

Peddalling Fruit Pickers

Project Kit

How to Start a Community Food Harvesting Project

Environment Victoria

Acknowledgements

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It would not have been possible without generous support and valuable input by numerous individuals, organisations and neighbourhood houses. This has helped shape the development of a project model that is appropriate and useful to organisations considering setting up their own project.

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It is hoped that one or more of these organisations will continue to develop and implement this project.

About Environment Victoria



This project kit was developed by Environment Victoria, particularly through the work of Michael Chew and Annette Salkeld.

Environment Victoria is the peak **non-government, not-for-profit** environment organisation in Victoria. Our vision is of a sustainable and healthy environment for all Victorians. To us that means working with groups, governments, businesses and communities to meet the urgent environmental challenges facing our society today.

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1 Background and Vision of the Pedalling Fruit Pickers Project

This section gives a bit of background to the Pedalling Fruit Pickers project – its beginnings, its aims and benefits.

1.1. Project Background and Development

The Pedalling Fruit Pickers project is based on a concept developed by Environment Victoria. The aim was to bring a range of community outcomes (connectedness, food security, work readiness) and environmental outcomes (sustainable transport, waste reduction, food miles) together in a single project, resulting in a healthier community and environment. The resulting idea was the Pedalling Fruit Pickers, a project that would see teams of volunteers, powered by bicycles, collect surplus fresh fruit and vegetable grown in the local community, which would then be distributed to members of the community who for whatever reason, did not have access to fresh food.

During 2008, a feasibility study was undertaken to design a project model that could be easily picked up and run by even the smallest community based organisation. Numerous organisations were involved in this process to ensure that it was practical and relevant – indeed a number of these organisations are keen to get the project up and running in their own community.

The result of the feasibility study is this project kit.

1.2. Aims of this Kit

This Project Kit is designed to be a guide to running your own Pedalling Fruit Picker project. It contains most of the necessary plans, timelines, templates, models, and forms that can be used by organisations that want to run the project.

The initial design was undertaken in consultation with a number of Neighbourhood Houses, community based organisations and local councils in the northern suburbs of Melbourne, with the aim of developing a project model that could be run by these organisations in this region. However, it is also designed to allow any interested organisation to utilise this plan to develop their own Pedalling Fruit Pickers Project. As such it has three different scaled operating models that are relevant to the smallest community organisations and neighbourhood houses to larger organisations or a network of partners.

As with the running of any project, certain aspects will need to be adapted to the local circumstances as there will always be issues that vary from place to place. As such, this kit is more of a guide to be adapted as needed.

1.3. How to use the kit

This kit is divided into two broad sections.

The **first section** provides some background information and rationale for the Pedalling Fruit Pickers projects. It details some of the issues it aims to address and many of the multiple benefits – environmental, social and economic, that the project can bring to those involved and the broader community.

The **second section** is the practical component, giving information on how to get a Pedalling Fruit Pickers project up and running. We've tried to include all of the different elements involved from pre-project planning and timelines, funding and budgets, volunteer training and implementing the activities. There are three different scaled models ranging in scope and size from a project that can be run from the smallest of organisation with limited resources up to a coordinated project with external funding, managed by a central organisation working with a range of local partners.

These models have been developed based on the realities of the different sized organisations involved. It is hoped that a pilot project will be implemented in 2008/9 to further refine and develop the project model.

The annexes include some further relevant information such as the development of the initial feasibility study and ideas how to expand the project beyond what is contained in this guide.

2 Vision

2.1. Project Overview

The Pedalling Fruit Pickers aims to provide a supply of fresh fruit and vegetable to the community through collecting unharvested fruit and vegetables from local residents and redistributing them to people in need. The fresh produce is collected by teams of volunteers who would be provided with bicycles and bicycle trailers. The produce is then taken back to a central collection point, where it is sorted and either distributed directly to people in need of fresh produce, or used to prepare freshly cooked meals or preserves and distributed.

The project activities occur in several phases – volunteer recruitment and preparation, food mapping and food collection and distribution.

First Phase - Volunteers Recruitment and Support

The contribution of volunteers is essential. They are the 'face' of the project and will need support to carry out their role. Training should be provided in the areas of customer service, communication, safety and OH&S and in bicycle riding and maintenance.

Volunteers may come from anywhere in the community, but an added outcome of the project can be providing opportunities for people having difficulty accessing the employment market. As such this project can provide pathways to employment or further education by providing new skills and experience.

Second Phase – Food Mapping

This phase involves developing a simple 'food map' which specifies exactly which houses in the community have excess produce and are willing to donate it. The map will be developed through volunteers identifying fruit trees in the community and asking their owners if they would like to participate in the project.

Third Phase – Collection and Distribution

The final phase involves volunteers, armed with the local food map, going out to collect the produce and bring it back to the collection point. This would be done by teams of at least two volunteers who are equipped with bicycles and bicycle trailers. Participating households could either harvest their own produce and leave it out for collection, or have volunteers come and collect it for them.

At the collection points volunteers would also need to sort the produce into 'ready to eat' or produce more appropriate for cooking or preserving. A system would then be put in place to distribute to those in need and/or cook the produce and distribute.

The project, at the smallest level, would be coordinated through a local community organisation such as a neighbourhood house. This would involve food collection in the local area only. However, to increase the reach of the project, several neighbourhood houses could combine resources by coordinating across several areas. The roles of the participating organisations are described in detail below.

2.2. Why run this project?

The great strength of the Pedalling Fruit Pickers project is that it addresses a range of issues and provides multiple positive outcomes.

There is growing realisation amongst the community and government that both the type of food and the ways that we access it have major environmental and social implications. Indeed the whole food system starting from production, processing, packaging, through to distribution, consumption to waste management greatly influences the environment, social structure and economic development. In this context, projects and activities which source food locally can present clear environmental and social benefits to communities.

Health Benefits

Food security

Food security is regarded as the state in which all persons obtain nutritionally adequate, culturally acceptable, safe foods regularly through non-emergency resources. Food security broadens the traditional conception of hunger, embracing a systemic view of the causes of hunger and poor nutrition within a community while identifying the changes necessary to prevent their occurrence.

(Adapted from the Community Food Security Coalition 1995.)

There are many negative social and health implications of our current food system. The lack of access to nutritious, healthy fresh food is a problem across our community. Those most at risk of not eating nutritious food include people with low or no income and those who live in poor quality or insecure housing. Often those groups who are most affected are Aboriginal and Torres Strait Islanders, refugees, single parents, the chronically ill and disabled, people living in remote or isolated areas, and young unemployed people.¹

Food with poor nutritional content - including high fat and salt content - contribute greatly to a range of health problems. Disease related to nutrition is significant in Victoria, with diseases such as obesity and high cholesterol having a significant impact on individuals and the wider community. Together, these conditions have a greater health impact than tobacco smoking (8.2% burden of disease); physical inactivity (4.1%) and alcohol consumption (1.5%).²

Studies have shown a distinct lack of food security in the areas where this feasibility study was undertaken.³ By providing a supply of healthy, in-season and nutritious food, Pedalling Fruit Pickers can contribute positively to the community's health through the provision of healthy food to those experiencing food insecurity

And the volunteers too are provided with an active and healthy volunteering option. By cycling around their local area, volunteers are getting the immediate benefits of physical activity, while building confidence and skills in bike riding, which may encourage them to continue using bicycles as a means of transportation in the future.

Environmental

The current production, distribution and consumption patterns of food utilise significant natural, environmental and economic resources. Indeed food consumption comprises a total of 37% of Victoria's overall ecological footprint – a measurement of the resources utilised in producing the goods and services we consume, much of which relates to packaging and distribution of our food. It is the largest single component of Victoria's overall footprint, exceeding resource use related to consumer goods (23%), housing (19%), services (11%) and mobility/transport (10%).⁴

¹ Victorian Health Promotion Foundation (2006)

² DHS (2005), *Victorian Burden of Disease Study: Mortality and Morbidity in 2001*, Department of Human Services, State of Victoria.

³ For instance see Christensen (2008)

⁴ EPA (2005)

The long distribution chains for much of the food we consume increases emissions through transport and packaging. By localising food production, considerable environmental impacts can be avoided.

Food localisation aims to shorten the supply chain by producing food close to where it is consumed, reducing the energy used and greenhouse gases released through food-related transportation and the associated processing, packaging and storage. Food localization movements are also being driven by concern about resilience of local food supplies, particularly in preparation for the dual challenges of climate change and peak oil.⁵

With increasing urban population growth this system becomes more complex and interrelated. Urban agricultural practices are good methods to adapt to the emerging challenges through re-localization of the current food system while creating more sustainable and liveable urban environment.⁶

The wastage of food also creates environmental problems. In Victoria, 47% of municipal waste sent to landfill is food and green waste, which releases the greenhouse gas methane as it decomposes.⁷ We can assume that a proportion of this green waste is excess home grown fruit and vegetables that households cannot consume on their own.

The Pedalling Fruit Pickers project addresses these specific issues in a number of ways.

By collecting excess produce that would normally go to waste, it reduces greenwaste and pressure on landfill.

In reducing the need to transport produce from outside the local area, it reduces fossil fuel use, and the corresponding greenhouse gas emissions. It also promotes the use of bicycles as a healthy and easy form of transportation both for getting people around and transporting goods. Cars and other forms of fuel based private transportation cause tremendous problems related to air quality and pollution, the production of ever increasing greenhouse gas emissions and congested cities and suburbs. By demonstrating the bicycles are an easy option for many people, we hope to encourage increased use of this form of sustainable transportation, both within our volunteers and the wider public.

And by the encouraging community to value food producing trees, it brings community members into closer connection with their natural environment, and thus promoting respect for the environment. Specifically it can give residents a reason for keeping valuable and productive fruit trees. Owners with under used fruit trees find removing them an attractive option if they see them as generating risk and problems only.

Social

By actively connecting with residents, the project builds local friendships and strengthens community. Through the course of developing the food map, volunteers establish connections with residents who have fruit trees. This outreach process differentiates the project from other 'vegetable swap' schemes which may rely on participants being already connected or 'in the know', as well as them having the ability and time to be able to physically bring the fruit to the swap location. As volunteers collect the fruit themselves, there is a wider likelihood of involving residents who are elderly or have disabilities.

The project connects participating residents and volunteers to the broader community. Through being based in local neighbourhood houses, participants are connected to the

⁵ Larson (2008), pp. 104.

⁶ Hujber (2008)

⁷ EcoRecycle Victoria (2005), *Information Sheet 2 - Waste Facts*, last modified March 2005, from <http://www.sustainability.vic.gov.au/www/html/2039-waste-and-recycling-information-sheets.asp>

range of useful services that they provide. In an extended phase of the project, the volunteers themselves may be able to provide needed services (for instance pruning) to residents.

Economic

Finally, the project has a number of economic benefits as well.

A key component of the project is involving volunteers in a range of activities. This allows the project to operate with minimum external resources while providing a valuable service to the community.

However volunteers are also provided with training and support to fulfil their role. They are able to gain experience in a range of basic skills that can enhance preparation for work. Where potential volunteers are having difficulty in entering the job market, their involvement in this project may enhance their future opportunities in this area.

There is an increased health benefit to people receiving the produce that increases their nutritional intake, therefore reducing health care costs in the long term.

3 Action Plan

This section provides the outline of how and when the project will run in practice. The Project Action Plan is divided into four phases – pre-project planning and preparation, project establishment, food mapping and assessment, and collection/distribution. Each phase provides a general description of the activities required as well as a more detailed work plan.

3.1. Timeline

Given that this project revolves around the natural cycle of fruit and vegetable growth and harvesting, it is very time specific and seasonal. While some produce grows all year round or in the winter months, **the late summer months** have been chosen to run this activity as it is there is more quantity and variation in fruit and vegetables available. It is also the time of year when the days are longer, providing greater opportunity for volunteer teams to operate, and would attract more volunteers.

This project model is based on an annual cycle of **planning beginning in April**, with the **peak of activities the following February and March**. The planning lead time will depend on the size of the program, staffing or volunteer resources and other organisational concerns – more detail on timelines and activities are in the Action Plan section.

It is particularly important, if seeking external funding for a project to plan for a large lead time as possible to ensure there is adequate time to seek and confirm funding.

3.2. Phase One – Pre Project Planning and Preparation

This preparation phase is typical for any funded community project and involves all the basic necessary steps to seek funding, and confirm the project structure, set dates and get partners on board.

Timelines would be largely contingent on the nature of the funding sought, but it is advised to start planning at least 6 month before the starting time of the project as some funding bodies can take several months to determine. Given the limited resources of neighbourhood houses and other small organisations, it is good to start planning as early as possible – we recommend starting around April for activities the following summer period.

This phase would also encompass forming partnerships if appropriate and making sure all parties have a clear idea of the project's scope and goals.

The planning process needs to take into account that some neighbourhood houses or small organisations are closed for month over the December/January Period.

