



Final Project Report

Foodbank Meals on Y Waste App – Phase 2

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November 2022

FFW CRC Publication 2022_022



Australian Government
**Department of Industry,
Science and Resources**

AusIndustry
Cooperative Research
Centres Program

The Fight Food Waste Cooperative Research Centre (CRC) gratefully acknowledges the Australian Government's financial contribution through the Cooperative Research Centres program as well as the participants of this project.

This document should be cited as Thong, L. P., & Anich, J. (2022) Final Project Report: Foodbank Meals on Y Waste App – Phase 2. Fight Food Waste Cooperative Research Centre, Adelaide, Australia.

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Industry partner foreword

This project has provided a valuable opportunity to explore the contribution that can be made by technology, in particular an app, in capturing end-of-trading-day food surplus from food service and redistributing it to people in need. This has been a gap in the rescue supply chain to date due to the logistical barriers in servicing SME quick serve businesses. Working with RMIT to put rigor behind our pilot has been very beneficial. The discipline of capturing key learnings from every aspect of the project at every stage of execution has led to us gaining valuable insights into what is truly needed to be successful. Utilising these new learnings, insights and tools, we are looking forward to a third project with new partners for a successful rollout!

Sarah Pennell
General Manager, Foodbank Australia

Executive Summary

The Foodbank Meals on Y Waste project (Phase 2) contributes to reducing the amount of short-life prepared food going to waste from quick serve restaurants (QSRs) whilst also enhancing the reach of food relief activities in, and subsequently nationally in an efficient and effective way. Y Waste is an app facilitating the discounted sale of end-of-day food from QSRs. Y Waste formed a collaboration with Foodbank in July 2018 to extend the app to supplying meals for free to people in need. This project is a collaboration between Foodbank, Y Waste, NSW EPA and RMIT on introducing Foodbank Meals on Y Waste in NSW (with Sydney as pilot location) with a view to going national. This project builds on successful outputs from a previous Foodbank/Y Waste/FFWCRC project in collaboration with RMIT University (Phase 1), which involved 2 design studios that culminated the production and recommendations of branding, marketing campaign, user experience, user interface design and features of the Y Waste app.

This project commenced from December 2020 and concluded in July 2022. During this period, RMIT students conducted user-testing on the Y Waste app, whilst Y Waste implemented UX/UI improvements and introduced new functionalities into the app. A series of marketing collateral pieces were produced in support of ongoing marketing and PR campaigning efforts for QSR and charities onboarding. PR campaigning across several channels via councils, media outlets, social media, charities and speaking engagement/interviews entailed with significant media exposure of the app.

This project's conclusion has paved way for the third phase of this project with formulation of new partnerships and planning underway. Phase 3 will seek to leverage learning gains from this project and leverage new partnerships, the newly improved Y Waste app and developed collaterals to continue our ongoing efforts to deliver a successful national rollout of Y Waste app to address food insecurity across Australia.

Objectives

The objectives of this project were to:

- Enhance the Y Waste app based on recommendations from studio outputs generated by RMIT in 2020 from Phase 1.*
- Plan and execute a state-wide rollout informed by a completed Sydney pilot.*
- Develop education and marketing materials based on studio outputs and recommendations from RMIT from Phase 1.*
- Monitor and evaluate the improvements to and uptake and impact of the app.*

Results

The project successfully adopted selected RMIT studio recommendations from Phase 1 of the project, of which improvements to UI/UX and features were implemented to the Y Waste app. Strategic merchant/charities onboarding plans and social media/external communication strategies were similarly adapted into PR campaigning strategies and associated marketing collateral. The app received significant media exposure through campaigning efforts, which onboarded new charities and QSR sign ups. The Covid-19 lockdowns in NSW significantly disrupted project plans to fully rollout and evaluate app uptake. The project team determined that a major project rescope was warranted in response to significant shift of landscape in the hospitality industry. New partnerships were established to plan and commence Phase 3 with a renewed strategy for further uptake of the Y Waste app.

Next steps

The app Y Waste has now been rebranded to Takerway, committing to being a donation only platform where QSRs can offer meals to be claimed by people experiencing food insecurity. New partnerships have been established for further planning to commence Phase 3 of this project, in the view of increased uptake of the app at national level. Two journal publications are planned for the reporting of combined outcomes of both Phase 1 and Phase 2 of this project.

Project milestones

Milestone 1	Enhancement of App and rollout planning and preparation	Y Waste to enhance existing Y Waste app's user experience and user interface design based on RMIT recommendations from Phase 1. New features were added to the app through this process and deployed to both IOS and Android versions of Y Waste. New marketing collaterals developed for merchants, charities and food recipients based on the best recommendations and RMIT studio outputs from Phase 1. 5 RMIT Digital Media students engaged in User Testing of the enhanced Y Waste app.	Achieved
Milestone 2	Delivery of in-market rollout	New marketing collateral distributed to onboard new QSRs, charities and users. Councils, media outlets, QSRs and charities were approached to promote Y Waste for successful in-market rollout.	Achieved
Milestone 3	Evaluation and adjustment of campaign elements	To conduct evaluations on campaign elements and revise/adjust campaign strategies as appropriate.	Not Completed – Project Rescoped for Phase 3 due to Covid-19 Impact

Project impacts

Marketing collateral and active PR campaigning offered media exposure to the Y Waste app via industry newsletters, council newsletters, media features (websites, newspaper and radio) and social media. Improvements of UI/UX and functionalities of Y Waste app established readiness for further rollout in Phase 3 Project. Whilst Milestone 3 was not achieved due to Covid-19 disruptions, it led to the culmination of new partnerships with OzHarvest, Australian Foodservice Advocacy Body (AFAB), enabling the project team to leverage the network, resources and capacity of new partners to execute rollout plan at an increased scale in the next phase.

IP

The IP generated by the project through the Phase 1 studios (of which selected elements and recommendations have been adapted/implemented into Phase 2) has been granted by the students for use by Foodbank through their collaboration with Y Waste. The CRC is also able to use student works as examples of project outcomes. The students are allowed to use examples of their outcomes in portfolios and self-promotional media, while acknowledging the support from Foodbank, Y Waste and the CRC. Foodbank and Y Waste are asked to acknowledge the contribution of RMIT Design students in the development of this service offering.

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1. PROJECT OVERVIEW

The Foodbank Meals on Y Waste project (Phase 2) contributes to reducing the amount of short-life prepared food going to waste from quick serve restaurants (QSRs), whilst also enhancing the reach of food relief activities in NSW and subsequently nationally in an efficient and effective way. Y Waste is an app facilitating the discounted sale of end-of-day food from QSRs. Y Waste formed a collaboration with Foodbank in July 2018 to extend the app to supplying meals for free to people in need. The app works by connecting QSRs and charities with people experiencing food insecurity. Using codes provided by Foodbank, end users are able to select and claim free meals within the app and pick-up the meals from participating QSRs of their choice.

This project builds on successful outputs from a previous Foodbank/Y Waste/FFWCRC project in collaboration with RMIT University (Phase 1), which involved 2 design studios that culminated the production and recommendations of branding, marketing campaign, user experience, user interface design and features of the Y Waste app. Phase 2 of this project is a collaboration between Foodbank, Y Waste, NSW EPA and RMIT on introducing Foodbank Meals on Y Waste in NSW with a view to going national by:

- **Enhancing the Y Waste app based on recommendations from studio outputs generated by RMIT in 2020, funded by FFWCRC AND NSW EPA.**
- **Planning and executing a state-wide rollout informed by a completed Sydney pilot.**
- **Developing education and marketing materials also based on studio outputs and recommendations from the RMIT.**
- **Monitoring and evaluating the improvements to and uptake and impact of the app.**

Australia is committed to the national target to halving food waste by 2030 in alignment with Sustainable Development Goals (SDG) Target 12.3. The FIAL 2021 National Food Waste Strategy Feasibility Study reported that Australia produced 7.6 million tonnes in 2018/2019, or 312 kg per capita of food waste every year, of which 70% of this is edible. Despite this substantial figure of food waste per capita, food insecurity affects a broad demographic of Australians. The Foodbank Hunger Report (2020) noted that 15% of Australians experiencing food insecurity sought food relief at least once a week in 2019. In 2020, this figure doubled to 31%. The pandemic saw usually vulnerable groups accessing food relief (such as families on low income, the unemployed, single-parent families, the homeless and people with mental illness) needing

increased access to food relief. New groups of Australians (28%) were also finding themselves experiencing food insecurity for the first time since Covid-19 was declared a pandemic.

