



Partnership Strategy Evaluation Plan



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Department of Planning,
Industry and Environment.

The Love Food Hate Waste Partnership Strategy 2019–2021

The Love Food Hate Waste (LFHW) 2017–21 program is delivered under four pillars – grants, knowledge building, community engagement and partnerships. The LFHW program objective is to make food waste avoidance a social norm by 2021, with 80% of households practising five or more food waste avoidance behaviours.

The three Key Performance Indicators (KPIs) are:

1. increased awareness of the impact of food waste in NSW and Love Food Hate Waste brand recognition
2. increased household and businesses knowledge and skills to prevent food waste
3. increase the number of food waste avoidance behaviours practised by NSW household and businesses.

The LFHW partnership Strategy aims to build strategic partnerships, in order to maximise the reach and impact on target audiences cost-effectively. The 2019-2021 updated partnership strategy proposes a new model of high-level targeted partnerships, focused around three key life stages. The strategy draws on international best practice, and the UN Sustainability Development Goal 17 – Inclusive Partnerships, to embed food waste avoidance actions within ongoing partner operations. Funding allocation of \$250,000 is proposed for partnerships until 2021 when the Partnership Strategy will be reviewed.

The LFHW Partnership strategy includes four types of partnerships:

1. **Super Partners** – High profile partnerships that leverage shared goals for food waste avoidance with high profile activities
2. **Innovation Partners** – Supports the delivery of new and innovative projects or activities with funding of up to \$50,000
3. **Community Partners** – Supports community organisations, not-for-profits and small business with funding of up to \$1,000 to integrate the LFHW brand and food waste avoidance messaging
4. **Collaboration Partners** – Connecting LFHW with organisations that share common goals in food waste prevention and education, recognised with an MOU and supported with LFHW collateral and resources.

The Strategy will allow the LFHW program to extend the reach of the program and engage with households and businesses that are hard to reach. However, it is recognised that collaborative partnerships take time and human resources to develop, especially when working with businesses and groups with limited experience in food waste avoidance. Soft targets have been developed to guide investment in partner recruitment:

- 2–3 Super Partner projects
- 40% of partnerships with businesses and groups that have been involved in LFHW grants projects
- 30% of partnership projects target business food waste.



Monitoring and evaluation

The purpose of the monitoring and evaluation plan is to improve performance and measure success against the baseline.

The relevant data for the Partnership Strategy to benchmark success includes:

1. The LFHW tracking survey

The survey has been monitoring the attitudes and behaviours of NSW households around food waste since 2009. The 2019 tracking survey identified the following baselines for the Strategy:

- 22% of NSW households are aware of the food waste issue
- 68% of NSW households practice five or more food waste behaviours

2. Data from Food Smart

The LFHW Food Smart pilot project and grants identified the following baseline data:

- 2000 residents signed up to the 4-6 week Food Smart challenge
- Participants who completed the challenge reached an average of 40% food waste reduction
- The cost was \$100 per household for intensive engagement and activities to improve their knowledge and skills

3. Data from Your Business is Food

The LFHW Your Business is Food pilot project and grants program identified the following baseline data:

- Food waste reduction is 21% on average
- The cost to provide onsite support to a food business, to complete the food waste avoidance journey has been between \$600-\$1000 on average

4. The Love Food Communities (LFC) grants program includes the following targets:

- Engage 17,000 households and 499 businesses
- Awareness of food waste issues in LFCs is 20% higher than the NSW average
- 75% of their food businesses signed up, achieving an average 21% food waste reduction
- 42% higher awareness of the LFHW brand in LFC than the state average (2017 tracking survey showed 8% awareness of the LFHW brand)

Partnership applications will be assessed by the Love Food Hate Waste team against the criteria in the checklist overleaf.



Partnership establishment checklist

	Yes	No	Comments
There is a perceived need for the partnership in terms of areas of common interest and complementary capacity			
SMART goals have been named, with a shared understanding of roles and expectations from all partners			
The partner is willing to share some of their ideas, resources and influence to achieve the goal			
The partner is reputable and is an established organisation within its community			
The partner has a long-term commitment, with specified actions to help reduce food waste			
The partner is involved in planning and setting priorities for collaborative action.			
The partner will communicate and promote the partnership internally and to the targeted communities			
There is a participatory decision-making system that is accountable, responsive and inclusive			
The partner has shown how they will achieve behaviour change in the target audience			
The partner project is filling a gap in the market and putting forward an innovative solution to a current food waste issue			
The managers (or equivalent) in each organisation support the partnership			

	Yes	No	Comments
Differences in organisational priorities, goals and tasks have been addressed			
The partner has the necessary skills for collaborative action and to deliver the proposed project			
The partner's role, responsibilities and expectations are clearly defined and understood by all stakeholders			
The administrative, communication and decision-making structure of the partnership is as simple as possible			
Potential risks have been considered and mitigated			

Evaluating the strategy

The Love Food Hate Waste team will evaluate the strategy in three parts:

1. Impact of the Strategy in supporting the LFHW program objectives

The 2021 LFHW tracking survey will report on progress since 2019 on indicators such as:

- increased awareness of the impact of food waste in NSW and brand awareness of Love Food Hate Waste
- increase the number of food waste avoidance behaviours practised by NSW households
- recalls of the major partnership programs.

