



Moreland
City Council



Moreland Food System Strategy **2020–** *Extension* **2024**

Our vision continues to be a Sustainable, Just and Vibrant food system, under three strategic goals.

1.

Healthy environment,
resilient community
(Sustainable)



2.

Equal social and
economic access to
nutritious food
(Just)



3.

Thriving food culture,
celebrating connection
and diversity
(Vibrant)





Table of contents

1. Introduction	3
2. Principles	5
3. Achievements 2017–2020	7
4. Monitoring and Evaluation	10
5. Strategic Actions / Priorities 2020–2024	12
Appendix 1: Implementation Plan 2020–2024	15



Above: Pentridge Community Garden, Coburg

Introduction

The goals of the Food System Strategy 2017-2020 are intentionally ambitious and aspirational. Council recognises that a long-term investment in food system change is needed to capitalise on the achievements of the first three years. A successful case was made to extend the food system strategy in 2020/21 for a further 4 years to 2024.

In late 2020 the local food community were invited to reflect on what has been achieved over the last three years and what could be done better¹. The results were shared at the Food System Strategy Review and Planning session in November 2020 attended by 20 key stakeholders representing 15 Moreland community food groups.

We heard that the outcomes and impacts of projects and initiatives delivered under the strategy from 2017-2020 have led to stronger local food networks, collaborations and partnerships. Local community groups report they are more coordinated in their efforts, that resources and funding have been unlocked and information / resources readily shared. This has created impetus and momentum to continue to move Council and the community towards our strategic goals.

The Food System Strategy plays an essential and ongoing role in delivering the goals and priorities of the Moreland Public Health and Wellbeing Plan and Council plan 2017-21. This includes achieving higher levels of social cohesion for our multicultural, established and newly arrived community, through shared learning and the celebration of food and culture.

The disruptions to food availability during the COVID-19 pandemic in 2020 shone a light on the vulnerabilities of our centralised food supply chains dominated by the main supermarkets. At the same time the loss of income and jobs led to a rise in the number of Moreland residents experiencing food insecurity as well as the severity. With the help of Council seed funding and in-kind support, local food groups mobilised resources and volunteers and worked together to respond to this urgent need, providing food in culturally and socially inclusive ways. This demonstrates how support for community based local food systems can increase food supply resilience to help everyone in the community have equal social and economic access to nutritious food, another key goal of the Council plan 2017-21

Food system strategy actions also underpin the Zero Carbon Moreland Climate Emergency Action Plan 2020-24, by supporting the avoidance and recycling of food waste, healthy plant rich diets and food security and community resilience in a warming climate.



¹ Food System Survey Sep – Nov 2020



Above: Growing Farmers Inc.
Farmers Catie and George
with farm host Sapphire.

Principles

The principles on which the original Food System Strategy were founded continue to apply with some minor additions / updates:

Address the full breath of a closed loop food system (growing, processing, distribution, access, consumption and disposal) to deliver multiple social, environmental and economic benefits

Build on existing community strengths and initiatives and take a Collective Impact approach, delivering long term community benefit through collaboration and partnerships between committed community members and Council

Apply human rights and equity principles to all actions and initiatives, recognising that access to nutritious and culturally appropriate food is a fundamental and universal human right

Ensure a cross-council response, collaboration and advocacy with research institutions, peak bodies and other levels of governments

Ensure the strategy remains flexible, responsive and relevant without compromising the long term strategic intent and goals