The MSDI and Ozharvest policy brief (2021) outlined several recommendations for Australia to successfully achieve the SDG Target 12.3 national goal of halving food waste by 2030, two of which in close relevance to this project:

- Scale up food rescue operations across Australia to ensure those in need have access to nutritious food.
- Drive food waste and surplus food up the food recovery hierarchy to ensure edible food waste is avoided, reused or recycled.

The Y Waste app model serves as a strategic and timely solution to addressing the current food insecurity crisis and leverages networks of QSRs and charities to offer quality free meals to people in need, whilst also diverting food waste from landfill. The long-term goal is to achieve increased uptake of the app - creating an expansive network of Y Waste QSRs app users and charity code holders across Australia for easy accessibility of end-of-day food to regular consumers and people experiencing food insecurity. Acting as a technological bridge that connects merchants and charities, Y Waste will contribute to simultaneously address the nationwide food waste and food insecurity issue. This project was planned with 3 major milestones:

Milestone 1: Enhancement of App and rollout planning and preparation

- Y Waste to enhance the current Y Waste app's user experience and user interface design based on RMIT recommendations from Phase 1. New features were added to the app through this process (Section 2) and deployed to both IOS and Android versions of Y Waste.
- New marketing collaterals developed for merchants, charities and food recipients based on the best recommendations and RMIT studio outputs from Phase 1 (Section 3).
- Five RMIT Digital Media students engaged in User Testing of the enhanced Y Waste app, prior to roll out in NSW as pilot testing location. This User Testing cycle was successfully completed in February 2021 as a final validation prior to subsequent app rollout for pilot testing.

Milestone 2: Delivery of in-market rollout

New marketing collaterals distributed to onboard new QSRs, charities and users. Councils, media outlets, QSRs and charities were approached to promote Y Waste for successful in-market rollout (Section 3).

Milestone 3: Evaluation and adjustment of campaign elements

To conduct evaluations on campaign elements and revise campaign strategies accordingly. The Covid-19 lockdowns in NSW in 2021 severely disrupted the hospitality industry and resulted in significant impact to in-market rollout efforts in Milestone 2. As campaigning efforts could not feasibly continue during this extended period of lockdowns, the team made best efforts in progressing this project forward, which led to the culmination of new partnerships with OzHarvest, Australian Food Service Advocacy Body (AFAB). In effort of leveraging combined experience, resources, and networks from these new formulated partnerships, it was determined that a significant variation of this project was warranted moving forward (detailed in Section 6: Next Steps). In view of this, final evaluations of campaign strategy (effectiveness of communication activities) did not commence, but rather, new project scoping and aim was conducted to progress into the next phase of this project with new partners on board. All deliverables completed and learning gained from this project will be fully translated into new developments ahead.

2. Y WASTE APP

2.1 Enhanced Features and Functionalities

The RMIT multidisciplinary design studios from Phase 1 of the Foodbank Meals on Y Waste project (2020) involved active participation of RMIT Digital Media and Industrial Design students in critically reviewing the User Experience (UX) and User Interface Design (UI) features of Y Waste app. Utilising ongoing feedback from lecturers and key stakeholders (Foodbank and Y Waste), students designed and proposed UX and UI design for Y Waste app, with the aims of increasing intuitiveness in the existing app's user-interface for enhanced ease of use and aesthetically pleasing visual design. The final studio outputs of Phase 1 were presented as high-fidelity prototypes. A summary document was also prepared by the RMIT team, which consolidated key insights and ideas from the class for consideration of the next iteration of Y Waste app in Phase 2 of the project.

Phase 2 Funding from NSW EPA and CRC enabled our team to implement several of these studio recommendations, entailing with substantial development improvements on the app by way of UX/UI design improvements and new features/functionalities. Additional improvements (such as feedback forms, push notification – as detailed in subsequent sections) were also made after feedback by current food merchants and Y Waste users. At the early commencement of Phase 2, these improvements underwent user-testing by RMIT Digital Media students and staff in February 2021, ensuring feasibility of the revisions made prior to pilot testing of targeted areas in NSW.

Some key changes deployed in the Y Waste app (both IOS and Android versions) through this project are as follows:

2.1.1 Filter Option – Store Availability, Pickup Time and Special Dietary Requests

A significant improvement implemented to the Y Waste app was the new filter feature, which enabled users to efficiently display listings that were available and relevant to them for improved ease of use. Previous versions of Y Waste displayed all food merchant listings, including ones that were closed (outside opening hours) or had no food in stock for purchase or claims. In Phase 1, RMIT students conducted comparative analysis of apps with similar functionalities such as Uber, Deliveroo etc and conclusively reported that a store/stock availability filter option would be necessary. From a user experience point of view, a filter option to limit display on only what was currently available substantially improves efficiency to the ordering process and prevents instances of frustration throughout the mapped user journey. This feature was deemed high priority, in view of a future national rollout of Y Waste with substantially larger listings of restaurants. As such the change was implemented with a new filter window that enable users to toggle stores that were available on/off, thus displaying only stores that were available to them.

For added usability, this filtering option was expanded to enable users to select a range of pickup time. For context, the pickup time for different listed food merchants in Y Waste varies (the published pick-up times within the app is determined by food merchants themselves, based upon feasible times that worked best for their business). Utilising this filtering option, users are now able to ascertain listings of food merchants that were available during a designated pickup time-range of their choice. This avoids the need for users to manually check pick up times in individual listings and prevent the situation where users inadvertently turn up to locations for meals collection outside the designated time, thus enabling a seamless process for users and food merchants involved.

Another key addition to the filtering option recommended by RMIT students was special dietary requests. Students recommended this option as a means for the app to positively reflect food diversity of the selection of food range offered by Y Waste and its food merchant partners; whilst offering users the option to filter restaurants based on their dietary needs (vegan, halal, allergy requirements) or wants (i.e. current cravings). With the planned increase of restaurant listings in the near future, this was an important addition to the app in anticipation of wide range of food options available to cater to diverse dietary needs.

In addition to dietary requests, the filter also allows display of donated meals. This option is only made available to users that have access to Foodbank meal codes and are eligible to claim free donated meals.

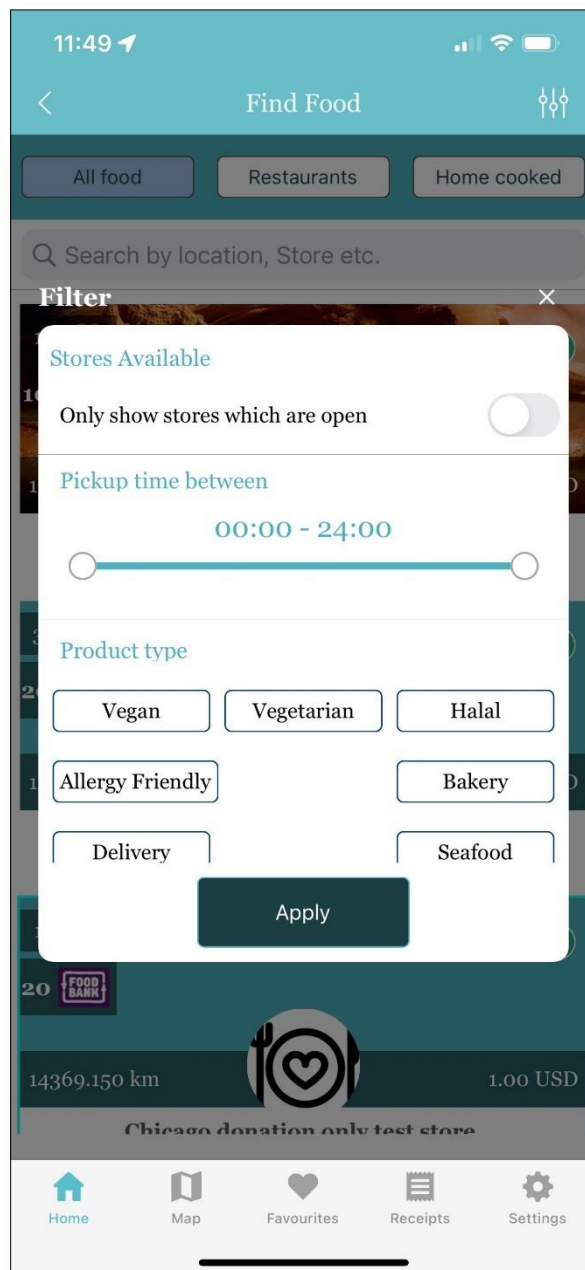


Figure 1 – New filter feature, enabling users to filter listings based on store availability, pick-up time and dietary options.

