5.1 | Work towards making fresh drinking water available in all public spaces   | 2 | current       | current       | planned | Leader; Owner/Manager; Regulator                      | Ongoing    | no         |
|   | 1.5.2 | Audit and map existing drinking water access points   | 4 | not scheduled | not scheduled | planned | Service Provider (internal funding); Owner/Manager    | Long Term  | staff time |
| <b>C1.5</b><br>Increase access to culturally appropriate food for people of all needs | 1.6.1 | Provide resources to link consumers with appropriate sources of culturally appropriate foods eg Traditional Foods Directory | 1 | current       | current       | current | Information Provider                                  | Ongoing    | no         |
|   | 1.6.2 | Work with partners to ensure older people have access to culturally appropriate meal services                               | 2 | planned       | planned       | planned | Initiator/Facilitator; Advocate                       | Short Term | no         |

## OBJECTIVE C2 Increase Skills, Knowledge, Resources and Inspiration

| STRATEGY                           | #     | Action  | Priority | KMC     | STATUS   |         |  | Council Role | Time frame           | Additional Resources Required |
|------------------------------------|-------|---|----------|---------|----------|---------|--|--------------|----------------------|-------------------------------|
|                                    |       |   |          |         | SCC      | WCC     |  |              |                      |                               |
| <b>C2.1</b><br>Community Education | 2.1.1 | Education programs promote food waste avoidance, composting   | 1        | current | current  | current | Service Provider (internal funding); Service Provider (external funding) | Ongoing      | no                   |                               |
|                                    | 2.1.2 | Community education programs provide an analysis of the role of food and consumption in ecological footprint                | 1        | current | current  | current | Service Provider (internal funding); Service Provider (external funding) | Short Term   | no                   |                               |
|                                    | 2.1.3 | Provide practical skills training to support backyard, school and community food production                                 | 2        | current | current  | current | Service Provider (internal funding); Service Provider (external funding) | Ongoing      | project budget       |                               |
|                                    | 2.1.4 | Ensure resources such as the GROW LOCAL guides are available to provide regionally relevant information on edible gardening | 1        | current | current  | current | Service Provider (internal funding); Service Provider (external funding) | Ongoing      | printing costs       |                               |
|                                    | 2.1.5 | Sustainable food education includes practical themes such as cooking, preserving, keeping                                   | 2        | planned | previous | current | Service Provider (internal funding);                                     | Ongoing      | staff time + project |                               |

|   |       |   |   |                      |                |                      |   |                   |   |
|---|-------|---|---|----------------------|----------------|----------------------|---|-------------------|---|
|   |       | bees + chickens, garden design  |   |                      |                |                      | <i>Service Provider<br/>(external funding)</i>  | <i>budget</i>     |   |
| <b>C2.2</b><br>Collaborate with partners to promote healthy food, lifestyle and eating programs to population | 2.2.1 | Cross-promote other initiatives via newsletters and food pages on Council websites  | 1 | <i>current</i>       | <i>current</i> | <i>current</i>       | <i>Information Provider</i>   | <i>Ongoing</i>    | <i>no</i>                               |
|   | 2.2.2 | Collaborate with education providers to share information, resources, promotion   | 3 | <i>current</i>       | <i>current</i> | <i>current</i>       | <i>Initiator/Facilitator;<br/>Information Provider</i>                                      | <i>Ongoing</i>    | <i>no</i>                               |
| <b>C2.3</b><br>Identify key regional assets   | 2.3.1 | Use an asset based community development approach to identify people, places, initiatives and other key assets in the local food system | 2 | <i>planned</i>       | <i>planned</i> | <i>planned</i>       | <i>Initiator/Facilitator</i>  | <i>Short Term</i> | <i>staff time</i>                       |
|   | 2.3.2 | Create and promote a directory of community kitchens and public BBQs, ovens   | 3 | <i>not scheduled</i> | <i>planned</i> | <i>not scheduled</i> | <i>Service Provider<br/>(internal funding);<br/>Service Provider<br/>(external funding)</i> | <i>Long Term</i>  | <i>staff time +<br/>marketing costs</i> |

