



Enhancing Foodbank's Stakeholder Engagement

The challenge

Foodbank currently rescues over 37 million kilograms of food annually. However, it is estimated that current food rescue activities are meeting only 60% of the demand from people seeking food relief, and the amount of food available is three times more than current food rescue industry capacity. Hence there is substantial space to increase the amount of food rescued with the associated benefit of reducing food waste.

Improved engagement of Foodbank's stakeholders will develop a better understanding of industry challenges and opportunities, and thereby assist in improving the efficiency and effectiveness in its food rescue operations.

Our plan

Enhancing stakeholder engagement is proven in research and practice to guide superior organisational performance. This project will improve Foodbank's understanding of two key stakeholder groups:

- charities who distribute the food and have contact with the recipients of the rescued food
- volunteers who provide a substantial contribution to the operations of Foodbank.

Through this project, reliable information will be published on food rescue organisations, the charities who distribute the food, and on the unmet demand in pursuit of addressing hunger.

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To better understand those who collect the food from Foodbank, a survey will be undertaken with the charities registered with Foodbank and a second survey will focus on understanding the current state of food insecurity being experienced by individuals. It will also determine the needs of the charities working to assist food insecure people and how food rescue organisations can better meet those needs.

There is scope for Foodbank to expand its operations because Foodbank is unable to meet high demand from volunteers, particularly from corporate organisations. This project will look at the important differences in the resources available and activities undertaken by the different types of volunteers in Foodbank's operations. By focusing on the corporate and regular volunteers at Foodbank, a deep understanding will develop of the volunteers' current level of contribution and the potential for expanding future contributions.

The motivations and expectations of volunteers play an important role in the donation of free labour, money and goods. Therefore, a more satisfying volunteer experience may potentially result in an increase of these.

This project will provide an accurate and up-to-date understanding of the food rescue and hunger situation in Australia. It will also enable evidence-based decision making to improve the performance of food rescue organisations.

Overall, this project will assist in increasing the amount of food rescued and provided to those in need.

Timeline

July 2019 - December 2023

Project leaders

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Participants



www.fightfoodwastecrc.com.au