2.1.2 Foodbank Code

To claim free meals in Y Waste, users were required to enter Foodbank Code (issued by Foodbank or partnered charities) within the app. In the early iteration of Y Waste, the code is added in the settings page. The obscurity of this option within the settings page may not have been noticeable by users in the first instance and provided an added challenge for users who lacked technical proficiency. In early field visits to

charity organisations (2019, Phase 1), charity clients displayed different instances where they struggled with adding codes they received into the app (in which assistance was required to complete the task). For successful uptake of the app among charity recipients, it was essential that this process of adding the Foodbank code was as intuitive and seamless as possible for users to successfully claim free meals to minimise user frustration.

The revised app essentially flipped the process of claiming free meals – users were able to enter Foodbank code at the end of the transaction process. Users would filter and select meals through restaurant listings, decide upon the pick-up time, and at the end of the process - be prompted to add a Foodbank code (if they had one available). This process is similar with typical shopping cart transactions, of which codes such as gift vouchers, discount codes etc were provided by users at the end of the process, thus aiding users who may already be familiar with this same process. The new prompt to add Foodbank code also facilitates users who may lack technical proficiency, or unsure where to input the code.

For users who may wish to only input the code once, they may still do so in the Settings page. QSR and user groups received an updated manual reflecting this change of process in entering codes to claim free meals; and charities were also able to facilitate clients in how the Foodbank meal codes could now be entered into the app through different approaches.

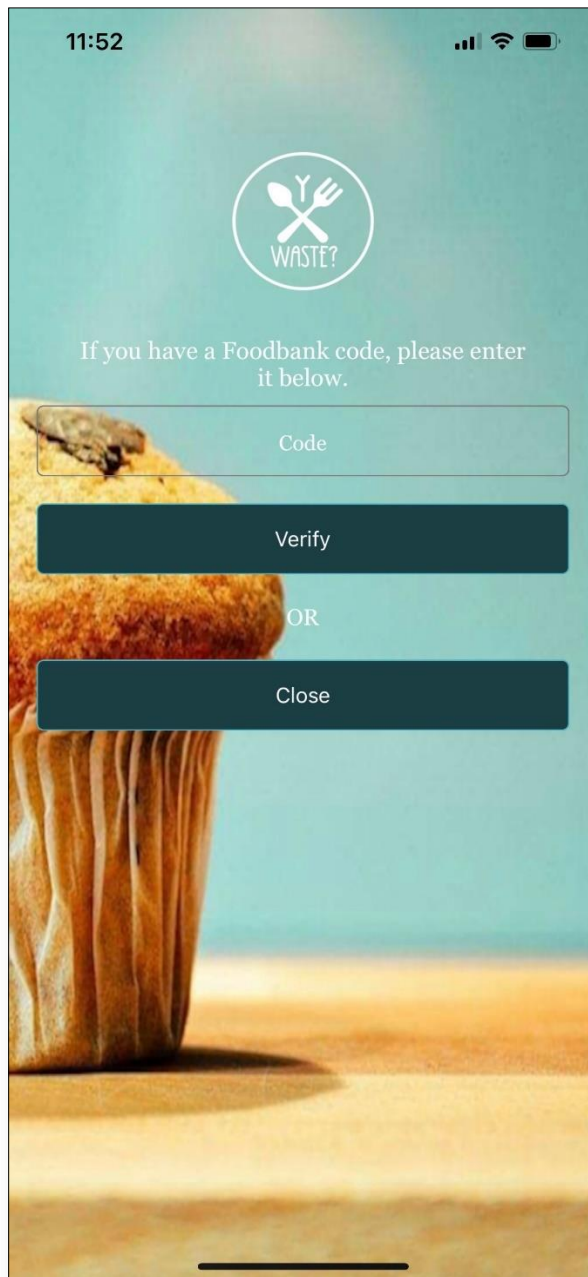


Figure 2 – Users are now prompted to add Foodbank code at the end of transaction.

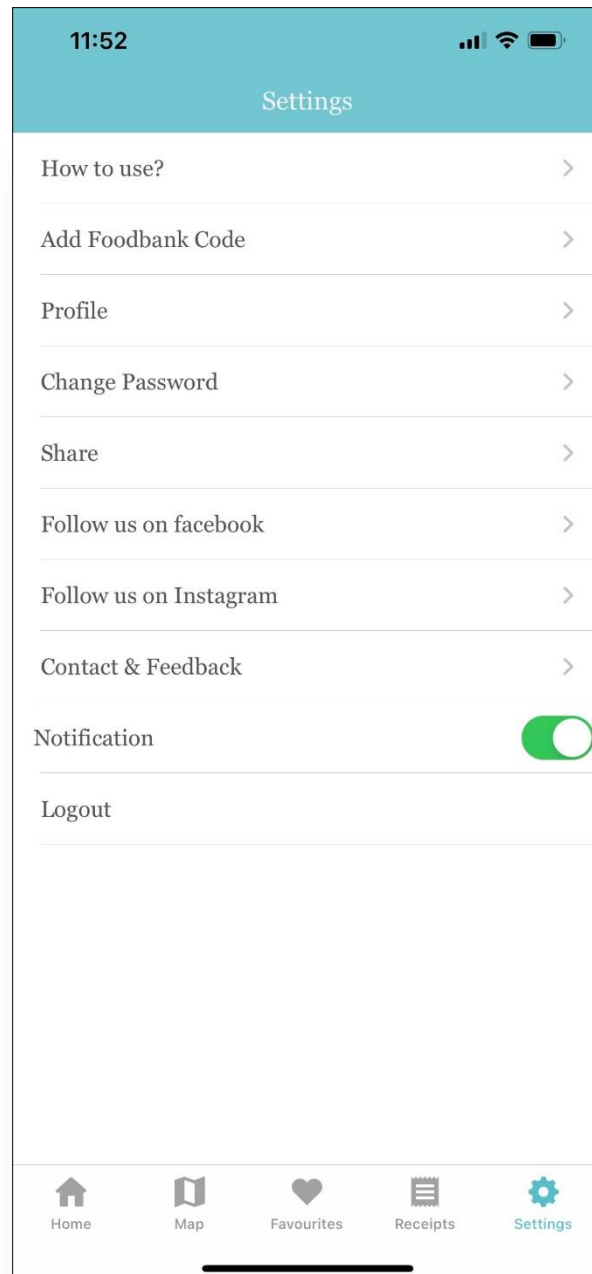


Figure 3 – Pre-existing option to add Foodbank code (via Settings page) remains available for users.

2.1.3 Language Option

In Phase 1 of this project, RMIT students recommended adding a language option for linguistic diversity. The Y Waste app adopted this recommendation and introduced a Chinese as a new language option. This option adds further user-friendliness for Chinese speakers/readers as they navigate through the user interface, thus eliminating language being a possible barrier in user uptake of the app. This language

option was primarily targeted for app users (rather than QSRs and charities). Chinese was selected as the first language option featured (in addition to English) due to translator availability and Chinese international students forming part of the demographic of users for Y Waste. Subject to further funding, future iterations of the app seek to add further language options to cater for diverse multicultural user groups across Australia.

