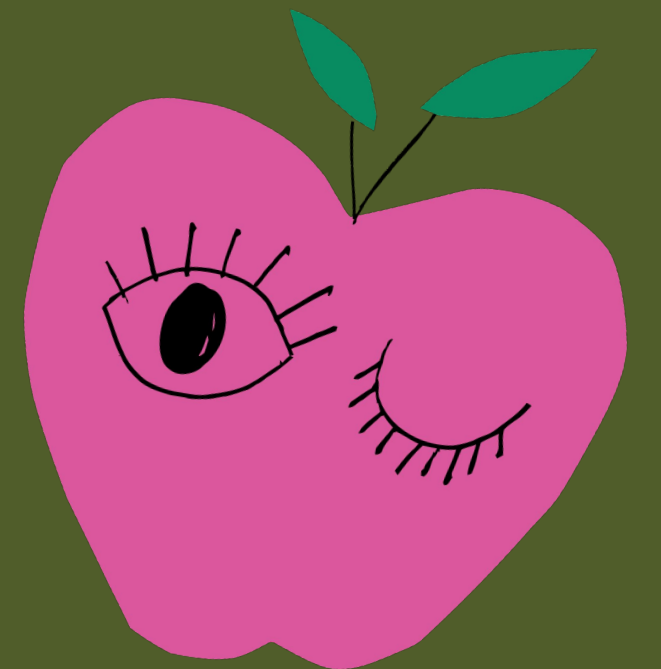


Sandro
Demaio
Foundation



Little Food Festival

Empowering kids to feed their future



Partnership pack

What is the community need?

We're lucky to live in one of the richest countries in the world with easy access to healthy food. Yet, the way we grow, process, eat, purchase, waste and discard food is causing serious harm to our health, our social system and our planet.

- Today, only 6% of Aussie kids aged 2-17 years, consume the recommended serves of fruit and vegetables*. And one in four Australian children are overweight or obese[^].
- The food system contributes 1/3 of global greenhouse emissions**. And a staggering 40% of household rubbish sent to landfill is organic waste^{^^}.

But, it's not all doom and gloom.

Thankfully, while food is responsible for some of our greatest challenges - food and sustainability education is also the key to overcoming them.

*ABS National Health Survey 2017-2018 [^]Australian Institute of Health Welfare

**Food and agriculture organisation of the United Nations ^{^^}City of Melbourne Food Policy



Healthy futures through good food

The time is now.

We have a once in a generation chance to help our kids to understand that they have the power to change their future.

That through the way they grow, access, prepare, eat and re-use good food, they can write a new story for themselves, their community and their planet - transforming food systems and ensuring the best possible future.

A future, hopefully with less of the health concerns of today - including obesity, heart disease, cancer and diabetes.

Early childhood experiences profoundly change how our kids understand the world around them.

And what we teach kids about good food, the food system and the environment today, creates the building blocks for what their food habits will look like in the future.

This is why we created the Little Food Festival.



The Little Food Festival

The Little Food Festival is Australia's first and only food festival created especially for *kids*. A free community event, it promotes health, wellbeing and sustainability education, focused on the food system.

We bring together like-minded personalities, community organisations, NFPs, government and philanthropic supporters who actively want to help build a healthier, vibrant and more resilient population and planet.

Going into its 7th year, the Festival captivates and empowers kids and their families, *through fun and play*, to connect the dots across the food system, exploring what can be done to create change.

The hands on activities help them make better choices that address the intersecting problems of health and sustainability. In particular, they're empowered to be part of future trends in reducing overconsumption and what goes into landfill.

The Little Food Festival is an opportunity to re-write what the future will look like for our kids and planet.



Bunnings Seedling Planting Activation (Grow)

What we believe

Our Opportunity

Food is one of the greatest levers to bring about positive health and environmental outcomes. With the biggest gap, and therefore opportunity, being planetary health and food systems education.

