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# Powerful Partnerships

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Brought to you by the NSW  
Department of Planning,  
Industry and Environment.







## Love Food Hate Waste

As the name suggests, the Love Food Hate Waste NSW (LFHW) program is all about cutting down on food waste by changing people's behaviours and habits. It's an international program, developed in the UK and used under licence in NSW and many other jurisdictions, including New Zealand, Canada, Scotland, Victoria and Brisbane.

The LFHW partnership strategy lays down the foundations of how we would like to work with others to achieve our goals. We want to engage with households and businesses to motivate them to minimise their food waste and maximise understanding. We want to partner with organisations whose values align with ours, that want to tackle food waste and have the expertise, knowledge and reach to achieve long-term behaviour change. In keeping with the UN Sustainable Development Goal 17, we're looking for partnerships which will mobilise people, share knowledge, expertise, technology and financial resources to support our food waste reduction goals.



## Food waste in NSW

In NSW, almost one million tonnes of food is thrown away by households and businesses each year.

### **A lot of this waste is avoidable.**

And it's not just the food that's wasted. All the resources and energy that went into growing, transporting, storing and cooking that food are also squandered. Even worse, when food waste breaks down in landfill it releases methane, a greenhouse gas that's 25 times more potent than carbon dioxide. Food waste is bad for your budget as well. Every year, the average NSW household wastes more than \$3,800 on food that ends up in the bin.

So why do we waste so much food? Avoiding food waste requires changing multiple complex behaviours. There are external influences over which we have little control, and lifestyle influences which interrupt good intentions. But small changes to our habits, like buying less and cooking less, can have a big impact on a household's food waste. In cafes, restaurants and pubs, waste is generated during preparation, storage and service of food, all of which impacts on the business' bottom line – throwing food in the bin is throwing money away.











## Partnering with Love Food Hate Waste

LFHW is a trusted brand. We have knowledge, expertise, data, tailor-made education programs and funding to support food waste avoidance. Our challenge is to connect and engage with audiences where and when they waste food to help reduce it. Effective partnerships which align with our values and deliver on common goals will help us get there faster. Effective partnerships will support collective action to prevent food waste, achieve greater reach and leverage all of our resources for success.

This Partnership Strategy identifies the principles that guide the development of our partnerships and the framework for how we can expect to work together to achieve identified goals.

Partnerships are offered in four categories and are open to any organisation operating within NSW, including councils, business, industry, retailers, non-government organisations and government agencies.

The primary aim of all partnerships is to share knowledge, skills, networks and mutual goals to maximise engagement with NSW households and businesses to prevent food waste.

## The LFHW program objectives:

The LFHW program supports the United Nations Sustainability Goals 12.3 to halve per capita global food waste by 2030 and Goal 17 – to strengthen the means of implementation and revitalise global partnerships for sustainable development.

It also aligns with the NSW Government's commitment to the National Food Waste Strategy goal to halve food waste in NSW by 2030 and the National Waste Policy goal to halve organics waste to landfill by 2030.

Program objectives are:

- Make food waste avoidance a social norm for NSW households by 2021
- Reduce the amount of avoidable food waste going to landfill
- Increase awareness of the scope, scale and impacts of food waste in NSW
- Increase peoples' knowledge, skills and behaviours to avoid food waste.

## Biggest food wasters in NSW

The target audience for LFHW are what our research shows are the four most significant food-wasting groups of the population:

- families with children
- people aged 18 - 34
- families with a combined annual income higher than \$100,000
- food businesses including retail, hospitality and aged care.









## Life stage priorities

As well as targeting the highest food wasters in NSW, the partnership strategy also identifies opportunities for food waste action and partnership projects that target key life stages to target high food wasters. Significant life stages such as leaving home, buying your first home or becoming a parent are linked to changes that provide opportunities for food waste prevention, often aligning with partner engagement opportunities.



## Leaving home

- Increased autonomy over food choices
- Need to be taught the basics
- Very limited budget
- Food as a sense of connection and community
- Looking for convenience

### Motivation

Saving the planet, 'do the right thing', saving money



## Buying your own home

- Education about cooking, budgeting, meal planning, storage, eating out, reusing leftovers
- Limited budget
- Packaging sizes often not suitable for singles/couples

### Motivation

Saving money, creating a better future



## Starting a family

- Concerned about doing the best for the family
- Preparing for different ages and tastes
- Limited budget
- Need convenient, easy choices

### Motivation

Good provider identity, saving money, children's future







## Partnership principles

We want to partner with organisations that also want to avoid food waste. Two-way communication is essential, and the impact must be tangible and sustainable. Organisations must operate in NSW to be eligible.