Phase 1 - Pre-Project Planning and Preparation				
Task	Details	Deliverables	Resources	Responsible
<i>Project review/feasibility</i>	Determine scale and model to be used (see below for options), seek/confirm partners, adapt project model where required to suit organisations involved.	Project outline determined	use outlines as a guide	Lead Agency
<i>Determine timeline</i>	Set/confirm key dates, taking into account seasonal variance, funding dates, and relevant events	Project timeline	timeline guide	Lead Agency
<i>Prepare funding strategy</i>	Research/determine appropriate funding option(s), develop proposals, apply for grant(s) (assumed three month wait)	Grant application(s)	grant application guide	Lead Agency
	Follow up with Funders and follow appropriate procedures.	Successful funding		Lead Agency
<i>Confirm project success</i>	Inform all stakeholders/partners of successful funding and reconfirm project activities and timelines	All informed		Lead Agency

3.3. Phase Two – Project Establishment

As with any project, it will take some effort to establish the foundation of the project. Most of this work cannot be undertaken until funding is confirmed as it required resourcing. This stage would typically occur from around October, when recruitment would occur, and be completed by December.

The key tasks in this phase are getting the staff and/or volunteers (depending on the scale of the project) in place whose role it will be to coordinate the project. They will be responsible for driving most of the activities.

This is also the time to get the Steering Committee together, if one is being established. Ideally this committee would comprise representation from all of the organisations involved. Their role should be to meet regularly through out the project to ensure everything is on track, and to assess how the project is going. It also ensures that all parties involved are engaged in the project.

When the funding is confirmed it is also important to review the project and ensure that it is still all relevant. This is particularly so if not all the funding applied for was received – some aspects of the project may have to be scaled down. It is important to involve the Steering Committee in this process so that all partners can ensure their needs are being met.

Once the project coordinator is in place, they can then start to make further contacts and get some of the preliminary work done – such as developing any promotional materials and other resources required. Arrangements would also need to be put in place on how the produce will be distributed. This can either be through a specialist community organisation that distributes food to those in need (see contacts), done in-house or through the partners.

Phase 2 - Project Establishment				
Task	Details	Deliverables	Resources	Responsible
<i>Staff/Volunteer Recruitment</i>	Confirm Position Description, publicise, interview, shortlist, select	Project coordinator recruited	PD templates	Lead Agency
<i>Confirm project plans</i>	Review project outline, timeline and budget, ensure all is still relevant. Make any alterations where required.	Project plans in place	use project outline	Project Coord
<i>Establish Steering Committee</i>	Terms of Reference for Steering Committee, recruit project partners for representation	Steering Committee established		Project Coord
<i>Develop appropriate procedures</i>	develop risk management strategy, memorandum of understanding between project partners	MOU, TOR, risk management strategy	draft TOR, draft MOU	Project Coord/Steering Committee
<i>Develop promotional materials/information</i>	volunteer advertisements, food mapping registration forms, promotional fliers etc	Promotional materials ready	registration forms	Project Coord
<i>Develop Evaluation Framework</i>	Assess what outcomes you want, and the best way to measure that	Framework developed with clear outcomes and evaluation methods.		Project Coord/Steering Committee
<i>Contact other stakeholders</i>	Research and inform other local community organisations of project, assess opportunities to involve in project	community awareness of project	PFP invitation letter, organisation list	Project Coord
	Research local ethical business for sponsorship opportunities (e.g volunteer gifts)	Donated gifts	PFP invitation letter, organisation list	Project Coord
<i>Confirm food recipient arrangements</i>	Finalise arrangements with food recipient arrangements if applicable	Food recipients confirmed	organisation list	Project Coord

3.4. Phase Three – Food Mapping and Assessment

This assessment phase is the important outreach stage where the project is first introduced to the community and residents are invited to participate.

Volunteer recruitment and training takes place next. As the volunteers are the ‘face’ of the project and will be potentially entering residents’ properties, appropriate screening in the form of a basic interview and police check is recommended.

Training and induction should be mandatory for all volunteers to attend, to ensure that they are equipped with the skill required to undertake their roles. This can be run by the coordinator or external facilitators. It would cover areas such as project background, volunteer rights and responsibilities, communications skills, OH&S and bicycle safety and maintenance. The training could also incorporate some work ready skills where appropriate.

The number of volunteers would depend on the scale of the project, but where possible it is good to match up volunteers in pairs as this increases their safety and provides a greater social aspect for volunteer involvement.

The volunteers then systematically assess the areas around the neighbourhood house for produce – door knocking on residences which have fruit trees visible and inviting their owners to participate in the project through donating produce. Householders would either fill out a registration form with details of their produce, or if no-one is home at the time, a form can be left in the mailbox with further contact details if they are interested. Through this a 'food map' detailing the participating houses and their produce is developed.

During this period publicity can also go out calling on people to contact the project coordinator themselves if they have excess produce – they can be then added to the map in this way.

At the conclusion of the assessment period, the project coordinator analyses the resulting food map and determines which are the favourable areas to run the collection as it may not be feasible to collect from all areas. Factors such as yield and density of participating houses are key. The resulting map also needs to take into account how far it can be expected for a volunteer to ride from the central collection point, and how much produce a person could be expected to carry in a bicycle trailer.

Once the map is developed, participating householders should be kept up to date if their area has been chosen, and when they can expect their produce to be collected.

Online Assessment

Alongside physical assessment, online assessment could be used to gather additional information. This could be combined well with area- specific email lists – such as local box coo-op lists and so forth. The website www.surveymonkey.com is a good start. Also see: www.lifecyclesproject.ca/initiatives/fruit_tree/registration/owners_reg.php

Phase 3 - Food Mapping and Assessment				
Task	Details	Deliverables	Resources	Responsible
<i>Recruit mapping volunteers</i>	Publicise volunteering opportunity, recruit volunteers, training/induction, identification provided.	mapping volunteers	Flyer template	Project Coord
<i>Train mapping volunteers</i>	Training on project background, communications skills/requirements	Volunteers ready to undertake roles	Training outline, liability waiver	Project Coord/external support
<i>Design Routes</i>	Develop maps taking considerations of volunteer numbers, local geography	Maps finalised	Map examples	Project Coord/Neighbourhood house
	Develop volunteer roster	volunteers aware of when they are	volunteer roster	Project Coord

		required		
<i>Conduct food mapping activities</i>	Arrive and signing in	completed food map	volunteer roster	PC/mapping volunteers
	Selecting route/Collect map		marked up maps	PC/mapping volunteers
	Map routes (scope for viable trees, make contact/leave flyer, include on list)		thank you cards, bags, step ladder	PC/mapping volunteers
	Return, drop off lists and sign out			PC/mapping volunteers
	Consolidation of mapping data, Decide on most viable areas.		Food map template	Project Coord
<i>Confirm with Householders</i>	Contact interested householders to confirm their involvement in the project.		Food sources confirmed	
<i>Evaluation/Celebration</i>	Decide which areas are viable, modify if necessary. Celebrate and reward volunteers	Collection plan developed	Evaluation Guidelines	Project Coord/NBH/mapping volunteers

3.5. Phase Four – Collection/Distribution

The collection phase can proceed directly after assessment if there are sufficient volunteers for the collection area chosen. If this is not the case, additional volunteers will need to be recruited.

Following volunteer training (see Training section), the project coordinator allocates volunteers to the designated collection areas in the food map and draws up an appropriate roster for these volunteers and their collection times.

The volunteers then go out to collect the produce. Working in pairs, with one bicycle trailer between them, they can efficiently gather the produce and return to the centre. Alternatively a wheeled pusher could be used if a bicycle is impractical.

Prior to distribution, produce should be checked for quality. It can be separated into ready to eat and cooking only quality, and produce ready to eat should be scrubbed clean. Any diseases or infested produce should be composted.

The produce can be distributed in a number of ways. If distributing the produce internally, the simplest approach is the 'fruit basket' – where the produce is put in a prominent place and advertised to be taken. This may be for free or via donation. Donations can return some revenue for the project and encourage people to value the produce. However mandatory donations may have implication of classing the project as a food business (see Produce and Food Safety Section). An optional donation may avoid these difficulties.

Another approach is for the project coordinator is to invite relevant community groups to collect and use the food. This could be in exchange for holding a public event where some the food could be given out to the wider community.

A third approach is for the project coordinator to call on various external food collection agencies to collect the food. From a food localization perspective, it would be preferable to focus on local needs first. One approach therefore could be to go to the external collection option after opportunities have been met with the first two options – for instance if there is consistently left over food due to lack of local demand or high produce yield.

Whichever method is used, efficient timing is vital to minimize storage. Ideally produce would be distributed within a day of collection to reduce the risk of the food deteriorating or attracting vermin. Having a regular collection schedule and adequate promotion of when the produce is available should ensure a coordinated approach.

Phase 4 - Collection				
<i>Recruit collection volunteers</i>	Publicise volunteering opportunity, follow up calls, set training time. Only necessary if there are insufficient assessment volunteers willing to take on the role.	collection volunteers	recruitment flyer/posters (collection) template	Project Coord
<i>Volunteer Training</i>	Simple and brief training, with maximal opportunities for volunteers to connect together. Includes Occupational Health and Safety, effective communication, bicycle maintenance.	volunteer prepared and equipped for activities	Training outline, liability waiver	Project Coord/external support
<i>Hire bicycles/trailers</i>	Organise who will collect and where they will be stored. Either at the community centre or home of volunteers.	Equipment arranged, collected and safely stored.	bicycles/trailer hire contract	Project Coord/collection volunteers
<i>Volunteer Coordination</i>	Set roster, ensure all resources are available.			
<i>Confirm with Householders</i>	Contact with participants to arrange day/time of collection	Householders prepared for collection		
<i>Peddalling sessions 1</i>	Arrive and signing in	Fresh produce collected safely	volunteer roster	collection volunteers
	Selecting route/Collect map		marked up maps	collection volunteers
	Collecting produce (Arrive site, collect produce, tick off list, leave thank you card)		thank you cards, bags, step ladder	collection volunteers
	Return, drop off produce, and sign out			collection volunteers
<i>Produce collection</i>	Collection by external agency or local community, at least weekly.	Fresh produce provided direct to community or food distribution agency		Project Coord
<i>Mid Harvest Debrief</i>	Social gathering	Celebration of achievements, renewed motivation..		Project Coord

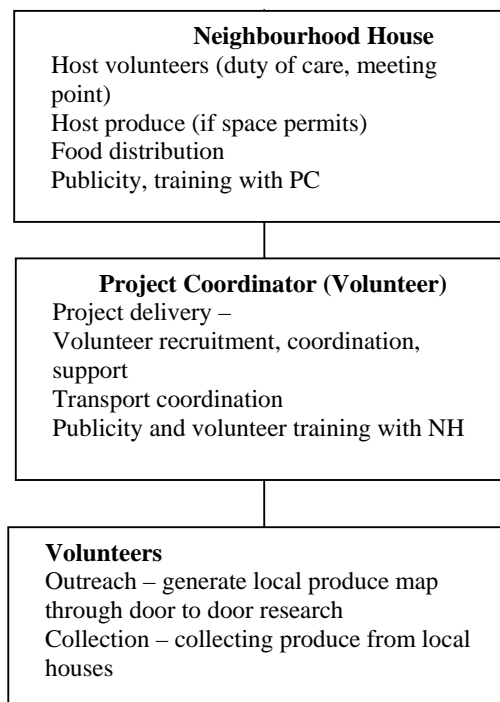
	Mini-evaluation	Assessment of volunteer involvement, food collected and other opportunities/challenges.	Evaluation forms	Project Coord
<i>Pedalling sessions 2+</i>	(see above) Additional collection sessions may be required depending on produce and volunteer availability.			collection volunteers
<i>Return bicycles/trailers</i>	Volunteers ride them back to centre			collection volunteers
<i>Celebration</i>	Community gathering with cook up of produce. (iron chef, local media?)	community event	celebration flyer/posters template	Project Coord
<i>Evaluation</i>	Evaluate project's success, modify if necessary	Assessment and sharing of project achievements, reporting to funders where required	Evaluation forms	Project Coord

3.6. Project Model Structures

The fruit picker project could operate on a range of scales depending on the resources available.

Project Model One (a) Single Neighbourhood House *Bare bones model – volunteer run*

In this 'bare bones' model, the project is run entirely by volunteers. This model would suit organizations and groups that do not have the time or resources to undertake sourcing funding and employing a coordinator, but that do have a pool of volunteers that feel strongly about the issues of local food and building community.