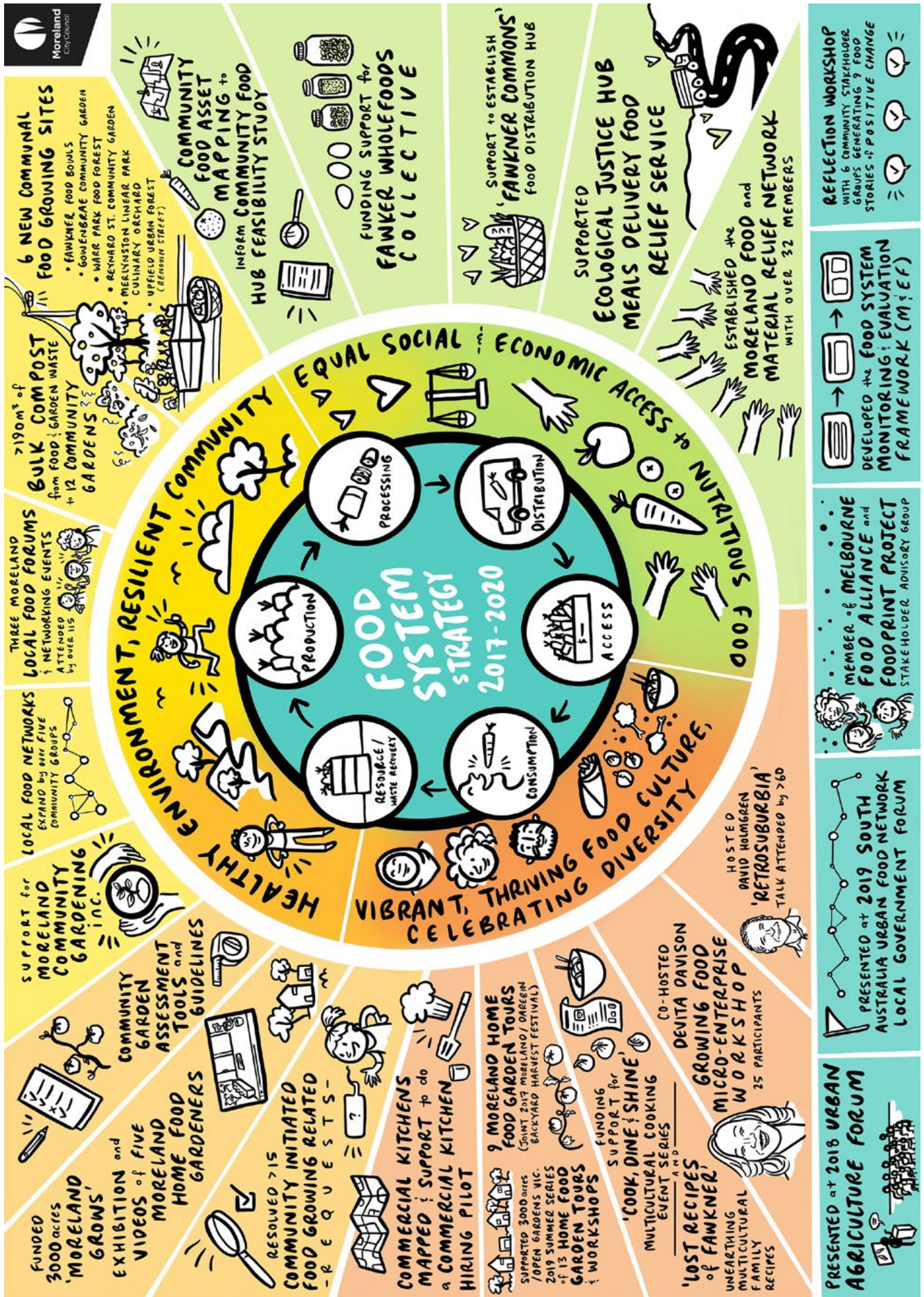
Achievements 2017–2020

Together the local food community and Council delivered some significant achievements in the first three years of the strategy.

The diagram on page 7 highlights just some of what was achieved through community / council partnerships and joint projects and initiatives under the three strategic goals.



Above: Zero Waste Garden to Plate workshop at Fawkner Food Bowls. Image by Gregory Lorenzutti.





A sample includes:

6 new communal food growing sites established 2017–20, and a further 4 either nearing completion or under development in 2020/21.

Fawkner Food Bowls market garden and community hub established through the Neighbourhood Project community-led placemaking program.

Community garden assessment tool and guidelines developed; supported and resolved more than 15 community-initiated food growing related requests.

Opened 9 Moreland home food gardens as part of the joint 2017 Moreland / Darebin Backyard. Harvest Festival; Supported the 3000acres / Open Gardens Victoria 2019 summer series of 13 home food garden tours and workshops across Moreland and Darebin.

Provided funding and support for 3000acres 'Moreland Grows' exhibition of 5 Moreland home food gardeners.

Advocated for Councils role in community based local food systems through sponsorship / presenting at the 2018 Urban Agriculture Forum and 2019 South Australia Urban Food Network local government forum.



Left: Fresh Food Boxes prepared by Fawkner Commons during COVID-19.



