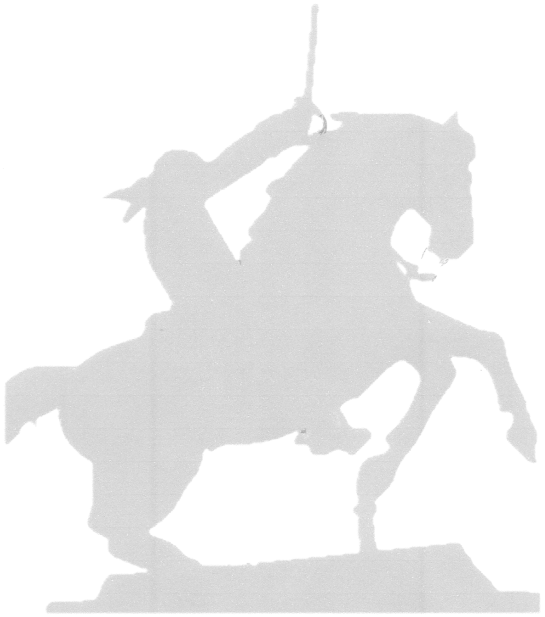
Driving Social Change



FOOD RIVER STATION

Food Source Matters

Partnership Proposal

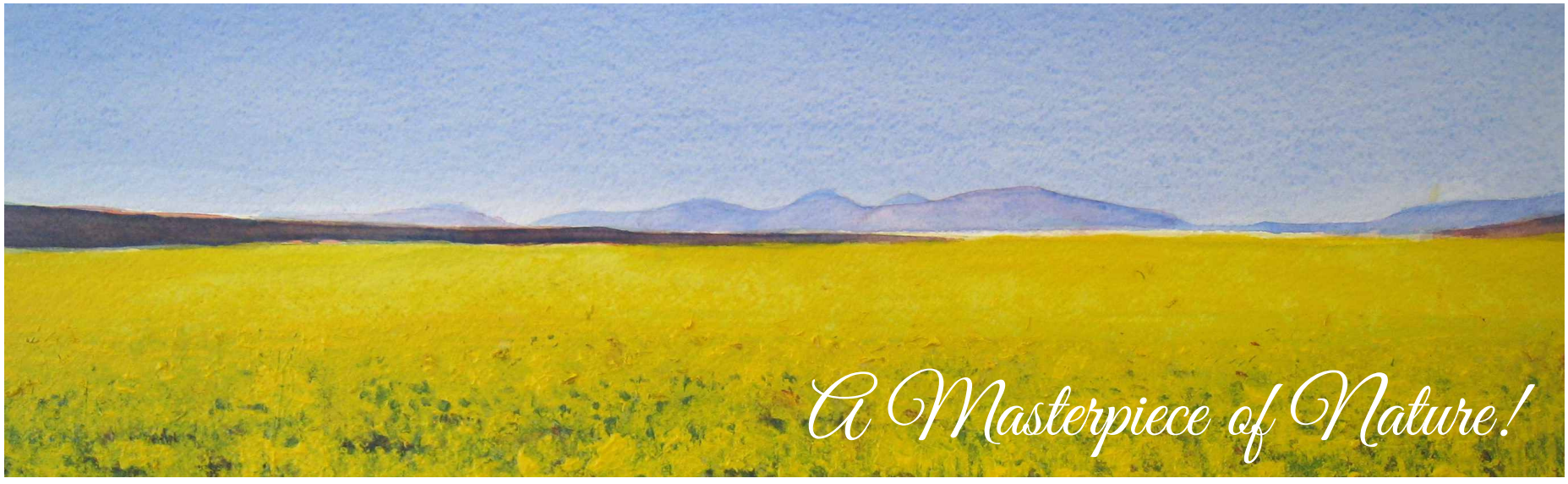
Building a Movement

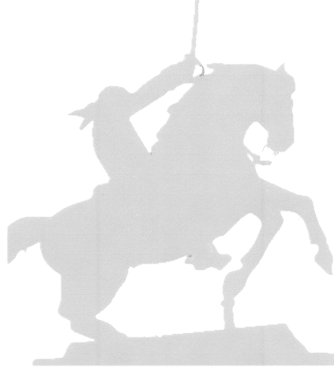
Endorsed by: National Trust,
Royal Botanic Gardens, State Library,
Primary Industries Education Foundation of Australia (PIEFA),
Royal Agricultural Society (RAS), National Farmer's Federation (NFF),