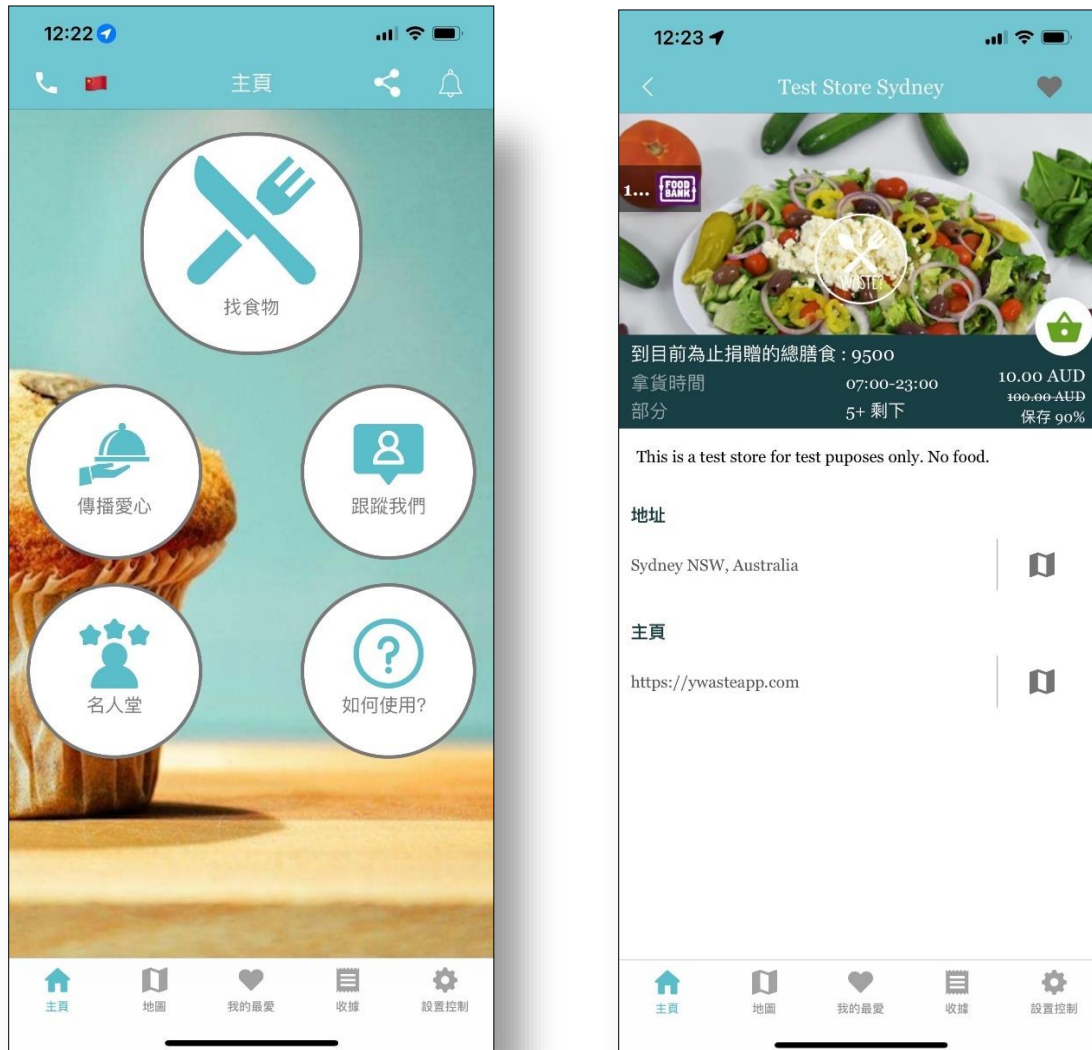


Figure 4 – New language option in Chinese

2.1.4 Push Notification Feature for QSRs

A push notification feature was added to allow QSRs to publish changes as they actively manage in-app store listings such as making changes to price, description and quantity of food. When an update had been

made by a QSR, a push notification would be instantaneously sent to all code users within a 5 km radius of the shop.

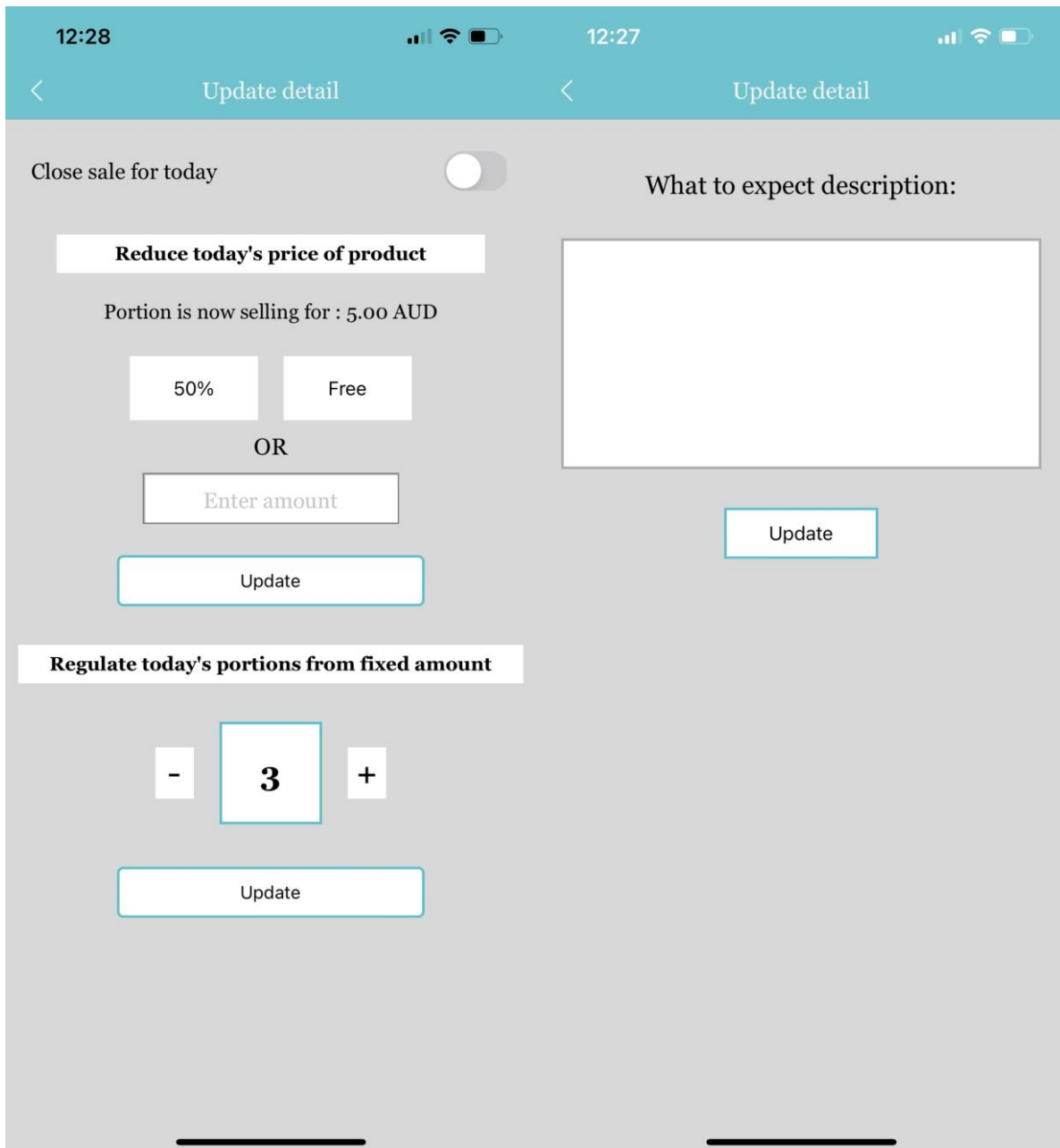


Figure 4 – A push notification would be sent to all code users within a 5 km radius of the shop immediately upon QSR update on store’s listing.

2.1.4 Improved Feedback and Communication to the Y Waste Team

Users who lacked technical proficiency may require additional support to facilitate the process of ordering/claiming free meals. The early version of Y Waste provided only a phone number for users to contact and seek help, which may not be a feasible contact option for some users. Based on RMIT students' recommendation, Y Waste implemented additional means of communication by providing user support through the addition of a contact form built in the app itself. This provides users an additional point of contact to reach out for help, thus improving general user support in the absence of phone contact. This feature is only available to app users that were purchasing/claiming free meals.

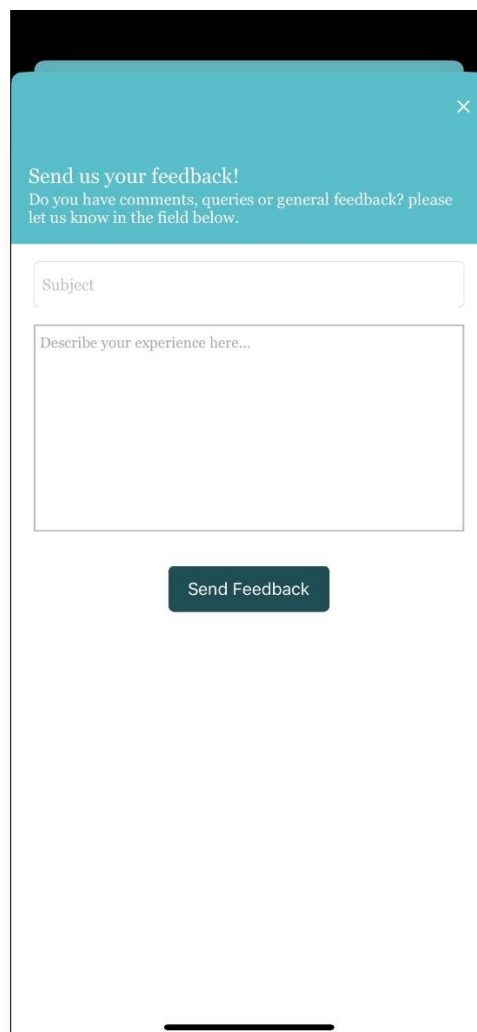
A screenshot of a mobile application's feedback form. The form is presented as a white card with rounded corners and a teal header. The header contains the text 'Send us your feedback!' followed by a smaller line: 'Do you have comments, queries or general feedback? please let us know in the field below.' Below the header, there is a text input field labeled 'Subject'. Underneath that is a larger text area with the placeholder text 'Describe your experience here...'. At the bottom of the form is a teal button with the text 'Send Feedback'. A small 'X' icon is located in the top right corner of the teal header area.