Above: CERES 3000acres Olives to Oil festival.

Grown the Moreland local food network by over 5 groups, expanding network membership to more than 150. Held three local food system networking events / forums attended by over 115 (networking events were suspended in 2020 due to the pandemic).

Partnered to deliver over 5 food system education or cultural events and provided promotional support for many more through 3000acres, CERES, Sustain: The Australian Food Network, Merri Health and others.

Established the Moreland Food and Material Relief network of more than 30 members and local service providers, and seed funding to establish 3 food security services.

Undertook asset-based community food mapping to inform the Community Food Hub feasibility study, completed October 2020.

The Moreland Community undertake countless other local food activities such as food swaps; farmers markets; school food gardens; nature strip gardens; cultural food events; home food growing / processing / sharing and celebration; food enterprises, local food entrepreneurs and start-ups.



Monitoring and Evaluation

In 2018 Council worked with community stakeholders to develop a Monitoring and Evaluation framework based on a program logic for the Food System Strategy.

The program logic depicts the intended changes brought about by the Strategy over time, and the causal links between activities and the desired outcomes. These links provide the theory of how system change will occur and proposed pathways to achieving the Strategy vision. The program logic can be further refined as we gain more knowledge about the effectiveness and impacts of projects and initiatives.

A reflection workshop in 2019 with 6 community stakeholder groups generated stories of change and case studies of projects and initiatives that have impacted positively on the people involved.

The opportunity in the next 4 years is to capture these positive stories of change in engaging formats and promote through forums, network events and community engagement to raise awareness of the benefits and inspire further action.

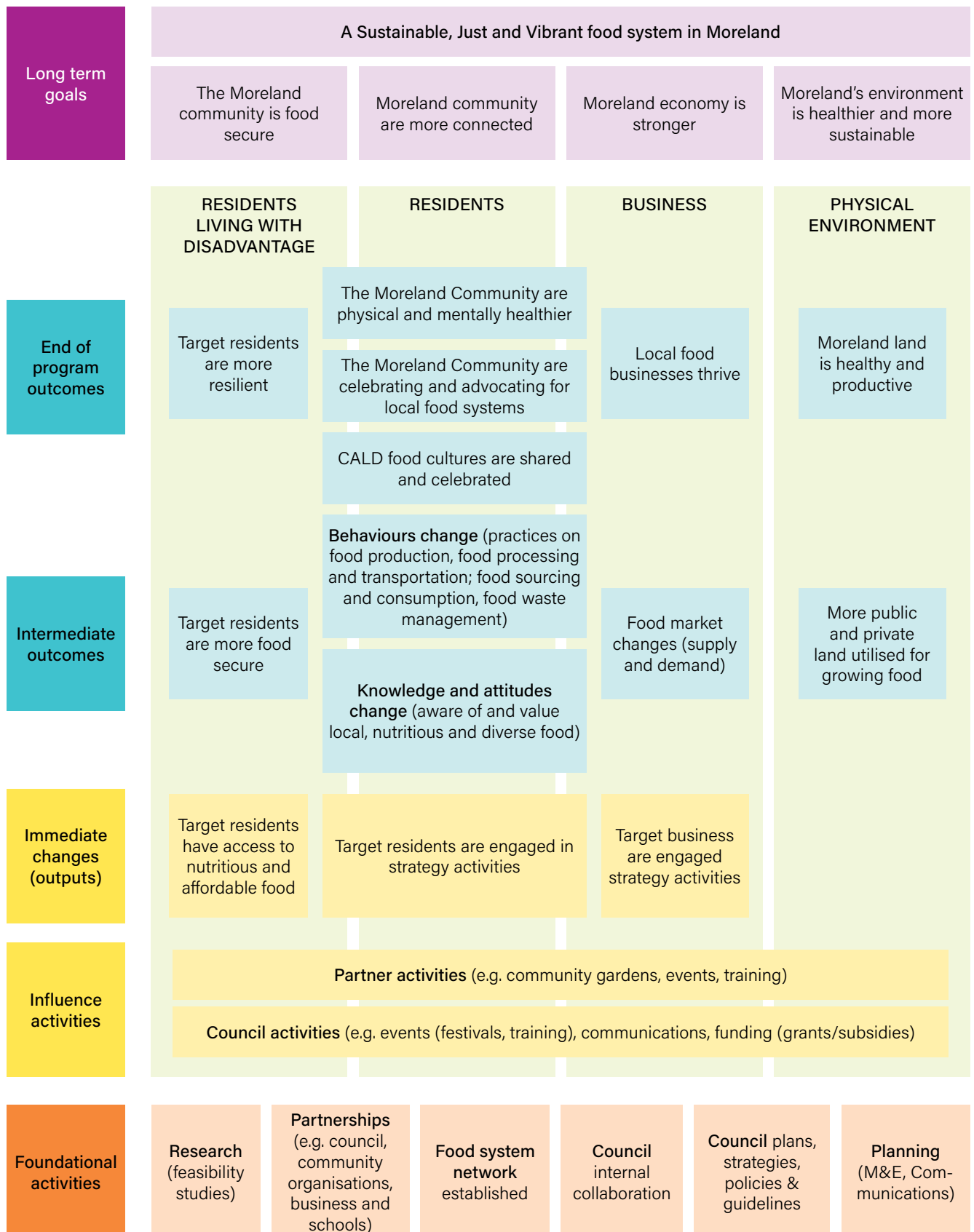
Council surveyed participants in Council run food system events, workshops and projects to capture their experiences, how they benefited / early indicators of behaviour change, and to identify opportunities to improve. We will continue to respond to the feedback received to adapt and improve the program from 2020 to 2024.

