



eat well tasmania

OUR VISION

Creating healthier Tasmanians

OUR MISSION

We create and share the tools and systems Tasmanian's need to eat healthier every day

OUR PARTNERS

We work closely with:

- › Department of Health and other agencies to deliver agreed outcomes
- › People who work across the food system
- › More broadly we work with the general population of Tasmania through our programs and campaigns



STRATEGIC THEMES



Eating Healthier

- Deliver What's In Season 2.0
- Deliver Too Good to Waste Campaign
- Obtain on-going support for What's in Season



Expanding Our Influence

- Maintain strong engagement levels through digital channels
- Play a leadership role in various industry initiatives including Government, Industry & Community
- Complete Market segmentation project



A Thriving Tasmanian Food System

- Embed our website & producer directory as an industry leader
- Contribute to Food Relief to Food Resilience Strategy
- Contribute to research & innovations in local procurement strategies



Connecting with Communities

- Connect & amplify message of eating well through community groups houses/gardens
- Expand the Plate With a Mate campaign through various activations & initiatives
- Community engagement activities with partners- SFM/Family Food Patch/Schools/events/markets

OUR VALUES



Respectful

Inclusive & approachable through respectful interactions with all Tasmanians



Collaborative

Our collaborative approach is through partnering, listening & value adding



Brave

Tackling the big issues and creating bold and brave solutions



Creative

Curious of the problems and creative of the solutions

CONTACT

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EATWELLTAS.ORG.AU @EATWELLTASMANIA





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STRATEGIC THEMES

What we are about

- › An efficient and effective skilled based board
- › Accountable, collaborative and transparent
- › Talented people from diverse backgrounds with development and career progression opportunities
- › Succession planning & retention of IP

Our key focus areas

- › Adopt best practice around governance and board roles & responsibilities
- › Identify new board members from all areas of the state
- › Provide professional development & career opportunities for staff & board members

OUR PEOPLE

OUR ORGANISATION

We work closely with:

- › Department of Health and other agencies to deliver agreed outcomes
- › People who work across the food system
- › More broadly we work with the general population of Tasmania through our programs and campaigns

- › Secure & Increase on going funding from DHHS
- › Align with other organisations to increase revenue opportunities
- › Develop suite of internal policies and procedures to support our business
- › Development of EWT IP and resources to commercialise
- › Aim to secure alternative revenue streams



Eating Healthier

- Deliver What's In Season 2.0
- ✓ Project has been a success and meeting expectations
 - ✓ Seasonal campaign including recipes, seasonal guide, producer story telling
 - ✓ Measured through engagement, impressions via Social media
- Aim: Maintain followship and increase in engagement year on year.
- Deliver Too Good to Waste Campaign
- ✓ Deliver project in line with agreed parameters including launch event (Sept 2023)
 - ✓ 4x video series (PREP SCHOOL; Oops, we bought too much!; Past Its Prime; THE SCRAPPY BUNCH)
- Obtain on-going support for WIS
- ✓ On-going funding for WIS & Project officer to be included as part of Core funding



Expanding Our Influence

- Maintain strong engagement levels through digital channels
- ✓ Maintain followship and aim to increase engagement
 - ✓ Focus on video/reels
- Play a leadership role in various industry initiatives including Government, Industry & Community
- Provide expertise to a variety of industry bodies including
- ✓ CSIRO VISA Group
 - ✓ State Government Food Relief Strategy
 - ✓ Huon Valley Food Hub
 - ✓ UTAS and other research partners
 - ✓ School Food Matters reference group
- Complete Market segmentation project
- ✓ Complete market segmentation project with Claire Bennett
 - ✓ Contribute to UTAS Media research project
 - ✓ Develop an action plan of new opportunities



A Thriving Tasmanian Food System

- Embed our website & producer directory as an industry leader
- ✓ Continue to promote and develop content for eatwelltas.org.au
- Contribute to Food Relief to Food Resilience Strategy
- ✓ Work with State Government & other partners to bring the strategy to life (action plan)
 - ✓ Take a leadership role in forming the Food Security Coalition
- Contribute to research & innovations in local procurement strategies
- ✓ As required support & develop local procurement strategies



Connecting with Communities

- Connect & amplify message of eating well through community groups houses/gardens
- ✓ Strong relationship with various community groups/gardens/houses.
 - ✓ Neighbourhood houses, community gardens, Men's Sheds, Risdon Garden project
- Expand the Plate With a Mate campaign through various activations & initiatives
- ✓ Promote campaign
 - ✓ Run Plate With A Mate Day (FEB 2023)
 - ✓ Partner with organisations to run activations
 - ✓ Attract Commercial support
- Community engagement activities with partners- SFM/Family Food Patch/Schools/ events/markets
- ✓ Strong relationships with TSCA & Families Tas/ Family Food Patch
 - ✓ Activations with Community events/markets- Harvest market, Salamanca, farmgate market
 - ✓ Community events including Home Harvest, Sprout & Agricutured

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