### OBJECTIVE C3 Celebrate and Grow a Regional Food Culture

| STRATEGY  | #     | Action   | Priority | KMC             | STATUS               |                      | Council Role  | Time frame        | Additional Resources Required           |
|---|-------|--|----------|-----------------|----------------------|----------------------|---|-------------------|---|
|   |       |  |          |                 | SCC                  | WCC                  |   |                   |   |
| <b>C3.1</b><br>Regional events showcase local food                                | 3.1.1 | Create and promote a directory of local producers, providers, retailers, stallholders, caterers, distributors and other businesses focussed on local, traditional and bush foods | 2        | <i>planned</i>  | <i>planned</i>       | <i>planned</i>       | <i>Service Provider<br/>(internal funding);<br/>Service Provider<br/>(external funding);<br/>Information Provider</i> | <i>Short Term</i> | <i>staff time +<br/>marketing costs</i> |
|   | 3.1.2 | Council actively engages local food providers for its events and corporate hospitality   | 1        | <i>current</i>  | <i>current</i>       | <i>current</i>       | <i>Leader;<br/>Initiator/Facilitator</i>  | <i>Ongoing</i>    | <i>no</i>                               |
|   | 3.1.3 | Work with local agricultural societies to expand the reach of the produce section to include local food displays and competitions; and to promote local farm animal diversity    | 3        | <i>previous</i> | <i>not scheduled</i> | <i>not scheduled</i> | <i>Initiator/Facilitator</i>  | <i>Long Term</i>  | <i>staff time</i>                       |
| <b>C3.2</b><br>Educate consumers about regional food availability and seasonality | 3.2.1 | Create or promote existing directories of local food outlets, farm gate trails, markets and hospitality providers  | 2        | <i>current</i>  | <i>planned</i>       | <i>planned</i>       | <i>Information Provider;<br/>Initiator/Facilitator;<br/>Service Provider<br/>(internal/external funding)</i>          | <i>Short Term</i> | <i>staff time +<br/>marketing costs</i> |

|   |       |  |   |                      |                      |                      |  |                  |                   |
|---|-------|--|---|----------------------|----------------------|----------------------|--|------------------|-------------------|
|   | 3.2.2 | Facilitate food redistribution projects including wild and roadside harvesting, food swaps                   | 4 | <i>not scheduled</i> | <i>not scheduled</i> | <i>not scheduled</i> | <i>Information Provider; Initiator/Facilitator</i> | <i>Long Term</i> | <i>staff time</i> |
| <b>C3.3</b><br><b>People gather around food</b> | 3.3.1 | Wherever possible, good food will be a focal point for enlivening public spaces and bringing people together | 2 | <i>not scheduled</i> | <i>not scheduled</i> | <i>not scheduled</i> | <i>Information Provider; Initiator/Facilitator</i> | <i>Long Term</i> | <i>staff time</i> |

## Theme 2: Planning, infrastructure and regulation...

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Council assets, infrastructure, service delivery and statutory responsibilities can be managed in such a way as to support a fair, sustainable and healthy food system.

This includes our approach to waste management, the conservation of agricultural lands, availability of Council land to support local initiatives, and urban vegetation strategies.

### ***Objectives***

- Recognise the role of regional food production in future planning through the conservation of agricultural and other suitable lands
- Improve transport connectivity
- Review planning frameworks to improve food security, sustainability and health outcomes

### ***Example Strategies and Actions***

Protect agricultural lands; conserve and make available land suitable for food production; establish targets for urban vegetation; facilitate the development of transport and distribution systems to move food within the region; audit existing infrastructure to understand the barriers to access.



## Planning + Infrastructure (P)

### OBJECTIVE P1 Conserve Agricultural and Other Land for Food Production

| STRATEGY  | #     | Action   | Priority | KMC           | STATUS        |               |  | Council Role | Time frame | Additional Resources Required |
|---|-------|--|----------|---------------|---------------|---------------|--|--------------|------------|-------------------------------|
|   |       |  |          |               | SCC           | WCC           |  |              |            |                               |
| <b>P1.1</b><br>Provide access to Council land for food production | 1.1.1 | Undertake a review of Council owned and controlled land to identify parcels suitable for food production                                 | 1        | current       | planned       | current       | Leader;<br>Owner/Manager   | Short Term   | staff time |                               |
|   | 1.1.2 | Establish lease or licensing process to enable emerging producers to establish new enterprises on appropriate parcels of land            | 2        | not scheduled | not scheduled | not scheduled | Leader;<br>Owner/Manager;<br>Regulator;<br>Initiator/Facilitator | Long Term    | staff time |                               |
| <b>P1.2</b><br>Conserve land suitable for food production         | 1.2.1 | Pursue definition of agricultural land to include lots smaller than 40ha   | 1        | planned       | planned       | planned       | Leader; Advocate   | Short Term   | no         |                               |
|   | 1.2.2 | Ensure conservation of existing agricultural lands   | 2        | current       | current       | current       | Leader; Advocate;<br>Regulator                                   | Ongoing      | no         |                               |
|   | 1.2.3 | Zones are established for intensive agricultural industry, alongside appropriate guidelines and controls to support sustainable land use | 3        | current       | current       | current       | Leader; Advocate;<br>Regulator                                   | Long Term    | no         |                               |
|   | 1.2.4 | Ensure impact on land and water resources for agriculture is considered when assessing or commenting on extractive industries (eg CSG)   | 1        | current       | not scheduled | current       | Advocate   | Ongoing      | no         |                               |
|   | 1.2.5 | State and regionally significant agricultural lands are gazetted   | 1        | current       | current       | current       | Leader; Advocate;<br>Regulator                                   | Ongoing      | no         |                               |

