

# Content Writer



## CONTRACT BRIEF AND ROLE OVERVIEW

YFM's mission is to 'to grow and nourish the next generation of food champions, empowering young Australians with the tools, knowledge and networks to create impact on food issues.' This is achieved through the [YFM digital library](#) and through aligned events occurring in five chapters around Australia.

A content writer is sought to create written content for a digital toolkit '*The Salvage Supperclub Toolkit: Chapter Edition*.' The information to be included has been guided by YFM's co-leaders and National Leadership Team, as detailed below. We will work with an illustrator to display the produced content in an accessible and inviting manner.

**Working title:** *The Salvage Supperclub Toolkit: Chapter Edition*

**Tagline:** Get together, cook together.

**Description:** This toolkit will guide young millennials through the process of organising, hosting and evaluating 'Salvage Supperclub' events. Salvage Supperclub is a novel behaviour change program crafted by YFM which addresses root causes of food wastage in urban and regional millennials (~18-25). We're all about getting a bunch of mates/ neighbours/ anyone that eats to meet up with an ingredient that's been lurking in their crisper or pantry and cook up a foraged feast collaboratively, without the stress or pretentiousness of a formal dinner party.

**Pay rate:** \$1,330 (including GST)

### Deadlines and feedback:

- **1st Draft:** 14 November, 2021
- YFM to review and provide feedback within week
- **Final Draft:** 27 November, 2021

**Audience:** Young millennials (age 18-25) interested in reducing their food waste.

**Style/tone:** Informal with food puns- see [YFM website and blog](#)

Movement, development, transformation. Emboldening, empowering, supportive. Youthful, positive, energetic

**Format:** Downloadable pdf booklet (illustrator designed) and individual blog posts. Stand-alone components would be ideal for this, ready to pass to the illustrator..

**Length:** No set length, but succinct and to the point.

**Content owner:** YFM will be the owner of content, with the permission to reproduce. We will be happy to include a by-line if you desire.

**Content examples:** [SpoonLed Online Handbook- Love Food Hate Waste](#) (request access)

### Outline:

The toolkit will include fully templatable resources with topics ranging from hosting skills, budgeting, marketing, cooking tips, project management, content capture and evaluation methods. This will increase capacity within the YFM community, while building upon previous work. This resource will also be available online for those beyond YFM's current networks, therefore achieving wider reaching benefits.

The below is a list of what to include, but is not prescriptive or exhaustive.

Topic	Content to be included
Introduction	<ul style="list-style-type: none"><li>• What Salvage Supperclub is</li><li>• Why- food waste, social connection post COVID-19, building upon skills learnt in lockdown e.g. sourdough</li></ul> <p>Salvage Supperclub is a collaborative cooking campaign that's about empowering young people with basic cooking skills and celebrating cooking as a fundamental gateway step towards young people reducing their household food waste</p> <p>A Supperclub is a get-together with a difference. A group of friends gets together, each bringing a random ingredient from their fridge. Together they tackle the challenge faced by generations before them: how to make a meal based only on what you've got. We have a recipe for success and we want to share it with you.</p> <p><b>Why is it needed?</b></p> <p>Our target audience are young people who identify as curious consumers. The average Australian millennial wastes \$5,977 in food every year, which is costly for their pocket and our environment. By championing community connection and collaboration as a means to easy, healthy, waste-free eating, we engage young adults at a unique time in their life to influence food behaviours.</p>
How to prep	<p>Intro to section</p> <ul style="list-style-type: none"><li>• Aim to have 2 hosts to organise- recruit a friend to help you</li><li>• Pick a date and location</li><li>• Initial fear may be not well enough equipped, but may not need as much equipment and facilities as you think!</li><li>• Not just the kitchen, can use other spaces e.g. outdoor spaces. Also salads don't necessarily need cooking</li><li>• To keep dishes to a minimum, serve straight out of the wok or sandwich press</li></ul>