FOOD BOWL CONNECTION IS ONE OF THE MOST UNIQUE, GROUND-UP, GRASSROOTS EDUCATION & EMPOWERMENT PROGRAMS IN AUSTRALIA. IT REACHES INTO **SCHOOLS, BUSINESSES, FARMS, MEDIA, CELEBRITY NETWORKS, COMMUNITIES, AND INDUSTRY,** EDUCATING ON THE IMPORTANT TOPIC OF 'FOOD SOURCE.'

A Movement Where Everyone Plays a Key Role

'Education is the most powerful tool that can be used to change the world'
NELSON MANDELA





Australia's Liverpool Plains Food Source

WHAT BETTER PLACE TO IMPRINT ON THE LIVES OF STUDENTS THE SANCTITY OF OUR FOOD SOURCES!

'The unit not only helps them understand the importance of protecting the source of their food, it encourages them to look after their own backyard.'

Julia Keady

The awe-inspiring Liverpool Plains Food Bowl produces over $3.4 billion in Gross Domestic Product for Australia? Some 183,488 tonnes of wheat is grown per annum on the Liverpool Plains, producing 365 million loaves of bread, 144 million bottles of beer, 62.5 million packets of pasta and 5.4 million packs of muesli. How amazing is that!
Add to fact that it also produces, cotton, canola, sunflowers, chickpeas, sorghum, cattle and much more – all on the same massive scale and it's easy to see why its called Australia's Food Bowl.
The 1.2 million hectares of Liverpool Plains Farmland, is owned, managed, nurtured, loved and sustainably cherished by only 500 dedicated famers.
Lets put this into perspective, 0.00002% of Australia's population are feeding not only Australia, but also the world!

Hi, I'm Dr Robbie van Hemert.

My business **Food River Station** is home to the unique **Liverpool Plains Legacy** comprising of
• **FOOD BOWL CONNECTION - School Education Unit & Food River Link Sponsorship**
• LAND BIOGRAPHY ™ OF THE PLAINS - an iconic record of the significance of the Liverpool Plains
• FOOD RIVER PRODUCTS – Crop botanical cards and prints

As you know the Liverpool Plains Region of NSW is a world-class food source. The need for connection to our Majestic Food Bowl is vital because it is a place that few Australians know about, yet we all benefit from its produce! We need this place! As such, it is a place that should never be compromised.

At Food River Station we believe that
1. Connecting with a place is fundamental to caring for it, so our projects focus on the 'connection process.' Care automatically follows.
2. 'Knowing' the source of our food is vital.
3. Through education comes empowerment.

Our school education unit, Food Bowl Connection reflects these values.

If the unit is to be effective for this purpose, we must take it to an unprecedented level!

I come cap in hand to ask you for help.

Dr Robbie van Hemert from the Liverpool Plains is a shining example of the thousands of men and woman taking charge, seeding and self-funding new solutions.
Julia Keady,

The 12-year timeline highlighting Robbie's journey towards her vision demonstrates her investment in seed funding the initial phase of the Program. This phase is underpinned by thorough research in collaboration with scientists and education experts, film makers, farmers, local community, artists, teachers and students. Their expertise comes together to produce this unique unit to promote awareness and care for Australia's world class Liverpool Plains Food Source.

PhD. Land Biography.

Sponsorship Program.

Food River Station.

Exhibition.

Education Unit.

Sponsorship Program.

Brand Muster Competition. Excursions.

2006-2012 PhD in Creative Practice, UNE Armidale
Developed Land Biography through PhD research, as a visual communication tool designed to raise awareness for significant Australian environments.