Figure 5 – New in-app contact/feedback page

3. MARKETING CAMPAIGN

3.1 Outreach to delivery partners and execute PR/Social Media ad campaign

A workshop with key stakeholders was conducted at the early phase of this project to capture key insights and determine feasible marketing strategies and campaign to targeted food merchants and charity organisations. The team commenced a PR campaign between May – October 2021 to increase media exposure of the Y Waste app.

- 7 councils (Ballina Shire, Byron Shire, Clarence Valley, Kyogle, Lismore, Richmond Valley, Tweed Shire) and organisations were approached (NSW Health, RDNA, NSW Health). Y Waste was promoted in industry newsletters, council digital/printed newsletters.
- 2 social media campaigns ran on Facebook to promote Y Waste from 24th June – 19th July 2021, resulting with a combined reach of 28,570 of targeted audience within the Northern Rivers Region.
- 30 media outlets approached and successful media appearances and article features (Northern River Times, NBN News, Northern Rivers Review, etc).
- 16 QSRs contacted to sign-up within the Northern Rivers region. 4 QSRs subsequently signed up (Hungry Hearts, Elixys, Daves Bakehouse), spanning several locations across Byron Bay, Suffolk Park and Kyogle and offered only donated meals. Each QSR donated 4 meals per day and half were picked up by code users.
- 36 charities in Northern Rivers region approached (Byron Centre, Australian Community Care Network Grafton, Kyogle Together Inc etc), with 5 successful sign-ups to facilitate with distribution of Foodbank free meal codes.

This campaign across several channels via councils, media outlets, social media, charities and speaking engagements/interviews entailed with significant media exposure:

- The Northern Rivers Times, front page (8 June 2021) <https://thenorthernriverstimes.com.au/local-news/win-win-feeding-hungry-people-while-helping-the-environment/>
- Clarence Valley News (31 May 2021) <https://clarencevalleynews.com.au/call-to-local-food-businesses-to-help-fight-hunger-in-the-northern-rivers/>
- Kyogle Council Website (3 June 2021) <https://www.kyogle.nsw.gov.au/local-cafes-being-asked-to-give-worth-to-their-waste/>
- Discover Ballina Website <https://www.discoverballina.com.au/visit/bizeventsnews/1162-y-waste-app>
- Community Connect, Ballina Shire Council E-Newsletter (June 2021)
- E-Newsletter, RDA Northern Rivers (June 2022)

- Speaking engagement by Foodbank (Sarah Pennell) as part of the NE Waste Regional Food Donation Awareness campaign event on 28 April in Ballina.
- ABC North Coast Interview (15 June 2021) - Foodbank (Sarah Pennell) interviewed by Bruce Mackenzie
- NBN Lismore Interview (15 June 2021) - Foodbank (Sarah Pennell) interview by NBN Lismore
- NBN Lismore Interview (16 June 2021) – Flock Espresso (Y Waste listed QSR) interview by NBN Lismore

As a result of these media appearances, 4 QSRs and 5 charity organisations signed-up to participate in Y Waste.

2 social media campaigns were conducted on Facebook to promote Y Waste from 24th June – 19th July 2021. Both campaigns targeted local audience within the Northern Rivers Region in New South Wales (Alstonville, Ballina, Brunswick Heads, Byron Bay, Casino, Evans Head, Grafton, Kyogle, Lismore, Mullumbimby, Tweed Heads, Clarence Valley, Woodburn). The campaigns recorded a 28,570 reach to targeted audience and 3,609 post-engagement.

BUSINESS NEWS

Win-win: Feeding hungry people while helping the environment

Published 1 year ago on 8 June 2021
By **JeffG**

FOOD BANK
FIGHTING HUNGER IN AUSTRALIA

MEDIA RELEASE

Win-win: Feeding hungry people while helping the environment
By **Samantha Elley**

Up to 40% of food purchased by restaurants, cafes and other foodservice businesses ends up in the bin.

With that statistic in mind Foodbank and Y Waste have teamed up to find a better way for food businesses to give worth to their waste and provide meals for people who might otherwise go without.

Arienne Schreiber runs **Yummify**, a catering company located in the Byron Bay Industrial Estate which has registered to use the Y Waste app to offer food left over from an event.

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ENTERTAINMENT

COVID-19 NORTHERN RIVERS NEWS / 1 year ago
Northern Rivers Local Health District COVID-19 update

COVID-19 NORTHERN RIVERS NEWS / 1 year ago
Northern Rivers COVID-19 update

HEALTH NEWS / 1 year ago
COVID-19 Vaccination Clinic now open at Lismore Square

Aged Care Careers

Figure 6 - The Northern Rivers Times, front page (8 June 2021)

<https://thenorthernriverstimes.com.au/local-news/win-win-feeding-hungry-people-while-helping-the-environment/>



Clarence News & Info



Call to local food businesses to help fight hunger in the Northern Rivers

May 31, 2021 / -

Australia's largest food relief organization, Foodbank, has partnered with Y Waste, the discounted meals app, to develop a whole new way for businesses to make use of their end-of-day surplus food, while also helping to fight hunger in the local community.

Up to 40% of food purchased by restaurants, cafes and other foodservice businesses ends up in the bin. Through the partnership between Y Waste and Foodbank, businesses can now give worth to their waste and provide meals for people who might otherwise go without. Using the Y Waste app, businesses can easily offer their unsold food to be collected by people in need. Through Foodbank, local charities connect and identify vulnerable people who live in the area and need assistance. They can then log on and find local offers nearby and claim them with dignity just like any takeaway meal.

Ian Price, the founder of Y Waste says has always been great interest from businesses registered with the Y Waste app to be able to donate their surplus food rather than sell it. "Ninety percent of the food outlets we've spoken to want to

Figure 7 - Clarence Valley News (31 May 2021) <https://clarencevalleynews.com.au/call-to-local-food-businesses-to-help-fight-hunger-in-the-northern-rivers/>



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Local cafes being asked to give worth to their waste

June 3, 2021 / /

Australia's largest food relief organisation, Foodbank, has partnered with Y Waste, the discounted meals app, to develop a whole new way for businesses to make use of their end-of-day surplus food, while also helping to fight hunger in the local community.

Up to 40% of food purchased by restaurants, cafes and other foodservice businesses ends up in the bin. Through the partnership between Y Waste and Foodbank, businesses can now give worth to their waste and provide meals for people who might otherwise go without.

Using the Y Waste app, businesses can easily offer their unsold food to be collected by people in need. Through Foodbank, local charities connect and identify vulnerable people who live in the area and need assistance. They can then log on and find local offers nearby and claim them with dignity just like any takeaway meal.

Ian Price, the founder of Y Waste says has always been great interest from businesses registered with the Y Waste app to be able to donate their surplus food rather than sell it.

"Ninety percent of the food outlets we've spoken to want to donate meals in their communities and the indication is that over half of all the meals being offered through Y

Figure 8: Kyogle Council Website (3 June 2021) <https://www.kyogle.nsw.gov.au/local-cafes-being-asked-to-give-worth-to-their-waste/>

Y WASTE APP



Local foodservice businesses, such as restaurants and cafes are being asked to make use of their end-of-day surplus food to help feed people rather than depositing to landfill.

The initiative launched by Foodbank, Australia's largest food relief organisation, and Y Waste, the discounted meals app, makes it easy for businesses to put surplus food to good use.

The initiative is now being rolled out across the Northern Rivers following the successful trial of the concept. "This is an innovative program to reduce food waste and hunger, so we are encouraging Ballina Coast and Hinterland food businesses to get involved," said Ballina Shire Council's Waste Education Officer, Samala Heart. "Why waste good food when it can help those most in need in our community?"

If your business wants to be involved, the registration process takes only a few minutes, the 'Y Waste' app takes care of notifications, receipts and is free to use with no contract or minimum term.

"By using the Y Waste app, businesses can easily offer their unsold food to be collected by people in need. Then Foodbank works with local charities to make sure it gets to people that are in need of assistance.