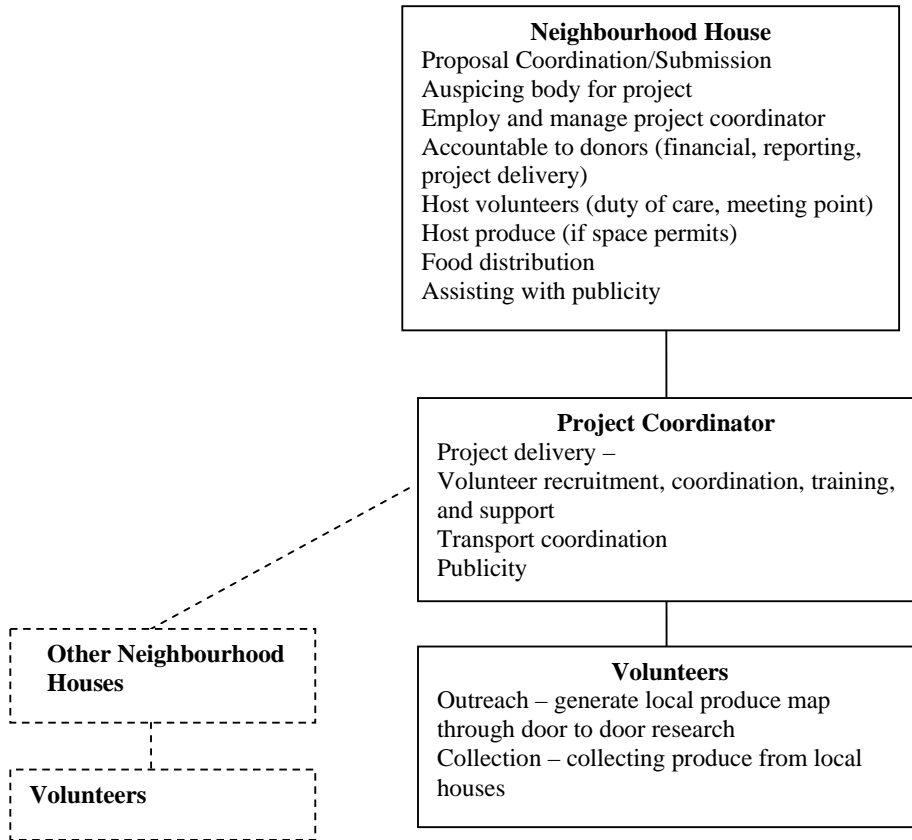


For this model it is recommended to have two volunteer project coordinators that would have approximately one day per week availability each to contribute. The benefits of having a pair coordinating would be a broader skill mix and having two people that could bounce ideas off each other during the project. It would also be more appealing as a volunteer position to have the support of another coordinator.

The disadvantages would be potential confusion over who has done what – which would need to be addressed through both working off the same project documents and noting the status of communications etc.

Project model One (b) - Single Neighbourhood House
Minimal funded model – volunteer coordinator

This model would suit a community centre or like organization that would have the resources employ directly a project coordinator (or extend existing staff's roles) or to seek funding to hire one.



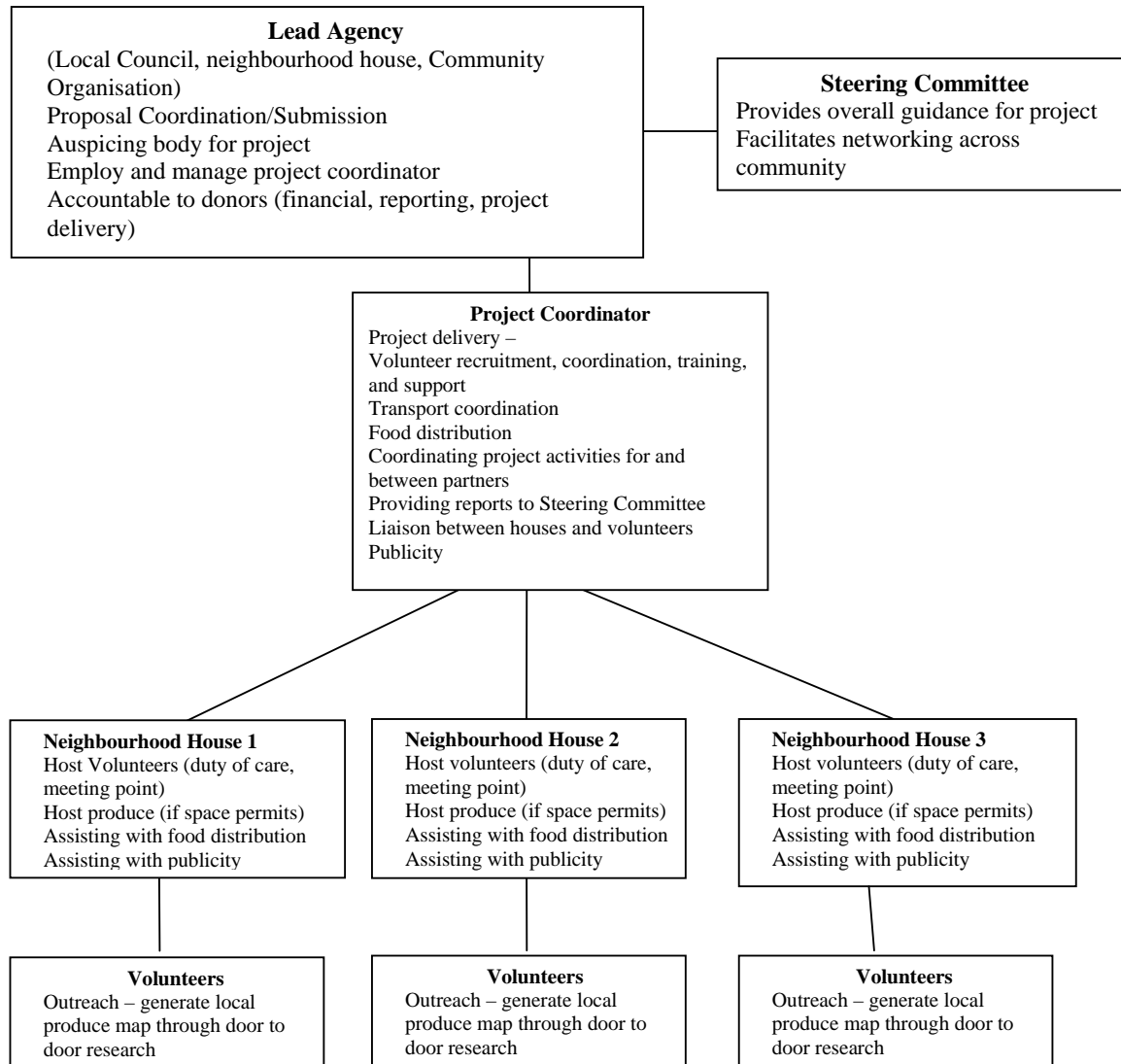
If the centre has good relationships with other centres that similarly support the project, then the project coordinator could work with these.

The advantages of this model is that centre could use its own local knowledge and relationships to best effect in recruiting volunteers, assessing produce, etc. Having paid staff brings greater accountability to the project.

The disadvantages are that project would rely on the resources of the centre, and the scope of the project would be more limited than the other funded models below.

Project Model Two - Single Cluster Model
One area: (Example Moreland, Darebin, or Yarra)

This larger scale model would suit a community organization that has strong local connections to the area and with other community groups, and that would like to drive the project in a number of community centres within a municipality.⁸



⁸ This feasibility study looked at discreet municipalities, but there is no limitation of what specific area that the project may be run upon.

The project coordinator would move between the community centres recruiting and supporting the volunteers in their produce mapping and collection. The centres themselves would act as meeting and drop off points for the volunteers.

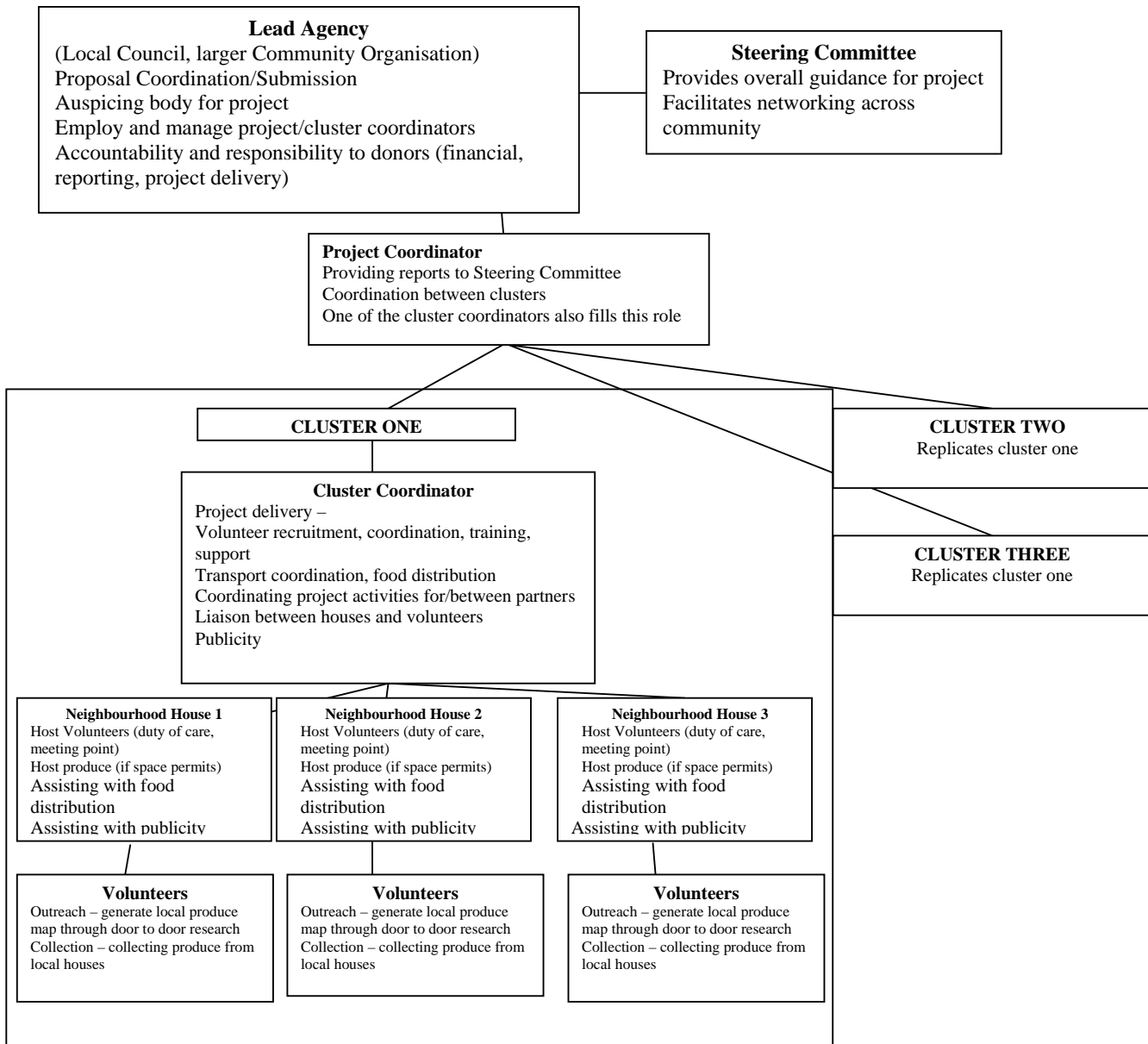
The advantages are that a larger area can be covered and thus more produce collected and redistributed, as well as reaching a larger community. Cross community networks can be strengthened in the process. The steering committee also brings multiple perspectives to the project to guide it effectively.

Disadvantages come from a larger outlay of time and resources to set up the project.

Note: the model illustrates three centres but this may vary depending on situation - more than three may be difficult to service however.

Project Model Three - Three Cluster Model (Covering multiple areas)

This largest scale model covers three distinct regions or 'clusters', each containing a collection of participating neighbourhood houses.



This model is an extension of the previous into three different areas. The advantages are that the same upper management structures can be used to replicate the project in three locations, giving more coverage with proportionally less management support. Of course the funding required would still need to cover the individual cluster coordinators and would therefore be multiplied.

To simplify staffing arrangements, one of the cluster coordinators could act as an overall project coordinator and contact point for the whole project. The other two cluster coordinators could also be combined into the one full time role, servicing two areas.

Note: the model illustrates three clusters but this may vary depending on situation – more than three may be difficult to service however.

Each of the different models suits broadly different contexts, and each may be need to be tweaked to suit the specific local environment.

3.7. Partners

Having committed partners is essential to the success of this project. Because the project straddles many different areas - from environmental, to health, social welfare and food security, it is beneficial to establish connections with organisations that have expertise in these areas. The table below shows what partners could be involved and in which capacity.

Organisation	Roles and Responsibilities	Specific areas of expertise	Communication for this Feasibility Study
Lead Agency	Contract delivery Program delivery Employment of Project Coordinator(s) Overall responsibility of Project	community food, volunteer programmes	interested in lead role
Neighbourhood house representative	Links and knowledge to Neighbourhood communities Practical project feedback	local community knowledge	approximately 3 per region strongly interested, very low time/resources
Moreland, Darebin, Yarra Local councils	Information and resources, referral to other sustainability programmes Media support Project Promotion / Volunteer recruitment Providing maps	communications, local policy context	interested, project support is unconfirmed
Community Health Organisations	Project Promotion / Volunteer recruitment	community health	have shown strong interest, roles unconfirmed
DPCD	Over arching policy and program context (food localisation)	state policy context	TBC
Environment Victoria	Project background	community behaviour change	could have involvement through steering committee

Aside from such major partners, a whole range of other groups could be involved in the project in different capacities and areas. These groups can be found in Section 15.

4 Insurances and Liability

It is mandatory for a volunteer based project to have adequate insurance. At first glance the potential liability issues with the project seem daunting – volunteers on bicycles, entering stranger's properties, climbing up trees to pick fruit... However these risks can be properly accounted for with the appropriate risk management and insurance.

