



NOURISH

FOOD COMMUNITY VOICE



STRATEGIC PLAN 2022





We've been feeding Victorians in need for ninety years.

But the last few have forever changed the way we do things. Our organisation has never worked harder, faster or gone further to get food on the tables of vulnerable people.

Even though we are serving up 1.5 million meals a month through more than 450 charities, 1,015 schools, mobile supermarket buses, and Farms to Families regional markets – it's still not enough.

Victoria has evolved and so has our vision.

It's not just about securing 14.25 million more kilos of food over the next four years—an ambitious target that we must achieve. But meeting people where they live, on their terms, with the kind of nutrition they need. We're inspired by them to do better.

Ours is a focused, place-based approach tuned to the needs of the community. Not only at a local and cultural level but delivering what's required street by street. Year after year.

Until everyone has been fed.

Simple.

Dave McNamara,
CEO, Foodbank Victoria



NOURISHING FOOD

OUR VISION

All Victorians have access to nutritious food.

OUR STRATEGY

We will create bespoke community food plans through our Neighbourhood Assessments, allowing us to assist people where they live, on their terms, with culturally appropriate solutions.

We will offer all the ingredients necessary for a healthy meal to every person seeking food by ensuring a continuous supply of high quality, fresh food delivered through our range of programs and charity partners.

We will expand and strengthen our procurement program to recognise the cultural diversity of Victorians.



NOURISHING COMMUNITIES

OUR VISION

Strong communities connected through food.

OUR STRATEGY

We will forge new partnerships and collaborations that help us deliver more healthy food to Victorians in need, no matter where they live, work, learn, or socialise.

We will build large-scale community food centres in Morwell and Ballarat that will transform the face of food relief in those cities and regions while creating new job and education opportunities.

We will strengthen existing relationships with our charity and school partners, to enhance and support their healthy food programs.



NOURISHING VOICES

OUR VISION

Communities have a collective voice to ensure everyone has access to healthy food.

OUR STRATEGY

We will destigmatise, dignify and protect people so they are empowered to share their stories.

We will inspire local action at a community level, creating opportunities for everyone to get involved.

We will engage ambassadors to help share the message, that our communities thrive when they are nourished.

**TO HELP US ACHIEVE OUR VISION,
SCAN TO DONATE. EVERY DOLLAR
DONATED IS TWO MEALS CREATED.**



Or head to [foodbank.org.au](https://www.foodbank.org.au) to find out how you can help in other ways.

