



YOUTH FOOD MOVEMENT

# ANNUAL REPORT

2015/2016



**YOUTH FOOD  
MOVEMENT AUSTRALIA**

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# LETTER FROM ALEX



## **Putting it out there: my guess is that you're reading this because you give a shit about food.**

You have an inkling that the way we grow, make and eat food isn't serving us the way we had planned. And we, as an movement, agree with you.

Australia is a land of plenty, blessed with a rich food tradition and epic capacity to grow. But as we make our way into the 21st century, we're realising that the methods that have served us in the past will no longer serve us in the future. We could be doing better. And we need to do better.

In 2016/17, the Youth Food Movement has placed itself at the epicentre of an Australian movement to build a healthy, sustainable, thriving food system. Our work has:

- 🐟 Directly engaged over 91,000 people, both in Australia and internationally
- 🐟 Supported over 245 volunteers and young food leaders across the country
- 🐟 Raised \$580,364 in seed funding from the Vincent Fairfax Family Foundation

It's been a huge year for us as a movement. The organisational equivalent of moving out of home. We've said goodbye to some things we've always done, and hello to new ways of approaching our mission. This report outlines the results of some of those new approaches and why we have so much hope that young people can be the leaders and drivers of change in our food system.

We want to work with people, communities and organisations who have the foresight to know that action today is going to save us in the future. If reading this report gets you fired up. I want to know who you are and I want you to call me because I want to work with you.

We don't have time on our side, but we do have smarts and hearts. Get in touch, let's get this ball rolling.

Enjoy!

Alexandra Iljadica, Co-Founder and CEO

# About Us

**In a nutshell, the Youth Food Movement exists to grow a powerful tribe of trailblazers to unbreak the food system.**

Our vision is for a healthy and secure food future. Simple as that. Our work has two core objectives:



## FOOD LITERACY

TO BUILD YOUNG PEOPLE'S  
KNOWLEDGE, SKILLS AND  
EXPERIENCES AROUND FOOD

## PARTICIPATION

TO INCREASE YOUNG PEOPLE'S  
PARTICIPATION IN AUSTRALIAN  
FOOD AND AGRICULTURE

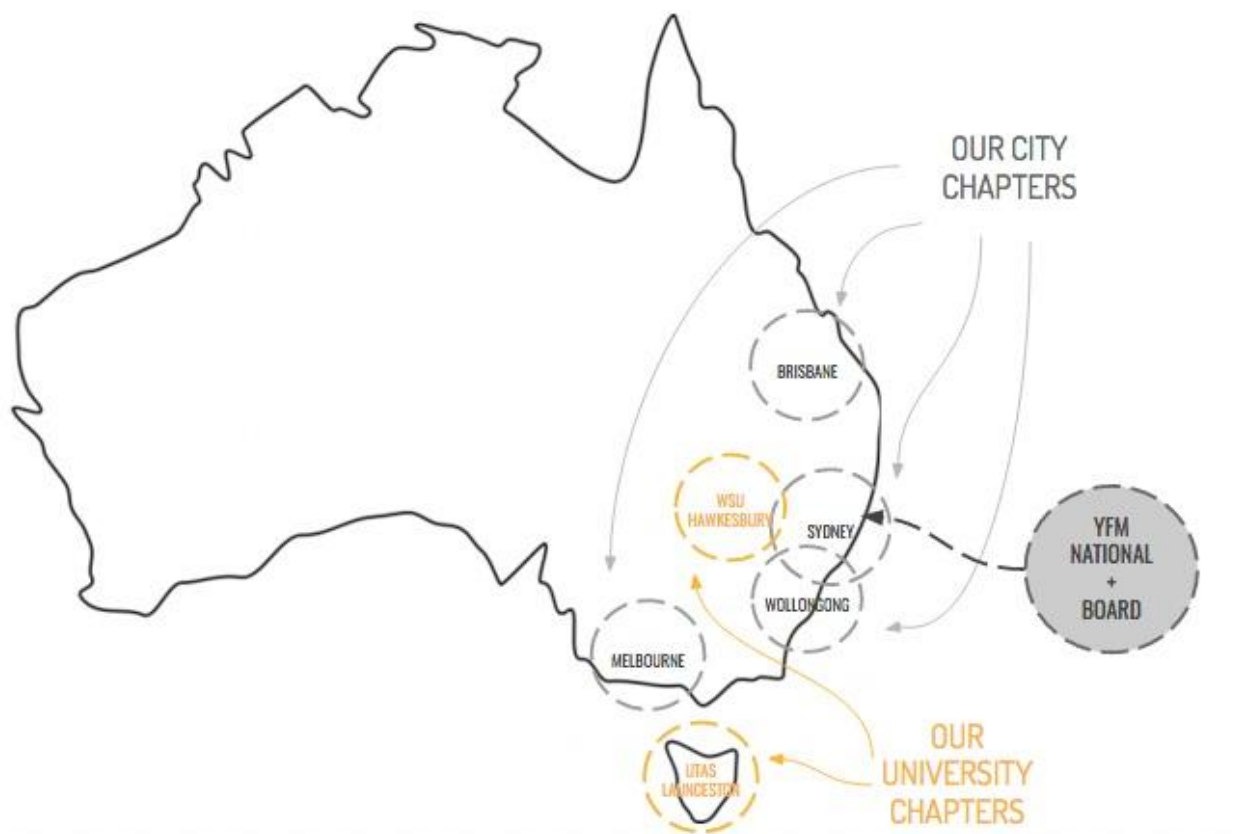


## Our Story

**Over the past 5 years, the Youth Food Movement (YFM) has grown from its humble beginning as two students doing a nutrition assignment in Wollongong, to a national movement of young people who share a vision of a better food future for Australia.**

In 2011, YFM's student founders Joanna Baker and Alexandra Iljadica held a simple dinner at The Commons in Sydney. Inspired by the opportunity they saw to change the way we grow and eat food, and fired up about the power of young minds to create solutions to big problems, they covered the tables in brown paper, handed everyone a pen, and asked them to scribble an answer to a simple question: *'what is it about our food system that keeps you up at night?'* That evening, the idea for the Youth Food Movement was born.

## OUR STRUCTURE



YFM's structure has evolved and developed to respond to the growth of the movement, and is based on the dual acknowledgement of local expertise and the need for YFM to adapt differently to different surroundings. YFM's structure operates along the following lines:

### YFM NATIONAL

...runs activities and partnerships of national significance or that cross local borders with the goal of connecting consumers with other parts of the food supply chain. YFM Australia also provides management, logistical and administrative support to the chapters and facilitates sharing of ideas and best practices.

### YFM CHAPTERS

...run projects, activities and events to reach young people in their communities and help them to transition through the various stages of awareness described in our funnel – from curious to informed, from informed to engaged, and from engaged to influential.

# OUR VALUES



## COURAGE

We believe that wicked problems need wicked courage. We see our comfort zones for what they are, something to keep us safe and in one place. We're about recognising our everyday human fears and finding the part in each of us that can help us step beyond them.

## EMPOWERMENT

Creating change is gritty work, so we believe in cheer squads. Our job is to back our community, propel them forward and champion them to the world. We empower each other to find our groove, grow our skills and give each other a leg up as we go out to tackle the big wide world of food.



## COMMUNITY

We believe in the power of many hands, hearts and minds. Creating and celebrating community gets us out of bed everyday because we know that nothing beats the incredible richness of connection, experience and smarts that come from finding your people.

## REALNESS

We bring our humanness to work. We're interested in what's happening at the core of things rather than simply what they look like on the surface. We embrace the inherent messiness and imperfection of life, knowing that being real and true to ourselves is the best way to connect with others and share the untold stories of Australia's food system.



## CURIOSITY



We ask questions. Curiosity powers our work, because we know you can't make something better without understanding it first. It pulls us into deep conversations, makes us open to new voices, demands we ask big questions and teaches us that most important questions will always have a whole ocean of answers.