As different agencies have different general insurances, usually comprising of Public Liability, Professional Indemnity and Volunteer Insurance it is necessary to find out on a case by case basis whether the auspicing or implementing agency's insurance would cover the specific risks involved. The act of entering private premises may still be covered by these insurances, and many volunteers in various different organisations enter private premises as part of their duties. In addition, these are existing bicycle education programmes which have not required additional special insurance.⁹ It is advised to check your current insurance policy and speak to your provider.

The Transport Accident Commission (TAC) will automatically cover both rider and driver for any collisions with motor vehicles, independent of fault. Aside from individual agencies insurance referred to above, Bicycle Victoria (BV) offers insurance to its members which additionally covers both rider and other party in the event that the collision is not with a motor vehicle, which is not normally covered. At this stage however BV only offers individual membership, at \$90/annum per person.¹⁰

With respect to volunteers, standard practice is for the organisation who does the recruiting of volunteers to be responsible for them. As this project involves shared recruitment between the lead agency, neighbourhood house, and potentially other organisations, it would be important to have a clear Memorandum of Understanding between parties with respect to who has this responsibility. All neighbourhood houses are covered by the state government for volunteer insurance. For other organisations it is advised to speak to your insurance providers to ensure that your volunteer insurance policy would cover the activities.

5 Staff

The project coordinator will need to have a wide range of skills and a background working with volunteers to manage the project effectively.

Specifically:

Communication skills – will need to liaise with neighbourhood house coordinators to run the project well with minimal disruption to the house, communicate clearly to the volunteers, the public, and other partners about the project. Cultivating and maintaining relationships with other organisations is also important.

Volunteer management skills – will need to train, motivate and keep involved a diverse range of volunteers. Also having good logistical skills at timetabling.

Publicity skills – will need to raise the profile of the project in the community and recruit volunteers.

⁹ For instance, North Yarra Community Health's Bicycle Education Program.

¹⁰ For more details see: www.bv.com.au/join-in/40638/

Food system knowledge – they should have a firm understanding of the reasons behind food localisation.

Produce handling and storing knowledge – knowing the basics around the produce that would be collected – (ripening times, grading etc), and how to manage and store them.

For an example Position Description, please see Section 13 .

The estimated time involvement for the single cluster model would be approximately 2.5 days per week, which may vary depending on the time of the harvest.¹¹ The role could be based centrally in the lead agency if they were close enough, or some neighbourhood houses may have a small amount of space to work from (though many reported having no spaces available).

For the larger three cluster model where there would be an overall project coordinator and cluster coordinators, these roles could be shared to reduce complexity.

5.1. Volunteers

Volunteers are the lifeblood of this project. Volunteers should go in pairs if possible during the actual assessment and collection phases – although perhaps not as immediately efficient, it is safer, builds connections, and is more enjoyable.

Although the project requires some degree of physical activity, it is not rigorous and a wide age range of volunteers could contribute. During collection, older people who cannot ride a bicycle could easily push a trolley (or have one pushed by their volunteering partner). There are opportunities to link up young and old people together to build intergenerational ties in the community.

Volunteers with local knowledge are advantageous, as they will have connections to the community and can help those with less local knowledge get onboard with the project. Similarly volunteers who are already active in the neighbourhood houses bring in those connections and can inspire others who come through the house.

As volunteers are the face of the project and are engaging with potentially vulnerable people, there needs to be a well defined selection process in place. This should include a police check. The Victorian Police offer a reduced rate of \$13.70 for volunteers – you need to lodge an application form (www.police.vic.gov.au/content.asp?Document_ID=691). There is a cheaper and faster process being developed called CrimCheck by the Monash Volunteer Centre (www.mvrcvolunteer.org.au, but it is not operational yet).

Volunteers who are approaching members of the community in their homes should be provided with appropriate identification to assure people who they are.

6 Publicity

Publicity for the project would take three forms; a) scoping for groups that could partner with the project; b) publicising and recruiting for volunteers and c) publicising the project itself to residents, both those households that have excess produce and those who would receive the produce..

¹¹ For a detailed example breakdown, please see the Appendix.

With a), the publicity content would be project plans with the focus to pitch to groups to get their involvement. This may take some time, especially if the coordinator is not a local and does not know the local area.

Publicity for b) and c) could be mostly from the same channels. Volunteer recruitment could be shared between the house and the coordinator. Some existing neighbourhood house volunteers may be interested – more likely that they do not have time additional to their current involvement. Like a), existing community groups would be targeted.

List of potential target groups

Multicultural Social Clubs (eg Italian Social clubs, Greek Social Clubs)
Seniors clubs
U3A
Rotary/Lions Club
Youth Clubs (Youth groups, scouts, guides)
Sporting clubs
Food co-operatives
Political party branches
Environment/conservation groups
Walking groups
Bicycle riding groups (see www.bv.com.au/find/2/)

List of potential target events

Community festivals
Fetes
Community markets
Open Days

In addition, both local councils and community health services often have volunteering programmes which can be tapped into. Volunteers could be asked to bring an interested friend along to first information meeting – people are more likely to stay motivated in pairs.

Volunteer recruitment can also be done online. Registrations can be made at the websites below:

www.govolunteer.com.au
www.volunteer.infoxchange.net.au
www.volunteersearch.gov.au
www.careerone.com.au
www.volunteergreen.org
www.environmentaljobs.com.au
www.ceres.org.au/about/volunteer.html

There are other ways to recruit produce donors, in addition to the volunteers going door to door. Advertising – in the form of ‘Do you have fruit going to waste?’ advertisements can reach many through the local paper, or council and other organisation’s newsletters. People could then call up to request the volunteers to come over and add their details to the food map and collect produce.

With all forms of publicity, it is important to consider the main language groups in the area, and produce publicity in community languages if possible – but be aware that you would need someone who can take those inquiries.

7 Volunteer Training

Volunteers participating in the project need to be adequately equipped with the knowledge and skills required to undertake their roles. As such, the project will need to provide basic training in several key areas – project/volunteer induction, communication skills and bike safety.

An example outline is shown below:

Project/Volunteer Induction - 1 hour

- Project overview – activities, timelines, organisations involved, staff and others involved
- Volunteer roles and responsibilities
- Volunteer rights and obligations of host organisation
- Other volunteer requirements (specific to organisation's procedures – e.g. signing in, rostering, communications)

Communication Skills – 1.5 hours

- Being the face of the project – responsibilities for representing the project and organisations
- Approaching householders – appropriate communication styles for contacting people in their homes, dealing with certain members of the community such as elderly residents, non-English speaking
- Content of information - what we want to say to householders
- Handling conflict/tense situations
- Safety

Bicycle Safety and Maintenance – 2 hours

- Road rules and traffic regulations for bicycles – on roads and paths
- What to wear, safety gear
- Safety check, adjusting seat height, keeping tires inflated
- Bike security and storage
- Riding with a trailer – balancing weight, care in stopping with extra load
- If you have bike trouble (flat tyre, broken chain etc) – basic maintenance or who to contact
- If you have an accident, procedure to follow

There may be further training if the volunteers are to conduct additional roles.

8 Equipment

The project uses a range of equipment.

Bikes and accessories

These need to be bought or hired, however if volunteers have bicycles themselves it would be advantageous to use them to complement the project bicycles – they will be more comfortable on their own bicycles. Storage for bicycles needs to be secure. With limited space availability in many neighbourhood houses, one way would be for volunteers to store the bicycles at home and ride them to and from the neighbourhood

house. This would give them greater ownership over the project and allow them to further practice their bike riding skills.

As the bicycles would only be used locally on easy terrain and with riding speed not a priority, the actual bicycles – apart from being sturdy and reliable – can be fairly basic and inexpensive. Bicycle Victoria lists retailers across the state (www.bv.com.au/find/4/). Accessories such as helmets, lights, locks and vest are essential for security and safety. These can be found at bicycle shops, and if cost is an issue, cheaper variants can be found at variety discount stores – they still need to be quality though.

Bicycles Carts

The cart should be lightweight, inexpensive, reasonably sturdy, and be able to be pulled by hand (in the case the volunteers do not use bicycles). One such item is the *Eco-Trailer*. It was available for the sponsorship price of \$75 from Human Powered Cycles.¹²

Computer

A computer, preferably a lap top, is required by the coordinator to run the project. It may be able to be provided in-kind by an agency for the project duration. If not this cost should be included in the budget.

Scales

These can be used for weighing produce intake so that the project's collection can be quantified and recorded – which will be important for gauging the success of the project.

9 Produce and Food Safety

Storage

As the project is dealing with fresh produce, storage times should be kept to a minimum to maintain the freshness and nutritional value. The produce can be washed and scrubbed in large tubs that can be then dried off and used to store the food. The containers should be airtight to circumvent the risk of post-picking insect infestation. Produce could be sorted according to quality, with lower quality being available for preserving or cooking, and high quality for fresh consumption.

Food Safety

For the project to be run safely on any scale, a minimum level of food safety standards need to be met to ensure the health of food reciprocants and to give the community confidence in the project. On the advice of the Department of Human Services' Food Safety Unit, the following risks and mitigation procedures are recommended:

Risk	Mitigation
Insecticide or other surface contaminant	Wash and preferably scrub produce after collection.
Insect infestation, rotten	Have clear standards on produce

¹² www.humanpowered.com.au/tiki/tiki-index.php?page=Cargo+and+Dog+Trailers

or low quality produce	acceptance – ‘A’ quality recommended (retail standard) for food to be eaten fresh.
Nuts are gathered, people have allergic reactions.	Clear signage is shown that produce may contain traces of nuts.
Fruit is deliberately contaminated	Donors can be clearly identified from food map, and are informed of this.

If the produce is sold, then the project will fall under prevailing food safety legislation that governs food suppliers. This has many additional requirements, including that the premises are registered with the local council, and that a Food Safety Program is used – essentially a plan for how the project will manage the safety of the food involved. Further details are below.

10 Funding Plan

10.1. Intro

It is critical that a plan is developed for where and how the project will be resourced. This includes not just what the project will cost, but a plan for what other inputs are needed, who is likely to provide funding and when this funding is available. It should also include who is responsible within the organisation for undertaking this work.

Once the project model and size has been determined, a budget with all associated costs needs to be determined. A model budget for the three models are provided in the next section, although these will have to be adapted to the local needs.

A budget should include all financial resources required, as well as volunteer input, donations, in-kind support from partner organisations and others, as well as the administrative overhead costs of the partner organisations involved. It is crucial that all of these are considered as it may result in the participating organisations having to absorb additional costs.

Having in-kind and voluntary support is also favourably considered by most funding bodies. They like to see that they are not the only source of income. It is usually considered to be a stronger project if more than one organisation has a stake in contributing resources as they will have ownership over their investment.

The next step is to research potential funding sources, including application timelines, clarify the project plan and develop appropriate funding applications. Ensure that enough lead time is given to research funding body requirements and deadlines, develop high quality proposals in time to submit to funding body deadlines.

This section contains some hints and information on developing funding applications. More information and advice is available from organisations such as Our Community (www.ourcommunity.com.au).

10.2. Developing a Funding Application

Funding applications can make or break a project.

Some of the key factors to pay attention to are –

- Ensure the funding body's guidelines and focus match your project – this includes the amount of funding available per application
- If there are guidelines or a proposal format, use them. It is likely your application will be rejected if you do not
- Contact the body and talk to them about your application – they may be able to give you further advice about what they are looking for, and also introduce them to your project
- Include all of the partners that will be involved and their roles. Projects with multiple stakeholders are often viewed favourably as it demonstrates stronger community links
- Ensure to include required information such as incorporation certificate (where applicable) proof of insurance, Deductible Gift Recipient Status (where applicable)
- Have your basic funding application, but ensure you tailor this to each funding body – don't just change the name at the top but ensure you tailor the application to their objectives, style and tone (without compromising your project)
- Be very clear about what the project is aiming to do and how the funding will be utilised (e.g. what will you spend it on and why)
- Make the project sound exciting and vibrant
- If there is no template, follow the guidelines described below

What to include if there is no proposal format –

- Details of your organisation and of your partners, making it sound vibrant and exciting with strong community support.
 - What it does and why how long it has been operation, who is involved/targeted, major successes and achievements, future directions, how the organisation is structured and managed, who is on the board/committee, annual budget, last annual report.
- Contact details, corporate info (e.g. ABN, GST etc)
- What funding you are applying for
 - Ensure you are clear what grant/funding opportunity you are addressing and why. The information in the first section of this kit will be useful here
- The details and objectives of the project
 - This would include the chief aims of the project – addressing food insecurity in the local area, reducing food miles by utilising local produce,

promotion of sustainable transport, providing opportunity and experience for volunteers, and connecting the community around food.