We believe, if we can connect kids with the food system, we can help them create a healthier future for themselves and the planet.

Our Mission

Create long-term positive social and environmental impact by putting the fun back into real food, transforming our food system, connecting cultures and growing a healthy future generation and planet.

Our Guiding Principles

- We recognise everyone has a right to healthy, sustainable, affordable and culturally appropriate foods.
- We aspire to be a socially inclusive, free to attend, culturally diverse and zero-waste event.



How we do it

We captivate and empower kids and their families

Captivate

kids to explore and understand the food system

Improve their health and environmental literacy through hands-on, fun and play, connecting the dots across the food system, exploring what can be done to create change.

Empower

kids to become food system transformers

Plant a seed in their heart and minds that, each day, they have the power to make healthy choices for themselves, their community and the planet through *good food*.



Better together

The LFF is a Sandro Demaio Foundation event, supported by its founding partners. It's success is only possible by bringing together like-minded personalities, community focused organisations, NFPs, government, philanthropic supporters and many volunteers who together, actively want to help build a healthier, vibrant and more resilient population and planet.

Founding Partners



Event Partners



Activation & Performance Partners



Our 2024 Highlights

- **10,000** kids and families in attendance
- **40** workshops, activations and performances
- **95,000+** people reached via social media
- **20,000+** visits to the Little Food Festival website
- **46,000+** subscribers reached via eDMs
- **1.6 million** people reach through PR
- **\$234,000** of advertising value achieved
- Saved **2,610** single use plates, cups and bowls from landfill
- Diverted **160 kg** of waste from landfill.
- **100%** positive social sentiment
- **98%** said they would return in 2025
- **96%** of attendees said they greatly enjoyed the Festival.

Across the past 6 years, we've deeply engaged and impacted over 40k kids and their families at Melbourne's iconic Federation Square and have reached hundreds of thousands more through our online programs, social media and PR.

Ozharvest Cooking Demonstration (Mainstage)



Little Food Festival Model

Foodie Central Main Stage

Host, Welcome & MCs
Performances & Demonstrations
Rotating footage on large screen

Food System Activation Area - *play based learning*

Grow

Where does our food come from?



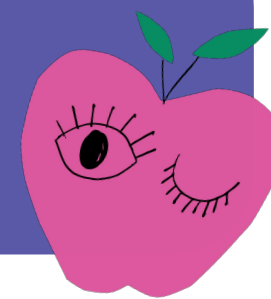
Process & Move

How far has our food travelled?