## OBJECTIVE P2 Improve Transport Connectivity

| STRATEGY   | #     | Action   | Priority | STATUS         |                      |                | Council Role   | Time frame       | Additional Resources Required |
|--|-------|--|----------|----------------|----------------------|----------------|--|------------------|-------------------------------|
|  |       |  |          | KMC            | SCC                  | WCC            |  |                  |                               |
| <b>P2.1</b><br>Improve access to active transport for all residents                      | 2.1.1 | Integration of transport systems connects people to local and regional commercial and retail centres where fresh food is available   | 2        | <i>planned</i> | <i>current</i>       | <i>current</i> | <i>Leader; Advocate; Initiator/Facilitator; Service Provider</i> | <i>Long Term</i> | <i>no</i>                     |
|  | 2.1.2 | Transport options for older, and transport-disadvantaged people are actively promoted and available  | 1        | <i>current</i> | <i>current</i>       | <i>planned</i> | <i>Advocate; Information Provider</i>                            | <i>Ongoing</i>   | <i>no</i>                     |
| <b>P2.2</b><br>Develop transport and distribution systems to move food within the region | 2.2.1 | Efficient and sustainable transport of agricultural inputs and outputs is raised alongside other issues when SCG and partner Councils meet with transport and infrastructure authorities | 1        | <i>planned</i> | <i>not scheduled</i> | <i>planned</i> | <i>Advocate</i>  | <i>Ongoing</i>   | <i>no</i>                     |

## OBJECTIVE P.3 Review Planning Frameworks

| STRATEGY   | #     | Action   | Priority | STATUS         |                |                | Council Role  | Time frame        | Additional Resources Required |
|--|-------|--|----------|----------------|----------------|----------------|---------------|-------------------|-------------------------------|
|  |       |  |          | KMC            | SCC            | WCC            |               |                   |                               |
| <b>P3.1</b><br>Delivery Program for the Community Strategic Plan supports food security and sustainability goals | 3.1.1 | Review CSP and Delivery Program to identify opportunities to progress priority Food Strategy actions | 1        | <i>current</i> | <i>planned</i> | <i>current</i> | <i>Leader</i> | <i>Short Term</i> | <i>no</i>                     |

|   |       |  |   |               |               |               |  |            |            |
|---|-------|--|---|---------------|---------------|---------------|--|------------|------------|
| <b>P3.2</b><br>Review the LEP and DCPs to identify where food sustainability and security can be better enabled | 3.2.1 | Pursue clarification of definitions 'agriculture', 'community garden', 'horticulture' in NSW Planning system   | 1 | planned       | current       | planned       | Leader; Advocate                             | Short Term | staff time |
|   | 3.2.2 | Pursue opportunities to minimise marketing of unhealthy foods in public spaces and within 200m of school zones   | 1 | planned       | current       | planned       | Advocate                                     | Short Term | staff time |
|   | 3.2.3 | Ensure zoning reviews and definitions of land capture future use, not just current value of productivity or existing use, using the precautionary principle to conserve land | 1 | planned       | not scheduled | not scheduled | Leader; Advocate                             | Ongoing    | no         |
|   | 3.2.4 | Ensure minimum open space requirements in new development  | 1 | current       | current       | current       | Leader; Regulator                            | Ongoing    | no         |
|   | 3.2.5 | Include reference to GROW LOCAL guides in DCP Landscape and other relevant chapters  | 1 | not scheduled | planned       | not scheduled | Leader; Regulator; Information Provider      | Short Term | no         |
|   | 3.2.6 | Ensure town and village planning includes zoning for small retailers within residential areas  | 1 | current       | current       | current       | Leader; Regulator                            | Ongoing    | no         |
| <b>P3.3</b><br>Food waste strategies focus on avoidance and reuse   | 3.3.1 | Opportunities are sought when reviewing waste strategies to develop infrastructure solutions to food waste management which return organic material to the soil              | 2 | current       | current       | current       | Leader; Owner/Manager; Initiator/Facilitator | Long Term  | staff time |
|   | 3.3.2 | Food waste avoidance across all sectors is a key driver of waste strategy design   | 2 | current       | current       | current       | Leader; Owner/Manager; Initiator/Facilitator | Ongoing    | no         |
|   | 3.3.3 | Council supports the introduction of beverage container waste avoidance strategies   | 1 | current       | current       | not scheduled | Advocate                                     | Long Term  | staff time |

# Theme 3: Leadership, good governance and targeted advocacy...

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Council takes on a leadership role in our own services and policies, undertaking research to provide a solid evidence base whilst calling for change at all levels of government. Maintaining coherent, simple policies will enable positive initiatives to thrive.