- What problem it is trying to solve and why this is the best way to do it.
 - This would cover the fact that there is food insecurity in the community (with details of how you have assessed this), that there is under utilised food available in household gardens in the local area, that this is a sustainable way of collecting that food which will also promote the use of sustainable transport. It therefore supports numerous objectives in a creative way – food security, sustainability, community capacity.
- Project activities and timelines, and who will be responsible.
 - As detailed in the work plans above
- Who will be involved in the project –
 - What will be the role played by the partners, volunteers and community. What will the benefit be to those involved, what will they contribute. Provide evidence of community support
- Expected Outcomes
 - E.g. Expected amount of food collected – both quantity and variety, number of volunteers involved, numbers of people who will have access to fresh produce.
- Resources required
 - Include detailed budget, in-kind support and other contributions

Useful advice and guidelines for developing funding applications can be found at Our Community – www.ourcommunity.com.au .

10.3. Three Budget Scenarios

This section has three basic budget outlines for the three project models described above. They should be used as a basic guide but should be reviewed to ensure that it matches with the needs of your organisation and circumstance. For example, we have included the salary of the coordinator role at \$25 per hour, although this may not be the salary level of your organisation. We have also tried to include all of the costs we envisage are involved, but there could be others, or some of the costs could be provided in-kind or donated.

Project Model 1 - Single Neighbourhood House

Line Item	Description	Total
Project Expenses		
Management costs	costs of staff supervision and management	500
<i>Equipment</i>		
bike trailers	2 @ \$75 each	150
bikes	2 @ \$200 each	400
bike safety gear	2 helmets, lights etc. @ \$50 each	100

computer	for coordinator	1,000
storage containers	3 @ \$30 each	90
<i>Promotion</i>		
printing and advertising		250
<i>Volunteers</i>		
volunteer support	to cover space hire, overheads and vol support	750
training	food, materials ETC	75
TOTAL PROJECT EXPENSES		3,315
Admin Overheads		
	15% of total project expenses	1,481
TOTAL ADMIN OVERHEADS		1,481
Salary Expenses		
Salary	coordinator \$25p/h at 0.3 FTE for 20 weeks	5,700
On costs	15% of salary (super, workcover etc)	855
Total Salary Expenses		6,555
PROJECT TOTAL		11,351

Project Model Two - Single Cluster Model

Line Item	Description	Total
Project Expenses		
Management costs	costs of staff supervision and management	500
<i>Equipment</i>		
bike trailers	2 per house @ \$75 each	450
bikes	2 per house @ \$200 each	1,200
bike safety gear	2 per house - helmet, lights etc. @ \$50 each	300
computer	for coordinator	1,000
storage containers	3 per house @ \$30 each	270
<i>Promotion</i>		
printing and advertising	\$250 per house	750
<i>Volunteers</i>		
volunteer support	\$750 per house to cover space hire, overheads and vol support	2,250
training	\$75 per house for food, materials	225
TOTAL PROJECT EXPENSES		6,945
Admin Overheads		
	15% of total project expenses	2,459

TOTAL ADMIN OVERHEADS		2,459
Salary Expenses		
Salary	coordinator \$25p/h at 0.5 FTE for 20 weeks	9,375
On costs	15% of salary (super, workcover etc)	1,406
Total Salary Expenses		10,781
PROJECT TOTAL		20,185

Project Model Three - Three Cluster Model

Line Item	Description	Total
Project Expenses		
Management costs	Costs of staff supervision and management	1,500
CLUSTER ONE		
<i>Equipment</i>		
bike trailers	2 per house @ \$75 each	450
bikes	2 per house @ \$200 each	1,200
bike safety gear	2 per house - helmet, lights etc. @ \$50 each	300
computer	for coordinator	1,000
storage containers	3 per house @ \$30 each	270
<i>Promotion</i>		
printing and advertising	\$250 per house	750
<i>Volunteers</i>		
volunteer support	\$750 per house to cover space hire, overheads and vol support	2,250
training	\$75 per house for food, materials	225
CLUSTER TWO		
<i>Equipment</i>		
bike trailers	2 per house @ \$75 each	450
bikes	2 per house @ \$200 each	1,200
bike safety gear	2 per house - helmet, lights etc. @ \$50 each	300
computer	for coordinator	1,000
storage containers	3 per house @ \$30 each	270
<i>Promotion</i>		
printing and advertising	\$250 per house	750
<i>Volunteers</i>		
volunteer support	\$750 per house to cover space hire, overheads and vol support	2,250
training	\$75 per house for food, materials	225

CLUSTER THREE		
<i>Equipment</i>		
bike trailers	2 per house @ \$75 each	450
bikes	2 per house @ \$200 each	1,200
bike safety gear	2 per house - helmet, lights etc. @ \$50 each	300
computer	for coordinator	1,000
storage containers	3 per house @ \$30 each	270
<i>Promotion</i>		
printing and advertising	\$250 per house	750
<i>Volunteers</i>		
volunteer support	\$750 per house to cover space hire, overheads and vol support	2,250
training	\$75 per house for food, materials	225
TOTAL PROJECT EXPENSES		20,835
Admin Overheads	15% of total project expenses	8,023
TOTAL ADMIN OVERHEADS		8,023
Salary Expenses		
cluster 1 coordinator	coordinator \$25p/h at 0.7 FTE for 20 weeks	13,125
cluster 2 coordinator	coordinator \$25p/h at 0.5 FTE for 20 weeks	9,375
cluster 3 coordinator	coordinator \$25p/h at 0.5 FTE for 20 weeks	9,375
<i>sub total salary</i>		<i>31,875</i>
On costs	15% of salary	4,781
Total Salary Expenses		36,656
PROJECT TOTAL		65,514

10.4. Potential Funding Opportunities

Funding can come from a range of sources including government (local, state and federal), philanthropic bodies, corporate sponsorship or donation programs, or you can raise money through your own fundraising events and activities. Government funding tends to have the most restrictive guidelines and requirements, whereas funds you raise through your own fundraising events are completely flexible. It is often good to have a mix, or to assess what the best funding is for your circumstances.

Note that governments and many philanthropic organisations require you to have Deductible Gift Recipient status, whereby all donations to you are tax deductible. Many small organisations and neighbourhood houses may not have this status, so would have to have another organisation with DGR status apply for and manage funding on their behalf.

The following table provides an example of some funding bodies that are active in Victoria, and whose guidelines meet the objectives of the Pedalling Fruit Pickers Project.

These may be a good place to start, however it is highly recommended that further research is done on other potential funding sources, including ones you may have already received funding from.

Source	Name of Grant	Timeline	Criteria	Amounts	Contact
Reichstein Foundation	The Reichstein Foundation Grants	no set date	The Reichstein Foundation funds projects which effect structural change to redress the disadvantage experienced by particular communities. The Foundation provides grants to community groups who: * Actively work towards to the pursuit of human rights and social justice for disadvantaged members of the community. * Involve consumers in the management and decision making structures of the group. * Use community development processes to address issues, including Action Research, Advocacy and Community Education.	max \$20,000	http://www.reichstein.org.au/
Department of Planning and Community Services	Victorian Volunteer Small Grants	no set date	To encourage local community organisations to attract new volunteers from diverse backgrounds and create new volunteering opportunities.	Max \$5000	http://www.grants.dvc.vic.gov.au/web18/dvcgrants.nsf/AllDocs/02E6A4E787DD9401CA257180002C7188
Fosters	Fosters Community Grants	no set date	To support high quality charitable and community outcomes by making cash grants to genuine not for profit groups and charities. Grants also need to fit one of three funding themes "wellness", "culture" or "environment", and meet other basic eligibility criteria.		

The R E Ross Trust	The R E Ross Trust Grants	no set date	To provide funding for projects that have a positive impact on people's lives. You must identify under which of the following Impact areas your grant is being sought (including) Improvement of social and economic outcomes for the most disadvantaged and vulnerable people in Victoria.	under \$30,000	http://www.rossstrust.org.au/
Cycling Promotion Fund	Cycling Promotion Fund	no set date	To provide financial assistance is to help not-for-profit organisations or government with the development of programs that will increase participation in cycling across socio-demographic and age groups in the community, which would otherwise not be undertaken.		http://www.cyclingpromotion.com.au/content/view/28/51/
The Myer Foundation	The Myer Foundation - G4 Fund	July	The G4 Small Grants Program will support youth focussed initiatives, including Environmental education targeting and involving young people aged 12-25 years	max \$5000	http://www.myerfoundation.org.au/_110.asp
Heart Foundation of Australia	Local Government Award	Due 6 June	Including programs that build community connections, encourage people to be physically active, be smoke free and make healthy food choices. The application MUST come from the Local Government. The application does not have to be written by the Local Government but it must have Local Government approval through their signing of the authorisation.		http://www.heartfoundation.org.au/Get_Involved/Local_Government_Awards.htm
Helen Macpherson Smith Trust	Helen Macpherson Smith Trust Grants	January, April, September	The Helen Macpherson Smith Trust has seven program areas to which it makes grants: Aged Persons Care and Support, Arts, Culture		http://www.hmstrust.org.au/

			and Heritage, Community Support, Disabled Care and Support, Employment and Vocational Training, Environment, Health and Medical Research		
Equity Trustees	Ivy H Thomas & Arthur A Thomas Trust	June 30 2008	To support project submissions that are of a general charitable nature (including conservation and environment, community development, poverty relief)	max \$120,000	http://eqt.com.au/grantseekers/trustsdetails.asp?trustID=10512
Macquarie Bank	The Macquarie Foundation Grants	no set date	To fund a diverse range of community organisations in six core areas - the arts, education, environment, health care, health research and welfare. Have the involvement or potential for involvement of Macquarie staff through volunteering, fundraising, pro bono work		

11 Risk Assessment and Mitigation

As with any other community project, there are certain risk factors that need to be identified and addressed to ensure that any risks to staff, volunteers and the project are kept to a minimum. These are listed, along with possible mitigations, in the tables below.

Phase 1 – Pre-Project Planning and Preparation; and Phase 2 - Project Establishments	
<i>Problem</i>	<i>Solution</i>
Insufficient money/resources	Assess whether volunteer model is feasible. Adapt kit to form funding application if feasible. Consider starting off with the fruit swap model to build momentum.
Difficult to do project alone, centre is very busy.	Form alliance with other interested neighbourhood houses or agencies to seek funding and run the project. Project could be combined or bootstrapped onto existing program.

Phase 3 – Food Mapping and Assessment	
<i>Problem</i>	<i>Solution</i>
Insufficient assessment volunteers	Project kit will include contacts for local food/community groups who can pass on recruitment publicity to their members.
No demand for produce	Research indicates that there are widespread food insecurity issues. If local demand is insufficient, food can be given to a donor agency to distribute.
Too much fruit to collect, too far away	The project coordinator with sort donor houses into clusters that are easy to access, and that are close to volunteers.
Not enough produce available	Change the designated mapping area.
Produce is available, but owners are suspicious	Show them that it is a worthy project, use testimonials and evidence of involvement in their street, emphasise local credibility. If owners are suspicious of strangers but supportive of the project, they can pick the fruit themselves and leave it on the doorstep for pickup.
No bikes or trailers available	Look for partnerships through which equipment may be provided
Not many people are home during assessment	Try different times for the door-knocking. Sundays and weeknights are often good times.
Language difficulties	Recruit bilingual volunteers from local social clubs. Get copies of the survey forms translated into community languages.

Phase 4 - Collection and distribution	
<i>Problem</i>	<i>Solution</i>
Insufficient collection volunteers	Project kit will include contacts for local food/community groups who can pass on recruitment publicity to their members.
Not enough time/resources/expertise to run	Training is relatively basic and external training support could be provided through partnerships.

training	
Volunteers lose interest or drop off	Less likely as it is self-selecting group. Ensure clear volunteer expectations are communicated at outset of involvement, volunteers sign code of conduct., and agree for a set feasible period of time. Recruit extra at the start and have a secondary volunteer pool ('waiting list') to draw from if needed. Follow up volunteers through phone. Ask more interested volunteers to help recruit through their own networks.
Produce is low quality	Unlikely that all fruit is low quality. Low quality fruit can be turned into preserves or cooked.
Produce is hard to access	Owners can be enlisted to help access fruit, picking poles or ladders can be used.
Volunteers injure themselves	Training will incorporate safety aspects to minimise risk. All volunteers will carry emergency contact numbers on them incase of accident and be briefed on what to do. Appropriate volunteer insurance should cover any damages incurred in unlikely event of accident.
Volunteers at risk from unsavoury characters	Volunteers will travel in pairs and carry mobile phones. They will be provided training on how to deal with difficult circumstances.
Volunteers have bicycle accidents	Training will incorporate bicycle safety to minimise risk.
Volunteers cannot ride	If volunteers are not comfortable with bicycle riding they can walk instead and collect produce via a pull trolley.
Volunteers get flat tyre(s), require maintenance	Unlikely occurrence if bicycles are ridden safely. Puncture repair kit will be available provided. Volunteers call emergency number to inform of situation and will walk bike back in event repair is impossible.
Volunteers get lost	Clear routes map will be provided. Areas will be generally known by the participants.
No one takes collected fruit, it goes off	Local food needs will be identified in assessment phase, publicity given for people to pick up fruit on particular nights as soon as it arrives. Alternative arrangements can be made with food collection agency if local demand is low.
Poor turnout at celebration, nobody cares	Celebration will be advertised well with pre-prepared publicity material and media releases, and will involve locals who have participated in the program. Project will have already connected with an interested and involved group of volunteers, and a wider group of donor houses.