## YOUTHFULNESS

We wear our youth with pride. We approach food issues with incurable optimism, a love of new ideas and unabashed energy. It means we push boundaries and challenge the status quo, because we know our investment today is going to create long-lasting change that we'll see in our lifetime.







A photograph of a man with dark hair and a beard, wearing a black t-shirt, holding a large, three-piece cardboard sign. The sign has a hand-drawn message in black ink. The first line reads 'ADOPT A' with a small cow head on the 'A' and a cow print on the 'O'. The second line reads 'COW AND' with a cow print on the 'O'. The third line reads 'FRIEND A FARMER' with a cow print on the 'A'. The man is standing on a brick-paved sidewalk in an urban setting. In the background, there are modern buildings, including one with a large yellow 'M' and another with a large pink 'M'. To the right, another person wearing a white cowboy hat and a blue and white striped shirt is partially visible. The photo is framed by a white border.

ADOPT A  
COW AND  
FRIEND A FARMER

# OUR WORK ON THE GROUND

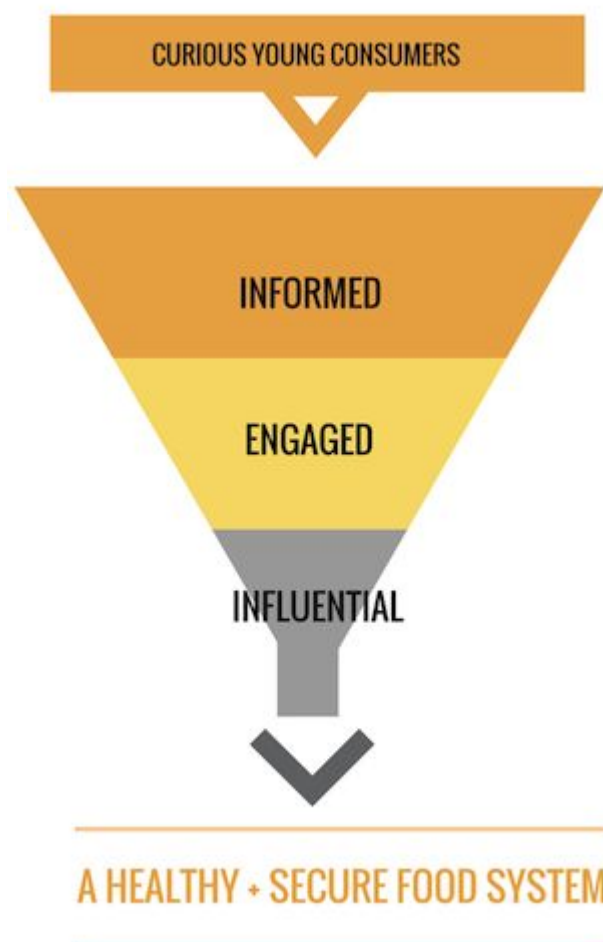
**We know that everyone's relationship to food is different, and a deeply personal one.**

Our individual tastes, consumption habits, and traditions are typically deeply held and hard to change. But we also know these consumption patterns and behaviours are formed when we are young. This makes the act of engaging young people an incredibly powerful agent for change.

## **WHO WE TARGET**

YFM targets young adults, aged 18–35 through the combined efforts of our national body, local chapters and volunteer networks. We provide targeted activities to support young people transition between different states of awareness and engagement with our food system – from being curious to informed, from being informed to engaged, and from being engaged to influential.

We think of this as a funnel. Colloquially known as the 'FUNnel'. We want to empower as many young people as we can to progress through the funnel and have fun while they're doing it.





# YFM BY NUMBERS

In 2015/16 we:

In June 2016, YFM had 16,705 in our community.