We have started to develop shared indicators with complementary Council programs to demonstrate the impact and benefit of local food initiatives. Fawkner Food Bowls have been funded to deliver a multicultural food growing, sharing and cooking program under the social cohesion plan 2018–2020. The impacts of this local food program on social cohesion issues and needs and how it contributes to social cohesion outcomes, including participants feelings of community acceptance and social connectedness, are being evaluated in 2021.

A focus for 2020–2024 is to develop more specific collective impact measures for key projects and partnerships. This is planned for the Community Food Hub project in 2021/22 and will provide evidence of the success of interventions that contribute to better food security and community resilience in the face of shocks and stresses such as the ongoing pandemic and the climate emergency. Community garden committees will be supported to measure the outcomes and benefits for their communities.



Food System Strategy Outcome Logic Model shows the cause-effect theory of change between strategy activities and intended outcomes



Strategic Actions / Priorities

A strong foundation has been built during the first three years of the strategy from which to expand and deepen our food system program work.

Council has committed to support a further 4 years to implement the strategy, including a 4 day per week Food System Officer and \$25,000 - \$30,000 per year (subject to the annual budget approval process) to support networking, capacity building and monitoring and evaluation. This limited budget means we need to Identify and prioritise strategic opportunities carefully and be creative with resources and partnerships to maximise investment and impact.

There will also be a focus on identifying where and how food system interventions complement and enhance the work of other Council areas (eg. Sustainable Communities, Open Space Design and Development, Economic Development) leading to more integrated and enhanced outcomes for the community.





Priority program areas:

1. Food Equity and Security

The Community Food Hub project is Councils' flagship Food Security project for the next 4 years. Implementing feasibility study recommendations will provide local food groups / enterprises with more reliable and ongoing funding streams to invest in the infrastructure and resourcing required to support food justice in Moreland. This will make a significant contribution to Councils COVID-19 recovery plan for the community.

2. Sustainable (closed loop regenerative) local food production

The actions of the next 4 years will continue to reflect the strong Urban Agriculture traditions in Moreland. There will be a focus on strengthening the operations and governance of the expanding number of food growing sites across Moreland to help them thrive into the future. Through innovative formats and models, food growing can help the Moreland Community conserve resources (soil, nutrients and water) and adapt to the changing climate by contributing to the expansion of green canopy to reduce the urban heat island effect, reduce storm water damage and increase community resilience to extreme weather events.

3. Celebrate food and culture

Both existing and new community partnerships and projects will be supported to increase community connection and inclusion and promote social cohesion through multicultural food events and shared learning.


4. Education and capacity building

Providing our community with the knowledge, skills, capacity and opportunities to grow their own nutritious fresh food is a central tenant of the Food System Strategy. Council will join the multi-Council My Smart Garden sustainable gardening program in 2020 to provide residents with free workshops, advice and resources. There will also be a focus on increasing the capacity and sustainability of the expanding number of community gardens in Moreland to thrive into the future.