## **Objectives**

- Provide leadership to drive transformation
- Establish a solid evidence base for change
- Improve policy frameworks to support local food systems

## **Strategies and Actions**

Undertake research on the local food production and distribution story; collaborate with other agencies and stakeholders to ensure a higher priority is given to food in major planning decisions; develop and maintain simple policies to enable community and verge gardens; encourage the emergence of regional food stallholders, suppliers and outlets by supporting training and compliance with food inspection and hygiene regimes.

## Governance (G)

### OBJECTIVE G1 Provide Leadership to Drive Transformation

| STRATEGY                                | #     | Action   | Priority | STATUS               |                |                      | Council Role   | Time frame        | Additional Resources Required      |
|---|-------|--|----------|----------------------|----------------|----------------------|--|-------------------|------------------------------------|
|   |       |  |          | KMC                  | SCC            | WCC                  |  |                   |                                    |
| <b>G1.1</b><br>Council leads by example | 1.1.1 | Policies to guide ethical, sustainable food procurement are developed, endorsed, and implemented across Council (service provision, corporate hospitality, corporate gifts, etc) | 1        | <i>previous</i>      | <i>current</i> | <i>planned</i>       | <i>Leader; Owner/ Manager; Information Provider</i>                | <i>Short Term</i> | <i>staff time</i>                  |
|   | 1.1.2 | Council facilities work towards food waste avoidance and food waste diversion through composting, bokashi and other means  | 2        | <i>current</i>       | <i>current</i> | <i>current</i>       | <i>Leader; Owner/ Manager; Information Provider</i>                | <i>Short Term</i> | <i>project budget</i>              |
|   | 1.1.3 | Council staff will use the LCFMD to identify agencies who can accept food surplus to needs following corporate events and meetings   | 3        | <i>planned</i>       | <i>planned</i> | <i>current</i>       | <i>Leader; Owner/ Manager</i>                                      | <i>Ongoing</i>    | <i>no</i>                          |
|   | 1.1.4 | Review plant lists in GROW LOCAL guides to increase number of local native and edible species included in Council street tree and landscaping lists                              | 2        | <i>not scheduled</i> | <i>planned</i> | <i>not scheduled</i> | <i>Leader; Owner/ Manager; Service Provider (internal funding)</i> | <i>Short Term</i> | <i>staff time</i>                  |
|   | 1.1.5 | Council facilities actively discourage bottled water by providing appropriate fresh water access for staff and customers   | 3        | <i>current</i>       | <i>planned</i> | <i>current</i>       | <i>Leader; Owner/ Manager</i>                                      | <i>Long Term</i>  | <i>no</i>                          |
|   | 1.1.6 | Staff training is developed and delivered to support understanding and the capacity to implement actions   | 2        | <i>not scheduled</i> | <i>planned</i> | <i>not scheduled</i> | <i>Leader</i>  | <i>Short Term</i> | <i>staff time + project budget</i> |
|   | 1.1.7 | Council-managed facilities include demonstration edible plantings  | 3        | <i>planned</i>       | <i>planned</i> | <i>current</i>       | <i>Leader; Owner/ Manager; Service Provider</i>                    | <i>Long Term</i>  | <i>staff time + project budget</i> |