## FACE TO FACE

- Delivered 38 community food education events across the country in Sydney, Western Sydney, Melbourne, Brisbane, Launceston and Wollongong.
- Reached 1,513 young people face-to-face at events
- Represented the voice of young people at 25 public food and agricultural events/conferences with audiences reaching upwards of 3450 people



Jamie Oliver   
@jamieoliver

Brilliant. This Youth Food Movement is taking on [#foodwaste](#) [goo.gl/zhGofC](http://goo.gl/zhGofC) [#foodrevolution](#) @YFMAustralia



9:16 pm · 30 Jun 16

## IN MEDIA

We brought Australian food issues to the attention of:

- 14,933,000 in Australia and across the globe through local and international coverage
- Audiences of Huffington Post, Fairfax's Good Food, ABC News Online, The Guardian, Broadsheet + The Living Room. We were also personally tweeted about by Jamie Oliver himself.

## IN SOCIAL MEDIA

We shared our positive message with social audiences with:

- Our food education posts were viewed 1,384,430 times.
- Our Facebook audience growing by 42%, reaching a total of 11,500 people by January 2017.
- 54,127 Facebook users actively engaging with content via liking, sharing or commenting.
- Our Twitter audience reaching 3746 people, with 9,342,478 tweet impressions total.
- 2851 people signing up as website subscribers to date.

# The issues we're tackling

YFM projects, participants and volunteers alike developed their:



Knowledge of a broad range of issues affecting the Australian food system. These ranged from food waste, climate change, the aging farming population and biodiversity loss, to opportunities associated with native foods, local food markets, innovation and urban agriculture.



Practical skills in food and agriculture including how to cook simple affordable meals on a budget, avoid food waste, grow + harvest vegetable crops and preserve seasonal produce. Participants also learnt vital 'soft' skills in how to communicate with their peers about food issues that matter to them and break down traditional urban/rural barriers through open and honest conversations with growers and producers.

**60% of YFM public events directly showcased members of food producing community, with young volunteer organisers collaborating with 27 small-medium scale growers and 39 food businesses nationally to tell real stories behind Australian food.**


## Case Study:

### SPOONLED | MAR/APRIL 2016

SpoonLed: eat by example was a food waste avoidance and leadership initiative hosted by YFM in March-April 2016. Targeting 18-24 year olds, and adopting a train-the-trainer format, the SpoonLed initiative equipped a community of young leaders with the tools, skills, confidence and self-efficacy to adopt food waste avoidance strategies in their own lives and to champion food waste as an environmental issue amongst their friends and family.

Over 50% of participants reported gaining confidence around broaching the issue of food waste and its environmental impact in conversations with their family, friends, housemates and work colleagues as a result of participating, and 16% of participants hosted their own independent 'sate-light' food waste avoidance events, 'TeaSpoons' with their friends post-event.

*"I didn't understand until today how much food is actually going to waste. Some of the numbers I saw are atrocious. I can't believe we are throwing out that amount of food, we spend less to fund our army! It's really shocked me into acting"*



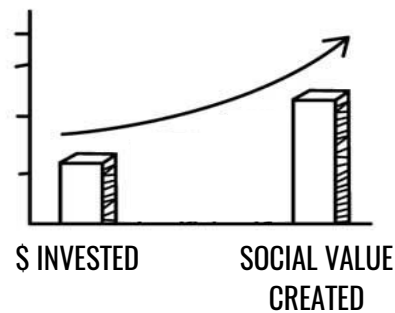
**“At YFM, not only have I made friends for life but I feel lucky everyday to work with such an inspirational and dedicated group of people. I feel my ideas are heard and built on and that I can have a real, constructive position in shaping the future of food for young people in Australia”.**

**Angie, Sydney**



# OUR SOCIAL IMPACT

In 2017, YFM completed a social return on investment calculation. We found that for every dollar invested in YFM, we return a social value of \$7.11



**\$7.11 return for  
every dollar  
invested**

Our social value is generated through two areas of our work. Young people who are touched by YFM's work have increased levels of:

## **PARTICIPATION**

### **This means:**

- > They buy more from local and sustainable sources
- > They create more connected, cohesive communities
- > They gain skills and employment through their involvement

## **FOOD LITERACY**




### **This means:**

- > they make healthier food choices
- > they eat from healthier sources
- > they waste less food

Our Social Return on Investment calculation is done to the best of our knowledge, using assumptions that we believe are realistic as a result of our engagement with the YFM community and the information that we have gathered through surveys of our communities and event volunteers. It was developed through a workshop with consultants from Bain & Company using established Social Return on Investment methodology.