This is one of those initiatives that delivers multiple benefits, it helps businesses save on waste disposal, it helps genuine people facing hardship and our environment benefits from less landfill," added Ms Heart

To register your business or for more information, visit www.foodbank.org.au/y-waste.

Figure 9: Discover Ballina Website <https://www.discoverballina.com.au/visit/bizeventsnews/1162-y-waste-app>

2-bin rural domestic/business 2021/22

waste collection



JULY 2021							AUGUST 2021							SEPTEMBER 2021						
M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S
		1	2	3	4		2	3	4	5	6	7	8	6	7	8	9	10	11	12
5	6	7	8	9	10	11	9	10	11	12	13	14	15	13	14	15	16	17	18	19
12	13	14	15	16	17	18	16	17	18	19	20	21	22	20	21	22	23	24	25	26
19	20	21	22	23	24	25	23	24	25	26	27	28	29	27	28	29	30			
26	27	28	29	30	31		30	31												

OCTOBER 2021							NOVEMBER 2021							DECEMBER 2021						
M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S
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JANUARY 2022							FEBRUARY 2022							MARCH 2022						
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APRIL 2022							MAY 2022							JUNE 2022						
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For more information visit ballina.nsw.gov.au

ballina shire council

2021/22 Waste Calendars

This year, we're moving towards a more sustainable way of ensuring all residents have access to understanding their waste collection days.

The following is planned:

- ▶ A waste calendar lift-out in this edition of Community Connect
- ▶ Council's website statistics show that our 'bin collection days' webpage is our most highly viewed page, reaching 5,335 views in the past year. We will continue to provide a 'popular link' button for bin collection days on our home page at ballina.nsw.gov.au
- ▶ A small batch of printed calendars will be reserved for those without access to the internet and can be collected at the customer service centre or waste management centre weighbridge.



Fight Food Waste

Appeal to help fight food waste and hunger

Local food service businesses such as restaurants and cafes are being asked to make use of their end-of-day surplus food to help feed people rather than landfill.

The initiative launched by Foodbank, Australia's largest food relief organisation, and Y Waste, the discounted meals app, makes it easy for businesses to put surplus food to good use.

The initiative is now being rolled out across the Northern Rivers following the successful trial of the concept. "This is an innovative program to reduce food waste and hunger, so we are encouraging Ballina Shire food businesses to get involved," said Ballina Shire Council's Waste Education Officer, Samala Heart. "Why waste good food when it can help those most in need in our community."

If your business wants to be involved, the registration process takes only a few minutes, the 'Y Waste' app takes care of notifications, receipts and is free to use with no contract or minimum term.

"By using the Y Waste app, businesses can easily offer their unsold food to be collected by people in need. Then Foodbank works with local charities to make sure it gets to people that are in need of assistance.

This is one of those initiatives that delivers multiple benefits, it helps businesses save on waste disposal, it helps genuine people facing hardship and our environment benefits from less landfill," added Ms Heart.

➔ To register your business or for more information, visit foodbank.org.au/y-waste.



Figure 10: Community Connect, Ballina Shire Council E-Newsletter (June 2021)

Community information session will be held at the Byron Shire Council Chambers in Mullumbimby from **5pm on Tuesday 15 June 2021**. The Draft Plan can be [downloaded](#) from the Byron Shire Council website.

[top](#)

Give Worth to Your Waste

Northern Rivers food vendors who want to end waste and support people in need now have easy access through a new app. Food Bank has partnered with the Y Waste App to create an app that pairs food vendors who have food to share with community organisations that connect the meals with people in need. Want to know more? Visit the [Food Bank](#) website.



Local business awards open for nominations

It's that time of the year again when we recognise and celebrate the excellence that is Northern Rivers business. Entries are starting to open for business awards across the Northern Rivers. Entries are now open in Lismore, Tweed and Ballina. Connect to your local awards through the links below
[The Lismore App 2021 Lismore Business Awards](#) - link to information and entry via the Lismore App
[BEATS - Business Excellence Awards Tweed Shire](#)
[Ballina Business Awards](#)

Figure 11: E-Newsletter, RDA Northern Rivers (June 2022)

3.2 Marketing Collateral

A series of marketing collateral pieces were produced by Foodbank's in-house design and communications team in support of ongoing marketing and PR campaigning efforts. This marketing collateral was developed from consolidated design ideas from RMIT students during Phase 1 of this project. Materials include social media ads, decal designs and flyers for both QSR merchants and charities (examples are presented in Figures 3-5).

This marketing collateral were primarily distributed to QSRs and charities during ongoing onboarding efforts. From early experience of onboarding, it was discovered that QSRs and charities were reluctant to sign-up when feeling overwhelmed with information. A common misconception amongst both stakeholder groups was that the app was complex and time consuming, thus would require additional resources (staff, time) to participate. Hence the marketing collateral was crafted to facilitate understanding of the Y Waste model in a visual and easy-to-understand format. Each item was tailored specifically for either the QSR or charity's point of view, adding relevance and reinforcing understanding on how the app would benefit

them from their perspectives. The marketing materials such as flyers and decals were also distributed to new sign-up locations (QSRs or charities) to further promote the app and their participation. QSRs were appreciative of receiving these marketing materials and confirmed they would utilise these collaterals at their stores.

A web page was also published for users, which includes a short video tutorial guide on how to sign up and claim free meals using the Y Waste app. This web page is hosted on the Foodbank website and the video is also utilised by charities as an additional resource to facilitate their clients with using the app.

GIVE WORTH TO YOUR WASTE

Use extra meals to feed your community



Foodbank and Y Waste have joined forces to make it easy for you to donate surplus meals to people doing it tough. A partnership between Foodbank and Y Waste is creating a whole new way for you to give your end-of-day surplus meals to people facing hardship in your community.

How does it work?

1



A food merchant has perfectly good meals they can't sell and want to donate. They put a notice on the Y Waste App.

2



A charity knows someone in need of food assistance. They provide them with a special code to use in the Y Waste App.

3



The person downloads the Y Waste App and registers the code so they can see donated meals available in their area.

4



Using the app they visit an outlet during the time specified by the merchant and collect their meal by showing the receipt on their phone.



If you'd like to find out more and register your interest visit

foodbank.org.au/y-waste

YWaste_Foodbank_Marketing Flyer.indd 1
22/6/21 5:08 pm

Figure 12 – Flyer for QSR merchants. Easy 4-steps to provide quick summative overview about Y Waste and how the model works. (Page 1)

WHY PARTNER WITH FOODBANK AND Y WASTE?

- It's simple and requires almost no time or effort – the app takes care of notifications, receipting and record keeping.
- It's flexible – there are no minimum meal requirements and you can set and forget or adjust according to daily trading conditions.
- It's free to use with no contract or minimum term.
- You save on waste disposal costs.
- It helps the environment by reducing food waste.
- You help genuine people facing hardship.
- You can show your customers that you care about your community and our planet.



ABOUT FOODBANK

More than one in five Australians (21%) have experienced food insecurity in the last 12 months. Foodbank is Australia's largest food relief organisation. Last year, it sourced 48.8 kg of food and groceries to over 2,600 charities. Our vision at Foodbank is to achieve an Australia without hunger. We do this by collecting surplus, salvaged and donated food and grocery products and distributing it to charities and community groups to help people in need.



ABOUT Y WASTE

Y Waste is an environmental social enterprise with a commitment to reduce food waste, founded in 2017 by a team of dedicated, passionate, food waste warriors. Roughly one third of the food produced in the world for human consumption every year — approximately 1.3 billion tonnes — is wasted — 80% of this is wasted simply because it hasn't been sold. Through Y Waste's network the food outlets can reach out to app users, who will come and pick up the delicious surplus food at a specified pick-up time.

foodbank.org.au/y-waste

Figure 13 – Flyer for QSR merchants (Page 2). This flyer provides a quick breakdown of steps and benefits for QSRs to sign up with Y Waste.

OPENING NEW DOORS FOR FOOD RELIEF IN THE COMMUNITY



We know that your provision of food is often the critical first step in helping individuals and families experiencing hardship in your community. While Foodbank is able to assist with valuable food and grocery supplies, we also know it is often not enough and there is a lot of perfectly edible food going to waste at businesses in your area because it's too difficult to rescue in time. To help you access this valuable food and enhance your food relief provision, Foodbank has partnered with Y Waste to create an easy way for your clients to go directly to local food outlets where they can receive a meal just like any other customer - except it's free.

How does it work?



If you'd like to find out more and register your interest visit the link below:

foodbank.org.au/y-waste

Figure 14 – Flyer for charities (Page 1). Note the variation of content from merchants' flyer design. The process breakdown for instance was tailored for easy understanding from the charity's point of view.