2012 – 2015 Created the Land Biography of the Liverpool Plains
Three years of research working with environmental scientists, farmers and local communities to understand why the Liverpool Plains is such a significant food producing resource, edit the findings, and create artwork for future resources.
Initiated a sponsorship program The 'Majestic Food Plains Project' to help facilitate the research and Sydney Exhibition.
Worked with the Year 6 Quirindi Public School to put together the basis for Education Unit. This included an excursion to the plains with the class and a film maker to produce a documentary as the main resource for the unit.
Set up **Food River Station website** as the 'home' of what has become the Liverpool Plains Legacy.
March 2015
'Majestic Food Plains ...A Land Biography'
https://www.foodriverstation.com/gallery
3 Week Exhibition of Artworks at National Trust in Sydney showcasing the 3 years of research.
The exhibition opening event provided a rare opportunity for city folk to talk directly with farmers and listen to key note speakers addressing the issue of the significance of the Liverpool Plains.
The exhibition also incorporated the launching and presentation of the new and innovative Primary School Education Unit, Food Bowl Connection.

2016 Set up and **trialled program in selected NSW schools.**

2017 Started the program in 30+ NSW schools.
Initiated a **sponsorship program, Food River Link,** so the schools could enjoy the program for free.
Implemented the **Brand Muster Competition** with an international panel of judges around the main task in the unit to expand on raising public awareness of the vitality and importance of the plains, and to validate the effectiveness of the unit. Winners attended an Awards Ceremony at the Local Quirindi Agricultural Show in September 2017.
2018 The program has a come a long way this year, including teachers and students from across Australia travelling to the Liverpool Plains for the first time.

Where to now?
Once expanding the unit is underway with a Flagship Partner, Robbie hopes to further develop the Liverpool Plains Legacy through her artwork, which ensures ongoing resources to feed future projects.

Food Bowl Connection Education Unit

For stages 3 & 4 (years 5,6,7,8)
Geography, Agriculture, Technologies, Humanities and Social Sciences