5. Food system advocacy

The interlinked / networked nature of food systems requires an integrated and strategic approach and for Moreland to join with other Councils and actors in the sector to advocate for the legislative and systemic changes that need to be delivered through the state or federal governments. Council will continue to demonstrate leadership and support advocacy through participation in cross council food system networks and strategic research projects.



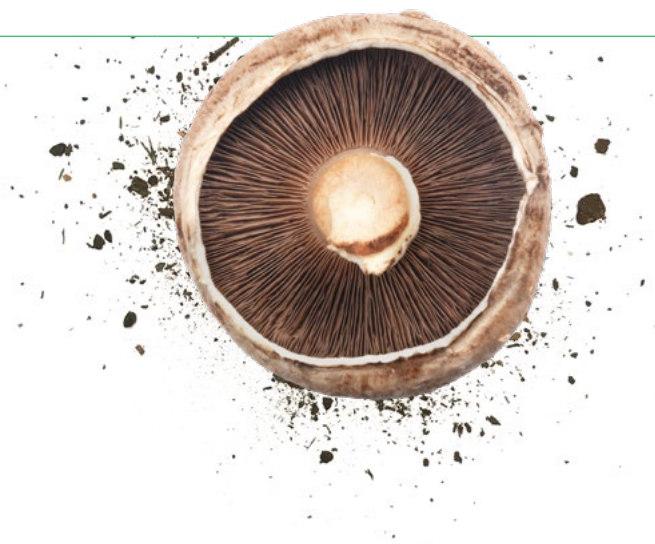


Appendix 1: Implementation Plan 2020–2024

Strategic Objectives:

1. Healthy environment, resilient community (*Sustainable*)
2. Equal social and economic access to nutritious food (*Just*)
3. Thriving food culture, celebrating connection and diversity (*Vibrant*)

What (Action /Project)	Why (contribution to objectives)	Who (lead, support / partner)	How (resources, key steps)	Timing (priority)
Sustainable Local Food Production				
Investigate the establishment of an indigenous growing space / garden	1,3 To recognise the history and culture of the traditional owners and create a space for learning about indigenous foods	Council (Open Space Design & Development, CD&SP), Community stakeholders	Undertake a feasibility study and business case on creating an indigenous food garden as part of a wetland and integrated stormwater project.	2023
Identify development sites to support larger scale food growing sites	1,2 To enable greater access to locally grown fresh food and provide education and employment opportunities through urban agriculture	Council (Open Space Design & Development, CD&SP)	Consider as part of Open Space redevelopment projects, including identifying feasible sites in draft plans	Ongoing
Work with government landowners to make underutilised land available for food growing	1,2 To provide more opportunities for the whole community to enjoy the physical and mental health benefits of growing / access to local food	Council (Open Space Design & Development, CD&SP), Community groups (e.g. Urban Planters Moreland, Growing Farmers)	Facilitate negotiations with VicTrack, Melbourne Water to activate land / sites for community use including food growing, indigenous gardens	Ongoing
Investigate Strategic Planning links / opportunities to support food growing	1 To reduce the planning and policy barriers to growing food / urban agriculture	Council (CD&SP, Strategic Planning)	Review relevant planning amendments	Ongoing
Investigate options to prevent private fruit trees being cut down for development and / or preserve the legacy of the trees through a community grafting project	1,3 To recognise the cultural and historical significance / legacy of our Moreland food gardens	Community group(s) (e.g. Fair Share Fare), Council (CD&SP)	Driven by the community with Council support to identify resources, links with Council processes and potential sites for grafted fruit trees	TBC
Support community gardens to access bulk compost and mulch	1 To promote the circular food economy and support our zero food waste to landfill goal	Council (CD&SP, Sustainable Communities, Open Space Maintenance)	Promote the reuse / recycling of nutrients / organic waste through donation of composted FOGO waste to CG's	Ongoing
Support food businesses / enterprises who source food locally and / or contribute to social and environmental improvements in Moreland	1,3 Support a local food economy and help raise awareness of the social and environmental impact of our food choices	Council (Economic Development, Procurement, CD&SP)	Establish processes to enable more catering / procurement spend on local food social enterprises	2022