We are committed to long-term behaviour change and believe partnerships are an opportunity to drive real change and long-term impact.

The following principles guide our partnership strategy.



### Deliver food waste prevention outcomes

All partnerships must:

- increase awareness of the scope, scale and impact of food waste in NSW
- increase household and businesses' knowledge and skills to avoid food waste
- change household and business behaviours to reduce food waste.



### Flexibility for maximum impact

Partnerships should aim to deliver maximum impact to support LFHW program objectives, target the highest food wasters and deliver activities that align with the target life stages. Each partnership project should be designed to ensure long-term legacy outcomes.

However, we know there may be some great projects out there that may not always fit with these criteria but could have major impact. We will happily work with you to assess proposals on a case-by-case basis.



### Branding and recognition

Partners commit to acknowledging LFHW in communications relating to the project, and using the LFHW approved style guide. The NSW Government waratah branding may be used for high profile partnerships, demonstrating government endorsement, assessed on a case-by-case basis.

LFHW will also promote and acknowledge partners through its multiple communication channels. We will support your work, champion your achievements and seek to maximise opportunities for mutual advantage.



### Fairness and transparency

All partnerships will be publicly promoted. They are open to all eligible organisations and are collaborative, with all partners contributing to achieve a common, agreed goal.

All projects must align with the LFHW partnership strategy and the program objectives. Applications for funding will be assessed on a first-come basis until the allocated funding pool is empty.



### Accountability for results

All partnerships will include a strong measurement and evaluation plan to report on key performance indicators and outcomes. All partners will monitor the partnership arrangements to make sure the relationship and projects are delivering on expectations. If an anticipated approach is not working, we will work collaboratively with you to adapt the project for best results.







## Four partnership categories

The strategy acknowledges different organisations may wish to partner with LFHW in different ways, ranging from partners working with us to deliver highly collaborative, shared delivery projects to funding for activities that support mutually beneficial goals.

The strategy has a funding pool of \$250,000 for 2020–21. There may be opportunities for additional funding following evaluation after year one. The partnership categories are:



### Super Partners

These types of partnerships centre around major activities that are co-designed and co-funded (by either cash or in-kind contributions). The projects will deliver high profile campaigns to the organisation's members or customers via existing networks, supported by LFHW program activities, campaigns and promotion. A memorandum of understanding (MOU) and a co-designed project plan would define the responsibility and obligation of each partner.

If you're interested in this type of partnership use the [Super Partners application form](#) available from the LFHW website.



### Innovation Partners

These types of partnerships support the delivery of new and innovative projects or activities. Project funding up to \$50,000 is available for two-year projects that show the ability to have significant impact, reach and long-term outcomes.

If you're interested in this type of partnership, use the [Innovation Partners application form](#), available from the LFHW website.



### Community Partners

This partnership category supports projects that incorporate the LFHW brand and messaging into existing events or activities. Funding of up to \$1,000 is available for not for profit organisations and small business to integrate food waste avoidance messaging and the LFHW branding within their established activities or events.

If you're interested in this type of partnership use the [Community Partners application form](#), available from the LFHW website.



### Collaboration Partners

This type of partnership is for organisations that share common goals in food waste prevention and education. For example, local councils and other government agencies. A memorandum of understanding (MOU) will be developed to enable information sharing and collaboration. LFHW collateral and resources would be available to support these projects.

If you're interested in this type of partnership, use the [Collaboration Partners application form](#), available from the LFHW website.





## Partnership project evaluation

Each partnership will have a monitoring and evaluation plan, setting out clear target outcomes and effective information gathering systems to assess progress. The scope and scale will depend on the type of partnership and types of project undertaken. Roles, responsibilities and methods of monitoring and evaluation will be mutually agreed upon and embedded in the project plan at the beginning of all partnerships.

The LFHW team will also be evaluating the partnership strategy to measure its impact and success.

The evaluation will span three parts:

- 1 The impact of the strategy in supporting the LFHW program objectives
- 2 The effectiveness of the strategy in partnership building
- 3 The progress of the partnership projects











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For more information  
visit our website  
[lovefoodhatewaste.nsw.gov.au](http://lovefoodhatewaste.nsw.gov.au)

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