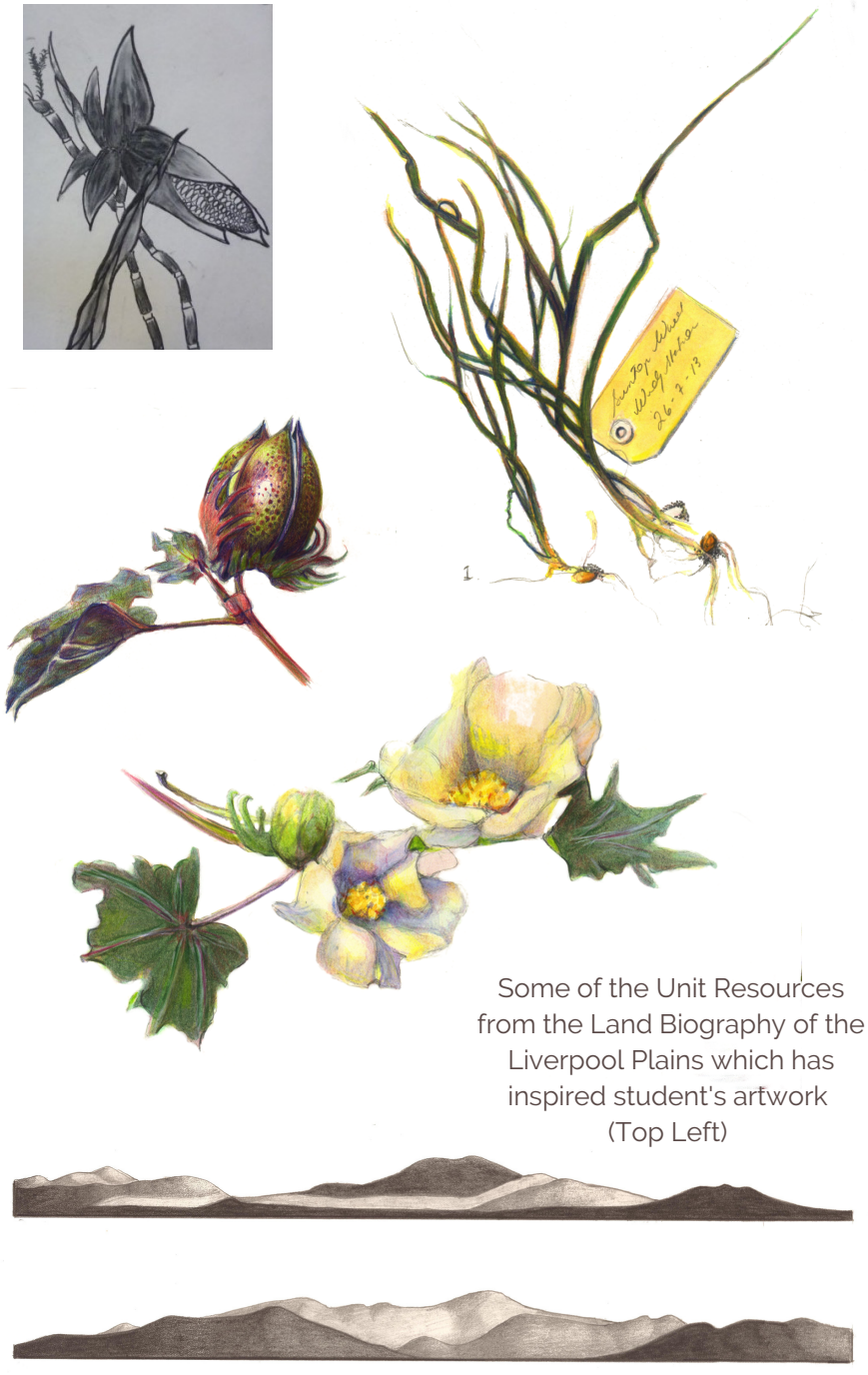
Scientists and education experts, film makers, farmers, teachers and students have come together to produce this unit. The unit's resources are sourced from the Land Biography research and artwork displayed in the exhibition at National Trust.

Food Bowl Connection Unit written by qualified syllabus expert Angela Colliver, is extremely adaptable across ages, stages, and subject areas. Currently in its second year, we have 3000 students undertaking the unit across NSW, approximately half and half primary and secondary students.

Teacher's Link explains the unit in detail, and gives a sample of the unit for teachers, as well as written and video testimonials, and Prime News footage.

The program has come a long way this year; including teachers and students from across Australia travelling to the Liverpool Plains to touch the black soil for themselves and experience its majesty first hand.

This direct connection to the Liverpool Plains has resulted in a heartfelt strengthening of student's comprehension on all the Plains and Australian primary producers offer.

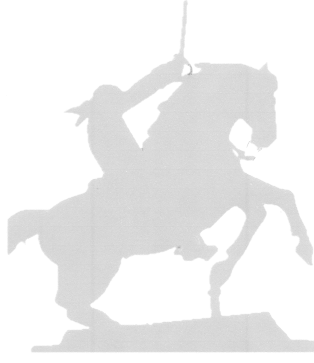


Some of the Unit Resources from the Land Biography of the Liverpool Plains which has inspired student's artwork (Top Left)

FOOD RIVER LINK
SPONSORSHIP FOR EARLY RURAL EDUCATION

FOOD RIVER STATION
FOOD RIVER LINK
Food Source Matters

FOOD RIVER LINK SPONSORSHIP PROGRAM



Here's what one teacher so aptly said about the unit
It is a very relevant, critical, and contemporary unit for Australia as it provides students with a major insight into the demands on the farming and rural sectors, and how crucial food bowls are for the future sustainability of the country.
Fiore Stanizzo, HSIE Co-ordinator, Holy spirit College.