|   |        |   |   |                      |                      |                      |  |                  |                   |
|---|--------|---|---|----------------------|----------------------|----------------------|--|------------------|-------------------|
|   | 1.1.8  | Council takes every opportunity to promote and profile local producers and food industries  | 3 | <i>current</i>       | <i>current</i>       | <i>planned</i>       | <i>Information Provider</i>  | <i>Ongoing</i>   | <i>no</i>         |
|   | 1.1.9  | Renewal of Council facilities includes consideration of upgrading to include commercial grade kitchens  | 2 | <i>not scheduled</i> | <i>not scheduled</i> | <i>not scheduled</i> | <i>Leader; Owner/ Manager; Service Provider (internal funding)</i> | <i>Ongoing</i>   | <i>no</i>         |
|   | 1.1.10 | Support integration of healthy eating into workplace wellbeing program  | 3 | <i>planned</i>       | <i>current</i>       | <i>current</i>       | <i>Leader</i>  |                  | <i>no</i>         |
| <b>G1.2</b>   |        |   |   |                      |                      |                      |  |                  |                   |
| <b>Engage in targeted advocacy</b>                      | 1.2.1  | Cooperate with other agencies to ensure higher priority is given to present and future food producing needs in major planning decisions   | 2 | <i>planned</i>       | <i>planned</i>       | <i>planned</i>       | <i>Leader; Advocate</i>  | <i>Ongoing</i>   | <i>no</i>         |
|   | 1.2.2  | Call for the formation of a NSW Food Policy Council to oversee integration of sustainable food and food security issues across whole-of-government  | 1 | <i>previous</i>      | <i>previous</i>      | <i>previous</i>      | <i>Advocate</i>  | <i>Ongoing</i>   | <i>no</i>         |
|   | 1.2.3  | Engage developers directly to encourage improved food security measures (drinking water, breastfeeding, food waste diversion, packaging avoidance, access to land to grow food, water harvesting, healthy food options etc) | 2 | <i>planned</i>       | <i>planned</i>       | <i>current</i>       | <i>Initiator/ Facilitator</i>                                      | <i>Ongoing</i>   | <i>staff time</i> |
|   | 1.2.4  | Call for a State/Federal review into the link between public health and the economic, environmental and social impacts of the food system   | 1 | <i>planned</i>       | <i>not scheduled</i> | <i>not scheduled</i> | <i>Advocate</i>  | <i>Long Term</i> | <i>no</i>         |
| <b>G1.3</b>   |        |   |   |                      |                      |                      |  |                  |                   |
| <b>Provide input into policy development and reform</b> | 1.3.1  | Engage in local, State and Federal policy development processes which impact on regional food systems   | 1 | <i>current</i>       | <i>current</i>       | <i>current</i>       | <i>Advocate</i>  | <i>Ongoing</i>   | <i>staff time</i> |
|   | 1.3.2  | Identify food security and sustainability as an issue in relevant planning documents eg Catchment Action Plans, Regional Plans, etc   | 1 | <i>planned</i>       | <i>planned</i>       | <i>planned</i>       | <i>Advocate</i>  | <i>Ongoing</i>   | <i>staff time</i> |

## OBJECTIVE G2 Establish a Solid Evidence Base for Change

| STRATEGY   | #     | Action  | Priority | STATUS               |                      |                      | Council Role  | Time frame        | Additional Resources Required      |
|--|-------|---|----------|----------------------|----------------------|----------------------|---|-------------------|------------------------------------|
|  |       |   |          | KMC                  | SCC                  | WCC                  |   |                   |                                    |
| <b>G2.1</b><br>Identify barriers to accessing healthy food within the built, social and economic environment | 2.1.1 | Undertake a mapping project to analyse access to fresh food outlets within our community                    | 2        | <i>previous</i>      | <i>planned</i>       | <i>previous</i>      | <i>Service Provider (internal/external funding); Initiator/Facilitator</i>                          | <i>Short Term</i> | <i>staff time</i>                  |
|  | 2.1.2 | Pursue partnerships to undertake evaluation and other research projects to meet gaps in understanding       | 1        | <i>planned</i>       | <i>planned</i>       | <i>planned</i>       | <i>Initiator/Facilitator; Advocate</i>  | <i>Ongoing</i>    | <i>no</i>                          |
|  | 2.1.3 | Benchmark the community's capacity for action   | 2        | <i>not scheduled</i> | <i>planned</i>       | <i>planned</i>       | <i>Initiator/Facilitator; Advocate</i>  | <i>Short Term</i> | <i>staff time</i>                  |
| <b>G2.2</b><br>Understand the local food production and distribution story                                   | 2.2.1 | Pursue partnerships to undertake research to fill data gaps on local production and distribution story      | 1        | <i>planned</i>       | <i>planned</i>       | <i>planned</i>       | <i>Initiator/Facilitator; Advocate</i>  | <i>Ongoing</i>    | <i>staff time</i>                  |
|  | 2.2.2 | Facilitate sharing of information between farmers, research bodies and agencies                             | 3        | <i>planned</i>       | <i>not scheduled</i> | <i>not scheduled</i> | <i>Information Provider</i>   | <i>Short Term</i> | <i>no</i>                          |
|  | 2.2.6 | Assess the capacity of landholders to support natural resource management and sustainable farming practices | 3        | <i>not scheduled</i> | <i>not scheduled</i> | <i>not scheduled</i> | <i>Initiator/ Facilitator; Service Provider (external funding); Information Provider; Co-funder</i> | <i>Long Term</i>  | <i>staff time + project budget</i> |
|  | 2.2.7 | Audit existing transport infrastructure to understand barriers to distribution and access                   | 2        | <i>previous</i>      | <i>planned</i>       | <i>not scheduled</i> | <i>Leader; Service Provider (internal funding)</i>  | <i>Short Term</i> | <i>staff time</i>                  |
| <b>G2.3</b><br>Establish monitoring and evaluation systems   | 2.3.1 | Include health and wellbeing indicators in Community Strategic Plans  | 1        | <i>current</i>       | <i>planned</i>       | <i>planned</i>       | <i>Leader</i>   | <i>Short Term</i> | <i>no</i>                          |