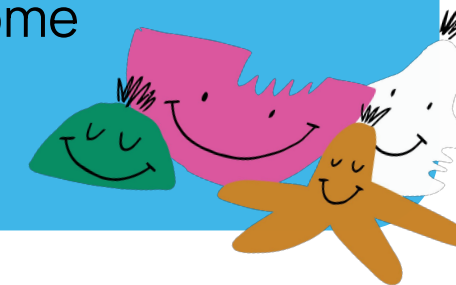
Buy

Why choosing good food means we're all healthier



Cook

How to make healthy food at home



Eat

Why you should eat with the ones you love



Recycle

How to reduce what goes into landfill



Supporting Areas

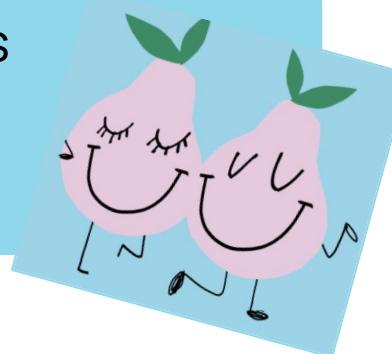
Reflection Zone

Little Food Library, Survey & Quiet Zone



Nom Nom Lane

Social Enterprise run food trucks stalls



Welcome Tent

Research Survey, Free fruit & First aid

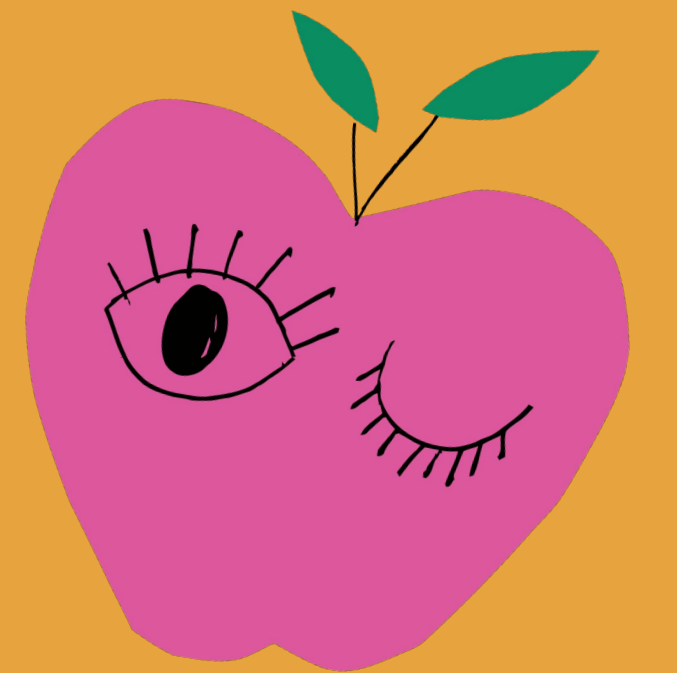


Educational outcomes & impact

We asked kids at the LFF: What is one action you will take to improve our food system?



Partnering for a healthier more sustainable future



Partnering for 2025

We'd love to work with you on a bespoke partnership that delivers mutual benefits to both organisations.

Collaborating to amplify the conversation and increase practical education around early prevention when it comes to health & wellbeing, nutrition and sustainability, and together raising awareness of these as important focus areas in the prevention space for children.

2025 Little Food Festival:

Dates: 16th and 17th April 2025 (during school holidays)