Here's what one student so aptly said about the unit
I have really enjoyed learning about the Liverpool Plains as I didn't know where it was or what was produced there prior to this unit. Now I know all of the different crops that are grown in the plains such as canola, sunflower, wheat, corn and sorghum. These are then used to make many of our foods that we eat daily.
Emma (Year 6) Woolomin Public School

Here's what one sponsor so aptly said about the unit
Education and enlightenment must be the future to open minds for all.
TNB Bailey, June 2018

We believed so strongly in this movement, we established a Sponsorship Program 'Food River Link' ensuring that schools can use this vital unit for free. Sponsors are in the main, local Liverpool Plains businesses and farmers. An individual sponsorship package of $250 provides a school with unlimited use of the unit for one year. We have corporate, group, and individual packages available.

Another benefit from the sponsorship program is that we have a wonderful community involved in the movement.

Also schools now have their own personal Liverpool Plains farmer/contact ready to answer queries they may have while undertaking the unit.

Meet some sponsors:

Corporate
Romani Pastoral Company
Jack's Creek
Millers Creek Station – Jan Cree
Landmark Tamworth

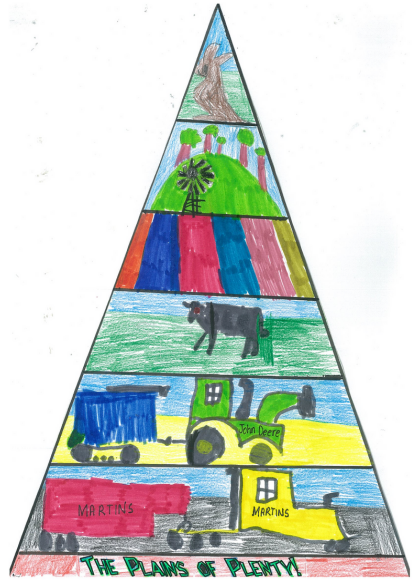
Group and Individual
Liverpool Plains
Businesses & Farmers
Sydney sponsors

Sunflower head (seed detail)

PROOF OF CONCEPT

1. 'BRAND MUSTER'
2. TEACHER"S SURVEY
3. MEDIA RESPONSE

1. 'BRAND MUSTER' COMPETITION



Agricultural Regions Royalty

F
B
C

THE MAIN TASK IN THE EDUCATION UNIT IS TO DESIGN A LOGO FOR THE LIVERPOOL PLAINS.

In 2017, the Brand Muster Competition was created around this main task to expand public awareness of the vitality and importance of the plains. It was an important tool in the validation of the unit's success. it acted as a gauge of the student's connection to the Liverpool Plains. An international panel of high profile judges covering all angles of the unit was engaged to judge and inspire entrants.

Validation of the Unit's Effectiveness

Meet the Judges: Teacher's Link

1: President of the National Farmers Federation (NFF), Fiona Simson,
2: CEO of Primary Industries Education Foundation of Australia, (PIEFA), Ben Stockwin,
3: Celebrity Chef, Christine Manfield,
4: Daughter of famed Chef, Neil Perry – Josephine Perry,
5: Californian Brand Designer, Jeremy Creighton.

Students from across NSW attended the Awards Ceremony as the feature event at Quirindi Show's opening ceremony. Prizes were awarded by judge and President of the National Farmers Federation Fiona Simson, and sponsors were also proud to be present. This was highly successful.
The logo entries were all on public display, with video footage from all the judges and some students – a great opportunity to raise awareness for the program.

2. TEACHER'S SURVEY

15th June 2018 – A Teacher's Survey was conducted for important feedback on the unit.

Feedback

PROBLEM: A bottle neck was located in the take-up of the education unit by teachers.

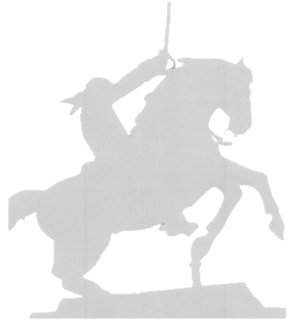
The email marketing system we use relies on the school administrators forwarding emails to appropriate teachers. We could see an extremely low opening percentage by the administrators of schools in our feedback data.