	<p>Checklist template- Location considerations</p> <ul style="list-style-type: none"> <li>• Equipment and facilities- electric wok, panini press, microwave, toaster</li> <li>• Couple of chopping boards and few knives, wooden spoons and basic plates and cutlery- check out op shops or get people to bring their own</li> <li>• You may also like to consider storage space!</li> </ul> <p>Stock pantry for success- Checklist of staples to have on hand</p> <p>Make sure you have some long life staples so that you can bulk out the meal even if everyone brings similar things. These include:</p> <ul style="list-style-type: none"> <li>• Couscous, risoni pasta, or corn as quick-cook carbs</li> <li>• Oil, vinegar, salt, pepper, honey</li> <li>• Cheese and/or tinned beans, chickpeas, lentils, or MSC certified fish</li> <li>• A couple of veggies</li> </ul> <p>Or use content from:</p> <ul style="list-style-type: none"> <li>• <a href="#">Lodawg Kitchen's 9 Pantry Essentials</a></li> </ul>
How to invite your friends	<p>Intro to section:</p> <ul style="list-style-type: none"> <li>• We have a recipe for success and we want to share it with you.</li> <li>• Rationale: behaviour change is easier and longer lasting when you are part of a community of people who are open to sharing experiences and who are 'in it together'.</li> <li>• Aim to invite a minimum of 5 friends (restrictions pending). Include those that are natural 'take charge' types and those more happy to go with the flow- they pair well together!</li> <li>• Give your event a good name- perhaps alliteration or a pun!</li> </ul> <p>To include in the sample invitation template:</p> <ul style="list-style-type: none"> <li>• A Supperclub is a get-together with a difference. A group of friends gets together, each bringing a random ingredient from their fridge.</li> <li>• Together they tackle the challenge faced by generations before them: how to make a meal based only on what you've got.</li> <li>• Ask everyone to bring items that are being neglected, in danger of going bad or are beyond their sell-by date. Items like: carrot greens, limp herbs, the stalk and outer leaves of cauliflower, bruised fruit, stale crackers, etc. (Things not to use: expired meat, milk, or items covered in mould.)</li> <li>• Have your friends bring their items over a few days before the dinner.</li> <li>• For friends who might not want to cook, they can help with other things, like washing up, DJing, decorating or setting the table</li> <li>• A reminder to bring a take-away container for leftovers</li> </ul>

<p>Problem solving or follow up invitation/discussion</p>	<p>Intro to section</p> <ul style="list-style-type: none"> <li>● Cooklucks are like attending a cooking class without breaking the bank- you learn new things, you're with friends and there's no teacher to break up the conversation- you just chat and learn along the way</li> <li>● You may have some friends who are more hesitant. Here are some strategies</li> </ul> <p>Q+A of suggested issues/ setting expectations</p> <ul style="list-style-type: none"> <li>● What if people bring too much of one thing → set a theme e.g. bring stuff for pasta</li> <li>● Being stuck with washing up → set expectations prior that everyone helps clean up after. Or ask people to bring your own actual plate, cutlery, and they can bring this home to wash</li> <li>● Friends not receptive to eating past-its-best food → feel free to use the images in this toolkit to show what can be done</li> <li>● "I'm not an expert/I don't want to be a leader! Friends might expect that of me though!" → Set expectations that we're all here to learn from each other, not one person. Once everyone breaks up into mini groups, they're in charge of how they want to create that dish. e.g. in a group of 5 people, 3 people might work on the cooked main, and the other 2 people will take care of the salad or a cold side.</li> <li>● Uncertainty about particular ingredients being brought, not being taught beforehand how to use them → Make it clear this is part of the point (expanding your repertoire) and learning from each other. Even if in doubt about using an ingredient, bring it anyway</li> <li>● Friends might not want to cook → Either don't invite these people, or give very resistant people other things to do eg. bring the booze, or be part of the cleanup team, the DJ and table setter.</li> </ul> <p>Checking food is ok checklist- can use content:</p> <ul style="list-style-type: none"> <li>- <a href="#">The Easy Way To Tell If Something Is Still Ok To Eat</a></li> </ul>
<p>On the day</p>	<p>Intro- set expectations on how to salvage</p> <ul style="list-style-type: none"> <li>● Use this opportunity for your friends to ask and answer questions about any uncertain ingredients (whether it's a browning carrot that may simply need peeling, or an ingredient people haven't cooked with, or just sharing some cooking tips. This is where lots of good pointers and food waste tips will naturally flow out without you having to "teach"</li> <li>● Break into pairs to work on 1-2 dishes. This way people get a say on at least 1 dish and also prevents the "too many cooks" vibe. e.g. one person/group may make a salad, while another person grills something in the sandwich press and another pair make something with the electric work, microwave or toaster. One or two people are on clean-up</li> </ul>