Location: Federation Square

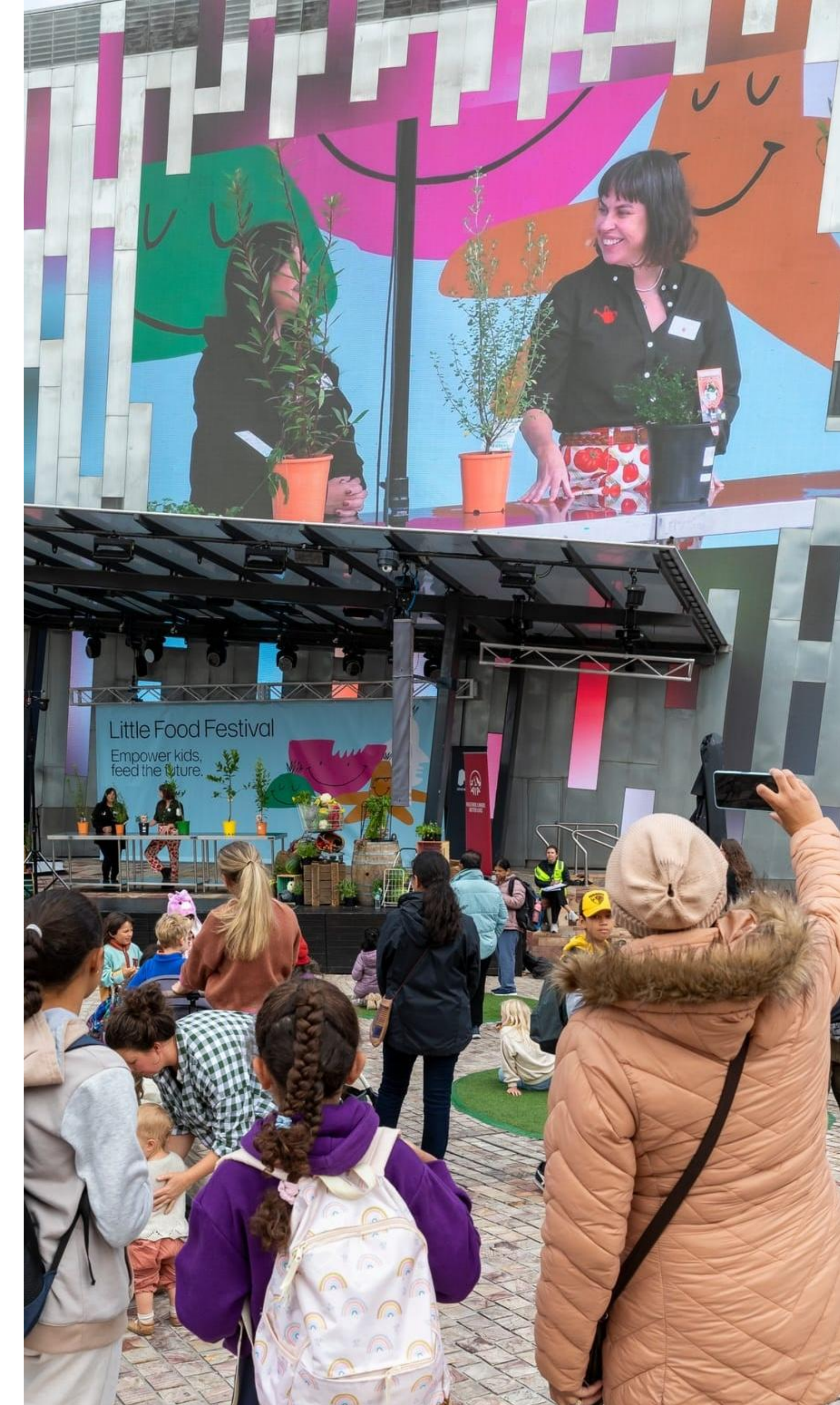
Target Audience: Kids aged 5-12 and their families from various regions and socio-economic and cultural backgrounds.

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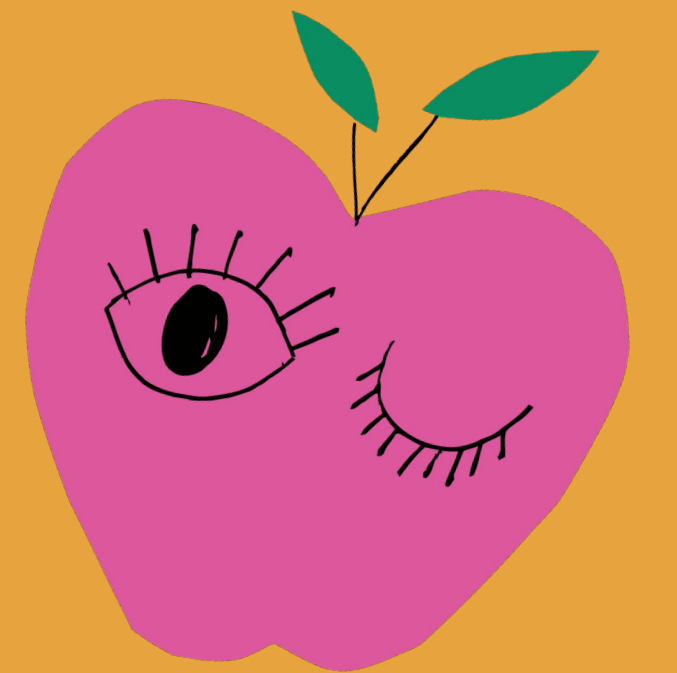


New partnerships will allow us to achieve our 2025 goals to:

- Increase attendance to 11K+ engaged kids and their families at the main Festival at FedSquare
- Ensure equitable access to health and sustainability education by broadening our target audience to kids and their families from various regions and socio-economic and cultural backgrounds
- Increase our free workshops and activities and boosting our exhibitors, diverse suppliers and social enterprises
- Ensure we continue to connect the dots between play and learning and kids leaving the Festival with the right key messages that they can bring to life at home
- Expand the reach and impact of LFF messages into Regional areas and into schools.