What (Action /Project)	Why (contribution to objectives)	Who (lead, support / partner)	How (resources, key steps)	Timing (priority)
Support the community to establish food trees in Open Space	1,2 To provide more opportunities for the whole community to enjoy the physical and mental health benefits of growing / access to local food	Council (Open Space Design & Development / Maintenance, CD&SP), Community groups (e.g. Urban Planters Moreland)	Work with community groups to plan for planting and maintenance of food / fruit trees in the public realm (nature strips, parks etc)	Ongoing
Investigate the feasibility of supporting growing food in laneways	1,2 To provide more opportunities for the whole community to enjoy the physical and mental health benefits of growing / access to local food	Council (CD&SP, Property, Roads, Assets, Amenity and Compliance)	Look into conducting a pilot laneway garden trial to inform a review of the Rights of Way Strategy with respect to the current policy on laneway gardens	2022-2023
Review Moreland Communal Food Garden Assessment Guidelines / Toolkit	1 To enable the community to establish and operate community gardens effectively for the long-term enjoyment and benefit of all participants	Council (CD&SP), Community groups (e.g. Moreland Community Gardening Inc)	Work with community groups to review and update the guidelines	2022



What (Action /Project)	Why (contribution to objectives)	Who (lead, support / partner)	How (resources, key steps)	Timing (priority)
Food Equity and Security				
Progress Community Food Hub project to support socially and culturally inclusive food security	2 To support a Collective Impact approach to delivering food justice in Moreland	Council (CD&SP)	Council to review Feasibility Study recommendations and endorse budget to implement	Include in 2020/21 and Council Action Plan 2021-2024
Investigate the option to establish a centralised food storage and distribution facility	1, 2 to support food security efforts, more efficiently redistribute excess / rescued food and improve variety, freshness / quality	Council (CD&SP), Community Stakeholders	Consider as part of Community Food Hub implementation plan.	2022 -2023
Look at feasibility of ongoing support for the Moreland Food and Material relief network	2 To ensure food relief efforts are efficient, effective and equitable, reaching all our diverse vulnerable groups	Council (Emergency Management / Business Continuity, CD&SP)	Identify Council's role in supporting Food and Material relief as part of the COVID-19 Recovery Plan, including support for the F&MR network	2022
Celebrate Food and Culture				
Look into a resident food share initiative	1 To reduce waste from excess household food 3 To foster community connection and inclusion	Community stakeholders groups (e.g. Neighbourhood houses, Neighbours United for Climate Action), Council (CD&SP)	Expand on the Food Swap concept to sharing excess meals/ food amongst local community / neighbours, community cook-up	TBC
Review the Moreland Community Grants program	3 Increase accessibility, inclusiveness of grants given to community groups	Council (Recreation Services, CD&SP)	Look at ways to increase support for CALD and other groups to access grants for food system initiatives / projects	2022
Support local food groups to participate in the Moreland Social Cohesion plan / program	3 To enable social connection and inclusion through the sharing and celebration of food cultures and activities	Council (CD&SP)	Look for opportunities to collaborate on Food System and Social Cohesion programs and initiatives	From 2021



What (Action /Project)	Why (contribution to objectives)	Who (lead, support / partner)	How (resources, key steps)	Timing (priority)
Education and Capacity Building				
Provide households with home gardening education, resources and tools through the 'My Smart Garden' sustainable gardening education and behaviour change program	1,3 Increase community awareness and behaviour change in response to the climate emergency – includes environmental outcomes such as reduced waste, energy, water and carbon emissions, and improved microclimates and biodiversity. And social outcomes such as improved physical and mental health, increased social capital and resilience by building community connections	Council (CD&SP, Sustainable Communities)	Deliver a holistic program via a wide range of gardening topics and formats that support 'smarter' (or more sustainable) home gardening across five elements: food, shelter, waste, water and habitat.	2020
Provide capacity building and mentoring support to community gardens	1 To support the effective governance and operation of community gardens for the benefit of the community	Council (CD&SP); Moreland Community Gardening Inc	Develop a pilot Community Garden support program in partnership with Moreland Community Gardening Inc	2021
Review / consolidate food system network communication channels / information and resource hub	1,3 To foster connections and collaboration, strengthen the local food system network, maximise collaboration and minimise duplication	Community stakeholder groups (Moreland Food Gardens Network, Moreland Community Gardening Inc) Council (CD&SP)	Investigate the merging of Moreland Food Gardens Network and Moreland Community Gardening Inc websites to create a central, up-to-date resource repository and point of contact	2021-22
Support community partners to deliver accessible and affordable food systems education	1,3 The Moreland community has the knowledge and skills to grow, access, utilize and recycle nutritious food and they understand the broader economic, political, cultural and ecological dimensions and impacts of the food system	Community education providers (e.g. Neighbourhood Houses, Ecological Justice Hub, CERES), Council (Sustainable Communities, CD&SP)	Support flexible / low barrier multi / Intergenerational urban agriculture / food system programs	Ongoing
Investigate opportunities to connect Coburg Farmers Market with Food System, Sustainable Communities and Business initiatives in Moreland	1,3 CFM is an important link between Moreland food production / food systems and regional producers and demonstrates sustainable food business practices	Council (Economic Development, CD&SP, Sustainable Communities), Coburg Farmers Market	Collaborate to deliver sustainability events / workshops / initiatives that showcase the market's low packaging, waste and water saving practices	From 2021