# CREATING FUTURE FOOD LEADERS

Empowering young people to become active participants in the Australian food system is a core to our work. Our volunteer and leadership programs provide pathways for young people to step into leadership and active participation to change that system for the better.

- Over 245 volunteers have donated an estimated 8700 hours around the country
- The top three reasons young people volunteered with YFM:
  -  **Community** | To be a part of a community of like-minded young people who share their passion of food.
  -  **Learning + education** | To learn about how food and food systems work in Australia and understand what solutions they can be a part of + contribute to
  -  **To give back** | To be a part of the solution to challenges we face and to contribute something meaningful to the world.
- Volunteers develop a rich array of professional skills during their time at YFM. The top three skills volunteers identified as learning were:
  - > Professional project and event management skills
  - > Experience in volunteer engagement + management
  - > Confidence in their communication + interpersonal skills

**“Two major skills I’ve got out of being a YFM volunteer are organising skills: of people, of time, of people’s time, and of an event with 50 people. And people skills: how to talk to people from different backgrounds and educational levels, gaining confidence in this, and communicating across different channels”**  
- Megan, Western Sydney

- In 2015/16, YFM delivered 12 online and face-to-face youth leadership training workshops, upskilling volunteers with targeted community organising skills. Workshops spanned how to promote and market events, project design and management, principles of behaviour change, volunteer motivation and engagement and ideation.

**"Volunteering as part of YFM has allowed me to join a community of passionate, kind, like-minded people who are looking to change how young people think about our food system. I've learnt about so many amazing things that are happening in food and agriculture across Australia, and have seen what YFM can do to create change."**

**- Charlie, Brisbane**

The impact of YFM's volunteer program can be seen in the wide array of graduating volunteer alumni who now boast an impressive array of jobs in food and agriculture. Alumni span diverse fields, where their understanding of community organising in food informs their burgeoning careers in media and journalism, food production and farming, agribusiness, catering, hospitality (cafes and restaurants), social entrepreneurship, food charities, nutrition, public health, urban planning, academia and advocacy.

### **Case Study**

Rebekkah joined YFM as Brisbane's founding co-leader in 2013 and has been YFM's longest serving chapter leader. Organising YFM's first Reel Food Night event, Rebekkah met James, with whom she has consequently founded Brisbane's first eco-friendly cleaning business. In 2017 they are growing their business to offer urban agricultural services and foster backyard food production in small homes and apartments.

**"Jo and Alex [YFM's Directors] took an idea and turned it into reality. That singular part of the whole story has inspired me to turn my own crazy ideas into a reality and I now understand what it's like to follow my dreams. YFM and the whole gang has impacted my life and literally changed it forever. For this I can never thank you enough. The lessons, skills, experience and friendships I have gained through YFM can never be valued."**

**- Rebekkah Daw**







“Since interning with YFM my relationship with food has changed considerably. I am now happy to eat avocado, tomato, cucumber and zucchini, in fact I’m quite happy to try anything new, whereas previously I had never really even tried these foods before. Since engaging in conversations with people who care about food...I have become so much more open to hearing about other foodie things and the difficulties facing our current food system”

Amy, Sydney

# OUR FINANCIAL REPORT

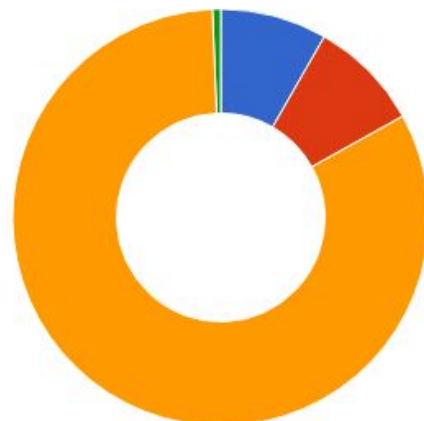
In 2015-16, the Youth Food Movement ran 38 events and directly engaged over 91,000 people to use the power of community to create a more sustainable food system. Our success and impact this year is largely due to a three-year grant from the Vincent Fairfax Family Foundation. This investment has provided us the space to test and learn, allowing the organisation to establish core foundations from which we can secure and scale our social impact for Australian food and agriculture.