We could also follow the emails that were sent through to the teachers and monitor the links and the clicking rate prior to them contacting us, either asking for more information, or to take up the unit immediately.

The survey showed 70% of respondents heard about Food River Station by email, and observations in our data feedback indicated activity and interest in the unit once teachers were aware of it.

ANSWER: To really increase the number of students undertaking the unit, we need to reach the teachers directly.

SOLUTION: In the survey, teachers offered a series of potential paths and options to take, but we require MARKETING POWER for this.



Teachers suggested increasing teacher uptake of the unit through
-Direct call-up & telemarketing
-Running teacher workshops
-Advertising and promotion
-Promoting excursions and Virtual Reality (VR) experience of the Liverpool Plains

(TEACHER'S SURVEY CONTINUED)

Surveyed teachers elected to take up the unit because
-Meets educational outcomes for future focused learners (students)
-Science behind the unit
-High relevance - curriculum suited to today's world
-Engaging
-Created a connection to place – (which is its goal!)
-Can be integrated with other school programs
-Cause – teachers felt aligned with the unit
-Connection to a farmer, to a sponsor, and to a community

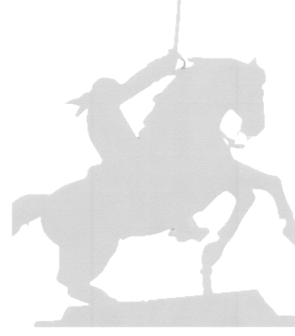
From the survey teachers indicated that studies most enjoyed were
-How the source of food directly affects them, inspiring them to look in their own backyard
-Learning about crops and animals
-Connecting students with place, farmers, community
-An appreciation of where their food comes from
-Brand Muster designing

To quote one teacher: 'students enjoyed all sections of the unit!'

100% of the teachers responding to this survey said they would recommend this unit to other teachers because it is relevant and critical.

The survey exposed future growth opportunities as technical, such as interactive learning resources and Virtual Reality, noting its currency and relevancy especially to Technology syllabus.

92% of the teachers said they would take up the unit again in 2019.
The remainder taught composite (mixed) classes meaning students would be repeating the unit. Therefore, they will be teaching the unit every second or third year with influx of new students.



3. MEDIA RESPONSE

TELEVISION

Prime 7 News Bulletin

RADIO

ABC Regional Radio
ABC RADIO PLAYLIST
Interview with Caitlin Furlong
20 September 17

TOTAL CURRENT MEDIA AUDIENCE OF 500,000

POTENTIAL AUDIENCE IF GROWN TO FROM 3,000 STUDENTS TO 300,000 STUDENTS

5 MILLION!

PRINT

Newspapers

Land, Mike Foley, 1st September 2016
http://www.theland.com.au/story/4131837/food-bowl-lessons-on-liverpool-plains/?cs=4951

Quirindi Advocate, Sally Alden, 25 August 2017
Brand Muster Winner Announced at Show
'An Australian first at Quirindi Spring time show on September 9'

Quirindi Advocate, Sally Alden, 13 September 2017
'Agriculture Showcase Shines'

Magazines

Outback Magazine, Ken Eastwood, June/July 2017 pages 140 and 141
https://www.outbackmag.com.au/plain-teaching/

Downtown Magazine, Jessica Bradbery, Winter 2017
Farming Food and our Future – 12,000 Facebook views

PROOF OF CONCEPT

SOCIAL MEDIA

Food River Station Facebook - 8,000 followers

SEARCH FOR A FLAGSHIP PARTNER

FOOD RIVER (FRS) STATION'S MISSION - VISION

All Australian's play a key role in creating a paradigm shift on how our younger generations regard their food source - in order to ensure food security into the future.

Therefore, we are seeking a Flagship Partner to increase the uptake of our Education Unit from 3,000 to 30,000 schools using our proven 'Community Sponsorship Model'.

In the next 2-5 years we aim to expand our connection to schools, communities and businesses to help 300,00+ students access our Food Bowl Connection Education Program - a sustainable and continually growing program.