What (Action /Project)	Why (contribution to objectives)	Who (lead, support / partner)	How (resources, key steps)	Timing (priority)
Continue to support and strengthen the Moreland Local Food Network	1,2,3 To foster connections, collaboration and promote / raise awareness and share knowledge and experience	Council (CD&SP), Community Stakeholders (neighbourhood houses, food growing sites / hubs, market gardens)	Support networking events both on-line and at local food sites to maximise accessibility and participation	Ongoing
Review Council's role in building the capacity of Moreland volunteer groups to support community-led food security / justice initiatives	1,2 To encourage and enable more volunteer participation in local food activities that strengthen community resilience	Council (CD&SP)	Contribute to review of Council's role in supporting volunteer groups to have strong governance and operations (e.g., charitable status, volunteer processes, gaining funding for paid staff, volunteer support etc)	2021-2022

Advocacy

Moreland Council to sponsor / present / participate in the 2021 Urban Agriculture Forum	1,2,3 To increase the profile (internally and externally) of the benefits of the food system work being undertaken in Moreland and secure support and investment	Council (CD&SP)	Partner with community food leaders / groups to present case studies of successful Council / Community food system projects / initiatives	2021
Participate in multi-council Food System / Urban Agriculture networking	1,2,3 To share experience, skills and Food System best practice in Local Government across Australia and internationally	Council (CD&SP)	Invite other Council staff / community stakeholders and attend / present at Sustain Australia Local Government Urban Agriculture Network quarterly meetings and other forums / presentations,	2021
Explore avenues to advocate for greater State government support for local food systems and urban agriculture	1,2,3 To bring about the long term strategic policy changes needed to support a sustainable, just and vibrant food	Council (CD&SP, Communications / Community Engagement), Community Stakeholders	Explore strategic opportunities to advocate for food system changes through state government planning and policy reviews and other avenues (e.g. recognise urban agriculture as a training / employment pathway, and through planning and land use policies)	Ongoing







For further information contact Moreland City Council by:

Phone: 9240 1111

Moreland language link

有關摩爾蘭德市政廳 的詳情請致電	9280 1910	要进一步了解Moreland 市政府的信息，请拨打	9280 0750
Per informazioni sul Comune di Moreland telefonare a	9280 1911	ମୌଲେଣ୍ଡ ମିଟି କୌମ୍ବଲ ଶାରେ ହମେରୀ ମାଟବାରୀ ଲକ୍ଷି ଝିମ୍ପା କରବେ ଦେନ କବେ	9280 0751
Για πληροφορίες σχετικά με το Δήμο Moreland τηλεφωνήστε στο	9280 1912		
للحصول على معلومات عن بلدية مورلاند اتصلوا على الرقم	9280 1913		
Moreland Belediyesi hakkında bilgi almak için aranabilecek telefon	9280 1914		
Nếu muốn biết thêm chi tiết về Hội đồng Thành phố Moreland, xin quý vị gọi số	9280 1915		
मोरलैंड सिटी काउंसिल के बारे में जानकारी प्राप्त करने के लिए फोन करें	9280 1918		

All other languages

including ދިވެހިބަސް , Croatian,
Tagalog, Indonesia, Polski,
සිංහල, Español,
ትግርኛ, اردو 9280 1919