## OBJECTIVE G3 Improve Policy Frameworks to Support Local Food Systems

| STRATEGY   | #     | Action   | Priority | STATUS        |               |               | Council Role   | Time frame | Additional Resources |
|--|-------|--|----------|---------------|---------------|---------------|--|------------|----------------------|
|  |       |  |          | KMC           | SCC           | WCC           |  |            |                      |
| <b>G3.1</b><br>Simple Council policies enable community food initiatives | 3.1.1 | Develop simple internal policies to enable community gardens, edible street trees, fruit tree groves on public land  | 1        | current       | planned       | current       | Leader;<br>Regulator; Service Provider (internal funding)                          | Short Term | staff time           |
|  | 3.1.2 | Ensure food inspection, hygiene and health regimes are not a barrier to innovation, growth and participation in regional food activities for producers, stallholders and suppliers | 2        | not scheduled | not scheduled | planned       | Leader;<br>Regulator; Service Provider (internal funding)                          | Short Term | staff time           |
|  | 3.1.3 | Clear and encouraging guidelines for responsibly keeping chickens, bees, other poultry in backyards are available for the community  | 1        | current       | current       | current       | Leader;<br>Regulator; Service Provider (internal funding);<br>Information Provider | Ongoing    | no                   |
|  | 3.1.4 | Review Waste Wise Event / Sustainable Event guidelines to ensure support for sustainable local food, nutritional status, food waste avoidance, food waste diversion                | 2        | current       | current       | not scheduled | Leader;<br>Regulator; Service Provider (internal funding);<br>Information Provider | Mid Term   | staff time           |
|  | 3.1.5 | Investigate regional licensing of stallholders who move across markets and events, coupled with centralised delivery of food handling training (free or subsidised)                | 4        | not scheduled | not scheduled | not scheduled | Leader;<br>Regulator; Service Provider (internal funding);<br>Information Provider | Long Term  | staff time           |
|  | 3.1.6 | Develop Verge Garden Guidelines  | 2        | not scheduled | not scheduled | not scheduled | Leader;<br>Regulator; Service Provider;<br>Information Provider                    | Long Term  | staff time           |
|  | 3.1.7 | Consider blanket DA, permit and licensing process for fresh food vans, fruit and vegetable carts, mobile food trucks to  | 3        | not scheduled | not scheduled | not scheduled | Leader;<br>Regulator; Service Provider (internal funding);                         | Long Term  | staff time           |



|  |       | operate in designated areas to improve access to good food   | <i>Information Provider</i> |                      |                      |                      |                              |                   |                   |
|--|-------|--|-----------------------------|----------------------|----------------------|----------------------|------------------------------|-------------------|-------------------|
| <b>G3.2<br/>Adapt planning and policy mechanisms to support food security and sustainability</b> | 3.2.1 | Pursue changes to planning mechanisms to limit proliferation of unhealthy food outlets   | 2                           | <i>not scheduled</i> | <i>not scheduled</i> | <i>planned</i>       | <i>Leader; Advocate</i>      | <i>Long Term</i>  | <i>staff time</i> |
|  | 3.2.2 | Establish targets for urban vegetation (including edible species) and develop strategies to achieve them   | 1                           | <i>not scheduled</i> | <i>not scheduled</i> | <i>planned</i>       | <i>Leader; Owner/Manager</i> | <i>Short Term</i> | <i>staff time</i> |
|  | 3.2.3 | Pursue provisions for Councils to enact rates frameworks which incentivise the use of agricultural land for food production  | 2                           | <i>not scheduled</i> | <i>not scheduled</i> | <i>not scheduled</i> | <i>Advocate</i>              | <i>Long Term</i>  | <i>staff time</i> |
|  | 3.2.3 | Ensure relevant Development Applications are referred to appropriate officers for review, and that review includes consideration of food security and sustainability impacts | 1                           | <i>planned</i>       | <i>planned</i>       | <i>planned</i>       | <i>Leader; Regulator</i>     | <i>Short Term</i> | <i>no</i>         |

# Theme 4: Supporting the local food economy...

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Bringing producers and consumers closer together, building partnerships to grow the diversity and capacity of the sector, and celebrating the diversity of our regional food system. Finding opportunities to showcase our regional food to visitors and residents alike, and collaborating to support local employment and community initiatives.

## **Objectives**

- Grow the local food economy's viability in the horticulture, agriculture, restaurant, retail, accommodation, service delivery and training
- Increase the number and capacity of local producers, distributors, outlets and access points
- Connect local producers to local consumers

## **Strategies and Actions**

Support the development of new and existing community-based initiatives such as farmers markets; promote regional food to consumers, the hospitality sector and institutions; provide support to improve sustainable food production practices; market the region as a food tourism destination.