This year we invested in 5 strategic priorities to grow our reach and impact:

1. Grow YFM local chapters to capital cities across Australia
2. Improve impact of and engagement with volunteer program
3. Increase our digital community to 50,000 people by 2018
4. Deliver high-impact partnership projects benefiting the community
5. Future-proof the organisation

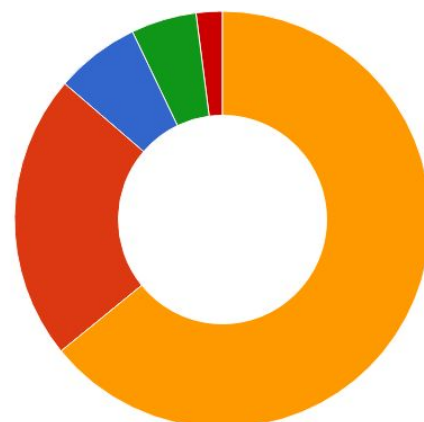
## REVENUE \$348,167

Event Revenue	8.3%
Fee for Service	8.6%
Philanthropy	82.4%
Other Income	0.6%



## EXPENSES \$331,378

Community Programs	64.1%
Digital Programs	22.2%
Marketing	6.6%
Administration	5.1%
Other	2.0%





# THANK YOU

From the bottom of our hearts (and stomachs) the YFM team would like to thank the following incredible humans, without which we wouldn't be here, writing this document, beaming with pride.

Our first thanks goes to **Joanna Baker**, YFM's co-founder, to whom we said farewell in 2016. Without Jo's incredible heart and mind we simply would not be here today. Jo's vision, dedication and infinite passion have created this beautiful organisation and will continue to change the face of Australia's food system as she steps beyond the gates of YFM. Jo, thank you.

Thank you to our phenomenal volunteers. Without whom YFM would not be YFM. For their energy, vision, fearlessness and generosity. You inspire us every single day. Thank you especially to our dedicated co-leaders, both past and present: **Bek, Evie, Charlie, Sara, Georgie, Emma, Helena, Tanya, Sophie, Em, Julian, Vivien, Jasmine, Megan, Sophie, Damian, Kylie, Tom, Pat, Nicky, Zoe, Anna, Grace, Alecia, Mel, Amy and Grace.**

Thank you to the following people who have invested their heads, hearts and often their wallets in the work that we do. Your wisdom has given us the confidence to be bold, be wild and have a crack:

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Bill Shorrocks  
Tony Coote  
Adam Jeffrey  
Caitlin Rowe  
Melanie Verges  
Marko Iljadica  
David Hardie  
Annabel Dulhunty  
Jenny Wheatley  
Jessica Flood

Pete Dowson  
Mikey Leung  
Sally Hill  
Yvonne Lee  
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April Brown  
Chris Vella  
Bill Bellotti  
Costa Georgiadis  
Indira Naidoo  
Alice L'Estrange  
Kate Lorrimer-Ward  
Keth McLelland  
Akshay Rai  
Michelle Sewell



And lastly, a massive thank you to everyone who donated to our Crowdfunding campaign. A bunch of legends, all of you.

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Helena Rosebery  
Philippa Naivasha  
Peter Mulcahy  
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Suzie Amman  
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Verity Carolin  
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Jude Yii  
Daniel Llamas  
Gisselle Gallego  
Angela Tewson  
Adenalee Ogilvie  
Jarrod Ormiston  
Francesca Jakin  
Caitlin Rowe  
Bill Shorrock  
Paul Smith  
Kyle Stewart  
Kevin Barker  
Mark Cachia  
Tsung Xu





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