Fruit Flies

There is a small but potentially serious risk of the project propagating fruit flies in the case of an outbreak. It is recommended that the project coordinator is aware of any outbreaks in the areas where the project is active, and contacts the Department of Primary Industries immediately.

12 Registering a Food Business

While the Pedalling Fruit Pickers project at this stage is not designed to be a profit making food business, there certainly is potential out there and given the right circumstances it could grow into something beyond this plan.

As this current model is not based on selling food on a commercial basis, in most council areas the project or organisations that operate it **would not** have to be

registered as a food business. However, if you wanted to take the next step and develop a business enterprise model that derived income from processing and selling food, you would need to follow the registration guidelines of your local council.

The guidelines given below describe the process required by the City of Darebin. It is given as an example here to demonstrate what may be involved.

Please ensure you check with your own local council to find out the requirements in your area.

Guidelines for Registering a Food Business in the City of Darebin

Step 1: Planning Permit and/or Building Permit

Prior to making an application to Council's Health Department, make an enquiry about your proposal to Council's Statutory Planning, phone (03) 8470 8850 and Building, phone (03) 8470 8899.

With all commercial works it is advisable that you check with Council's services both Statutory Planning and Building to determine whether your intended proposal requires further permit/s. If a Planning and/or Building permit is required, do not commence any work on the food premises until you have received the required Permit/s.

If you proceed with the works and commence operating without the required permit/s, you will be required to stop operating your business until you have the necessary permit/s.

Step 2: On-Site Inspection

Contact the Darebin Health Department, phone (03) 8470 8658 to arrange a meeting with a Health Officer on-site to discuss your proposed food premises.

Step 3: Plans Submission and Approval

From your discussions, draw a plan of your proposal on A4 or A3 size paper, showing the following items:

- the use of each area of the premises;
- the location of all fittings, hand basins, sinks, cool rooms and equipment;
- location of the floor waste drain/s, cleaners sink and grease trap;
- details of floors, walls, ceilings, fittings and their finishes; and
- provide specifications on the Mechanical Exhaust System.

Then, submit to the Health Department:

- A copy of the plans on A4 or A3 Size paper,
- A completed Application for Plans Approval form,
- Payment of the Application Fee for Plans Approval,
- A copy of your Planning Permit (if not required, then a letter stating a permit is not required)
- A copy of the Building Permit.

Step 4: Food Safety Supervisor (FSS)

Your business must name someone to be the FSS. The FSS must ensure that all staff who handles food in the business has the skills and knowledge appropriate to their duties.

The FSS is required to undertake formal training and must complete the Food Safety Supervisor Course prior to the business opening and submit a copy of the Statement of Attainment (Course Certificate) at the Final Inspection. Contact the Health Department on (03) 8470 8658 for local course dates and times.

Step 5: Food Safety Program (FSP)

At the final inspection you must lodge a FSP with the Health Officer. A FSP is a written program which shows how a business monitors all procedures involved in safe food handling. You can obtain a FSP from your Health Officer or Information Victoria on 1300 366 356 or you can access a computerised FSP by visiting the Food Smart Website.

Step 6: Pre-Final Inspection/s

Contact your Health Officer for inspections to be made during construction. We encourage food business operators and/or builders to work closely with your Health Officer at all stages of construction.

Step 7: Final Inspection and Application For Registration

Once the premises have been given final approval to operate, the Health Officer will provide you with an Application for Food Act registration form. At the final inspection the Health Officer will require the following items:

- * A completed Application for Food Act registration form;
- * New Registration Fee according to Class Type;
- * Lodgment of the Food Safety Program; and
- * Statement of Attainment for the Food Safety Supervisor.

The Certificate of Registration will be posted out to you within two weeks.

13 Recruitment Templates

This section provides ready to use position descriptions for volunteer and staff roles. They will need a bit of adaption to make sure that they reflect your local organisation and are tailored exactly to your project requirements.

Project Coordinator Position Description

DRAFT POSITION DESCRIPTION:
Pedalling Fruit Pickers Project Coordinator
Name of Organisation

BACKGROUND

Pedalling fruit pickers is a community based local food project which aims to provide healthy, nutritious food to those in need through organising volunteers to collect unharvested fruit and vegetables from local residents.

POSITION PURPOSE

To be responsible for the delivery of all operational components of pedalling fruit pickers project, including volunteer coordination, training and support.

KEY AREAS OF RESPONSIBILITY

Communication

Liaise with the neighbourhood house coordinators to ensure the project is implemented efficiently and with minimal disruption to the house
Act as point of contact for all public project enquiries

Volunteers

Recruit and manage volunteers for project
Coordinate and oversee volunteer activities
Implement volunteer training
Develop and maintain volunteer activity rosters

Food

Ensure that there are adequate storage facilities for collected produce
Ensure that collected produce is distributed efficiently to people in need

KEY SELECTION CRITERIA

Professional competencies

- Experience in project management
- Experience managing volunteer programmes
- Computer skills including proficiency in MS Office, internet/emailing, basic design and layout skills
- Background in community sector
- Delivery of training

- Excellent written and interpersonal communication skills
- Strong time management skills

Personal Attributes

- Demonstrated understanding of and commitment to the principles of local sustainable food
- Sensitivity to the needs of people from diverse backgrounds
- Ability to lead and inspire others
- Organised, efficient and methodical approach

High Desirable

- Sound knowledge of the local areas

REPORTING

This position will report to xxx

The position is EFT 0.5, with a salary of XXX.

Assessment Volunteer PD

DRAFT VOLUNTEER POSITION DESCRIPTION: Pedalling Fruit Pickers – Food Mapping Volunteer

BACKGROUND

Pedalling fruit pickers is a community based local food project which aims to provide healthy, nutritious food to those in need through organising volunteers to collect unharvested fruit and vegetables from local residents.

POSITION PURPOSE

To help construct a local food map through making face-to-face contact with fruit tree owning local residents and engaging them in the project. This will require volunteers to go in pairs, either riding bicycles or walking around a defined local circuit.

VOLUNTEER TASKS

- Visually identify properties with fruit-trees in specific designated areas
- Making contact with the owners (face to face or leaving publicity materials) and inviting them to participate in the project
- Recording the details of interested participants and their produce
- In addition to the tasks above, the mapping volunteers may provide valuable advice to the Project Coordinator based on their knowledge of participating residents

KEY SELECTION CRITERIA

Essential

- Good physical health
- Good ability to communicate with people from diverse backgrounds
- Good time management skills
- Organised and efficient approach

Desirable

- Sound knowledge of the local areas
- Interest in local sustainable food

REPORTING

Reports to Project Coordinator

The volunteer role will require approximately XX hours per week, times negotiable.

Collection Volunteer PD

DRAFT POSITION DESCRIPTION: Pedalling Fruit Pickers – Collection Volunteer

BACKGROUND

Pedalling fruit pickers is a community based local food project which aims to provide healthy, nutritious food to those in need through organising volunteers to collect unharvested fruit and vegetables from local residents.

POSITION PURPOSE

To collect excess produce from households participating in the project.

VOLUNTEER TASKS

- Travel to participating households in designated areas on food map
- Collect excess produce from tree(s) on premises as instructed from food map
- In addition to the tasks above, the collection volunteers may relay valuable feedback from participating residents to the Project Coordinator

KEY SELECTION CRITERIA

Essential

Good physical health

Good ability to communicate with people from diverse backgrounds

Good time management skills

Organised and efficient approach

Desirable

Sound knowledge of the local areas

Interest in local sustainable food

REPORTING

Reports to Project Coordinator

14 References

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Environmental Protection Authority, 2005, *The Ecological Footprint of Victoria: Assessing Victoria's Demand on Nature*, Global Footprint Network & University of Sydney.

Hujber, D, 2008. *Barriers and challenges of „GROW YOUR OWN“ food schemes in Melbourne*, Master of Science thesis, Department of Environmental Sciences and Policy, Central European University, Budapest.

Larsen, K, Ryan, C and Abraham, A, 2008, *Sustainable and Secure Food Systems for Victoria: What do we know? What do we need to know?* Victorian Eco-Innovation Lab, University of Melbourne.

Food for All: Lessons from two community demonstration projects Victorian Health Promotion Foundation, 2006.

15 Useful Contacts - Organisation and Groups - General

Organisation/Group	Details	Contact
Food Distributers		
FareShare	Collects food and makes meals for distribution.	fareshare.net.au
Second Bite	Collects fresh food and redistributes it to agencies	www.secondbite.org
VicRelief Foodbank	Sources unsalable food and redistributes it to agencies	vrfb.com.au
Food Not Bombs	Grassroots group collects food to cook and distribute meals	food-not-bombs.blogspot.com
Sustainable Food Networks		
Food Security Network	Regularly updated food security email list	groups.yahoo.com/group/foodsecurityvic/
Eat the Suburbs	Suburban permaculture and localisation blog	www.eatthesuburbs.org
Aust. Community Gardens Network	Connects community gardeners around Australia	www.communitygarden.org.au
Sustainable Melbourne	Regularly updated urban sustainability site	www.sustainablemelbourne.com
Grow Local	Connects local food initiatives	www.growlocal.net.au
Community Food Organisations		
Lentil as Anything	Non-profit restaurants providing affordable organic meals	www.lentilasanything.com
Slow Food Victoria	Promotes sustainable and ethical food production	www.slowfood.com.au
Collingwood Children's Farm	City farm with monthly grower's market	www.farm.org.au
Sustainable Gardening Australia	Promotes sustainable horticulture	www.sgaonline.org.au
Cultivating Communities	Supports and organises community food initiatives	cultivatingcommunity.org.au
CERES	Runs Urban Orchard food swap project	www.ceres.org.au
Other Organisations		
Brotherhood of Laurence	Runs community enterprise development program	www.bsl.org.au
Jesuit Social Services	Runs community and welfare services	www.jss.org.au
VicHealth	Provides funding and advice for food initiatives	www.vichealth.vic.gov.au
Volunteering Victoria	Supports active volunteering	volunteeringvictoria.org.au
DHS Food Safety Unit	Provides advice on food safety	www.health.vic.gov.au/foodsafety
Sustainability St	Local sustainability networks	www.voxbandicoot.com.au/sustainability_street.html

16 Useful Contacts - Organisation and Groups - Area Specific

Organisation/Group	Details	Contact
Moreland Area		
Moreland Council	Runs a volunteer program	www.moreland.vic.gov.au
Moreland Community Health Service	Runs Moreland Food Access Project	www.mchs.org.au
North West Neighbourhood House Network	Represents neighbourhood houses in Moreland	shirley@bnhc.vic.edu.au
Brunswick Uniting Church	Has a food co-operative	rgormann@bigpond.net.au
Moreland U3A Inc	Publicity opportunity	9925 9164
Nicholson Street Community House	Interested in participating	www.nsch.hypno-relax.com
Sussex Neighbourhood House	Interested in participating	www.sussexnh.org.au
Newlands Community Centre	Interested in participating	newlandsc@aaapt.net.au
Darebin Area		
Darebin Council	Coordinates 'Good Food Alliance'	www.darebin.vic.gov.au
Darebin Community Health	Runs a volunteer program	www.dch.org.au
U3A Darebin Inc	Publicity opportunity	http://users.alphalink.com.au/~dbin/
Jika Jika Community Centre	Interested in participating	www.jikajika.org.au
Preston Reservoir Adult Community Ed.	Interested in participating	prace.vic.edu.au
SPAN Community House	Interested in participating	www.spanhouse.org
Yarra Area		
Yarra Council	Yarra Community Food System	www.yarra.vic.gov.au
North Yarra Community Health	Runs a volunteer program	www.nych.org.au
North East Neighbourhood House Network	Represents neighbourhood houses in Darebin/Yarra	nenhn@jikajika.org.au
Yarra Neighbourhood Orchard	Monthly Produce Swap	www.madge.org.au/Docs/YNO%20festival%20flier.doc
Yarra City U3A Inc	Publicity opportunity	yarracityu3a@internode.on.net
Alphington Community Centre	Interested in participating	alphcc@vicnet.net.au
Burnley Neighbourhood Centre	Interested in participating	burnleync@yarranet.net.au
Belgium Avenue Neighbourhood House	Interested in participating	www.yarranet.net.au/banh/
Holden Street Neighbourhood House	Interested in participating	jacinta.hsnc@internode.on.net

17 Annex One - Food Mapping Feasibility Study

17.1. Project Locations

Melbournians have long been proud of productive gardens, with the trend being nourished and extended by successive waves of immigrants. There is evidence that suggests that food producing gardens are located throughout Melbourne.¹³ For this small feasibility study it was decided to focus on the 'low hanging fruit' areas – where there was a strong presence of gardens and fruit trees. The other requirement was areas that were pedestrian and bicycle friendly to enable volunteers to collect produce efficiently and safely.

The three local government areas of Moreland, Darebin and Yarra all have plentiful fruit trees, as well as relatively small residential blocks with well developed pedestrian and bicycling paths. They have an established southern European population that have a history and love for cultivating fruit trees. They also have range of organisations – from councils to community health and environmental groups – that show an awareness of the interrelated issues of food security, localisation and sustainability.