## Food Production + Consumption (F)

### OBJECTIVE F1 Grow the Local Food Economy

| STRATEGY  | #     | Action   | Priority | KMC           | STATUS        |               |  | Council Role | Time frame | Additional Resources Required |
|---|-------|--|----------|---------------|---------------|---------------|--|--------------|------------|-------------------------------|
|   |       |  |          |               | SCC           | WCC           |  |              |            |                               |
| <b>F1.1</b><br>Grow the Illawarra's reputation as a food destination                  | 1.1.1 | Work with regional tourism and economic development agencies to build a case for a food destination 'story', using images and profiles of local produce in marketing materials | 2        | current       | not scheduled | planned       | Leader; Initiator/ Facilitator                                 | Short Term   | staff time |                               |
|   | 1.1.2 | Identify and promote opportunities to grow industry 'cluster groups' or cooperatives to encourage economies of scale in marketing, transport etc                               | 2        | current       | not scheduled | not scheduled | Leader; Initiator/ Facilitator                                 | Long Term    | staff time |                               |
| <b>F1.2</b><br>Facilitate collaboration between producers, distributors and consumers | 1.2.1 | Establish and support networks to grow the local food economy  | 2        | current       | not scheduled | not scheduled | Leader; Initiator/ Facilitator                                 | Long Term    | staff time |                               |
|   | 1.2.2 | Pursue opportunities for agricultural diversification  | 2        | previous      | not scheduled | not scheduled | Initiator/ Facilitator; Service Provider; Information Provider | Long Term    | staff time |                               |
| <b>F1.3</b><br>Facilitate access to funding and development opportunities             | 1.3.1 | Facilitate opportunities for financial institutions to engage with local food industry representatives, use economic development expertise to promote the industry             | 2        | not scheduled | not scheduled | not scheduled | Initiator/ Facilitator   | Long Term    | staff time |                               |
|   | 1.3.2 | Promote direct marketing and online distribution networks  | 3        | current       | not scheduled | planned       | Information Provider   | Ongoing      | no         |                               |
|   | 1.3.3 | Investigate the viability of establishing a pilot mobile food van program as an incubator for new food businesses (see City of Sydney)   | 2        | not scheduled | not scheduled | not scheduled | Leader; Initiator/ Facilitator                                 | Long Term    | staff time |                               |
|   | 1.3.4 | Pursue opportunities to cross-promote offers and initiatives led by other agencies   | 1        | current       | planned       | planned       | Information Provider   | Ongoing      | no         |                               |

## OBJECTIVE F2 Grow the Number and Capacity of Local Producers

| STRATEGY   | Action | Priority  | STATUS |               |               | Council Role  | Time frame  | Additional Resources Required |                             |
|--|--------|---|--------|---------------|---------------|---------------|---|-------------------------------|-----------------------------|
|  |        |   | KMC    | SCC           | WCC           |               |   |                               |                             |
| <b>F2.1</b><br>Provide support, training and mentoring for producers | 2.1.1  | Create an area on Council's website for landholders/producers, to include information about regional support services and a profile of the region's unique food attributes      | 1      | planned       | planned       | planned       | Service Provider (internally funded); Information Provider                | Short Term                    | staff time                  |
|  | 2.1.2  | Provide subsidised or online food hygiene training for local food stallholders and producers to enable participation in opportunities to connect with consumers                 | 2      | current       | not scheduled | not scheduled | Service Provider (internal or external funding)                           | Mid Term                      | staff time / salary budget  |
|  | 2.1.3  | Provide support to improve sustainable food production practices by referring producers and landholders to education providers and agencies                                     | 3      | current       | not scheduled | planned       | Information Provider  | Ongoing                       | staff time                  |
| <b>F2.2</b><br>Sustainable Land and Resource Management              | 2.2.1  | Investigate opportunities to improve soil quality by returning food and organic waste to the soil as compost  | 2      | current       | planned       | planned       | Leader; Regulator; Owner/Manager; Service Provider; Initiator/Facilitator | Long Term                     | staff time + project budget |
|  | 2.2.2  | Work with regional NRM facilitators and other agencies to ensure the growth of the local food sector supports conservation objectives and actively improves ecological outcomes | 1      | current       | not scheduled | current       | Initiator/Facilitator; Advocate   | Ongoing                       | staff time                  |
|  | 2.2.3  | Support the conservation of food biodiversity by promoting traditional and locally adapted varieties of plant crops and animals   | 3      | not scheduled | previous      | previous      | Initiator/Facilitator; Advocate   | Short Term                    | staff time                  |
|  | 2.2.4  | Water catchments are protected, water is made available for agriculture   | 2      | current       | current       | current       | Advocate  | Ongoing                       | no                          |