Stronger, long-term positive impact



We can do more:

Our visitation is to create a stronger, long-term positive impact through meaningful expansion of the Festival via the following key programs:

1. Increase attendance at the Melbourne event

Expand the reach of the main Festival across our footprint, attendees, programming, diversity and key partners to continue to deepen our impact and engagement.

2. Deliver a Regional Little Food Festival

Activate the first Little Food Festival in a regional area, alongside the main metro event, to reach new audiences with different needs.

3. Launch an LFF schools pack

Transform our current model into a digital resource that allows educators to navigate the how to bring food systems education to life within the school environment. This collaboration includes resources from current players in the food education space including the Stephanie Alexander Kitchen Garden Foundation, OzHarvest, Sustainability Victoria and others.



1. Increase attendance at the LFF Melbourne

We want to

Grow the metro Festival by 10% to captivate and empower more kids (and their parents) with our message, building a new generation of Little Foodie Superheros.

We will do this by

- Increase Festival promotion leading up to the event, raising brand awareness / consideration for parents, especially in diverse communities
- Larger activations to allow for more kids to flow through, and interactive workshops to ensure educational messaging is reinforced
- Sustainably expanding the footprint of the event, with our Venue partner, focusing on attracting diverse cultures and communities (i.e. First Nations) to ensure equitable access to education and experiences
- More social enterprises as festival suppliers, especially food vendors
- Broader cultural diversity of programming and food options, focusing on nutrition
- The right key messages being delivered consistently throughout the event through our Education partner
- Creating an online experience that kids can access post the event to bring their learning to life at home and in their community
- Implementing a formal evidence-based impact assessment protocol through our



2. Regional Little Food Festival

We know that

“People living in regional parts of Australia are twice as likely to experience disease as people in cities” -Dr Sandro Demaio

We want to

Create a Little Food Festival in a regional area, complementing the main metro event, to demonstrate our focus to impact and reach new audiences with different needs.

We will do this by

- Pitching the Regional Little Food Festival to a selected regional area to gain excitement, support and momentum e.g. Greater Bendigo
- Collaborating with it's relevant bodies and potential partners to share our vision, positive stories and benefits for their area
- Working with them to help them mould and adapt the current model to host their own Festival in the most relevant way that leverages the right local partners
- Implementing a formal evidence-based impact assessment protocol through our Education partner to ensure we can measure and publish our impact.



3. LFF schools pack

We know that

There are a wealth of expert organisations currently delivering food education programs in schools. For example, Oz Harvest, Stephanie Alexander Kitchen Garden Foundation, Food Ladder etc. We can do more when we do it together. When we operate out of silos, share knowledge, resources and insights we can make a stronger impact in our shared mission.

We want to

Bring together the organisations currently delivering food education within schools, to produce a digital road-map for educators looking to implement food-systems education into their schools.

We will do this by

- Developing a digital resource for schools to navigate food systems education
- Aligning resources within the resource to the curriculum, making it easy for busy teachers to implement
- Piloting the resource with select schools within a region, before going live state-wide (with a view to launching nationally).



Thank you

Food is our tool.

Health, Community, and Environment, are our focus.

Established in 2018, the Sandro Demaio Foundation is a not for profit charity that aims to develop disruptive, new solutions to improve the health of all Australians, with a focus on food.

Our mission is to inspire and empower Australians to make positive changes to their health, their environment and their community through food.

Photo credit: All photos by Tobias Titz Photography

Thanh Truong, Costa Georgiadis, Dr Sandro Demaio





Say hello

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