



# 2023

# GENERAL ELECTION

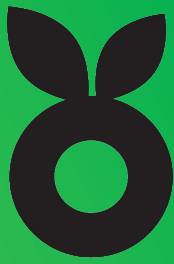
# CAMPAIGN

Why | What | How | Where | When | Who



# WHY?

- To demonstrate the value of Food Rescue to decision makers
- To show public support for Food Rescue
- To secure the policies and funding required to deliver for our communities



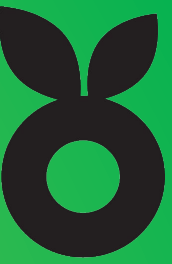
# WHAT?

- \$12 million per annum for 4 year
- A National Food Plan that addresses food security and food waste.
- Mandatory reporting of food surplus and food waste across the value chain



# HOW?

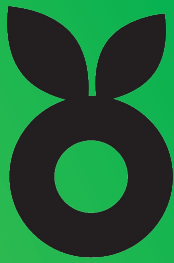
- Publishing our manifesto
- Telling our story
  - What we do, why it matters, what we could be doing, what's at risk
- Calling for political parties to support us
- Seeking support from our local communities
- Telling our supporters where each party stands



# WHERE?

- On the AFRA website
- On members' websites
- On social media
- In the media – national and local
- In our communities – candidate forums etc
- At our warehouses, distribution centres, & freestores

# WHEN?



4 July	Campaign Launch & Political Panel - FairFood
4 July	AFRA webpages go live – start call for people to support our campaign
July	Manifesto sent to Political Parties for response
July – September	Food Rescue orgs host local candidates
August	AFRA publishes political “scorecard”
September - October	Members attend / host local political forums
14 October	Election Day
October	AFRA sends Briefing to Incoming Ministers

# WHO?

