

#1 Grow It Local - Council Partner Information

GROW IT LOCAL



COUNCIL PARTNER INFORMATION

ITEM 5.5 - GROW IT LOCAL – SOLE SUPPLIER - 61993625 (Cont.)

WHAT IS GROW IT LOCAL?

Grow It Local is a year-round program for councils and communities which supports council's key objectives relating to;

- Food waste diversion
- Positive sustainable living behaviours and local food systems
- Community engagement and capacity building
- Climate change resilience
- Health & well being
- Leadership and innovation

The program encompasses;

- **Free Seeds** 150 packs of seeds per year available to local community members who sign up to the program
- **Digital workshops** Fortnightly digital workshops and live broadcasts to help educate and inspire your local community to grow, share and eat locally grown foods
- **Digital Platform:** A website that enables local community members to register and connect to share and exchange knowledge, skills, produce, seeds, unused space and more
- **Council Dashboard:** A council dashboard that provides localised data relating to program participation, composting, food waste diversion, square meters under cultivation, what's growing locally, how local community members are engaging and connecting with each other
- **Comm's Assets:** Council branded comm's assets, website and media toolkit to help build awareness and engage the community to get involved
- **Grow It Local Festival:** A knowledge and skill sharing festival that runs throughout spring each year and features workshop sessions by high profile personalities such as Costa and Paul West amongst others. Local community members are invite to open their gardens, share produce and exchange seeds and seedlings too.
- **Impact Report:** A localized impact report developed in consultation with social market research firm Taverner Research highlighting the program's waste, environmental, social and economic impacts achieved across your LGA.

PROGRAM OBJECTIVES

Grow It Local is a council-enabled and community-driven mission to;

- Reduce food waste to landfill
- Encourage positive sustainable living behaviours
- Help build stronger and more resilient communities
- Inspire positive health & wellbeing

WE BELIEVE

We believe that if everyone grew their own food, we'd would be happier and healthier. We'd have bigger smiles and dirtier nails. We'd compost more and waste less. We'd be more connected to nature and our communities. Life would be juicier and more delicious!

COUNCIL PRICING

Council partners pay an program participation fee based on population size. The membership fee provides unlimited access to the Grow It Local program across your LGA as well as a council branded toolkit of promotional materials, real-time data on local participation and a localised impact report, driven by independent research company Taverner Research.

The minimum term commitment for Council partner is two years

For further details of cost per council please see **Appendix A**

RESOURCES WE PROVIDE

Partner councils are provided with a toolkit of localized communications assets for placement in council owned channels where possible throughout the year.

Access for /and to Residents

- Free and unlimited access for member council residents to the Grow It Local digital community and assets
- Access to the database of growers participating in your area, available in real time via a digital dashboard

Media, Communication Resources and Project Management

- Ready-made council branded communication assets, including print and digital materials, to help you promote the Grow It Local program and engage your local community
- PR assets including rights cleared images and media releases to undertake local media activity
- Assets for use in social media and council digital channels
- Project management tools to assist with the programs activation across your LGA
- Council logo placement on the growitlocal.com website

Human Resources

- Dedicated human resources provided by Grow It Local to support you in delivering the program locally
- Management of the digital community by Grow It Local via an email helpdesk, social media and e-newsletters

Data and Impact Reporting

- Real-time data on registrations and impacts in your area delivered via a localised council dashboard
- Localised annual impact report based on surveying program participants to help you evaluate the outcomes of the program

COUNCIL'S ROLE

Councils are empowered to do as little or as much as they'd like to promote the program to your local constituents. By way of example this could include;

1. Promotion through council channels
2. Distribute template media release (provided) to local media
3. Ongoing program feedback

CONTACT

For all inquiries please contact;

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GENERAL MEETING - 530
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Supporting Information

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APPENDIX A

POPULATION SIZE	FEE PER ANNUM *
0 – 5,000	\$2,500
5,000 – 15,000	\$3,500
15,000 – 30,000	\$4,500
30,000 – 60,000	\$7,500
60,000 – 90,000	\$8,500
90,000 – 120,000	\$9,500
120,000 – 200,000	\$11,500
200,000 +	\$16,000

* minimum 2-year council sign-up term



* Rights approved image library