WHY PARTNER WITH FOODBANK AND Y WASTE?

- Initial registration is easy and takes a matter of minutes online.
- It's simple and requires almost no time or effort – the app takes care of the whole process – all you have to do is provide a code for your clients to use when they register with the app.
- It's absolutely free to use with no commitments or obligations.
- Support materials are provided to make it easy for you, your volunteers and the clients to understand and get started.
- Your support in the community will be enhanced with your clients being able to benefit from good food which you've previously not been able to access.
- You won't need to worry about picking up, storing or distributing the food yourself, making it an extremely easy way to expand your support to clients.
- Your clients will be able to select meals appropriate for themselves and their families from those on offer in the area giving them autonomy and dignity of choice.



ABOUT FOODBANK

Foodbank's vision is to achieve an Australia without hunger. We do this by collecting surplus, salvaged and donated food and grocery products and distributing them to charities and community groups to help people in need.



ABOUT Y WASTE

Y Waste is an environmental social enterprise with a commitment to reduce food waste. Through Y Waste's app, food outlets can reach out to those in need who can claim the delicious surplus food and then pick it up at a specified time.

foodbank.org.au/y-waste

Figure 15 – Flyer for charities (Page 2). Further variation of content from merchants' flyer design, outlining key benefits for charities and their clients by partnering with Foodbank and Y Waste.



Figure 16 – Y Waste + Foodbank decal design, featuring QR code which leads to website that provides further information and instructions of Y waste app. These decals were distributed to participating QSRs to be displayed at shopfronts to increase visibility to customers to encourage further sign-ups.

GIVE WORTH TO YOUR WASTE

Use extra meals to feed your community

THIS BUSINESS IS USING THEIR EXTRA MEALS TO HELP FEED YOUR LOCAL COMMUNITY

With the help of Foodbank and Y Waste, this local business is turning their end-of-day surplus food into meals to give to people facing hardship in the community.

Up to 40% of food purchased by restaurants and other food services around Australia ends up in the bin. The Y Waste App gives cafes and restaurants the option to use this extra food and provide meals for those who might otherwise go without.

The place where you are eating right now is one of these food services – and they have dedicated to donate their extra stock to local people who are in desperate need of food.



Beth Rosa d'Or at Elixiba in Byron Bay

Beth from Elixiba in Byron Bay is just one of the businesses in the Northern Rivers Region who has signed up to this initiative.

"We want to lead by example and inspire others to do the same. Foodbank is such a positive platform with a wonderful cause and message – we simply had to jump on board. Food is definitely a language of love and compassion, a meal that would otherwise have gone to waste can find a home and make someone so happy."

THIS IS HOW IT WORKS



A food merchant has perfectly good meals that they cannot sell and want to donate to someone in need. They put a notice on the Y Waste App.



A charity knows of someone who is in need of food assistance. It provides them with a special code to use in the Y Waste App.



The person downloads the Y Waste App onto their smart phone and registers using their special code so they can see the donated meals available in their area and claim one.



The person goes to the outlet during the time specified by the merchant and collects their meal by showing the receipt on their phone.

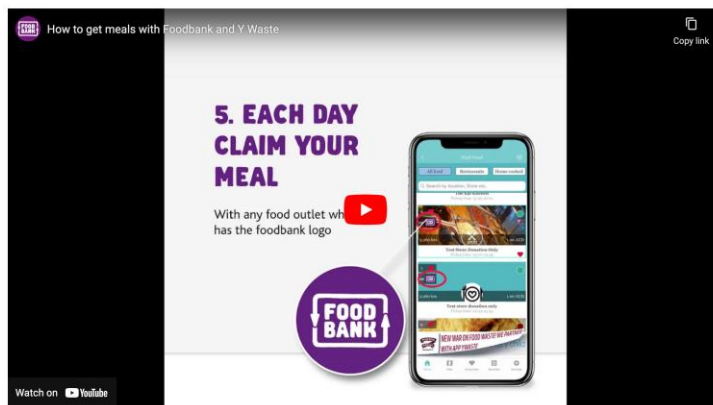


Figure 17 – Webpage developed for app users, serving as a quick overview on how Y Waste app works. A short video tutorial is also featured on the page, breaking down easy steps on how to sign-up and claim free meals via the app. (<https://www.foodbank.org.au/ywasteconsumerinfo/?state=vic>)

4. PROJECT CHALLENGES

4.1 NSW Lockdowns Affecting QSRs

Just as the team were making great strides in the planned marketing campaign, the Covid-19 situation in NSW unfortunately escalated and a lockdown was announced in NSW in June 2021. The hospitality industry was severely hit throughout the lockdown – most QSRs were prioritising keeping their business afloat during this precarious period. With no dine-in options available and decreased customers, some QSRs reduced number of staff and reverted to a cook-to-order approach – hence there were no surplus end-of-day meals available to claim for, making the Y Waste app model unviable during this time.

As a result, this severely stifled this project’s marketing campaign efforts. Approaching and onboarding QSRs to join Y Waste became a huge undertaking under these circumstances. Two QSRs that newly signed up left shortly after lockdown commenced. The team decided to temporarily suspend in-market rollout to ensure efforts were timed to strategically occur after NSW emerged from lockdown. It wasn’t until mid-October 2021 that NSW exited lockdowns, but as anticipated, the after-effects among hospitality businesses lingered (businesses were now prioritising recovery with reduced staff and resources in the lead up to Christmas).

Following this, the team proceeded with restrategising next steps and decided it was no longer feasible to maintain the same pre-Covid lockdowns in-market rollout and evaluation strategies that were previously in place to onboard new QSRs. It was concluded that a new landscape had arisen within the hospitality industry – hence a new strategy was warranted for a successful launch of Y Waste app. This was subsequently addressed by engaging new partners with a major rescope of the project (Section 6).

4.2 Charities

Another notable challenge was the struggle of successfully onboarding charities to facilitate with distribution of Foodbank codes to their clients that may be experiencing food insecurity. Despite best efforts in reaching out to charities (36 charities approached with only 5 successful sign-ups), there had not been much success in acquiring sign-ups. As with QSRs, this was in-part due to disruptions from lockdowns that occurred in NSW. Quite surprisingly, several charities that were contacted noted that there wasn’t a need for them to participate, citing reasons such as there wasn’t a need amongst their clients, or they had already received sufficient donation for distribution, or they were already distributing food relief in their own capacity and needs were already met. These insights may be an anomaly of charities the team approached within the Northern Rivers region (and the pandemic momentarily shifting charity needs).

Further interrogation on charity needs (particularly in other states and regions across Australia) will be required in the next phase of project to ascertain if this is a recurring pattern across charities in other geographical areas to ascertain best approach moving forward for distributing Foodbank codes – perhaps only tapping into charity networks for this purpose would not suffice; and a rethink of a strategically systemic way of distributing codes through other means is warranted.

Another challenge faced was introducing to charities the Y Waste app and model itself and dispelling the misconception that participating would require excessive resources (volunteers, time, etc – which charities often lacked). The team attempted to address this issue with targeted flyers designed to provide quick overview and breakdown of steps involved; however, this could be further supported in future with a short introductory video for further appeal to sign-up. Subject to future funding, the team will endeavour to develop more resources (video, volunteer resources) to facilitate charities and encourage sign-ups.

5. PROJECT LEARNINGS

Whilst Covid-19 disrupted project plans, the team emerged from this with substantial gains of project learnings, experience, marketing materials, improved Y Waste app and the formulation of new partnerships as a result. Taking all this on board, the team is now well situated to leverage learning gains and continue ongoing efforts to deliver a successful national rollout of Y Waste app to address food insecurity across Australia. The key project learnings are summarised as below:

5.1 Media Outreach and Follow-ups

The media outreach throughout this project was a successful effort, with numerous appearances in the media (websites, newsletters, radio interviews). This publicity piqued interest amongst local QSRs and Charities. In one instance, North East Waste expressed interest (resulting in the team's on-site visit) as the organisation was working with local businesses and considered Y Waste as a potential addition to their existing resource toolkit. Despite similar expression of interests from media publicity, it did not adequately gain the desired traction in the form of new sign-ups for the Y Waste app. A substantial amount of time and effort was required to individually call and e-mail as a means of first touchpoint and subsequent follow-ups. An estimated 40 hours per week was spent contacting/following up on QSRs and charities throughout this project. It was also particularly challenging to approach QSRs due to their unavailability during peak business hours. To support this ongoing effort, more staff hours is warranted. A future consideration is to leverage a network of Foodbank volunteers to physically visit QSRs and distribute flyers for new QSR sign-ups. This approach was briefly tested but was unsuccessful, in part due to timing (this occurred shortly

before NSW lockdowns), and the lack of volunteers' experience in approaching QSRs. This approach is worth a reattempt in future, but training and additional resources would be necessary for all volunteers before they were deployed to instil confidence and increase success rate of acquiring new QSR signups.

