

WHAT DOES FOOD MEAN TO YOU?



1 WE ASKED THE COMMUNITY:
'WHAT DOES FOOD MEAN TO YOU?' – THE FOUR MOST FREQUENT RESPONSES WERE:
 23% Enjoyment, tastes great and is an indulgence
 22% Means of survival
 21% Is healthy and nutritious
 12% Socialising, sharing, connecting with others

2 'WHAT IMPORTANT FOOD ISSUES WILL WE FACE IN THE FUTURE?' – THE TOP RESPONSES WERE:
 21% Food insecurity / not enough food
 16% Poor quality food
 13% Unsustainable food production practices
 11% Poor health related to low quality convenience foods

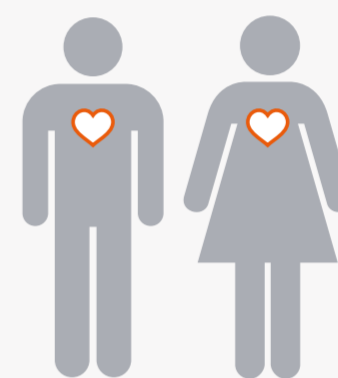
STRENGTHS

MELBOURNE IS WORLD RENOWNED FOR THE QUALITY OF ITS FOOD AND ITS LIVEABILITY AND WE WANT TO STAY THAT WAY.



THE FOOD SECTOR IS A MAJOR CONTRIBUTOR TO MELBOURNE'S ECONOMY – IN 2009-10 THE FOOD SERVICES INDUSTRY CONTRIBUTED OVER

\$700 MILLION
 TO THE ECONOMY AND EMPLOYED
30,000 STAFF

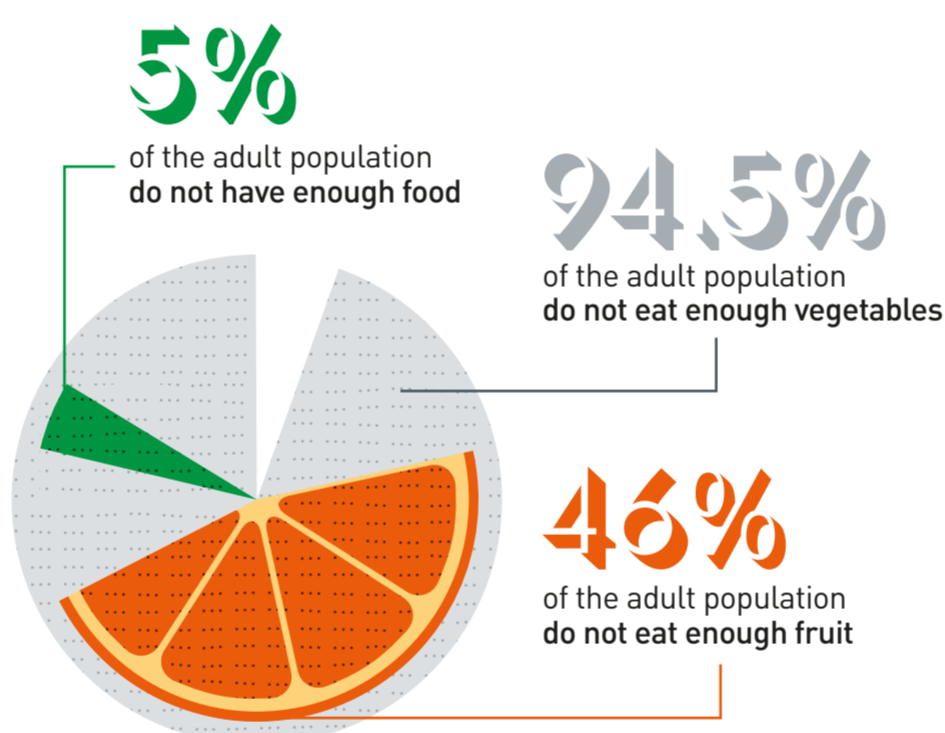


CHALLENGES

OUR FOOD SYSTEM IS FACING SERIOUS CHALLENGES, AND THE WAY THAT WE RESPOND WILL SHAPE THE QUALITY OF LIFE IN THE CITY OF MELBOURNE FOR MANY YEARS TO COME.



40% OF HOUSEHOLD RUBBISH IS **FOOD WASTE**



FOOD POLICY

THE CITY OF MELBOURNE IS COMMITTED TO A FOOD SYSTEM THAT IS SECURE, HEALTHY, SUSTAINABLE, THRIVING AND SOCIALLY INCLUSIVE.



POLICY THEMES

A STRONG, FOOD SECURE COMMUNITY
HEALTHY FOOD CHOICES FOR ALL
 A SUSTAINABLE AND RESILIENT FOOD SYSTEM
 A THRIVING LOCAL FOOD ECONOMY
A CITY THAT CELEBRATES FOOD

OUR ROLE

While the City of Melbourne can't bring about this change alone, there are areas where we can make a contribution.

- We see our role as:**
- » Education and community development
 - » Leadership and advocacy
 - » Building and strengthening partnerships
 - » Regulation and infrastructure management
 - » Research