17.2. Background

To ensure the project's success there must be sufficient numbers of fruit tree owning residents wishing to participate in the project in the focus areas. To determine this, a technique of produce surveying – or 'food mapping' was conducted.

The general aims for food mapping are:

- a) Helping inform the project plans, including coverage area and storage capacity
- b) Raising awareness in the community about the project, the issues behind it, and its need
- c) Getting to know the community and therefore getting a picture of what baseline to measure the project's impact
- d) In the longer term, helping inform local policy

For the pilot food mapping that was done to inform the project, a) and b) were the main focus. The activity centred around constructing a local food map through making face-to-face contact with fruit tree owning local residents and engaging them in the project.

¹³ Hujber (2008), pp. 57-8.

17.3. Methodology

The pilot food mapping survey was conducted in June 2008 in the municipalities of Moreland, Darebin and Yarra. Because of the time and resource constraints only two subsets in the three areas was able to be mapped closely, with several others being partially mapped. Areas in close vicinity to neighbourhood houses were chosen as they would be the closest and easiest places for volunteers to access and collect fruit.

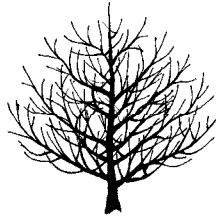
Local volunteers with knowledge of the local area and community were the best suited to the surveying – neighbourhood houses were first approached to recruit these volunteers. Due to the severe time and resource constraints of the neighbourhood houses relatively few of these volunteers could be recruited. These local volunteers were then supplemented with volunteers recruited through other channels. As the project focuses on neighbourhood houses as central community hubs, the areas immediately around the latter were chosen, sectioned and allocated to volunteers.

Volunteer tasks


- Visually identify properties with fruit-trees in specific designated areas
- Making contact with the owners (face to face or leaving publicity materials) and inviting them to participate in the project
- Recording the details of interested participants and their produce

The Survey Form that was used for the study is included below (a single double sided A5 flyer). The designed was adapted from the CERES Urban Orchard survey form.


Environment Victoria complies with all Privacy Laws and will not distribute personal information. We have a range other programs to help people live more sustainably, please circle YES if you would like more information.



You may be interested in a different project which organises fresh produce swaps:



CERES Urban Orchard Project

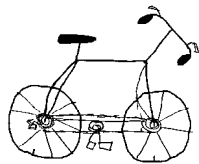


Urban Orchard

The CERES Urban Orchard Project is a collection of folk from over 170 households across the inner northern suburbs of Melbourne who are interested in swapping and sharing the products of their backyard gardens.

Those with produce to swap gather every **Saturday 9am – 1pm** at the CERES Organic Market (Corner Robert and Stewart Streets, Brunswick East). Participants meet to share fruit, vegetables, herbs, gardening tips and stories. Lemons are swapped for apricots, apples for tomatoes, basil for nectarines, recipes for gardening tips, on a completely informal and friendly basis.

If you live in the inner northern suburbs and would like the opportunity to swap your excess backyard produce with others from the area, please contact CERES on:
9387 2609 / urbanorchard@ceres.org.au



Do you have.....

- lemons rotting on the ground in your backyard?
- more figs, apples, plums, olives on your trees than you can use?
- too many homegrown herbs or veggies ripening at the same time?
- fruit you'd be happy to share in exchange for help harvesting/pruning?

**Would you like to meet other food gardeners in our community?
 ...then be a part of the ...**

Pedalling Fruit Pickers Project



This project aims to collect unharvested fruit and vegetables from local residents and distribute them to people in need. This would occur through volunteers cycling or walking around to participating residents houses to collect the produce, which would be taken to local community centres to redistribute.

The first step of the project research involves developing a simple food map of exactly which houses in the community have excess produce and are willing to donate it. This 'food-map' would then contribute to the feasibility study to see if there would be enough interest to actually run the project.

Why?

Helping our environment...

- to reduce greenwaste & pressure on landfill
- to reduce the need to transport produce from outside the area, thus reducing fossil fuel use, pollution, greenhouse gases

- Encouraging the community to value food producing trees

Helping people...

- to provide more healthy in-season food to those in need
- to build local friendships & strengthen community
- to provide needed services (e.g pruning) to residents

In the longer term...

At current we are only conducting initial research for the project, but if it gets off the ground there *may* be many other possibilities including: pruning & grafting workshops, fruit preserving / jam-making /sauce-making days, helping each other with harvesting & tree maintenance, backyard organic techniques, nontoxic pest control, sharing foodgrowing space, seedsaving techniques, planting and 'stewarding' streetscape food trees, swapping recipes / collecting produce storiesbring your ideas to the mix!

If you would like to express your interest in the project, please fill out the following form, and return to:

Environment Victoria

PO Box 12575, A'Beckett Street, Melbourne Vic
8006 (marked 'PedallingFruitPickers')
FAX 9341 8199

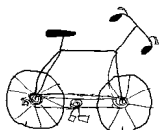
If you would like any more information about the project please contact ASAP

Michael: 9341 8107 Michael.Chew@envict.org.au

(please note, Michael will only be working on the project until June 26th, but it will hopefully be pursued past this date so please still send in the surveys after this date!)

Thank you for your time.

Name: _____



Address: _____

*Phone: _____ (h) _____ (m)

*Email: _____

***Circle preferred means of contact.**

What do you grow?	Approx Harvest (Kg,buckets,etc)	How much is surplus?	Tree condition?

I would prefer (please circle one):

a) to pick the produce myself and leave it in a box out the front for volunteers to collect

b) for volunteers to visit me and collect the produce themselves (write below if there would be any issues involved – eg dogs, ladders required, difficulty accessing etc). Please state preferred contact times below:

Weekdays: Morning Evening

Weekends:

Your produce may distributed through the below ways depending on need:

- Small packages to people in need
- Community cook-ups
- Donated to low income people who could sell them to provide income

I'd like the project to involve _____

Skills / resources I can offer _____

Any other suggestions?

17.4. Food Mapping Results

Moreland

In Moreland the mapping focused on the region in close vicinity to Newlands Community Centre, on Murray Road, Coburg.

Three volunteers – two who were local and known through the neighbourhood house – conducted the mapping. Collectively they found approximately 20 residents willing to donate fruit. The latter spanned: lemons, oranges, peaches, nectarines, locates, pears, apples, feijoas, figs, apples, and apricots. A little over half of these had more than one fruit, and almost half had three varieties.

Resident responses

The volunteers found that while many of the residents did not wish to participate, the ones who did were very enthusiastic about the idea. The younger volunteers felt that some of the older residents were suspicious of them – while this was not a problem for the older volunteer who found more success with elderly resident's trust. Out of the positive respondents, many expressed interested in the idea of a produce swap. A small but recurring factor was residents not knowing that they had fruit trees in the first place. There was a small number of language difficulties - Italian and Vietnamese speaking residents were common, which the volunteers did not speak.

Surveying Issues

Predictably, the time during the week that the surveying took place was a large factor – often no one was home during weekdays, with the people who were home being mostly old people, and younger mothers. Often fruit tree containing properties were found easily with trees in the front yard, but they could also be identified from viewing the trees in the backyard over the back fence from a laneway. Many lots could be assessed by walking down the laneway – however difficulties arose when trying to identify which house to contact as numbers are seldom present or visible at the back.

Other areas

An small area around Nicolson St Community House was also mapped, along with an area south east, just east of the Merri creek. However because of time constraints the area was only partially mapped. There was an low response from residents, most of whom were not home.

Yarra

An area approximately around Fitzroy Learning Network was mapped by a local volunteer. Despite a degree of resident interest, no participants with fruit trees were found, with the small Fitzroy block sizes affording little room for cultivation.

17.5. Food Mapping Conclusions

It is difficult to make any firm conclusions from such a small set of data. The results from around Newlands show that in some areas there is definitely the produce density and support from local residents to make the project feasible. The yields in this case were also good.

However the low results in other areas – some not that far from the Newlands area – emphasise that the project is not feasible in many areas, even within some favourable areas with reasonable sized yards.

It impossible to tell how much could be assessable without first going out and mapping. Had more volunteers been available at the mapping times, better data could have emerged. Nonetheless the results show that the project can be feasible in the right areas.

17.6. Recommendations

The project is complementary with other local food initiatives such as the Urban Orchard or the Yarra Neighbourhood Orchard.

An Untapped Harvest

Although only a few very small areas within the study region were mapped through this feasibility study, results show that there are definitely places that would yield enough produce for the project to be feasible. Care needs to be taken selecting the favourable areas. Variables such as large block size and an ethnically diverse population, especially people of southern European descent, seem to indicate a higher likelihood of fruit trees being present.

More Mapping

A better picture of produce availability and community support for the project could be afforded by continuing to conduct food mapping. This could either extend the areas inside the three regions or be in totally new areas that have the potential to bear fruit. Online maps such as GoogleMaps allows user to save custom maps and upload precise geographical information on it, such as the whereabouts of fruit trees and yields. Using this technology would allow a more precise creation of food maps.

17.7. Next Steps

At present the community organisation *Cultivating Community* is interested in seeking funding to run a pilot the project. This is a great result as they have the experience to run the project effectively if funding was provided.

Aside from Cultivating Community, there was considerable support for the project in the three focus areas of Moreland, Darebin and Yarra, from a range of community organisations. However none of these groups wished to drive the project at the current stage.

Community Enterprise?

For the project to be viable in the long term, it will need to be financially sustainable, and not reliant on continual grants. Due to the narrow window of three months for this feasibility study, there was insufficient time to properly analyse the community enterprise components that may be able to provide some degree of financial sustainability. A proper of study of these would need to occur in the future if these options are to be taken up.

An Integrated Food System

The Pedalling Fruit Pickers project needs to operate as part of the local food system. To construct and support a local food economy it is necessary to build relationships with community growers and local farmers, emergency food relief agencies, local food educators and other community entities that buy, sell and distribute food. Hopefully this project can become another link that can draw the community closer together through food.

18 Annex Two - Alternative Models -

18.1. The Fruit Swap

During the feasibility research for the project, several other local food projects that were discovered were based on a produce swap model – where local residents brought in their produce to a central place to exchange or donate it.

The two models examined were CERES' *Urban Orchard* and the *Yarra Neighbourhood Orchard* (supported by Cultivated Community). Both were thriving projects – the former with over 180 registered households, and the latter gathering momentum.

This model therefore relies on people bringing in produce themselves instead of volunteers collecting it. In this sense it offers some advantages over the Pedalling Fruit Pickers models – with no volunteers it is much easier to organize, there is a central location and regular meeting time that is easy for the community to learn, and opportunities to meet other food gardeners in a friendly setting. However the lack of the outreach component suits the model to residents and communities that are already active – those not active are far more likely to miss out on being connected.

Because of the relative simplicity of the fruit swap model, one strategy could be to initiate the swap to connect and strengthen the local food sharing community. With a regular swap programme happening there would be a building and broadening of community interest, which may generate enough momentum to run the Pedalling Project – if there were sufficient fruit trees available in the first place.

18.2. Year Round Activities

The Pedalling Fruit Pickers has the potential to be developed into a year round project. This may help keep the momentum of the project up and organise some volunteer involvement through winter period, as well having additional project benefits.

A key winter activity could include a volunteer pruning service. This would not only provide volunteer opportunities, but would keep potential fruit trees in a healthy and more productive condition. It would also help to keep householders involved in the project as they would benefit from the project and maintain a higher level of contact.

If funding could be secured, it would also mean that resources, particularly staff, would continue through out the year, providing consistency and building up the profile of the activity.

18.3. Other Community Enterprise Ideas

There are various extensions to the basic project structure that could effectively increase its value and relevance to communities and funding agencies, while generating some form of income. A degree of financial self-sufficiency may then be possible. There are various ways in which community enterprise models could work.

Income generation could occur through selling of the fruit.

- Volunteer fruit collectors could be given access to stalls to sell the fruit. The stall could be in local car parks near shopping centres or other popularly frequented places. The profits could be split between the vendors and the project.

- The fruit could be sold directly at the neighbourhood house.
- The fruit could be sold onto local markets.

Alongside selling the fruit, there are other avenues of income generation. In addition to collecting the produce, the volunteers could also perform other services for participating residents. Tree pruning was suggested by many organisations as a activity that is not only an incentive to participate, but also beneficial to the trees and would increase produce output. Offering basic fruit tree advice regarding maintenance and other information (such as best time to pick produce, and so forth) could also be useful – a number of the pilot food mapping volunteers reported that there were residents that did not even know there were fruit trees in their yards. In addition other skills such as bottling/preserving, or broader advice on household sustainability could be offered, depending on the training available and demand.

Additional volunteer services would require additional training. This could be offered through local training providers, such as other neighbourhood houses. With extra volunteer training, the project could offer itself as a preparing for work scheme.

As the project is effectively making contact with and communicating to residents on a face to face basis, it could be adapted or extended to suit all kinds other surveying or data collection needs. The services of the volunteers could be to either gather or disseminate information for community groups, government or businesses that are aligned with the philosophy of the project. These groups could offer inkind support or payment for the services, which could then contribute to the project's sustainability.