5.2 QSR sign-ups

QSRs are still gradually recovering from previous stints of lockdowns, making new sign-ups substantially challenging than before. Previous QSR sign-ups were often motivated by environmental and social reasons – to divert end-of-day meals from landfills, whilst also offering perfectly good meals to people experiencing food insecurity. Whilst these were good “selling” points to encourage new QSR sign-ups, with the current challenging climate of the hospitality industry – more needs to be done to further incentivise QSRs to join Y Waste.

To that end the team spent a lot of time considering possibilities in the next phase of this project. One possibility is for QSRs to receive tax benefits for diverting food from landfill. Leveraging a current tax reform proposal which is before Government for consideration, Y Waste could be harnessed as a tool to capture quantitative data on meals claimed, enabling QSRs to use this data as part of their tax reporting process. At the point of writing, a project is being agreed with the Fight Food Waste CRC which will include the concept of Y Waste as a conduit to claiming tax incentives being canvassed with relevant stakeholders (1.4.5 National Food Waste Tax Incentive – Stakeholder Engagement), led by Sarah Pennell (Foodbank). If successful, this will serve as a significant incentivisation for QSR sign-ups.

Another approach considered is transcending beyond QSRs and ambitiously tackling a larger network of franchises, food suppliers/manufacturers and service providers. At the end of this project, the team connected with the Australian Foodservice Advocacy Body (AFAB), which consisted of a huge network of food service leaders such as Simplot, Primo, Muti, Bega etc. AFAB has agreed to partner with in this project moving forward and offered opportunities to pitch Y Waste to their network of members, thus unlocking opportunities of strategically tapping into a larger network of food services and franchises across Australia, including food manufacturers and service providers (which in turn extends to their customers, the QSRs). This strategy is a shift from the team's previous micro-level approach with QSRs, towards a macro-level approach by leveraging already established networks for expansive market outreach. The team will further refine the strategy on this in the new project and anticipate larger traction of new sign-ups through this renewed effort.

5.3 Foodbank Code Distribution

As previously noted, it was a challenging undertaking in gaining interest and traction for charities to sign-up to Y Waste and facilitate with distribution of Foodbank codes to their clients for free meal claims. Several charities noted there was no need (they already received substantial food donations), they were already providing food-relief, or they lacked the time/resources to offer support. These insights may have been in part a resultant of disruptions through the pandemic; however, it bears further consideration to ensure future approach in distributing Foodbank codes is more strategic and ensure accessibility to the right people who were experiencing food insecurity.

One possibility in addressing this challenge is to seek out additional means of distributing these codes. The team identified AskIzzy (<https://askizzy.org.au/>) as a possible solution. AskIzzy is a website which connects people in need with housing, meal, financial help, family violence support, counselling etc; and helpfully consolidates and lists local support services available to people in need, based on their geographical location. This is a very successful online resource which could be utilised by listing Y Waste (or possibly the Foodbank meal codes itself) to enable people in need to redeem codes and claim meals without needing to visit charities in the first instance. More helpful is the fact that AskIzzy is embedded within both Foodbank and OzHarvest's (new partner, discussed in Section 6) websites, thus serving as an ideal touchpoint for people experiencing food insecurity who may visit either the Foodbank or OzHarvest's websites to seek help and support. The team will investigate and plan this route in the new project.

6. NEXT STEPS

6.1 Y Waste to Takerway

In December 2021, there was a disagreement amongst stakeholders of the Y Waste team in determining future strategies of the app – whether to operate the app solely as a commercial platform without the donation platform; or continue operating with both platforms in place. Due to this, the Y Waste team amicably decided to cease operations of the company, making the app name Y Waste no longer viable for future use. The donation platform of Y Waste (IP owned by Ian Price) continued as a new app branded as Takerway, committed solely to being a donation platform where QSRs can offer meals to be claimed by people experiencing food insecurity. The Takerway app fully retains the donation platform of the original Y Waste app with extended capabilities on its backend, based upon the successfully launched Mealpass app.

Mealpass was launched in US (December 2021) as a 100% food donation app. Similar with Y Waste, the aim was to target food service businesses end of day excess unsold food and redirect it to people in need instead of it going to landfill. In 2015, the American Federal Government introduced a special tax-

enhancement for food businesses who donated their excess food to non-profit food rescue services. The businesses can either deduct 2 times cost price (COGS) or cost price plus half the markup (RRP), which ever was the lowest amount. In order to receive tax benefits, the businesses must be able to present documentation to the Internal Revenue Service in the form of a receipt from the non-profit stating: cost price & Retail price; number of meals; which non-profit received the meals; date; unique ID of each meal etc. Typically, when traditional non-profit picks up food from donors, they issue hand-written receipts. Mealpass was developed to provide the same documentation electronically with a monthly statement. Required information is entered by businesses via the app. The app utilises block chain technology to secure all entered data.

Building off the Mealpass app's backend, the new Takerway app has the necessary features to facilitate tax incentives claim in Australia. The app will potentially serve as a timely conduit (see Section 5.2 on Fight Food Waste CRC project 1.4.5 – National Food Waste Tax Incentive – Stakeholder Engagement). A new logo has been designed, but all work that has already been completed for Y Waste in both Phase 1 and 2 (UX design, UI design, features, and functionalities, collateral etc) will remain primarily unchanged. The team will be officially announcing to all stakeholders (QSRs, charities, app users) the branding changes in due course to ensure seamless continuity as the app transitions to the fresh branding.

6.2 New Partnerships

As the team reflected and strategised fresh approaches in progressing forward through this post-Covid recovery period (particularly for the hospitality industry), it was determined that an appropriate approach would be to seek out new partners with a common goal to strategically leverage each organisation's expertise, knowledge, experience, network and resources for a more successful in-market rollout and onboarding strategy. Through this project, a lot of effort was put into identifying and formulating new partnerships. As a result the team made great strides and have successfully established partnerships with the following organisations:

OzHarvest

This is a first formal project collaboration between leading industry organisations in achieving the common goal of supporting people experiencing food insecurity. OzHarvest puts forth unique insights from their experience from launching the OzHarvest Food App, whilst also complementing with Foodbank's industry insights across the food sectors. Due to its model, OzHarvest has closer links with the QSR and food service sectors than Foodbank. Phase 3 of this project aims to leverage both Foodbank and OzHarvest's experience and network in successfully onboarding food merchants and distributing free meal codes through the Takerway app model.

Australian Foodservice Advocacy Body (AFAB)

As noted in Section 5, the Australian Foodservice Advocacy Body (AFAB) brings to the table a wide network of leading industry organisations in the food production/manufacturing/services sector across Australia. Their involvement as project partner will leverage this network for an expansive outreach to these organisations (and associated QSRs/franchisees). The team's early efforts of individually approaching QSRs for sign-ups at micro-level was challenging – this approach will allow the team to stretch limited resources further for wider outreach.

Foodbank + OzHarvest Meals on Takerway - Phase 3

With these new partnerships now in place, along with all outputs (marketing collateral, campaign strategies, new signups/contacts, enhanced app, new branding, project learnings), the team is now well-positioned to rescope the project with new milestones and timeline. A new project reflecting the new partners' involvement and milestones/timeline is currently in planning. The team have subsequently conducted 2 workshops thus far with new partners to scope out next steps ahead and will endeavour to solidify plans and put forth a new project proposal to Fight Food Waste CRC and other possibly funding sources, to further progress this project within 2022.

The team look forward to working with exciting new partners and take this multi-year project to greater heights in forthcoming months.

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8. ACKNOWLEDGEMENTS

The team would like to sincerely thank NSW EPA and Elizabeth Craggs for the ongoing support and funding since the commencement of this project, without which Phase 2 would not have eventuated and enabled new partnerships moving forward. The team would also like to thank Fight Food Waste CRC for their ongoing support and funding since the Phase 1 of this project. Special thanks to Associate Professor Simon Lockrey, Associate Professor Karli Verghese, Dr Eloise Florence, and Dr Dianne McGrath for all your support and advise throughout this project.

This work has been supported by the Fight Food Waste Cooperative Research Centre whose activities are funded by the Australian Government's Cooperative Research Centre Program. This is FFW CRC Document FFW CRC Publication 2022_022.