	<ul style="list-style-type: none"> <li>● Encourage people to use Google or just “give it a go” rather than asking you if things “go together”</li> <li>● Check everyone has basic knife skills, and if not, quickly show them the claw method (link)</li> <li>● Tell people they can utilise whatever is in your fridge/pantry and post-it-note anything that you don’t want them to use</li> </ul> <p>Checklist of setting expectations</p> <ul style="list-style-type: none"> <li>● It’s not a cooking class, and it’s a creative space, so feel free to test things. Also if you don’t want to be leading and directing, just give people permission to take charge in their mini groups without having to ask you</li> <li>● Clarify that you don’t have to use everything, but focus on the stuff that needs using the most</li> <li>● Check dietary requirements and let people know to keep allergens separate (eg. in a dipping sauce)</li> <li>● Also make sure people can say if they really hate any particular ingredients, e.g. coriander. This can either be an opportunity to chat about alternative ways to cook it, or a flag to separate it out)</li> <li>● Set a rough timeframe so people don’t think of overall time consuming ideas which prevents eating (e.g. no more than 1 hour)</li> </ul>
Cooking	<p>Can incorporate existing YFM content:</p> <ul style="list-style-type: none"> <li>● <a href="#">How to cook any meal without a recipe - the first step</a></li> <li>● <a href="#">How to make stuff taste good, without a recipe</a></li> <li>● <a href="#">How to make a recipe faster, tastier, and better for you</a></li> <li>● <a href="#">How to simplify and tweak recipe ingredients to what you've got</a></li> <li>● <a href="#">5 super flexible template meals</a></li> <li>● <a href="#">How to stock your kitchen so you can cook without a recipe</a></li> <li>● <a href="#">5 simple ingredients to elevate your flavour game</a></li> <li>● <a href="#">Snacks from scraps</a></li> <li>● <a href="#">How we made lunch at work awesome, by saving food</a></li> <li>● <a href="#">The Best Ways To Upcycle Your Leftovers</a></li> </ul> <p>Checklist of ideas to make</p> <ul style="list-style-type: none"> <li>● Pasta or pasta bake</li> <li>● Pizza- can be creative with the base</li> <li>● Salad - they can be warm!</li> <li>● Quick-roast</li> <li>● Stir fry</li> <li>● Frittata</li> </ul>

	<p>Pretty much any sad veggies (or fruit!) can be rescued magnificently by pureeing or mashing. Simply cook until soft, blitz and smash, and you have a veggie smash that becomes pure kitchen gold (one of our faves is roasted red pepper smash). Add some hum to your hummus, some zip to your dip, some body to your soup, stew or curry. Fill up your sangas, bulk up your muffins, pancakes and scones. The possibilities are endless.</p> <p>List- What can I do in the sandwich press?</p> <ul style="list-style-type: none"> <li>● Grilled veg e.g. sweet potato, eggplant and zucchini</li> <li>● Roseti- just place mounds of grated potato on a well-oiled sandwich press, sprinkle over salt and aunty other woodsy herbs like rosemary or thyme, drizzle a bit more oil and let sizzle away for 10-15 minutes or until golden and crunchy</li> </ul>
Eating	<p>Intro</p> <ul style="list-style-type: none"> <li>● Document your work- you can create a cool table setting of ingredients and take a before and after</li> <li>● If halfway through the meal you can see you're going to have far too many leftovers, concentrate on finishing off the stuff that won't last (like lettuce-based salads that have already been dressed) or freeze well if no one can take leftovers. Use this opportunity to start a conversation about creative ways people could use the leftovers</li> <li>● Jot down any winning recipes before you forget</li> </ul>
Fun environments	<ul style="list-style-type: none"> <li>● Need some icebreakers to lead into the food waste convo</li> <li>● Consider music and decorations</li> </ul>
Following up	<ul style="list-style-type: none"> <li>● Share photos you can send to people after to keep them inspired</li> <li>● Perhaps have as a regular rotating thing</li> <li>● Tag YFM in social posts</li> <li>● You will add to a set of inspiration from others</li> <li>● We would love to hear how you go- use these evaluation tools (YFM will provide)</li> </ul>

**Contact:** If you're interested in this, please send through your Resume and Expression of Interest (EOI) to us! Include a brief description about you - your experience, past work, and why you think you'd be a good fit. Please email the above information (as PDFs/Word docs) to [hello@youthfoodmovement.org.au](mailto:hello@youthfoodmovement.org.au)

## **Additional information**

Salvage Supperclub is a collaborative cooking campaign that's about empowering young people with basic cooking skills and celebrating cooking as a fundamental gateway step towards young people reducing their household food waste

A Supperclub is a get-together with a difference. A group of friends gets together, each bringing a random ingredient from their fridge. Together they tackle the challenge faced by generations before them: how to make a meal based only on what you've got.

We have a recipe for success and we want to share it with you.

Our target audience are young people who identify as curious consumers. The average Australian millennial wastes \$5,977 in food every year, which is costly for their pocket and our environment. By championing 1 community connection and collaboration as a means to easy, healthy, waste-free eating, we engage young adults at a unique time in their life to influence food behaviours. Salvage Supperclub will reach an estimated 500,000 millennials digitally each year, with opportunities for a deeper, physical engagement with over 500 young people.