The local food maps that the project generates could be useful for other groups with an interest in local food. They may also feed into larger food mapping initiatives, such as the Victorian Eco-Innovation Laboratory's (VEIL) Online Food Map (www.veilmap.sustainablemelbourne.com).

The bicycle carts that the project uses could be offered out to be used by other groups that need to transport goods around the community. An associated hire fee could return some revenue for the project. The carts themselves could also have advertising signage for local business which would also generate revenue.

Whichever community enterprise idea is developed, it would need to have identified a clear volunteer group to target for the training and involvement of the scheme. Partnering with local social support organisations could efficiently identify this group and put the project in a good position with engaging with them.

The enterprise concept was the initial premise of the scoping exercise; however discussions with neighbourhood houses/various partners indicated that the project may be more appealing to community without a profit making structure, at least initially. One concern was that people would be less likely to donate fruit if they knew that others were making money out it. Unfortunately the surveys did not get adequate responses to this issue so it remains a key question for the future.

Another potential difficulty resides when fruit is sold rather than donated – it classes the project as a food enterprise and additional requirements need to be met (see Insurance/Liability section). While definitely not insurmountable, it would require careful planning and potentially partnering with an organisation that has knowledge of food handling (see Appendix 'Setting up a food business').

18.4. Schools Involvement

The fruit mapping project would be ideal for middle school students and would complement Environmental Science, Geography or any social outreach program the school may run. It would give the students the opportunity to experience Intergenerational learning- social sustainability and environmental sustainability - food security, and good strategic skills-mapping, planning, scheduling fruit picking, and communication. The Victorian Association of Environmental Educators (www.vaee.vic.edu.au) may be a good organisation to approach regarding schools involvement in the project.

19 Annex Three – Support Letters –

19.1. Yarra Council



City of Yarra
333 Bridge Road
Richmond 3121
tel: (03) 9205 5555

27 June 2008

To Whom It May Concern,

The City of Yarra identifies the access to healthy food as a major priority in our Municipal Public Health Plan. This need is increasing as newer groups of people who are unable to meet mortgage repayments and rising petrol costs are struggling to afford nutritious food.

The pedalling Fruit Pickers project also achieves other aims of Council, by encouraging active citizenship and community engagement within our neighbourhoods. The Project promotes physical activity and resource sharing.

Council already supports a number of food security projects, such as the Yarra Community Food Network, Yarra Healthy Weight Forum and a range of horticultural projects, as well as neighbourhood houses. The Pedalling Fruit Pickers Project will build on existing initiatives and continue to increase community capacity to access food security challenges.

I hope that you are able to fund this important awareness raising, food sharing initiative.

Yours Sincerely,

Gail Price
Health Planner
Direct line: 9205 5093
Email Gail.Price@yarracity.vic.gov.au

19.2. North Yarra Community Health



24 June 2008

To Whom this May Concern,

I write this letter to show North Yarra Community Health's support for the Pedalling Fruit Pickers project.

North Yarra Community Health is a community health service providing services to the City of Yarra and Carlton. We provide a range of services that address both the causes and effects of ill-health in our community.

We believe that the Pedalling Fruit Pickers project has great potential to address a number of causes of ill health in the communities we serve.

Access to fresh fruit and vegetables is essential for good health. This project provides a model whereby fresh food that would otherwise go to waste can be made accessible to members of the community who are most at risk of not consuming a healthy diet.

The modelling of an environmentally sustainable approach to the collection and distribution of food on bicycles also fits with North Yarra Community Health's concern to promote an environmentally sustainable future for the benefit of the health of the whole of society.

Finally, the project has the potential to deliver benefits in terms of mental wellbeing and social connectedness by linking people who may be socially isolated, particularly older people, into a project that gives them an opportunity to provide benefit to the community and experience social interaction.

From North Yarra Community Health's perspective the potential to create connectedness in the community, to engage people who may not otherwise participate in food sharing programs, and to model an environmentally sustainable method of ensuring food access amongst vulnerable groups makes this an exciting and highly innovative project.

North Yarra Community Health is interested in supporting and collaborating with this project in many ways. Our Yarra Volunteer Support Program would be interested to assist with the recruitment of volunteers and development of appropriate policies and procedures around the role of volunteers in the project. A number of our programs would be interested in linking with the project to provide access to fresh produce for disadvantaged sections of the community we serve, including clients at risk of homelessness, older residents of public housing and injecting drug users.

Please contact me on 9349 7312 should you seek further clarification.

Sincerely,

David Godden
Health Promotion Team Leader
North Yarra Community Health

19.3. Fareshare



18 June 2008

To Whom this May Concern

I write this letter to show FareShare's support for the proposed Pedalling Fruit Pickers project.

FareShare collects food that cannot be used and turns it into nutritious meals for the homeless and hungry of Melbourne. In 2007/8, we will provide 180,000 meals and 200 tonnes of additional food at no cost to agencies working with the homeless and hungry. Our goal in 2008/9 is to exceed 1 million meals and we thank the many volunteers, food donors and financial supporters that make it all possible.

We support the Pedalling Fruit Pickers project, which focuses on recovering nutritious fresh produce from the community that would otherwise be wasted. Based on our knowledge from providing meals to agencies all around Melbourne, there is a definite need for fresh produce that this project could supply should it get off the ground.

FareShare would be happy to receive food gathered through the Fruit Pickers project. We could also help publicise the project.

Please contact me on 9428 0044 or marcus.godinho@fareshare.net.au should you seek further clarification.

Your sincerely

A handwritten signature in blue ink that reads 'Marcus Godinho'.

Marcus Godinho
Chief Executive Officer

FareShare rescuing food. fighting hunger.

1 Thompson Street Abbotsford VIC 3067
Tel +03 9428 0044 Fax +03 9428 1844 Web www.fareshare.net.au

ABN 89 304 710 474

19.4. Darebin Community Health



June 24, 2008

To Whom this May Concern,

I write this letter to show Darebin Community Health's support of Environment Victoria's Pedalling Fruit Pickers project proposal.

Darebin Community Health (DCH) provides high quality innovative health services and health promotion delivered in partnership with our community. Accessible Nutritious Food along with Physical Activity and Active Communities are both priorities in the current DCH Integrated health Promotion Plan. The Pedalling Fruit Pickers Project would incorporate both these priority areas in addition to increasing community connections for local residents.

Darebin Community Health greatly values working in partnership with community members and local agencies to deliver successful Health Promotion and Community Development activities. DCH is the auspice agency for the Neighbourhood Renewal Partnerships and Participation Officer (POPP) and works in partnership with Darebin City Council and Melbourne Citymission to deliver the East Neighbourhood Renewal Project.

Should the project proposal be successful Darebin Community Health would welcome the opportunity to be involved. In particular we could offer support in the form of linking our extensive client base and volunteers and East Reservoir Neighbourhood Renewal residents and volunteers in with the project.

Please contact Colleen Slater on 8470 1111 should you seek further clarification.

Sincerely,

Barb Bell
Director Clinical Services/Deputy CEO
Darebin Community Health

EAST PRESTON (Mailing Address) 125 Blake Street, East Reservoir 3073
Fax: 8470 1107

PHONE: 8470 1111

NORTHCOTE 42 Separation Street, Northcote 3070

PHONE: 9489 1388 **Fax:** 9482 3690

PANCH HEALTH SERVICE 300 Bell Street, Preston 3072

PHONE: 9485 9000 **Fax:** 9485 9010

PRESTON 306-310 Bell Street, Preston 3072

PHONE: 9290 6600 **Fax:** 9290 6650

WEB SITE: www.dch.org.au **EMAIL:** info@dch.org.au

Darebin Community Health Service Inc Reg No.

A0036761S ABN 31 905 329 561

19.5. North West Neighbourhood House Network



NorthWest Neighbourhood
House Network Inc.

ABN 86 927 229 562

Networker: Shirley Young
43A De Carle Street BRUNSWICK
3056
Telephone: 03 9386 0782 E-mail:

To Whom This May Concern,

This letter is to express the North West Neighbourhood Network's support for the Pedalling Fruit Pickers (PFP) project.

The NorthWest Neighbourhood House Network represents 19 Neighbourhood Houses and Learning Centres in the cities of Hume and Moreland.

Neighbourhood Houses provide a broad range of affordable educational and recreational programs and opportunities to volunteer in local communities. As well as their organised activities Houses provide local residents with support, information and referral to other services. Their programs and activities develop in response to local needs using community development approaches.

The Network has a determined commitment to developing collaborative working relationships and the capacity to participate in shared program initiatives. Recently the Network undertook two joint program initiatives – one being a state government funded project to promote alternatives to gaming as leisure activities and to highlight issues associated with Problem Gambling in a number of locations in Hume and Moreland. Secondly, an extensive rollout of playgroups and parent education groups has been undertaken in Hume funded with Federal monies under the initial auspice of the Network and now managed by a member House.

Additionally Houses in each LGA often work collaboratively as a cluster in partnership with local government. For instance, within the City of Moreland the seven Houses are currently working with the Council in a Volunteering project initiative that aims to explore, map, promote and support volunteering and civic participation in the city. The Network of Houses is thus well placed to support the FPP.

The PFP project clearly addresses a number of community needs: redirecting unused resources; increasing availability of healthy food; utilising and promoting sustainable transport and providing opportunities for volunteers and enhanced social connectedness. The PFP project brief also creates the potential for Neighbourhood Houses from our Network to implement similar environmentally sustainable strategies within their own communities. This project has the capacity to create ongoing community benefits as it involves organisations such as Neighbourhood Houses that are good bases for a range of local community strengthening activities and are particularly strong platforms for volunteering activities.

Should the project application succeed the Network can offer support by providing promotion opportunities, local knowledge and contacts and helping to extend the reach of the project through inviting participation of a number of member Houses. Several Houses in Moreland have had preliminary discussions about this project and are excited by its potential. A number of local volunteers have been recruited by these Houses to undertake some mapping of local neighbourhoods in preparation for the Project.

We have pleasure in offering our support for this innovative approach.

Please contact me on (03) 9386 0782 should you seek further clarification.

Sincerely,

Shirley Young
Networker
23 June 2008

19.6. CERES Community Environment Park



23 June 2008

26 JUN 2008

To Whom this May Concern,

I write this letter to show CERES support for the proposed Pedalling Fruit Pickers project.

CERES (the Centre for Education and Research in Environmental Strategies) is a community environment project located beside the Merri Creek in Brunswick. We aim to foster awareness and action on environmental and social issues affecting urban areas. The site has displays and functional demonstrations on a range of environmental issues to show just what can be achieved at household, community and global levels.

CERES strongly supports projects such as the Pedalling Fruit Pickers, that focus on bringing food localization initiatives into the realm of the community. Through increasing local food supply, we can decrease our dependence on food with high associated greenhouse emissions.

Based on our knowledge of the Moreland and Darebin communities around CERES, there are many residents with excess produce that could participate in such a project should it get off the ground.

CERES would be happy to offer in kind support of providing meeting spaces and some publicity assistance for the project.

Please contact me on 0402 166 015 should you seek further clarification.

Sincerely,

A handwritten signature in blue ink, appearing to read "Chris Ennis", is written over a large, faint green circular logo that is a larger version of the CERES logo.

Chris Ennis
Manager
CERES Farm and Training Programs
chris@ceres.org.au

Cnr Roberts and
Stewart Streets
Brunswick East
Victoria 3057

Telephone:
03 9387 2609
03 9387 4472

Facsimile:
03 9381 1844

Email:
ceres@ceres.org.au

Website:
www.ceres.org.au

19.8. Moreland Community Health Service

In good hands...
In good health



Moreland Community Health Service Inc.

www.mchs.org.au

ABN 24550946040

Values: • Passion • Responsibility • Integrity • Diversity • Engagement

To Whom This May Concern,

With this letter, Moreland Community Health Service (MCHS) would like to show its support for the Pedalling Fruit Pickers Project.

Access to nutritious foods is one of our organisational Health Promotion priorities. Access to healthy, affordable, culturally appropriate and safe food is a fundamental human right. A 2007 MCHS study, however, showed that many Moreland residents do not enjoy such access to food. These people are at greater risk of poor health. We have developed the Moreland Food Access Project in response to this issue, involving the development of a number of activities and projects.

We fully support the Pedalling Fruit Pickers project as a complementary food access project in the City of Moreland. Not only will this project divert excess produce to those who need it the most but it will also reduce food waste, a major environmental issue.

Food production, consumption and waste accounts for 28.3% of household greenhouse gas pollution, 45.9% of household water use and 48.8% of the overall household eco-footprint (Australian Conservation Foundation 2007). This exceeds the impact of all household electricity use, water use and transport contributions to these environmental issues, yet little attention has yet been paid to reducing the impact of food.

The Moreland Food Access Project encourages growing produce at home. The Pedalling Fruit Pickers Project works to ensure that produce grown at home does not go to waste. Together these projects complement one another to ensure that more food is produced locally and excess is not wasted (creating environmental issues) but distributed to those in need.

For any further details or clarification, please contact me on the details provided below.

Sincerely,



Christine Armit
Health Promotion and Research Manager
Moreland Community Health Service
03 8319 7419
ChristineA@mchs.org.au