|  |       |  |   |                      |                      |                      |  |                  |                   |
|--|-------|--|---|----------------------|----------------------|----------------------|--|------------------|-------------------|
|  | 2.2.5 | Refer reports of bee swarms to local beekeepers to support pollination and honey production  | 3 | <i>current</i>       | <i>current</i>       | <i>current</i>       | <i>Information Provider</i>                                      | <i>Ongoing</i>   | <i>no</i>         |
| <b>F2.3</b><br><b>Facilitate access to land for emerging producers</b> | 2.3.1 | Investigate Council's role in supporting development of the sector through referral or facilitation of partnerships between landholders and emerging producers | 2 | <i>not scheduled</i> | <i>not scheduled</i> | <i>not scheduled</i> | <i>Initiator/ Facilitator; Information Provider</i>              | <i>Long Term</i> | <i>staff time</i> |
| <b>F2.4</b><br><b>Encourage value-adding and vertical integration</b>  | 2.4.1 | Identify and promote supporting infrastructure such as commercial kitchens and mobile processing units   | 3 | <i>not scheduled</i> | <i>not scheduled</i> | <i>not scheduled</i> | <i>Information Provider; Service Provider (internal funding)</i> | <i>Long Term</i> | <i>staff time</i> |
|  | 2.4.2 | Support emerging industries aligned with food strategy objectives to negotiate Council processes   | 2 | <i>current</i>       | <i>not scheduled</i> | <i>not scheduled</i> | <i>Information Provider; Service Provider (internal funding)</i> | <i>Ongoing</i>   | <i>staff time</i> |

## OBJECTIVE F3 Connect Producers to Consumers

| STRATEGY  | Action   | Priority | STATUS               |                      |                      |   | Council Role      | Time frame                         | Additional Resources Required |
|---|--|----------|----------------------|----------------------|----------------------|---|-------------------|------------------------------------|-------------------------------|
|   |  |          | KMC                  | SCC                  | WCC                  |   |                   |                                    |                               |
| <b>F3.1<br/>Community-based initiatives are supported</b>                             | 3.1.1 Not-for-profit, social enterprise, voluntary and other community-based sustainable food initiatives are recognised and supported where possible          | 1        | <i>current</i>       | <i>current</i>       | <i>current</i>       | <i>Information Provider; Advocate; Initiator/Facilitator</i>            | <i>Ongoing</i>    | <i>no</i>                          |                               |
| <b>F3.2<br/>Grow opportunities for direct contact between producers and consumers</b> | 3.2.1 Support the development of box schemes, farmers markets, farm gate sales and cooperatives  | 2        | <i>current</i>       | <i>planned</i>       | <i>planned</i>       | <i>Initiator/Facilitator; Regulator; Advocate; Information Provider</i> | <i>Short Term</i> | <i>staff time + project budget</i> |                               |
|   | 3.2.2 Promote the use of local food in public catering and events  | 1        | <i>current</i>       | <i>current</i>       | <i>current</i>       | <i>Leader; Owner/Manager; Information Provider</i>                      | <i>Ongoing</i>    | <i>no</i>                          |                               |
|   | 3.2.3 Promote regional food outlets to consumers, restaurants, cafes and institutions  | 1        | <i>planned</i>       | <i>planned</i>       | <i>planned</i>       | <i>Leader; Owner/Manager; Information Provider</i>                      | <i>Short Term</i> | <i>staff time</i>                  |                               |
|   | 3.2.4 Codes of practice exist for acceptable rural land use and these are consistent across the LGAs, with a focus on peaceful coexistence of rural land users | 1        | <i>not scheduled</i> | <i>not scheduled</i> | <i>not scheduled</i> | <i>Leader; Regulator; Information Provider</i>                          | <i>Short Term</i> | <i>no</i>                          |                               |
|   | 3.2.5 Review consent for roadside stalls and develop policies to enable and promote direct farm sales  | 1        | <i>current</i>       | <i>current</i>       | <i>planned</i>       | <i>Leader; Regulator; Information Provider</i>                          | <i>Short Term</i> | <i>staff time</i>                  |                               |
|   | 3.2.6 Coordinate, promote on-farm events, local chef activities and celebrations   | 4        | <i>not scheduled</i> | <i>not scheduled</i> | <i>not scheduled</i> | <i>Initiator/Facilitator; Information Provider</i>                      | <i>ongoing</i>    | <i>staff time + project budget</i> |                               |
|   | 3.2.7 Engage the seafood sector to investigate increased availability of local catch to local markets  | 2        | <i>not scheduled</i> | <i>not scheduled</i> | <i>not scheduled</i> | <i>Initiator/Facilitator; Information Provider</i>                      | <i>Long Term</i>  | <i>staff time</i>                  |                               |