2. The effectiveness of the Strategy in partnership building

A review will be undertaken in 2021 to assess:

- the impact of the collaboration with influential partners and the achievement of targets
- the effectiveness of the partnership to achieve the return and reach of the investment
- the longevity of the relationship and future capacity building.

3. Progress of the partnership projects

- The project plan, Memorandum of Understanding or Agreement for each partnership project outlines the roles and responsibilities of each party in monitoring and evaluating each project.
- LFHW will provide the evaluation platform, Qualtrics and data collection if appropriate.
- At the completion of each project, participating partners, including the LFHW team members, will reflect on the partnership and project delivery including co-branding, conflicts in timelines or priorities and unexpected outcomes that may benefit future collaboration.



The following table outlines how LFHW will measure, evaluate and report on outcome of the Partnership Strategy:

Impact against program objectives						
LFHW objective: Increase awareness of food waste as an issue and the Love Food Hate Waste brand						
Method	Activity	Key Performance Indicator (KPI)	Method	Evaluation platform	Reporting frequency	Reported by
Form effective partnerships across all four partnership types	Project activities to increase the awareness and support for the LFHW program	% of NSW household aware of the food waste issue and the LFHW branding. Number of food businesses were reached with LFHW or YBIF principles	2021 tracking survey Partnership project report	2021 LFHW tracking survey Final report of partnership projects	2021	LFHW
Maximise the influence of the partnership to reach target audiences that otherwise won't be reached	Actively engage influential partners that have strong connections with target audiences in the identified life stages	Number/scope of audience engaged and reported the usefulness of the LFHW messaging	Surveys and feedback, depending on the activities	Survey or partner feedback	End of project or 2021 LFHW tracking survey	LFHW
Joint media releases, social media sharing, shared networking opportunities	Media releases, social media post and hashtags. Google analytics on traffic to the LFHW website or Facebook increase	Number of posts, media releases. Increased traffic to the LFHW website, increased Facebook likes	Google analytics, Media monitor	Report from google analytics and media monitor	Ongoing	LFHW
LFHW objective: Increase number of food waste avoidance behaviours practised by NSW household and businesses						
Method	Activity	Key Performance Indicator (KPI)	Method	Evaluation platform	Reporting frequency	Reported by
Actively engage partners to deliver partnership projects that upskill households and businesses to avoid food waste	Project activities provide knowledge and skills to avoid food waste	% of NSW households practising five or more food waste avoidance behaviours Number of food businesses to receive support and implement action plan	Survey Number of participating businesses	2021 LFHW tracking survey Final report of partnership projects	2021	LFHW

Effectiveness of the Strategy

Method	Activity	Key Performance Indicator (KPI)	Method to measure	Evaluation platform	Reporting frequency	Reported by
Co design projects or support partners with project design, delivery and resources	Collaboration, capacity building, knowledge sharing and providing networking opportunities	Number of co-design projects % of projects achieved the reach and completion rate % of partners satisfied the partnership with the LFHW	2021 partnership review End of project report	End of project survey	End of the project and 2021 partnership review	Partners LFHW
Maximise the influence of the partnership to reach target audiences that otherwise won't be reached	Actively engage influential partners that have strong connections with target audiences in the identified life stages	50% are non-traditional LFHW partners 30% of projects are supporting food businesses to avoid food waste	Surveys and feedback, depending on the activities	Survey or partner's feedback	End of project or 2021 partnership review	Partners LFHW

Partnership project progress

Method	Activity	Key Performance Indicator (KPI)	Method to measure the success	Evaluation platform	Reporting frequency	Reported by
Support partners to set achievable targets for co-designed projects and deliver the desired outcome	Actively support partners in project design and delivery Regular catch up to review project progress	Number of target audience engaged Number of target audience complete the food waste avoidance journey % of food waste reduction Number of key life stage projects undertaken	Status report Surveys	Qualtrics Record of attendees End of project report	Quarterly meetings End of project 2021 partnership review	Partners LFHW



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