We need a project partner who shares our vision - and want to engage in a partnership that has both social, environmental and economic benefits for them, and their stakeholders.

We call this a 'Movement' because this grassroots education program - which is now a scaleable Community Sponsorship Model - reaches into schools, businesses, communities, farms, and media across the nation.

WE ARE LOOKING FOR A FLAGSHIP PARTNER – WHO CAN

Expand upon the successful community sponsorship prototype to see the Education Unit adopted into every school in Australia.

We see this happening through our flagship partner sharing time/talents with FRS over the next 2-5 years.

We are seeking a flagship partner who can provide their skills/networks/PR team/other staff/ time/support to help make our expansion goal happen.

Robbie's 'Theory of Change' is to build critical mass. Once the program is in the majority of Australian schools, it will be self-perpetuating and grow into its own sustainable program.

WHATS IN IT FOR YOU?
In growing our Community Sponsorship Model from 3,000 to 30,000 schools, the flagship partner gains substantial engagement points with students, families, communities and businesses Australia-wide.

The Education Unit provides the partner with a vehicle for them to display their corporate citizenship through a proven grassroots program that educates, inspires and connects with limitless Australian communities.

We are seeking a Flagship Partner for a defined/specific purpose: to support the vision as much as anything, and work together on how we can make that happen - using what Robbie has done so far, and a combination of our competencies.

The self-sufficiency of the program becomes part of the legacy of the Flagship Partner – that they are able to get it into its next chapter, so that it goes over the 'Tipping Point'.

The flagship partner will be able to demonstrate in front of all stakeholders (their clients, suppliers, industry, media etc) that they are committed to this shared vision.

WE ARE LOOKING FOR MORE THAN JUST BRANDING
The branding/engagement/exposure opportunities are unlimited and can be discussed in a preliminary meeting to understand the partners preferences.

FRS is looking for a Partner who shares our vision and is interested in a mutually beneficial partnership that helps reach the shared vision/target – together.

QUESTIONS

What is the end game /goal of the flagship partnership in the next 2-5 years?

To link schools, communities and businesses to 300,00+ students through our Food Bowl Connection Education Program - a sustainable program that educates students on the future of food security.

We would like our project partner to share this vision and want to engage in a partnership that has both social, environmental and economic benefits for them and their stakeholders.

The Education Unit appears to focus on Liverpool Plains. Will it cover other regions?

The strength of the Education Unit is that it is already adaptable to every farming environment in Australia. Teachers can use farming practices from their local environment as a reference when undertaking the unit, which encourages students to look in their own backyards.

A flagship partnership will also free Robbie's time to develop further resources – with the right partner, this Education Unit has the potential to become the most comprehensive research-based unit on food source available in Australia today.

Can you identify the key areas in which you need help from a Flagship Partner?

Our 'proof of concept' survey research, indicates assistance with funding (for Robbie to oversee the expansion of the project) and reach – marketing, advertising etc, as the first priorities to the future development of the program. **Other areas of assistance include, unit sponsorship into schools as demand for the unit increases, or further arrangements as agreed – Robbie is open to discussion**

WE NEED A FORWARD THINKING BUSINESS LEADER TO DRIVE THE MOVEMENT AS OUR FLAGSHIP PARTNER!

THE TIME TO ACT IS NOW!

CONTACT ROBBIE

FOOD RIVER STATION

Food Source Matters

Dr Robbie van Hemert

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M: 0488 666 632

Endorsements for Liverpool Plains Legacy

His Excellency General the Honourable
Sir Peter Cosgrove AK MC (Retd)
Governor-General of the Commonwealth of Australia

Richard Neville
Mitchell Librarian, State Library of NSW

John Siemon
Project Manager for PlantBank
Royal Botanic Gardens and Domain Trust

Brian Scarsbrick
National Trust

Jenny Hughes
Royal Agricultural Show (RAS)

Fiona Simson
National Farmers Federation (NFF)

Ben Stockwin
CEO of Primary Industries Education Foundation of Australia, (PIEFA)