



**HUON VALLEY**  
**FOOD HUB**

**‘HUON VALLEY FOOD HUB POPUP AND  
PROCUREMENT’ TRIAL PROJECT  
EXPRESSIONS OF INTEREST**

**December 2022**

## **INTRODUCTION**

The Huon Valley Food Hub is a Tasmanian first and a unique collaboration between community, food system innovators, residents, business and local government. The end goal of the project is to develop a plan for a future Huon Valley Food Hub. A vibrant and thriving Food Hub has the potential to make our local food system stronger and create social, health, economic and environmental benefits in our Valley.

The Huon Valley Food Hub project is being delivered by the Huon Valley Council thanks to funding made available through the Tasmanian Government's Healthy Tasmania fund. As part of the requirements of the funding, the project will deliver a series of 'activation/trial' projects to spark real changes within our community and actively engage with local food leaders to make it happen. These trial projects will be delivered in a 'safe to fail' manner to genuinely influence and agitate the current process and system across seven themes identified as part of the project's early engagement and research and development stages.

There have been four activation/trial projects selected that have emerged through the project's co-design process with the community and food system stakeholders. These have been prioritised on the basis that once there are strong foundations developed in the production and distribution capabilities, many value-added benefits will emerge in the local food system: jobs, food security and access, education, industry training, food experiences, agri-tourism, circular economy and policy changes.

## **FOOD POPUPS AND PROCUREMENT NETWORK**

The 'Food Popups and Procurement Network' trial project is the Food Hub's second priority project and aims to address our second priority theme - 'Food logistics, transport and agility'. It will aim to address two specific aspects:

- Improve distribution and delivery of local produce for community members to access fresh fruit and vegetables; and
- Develop a procurement network to enhance procurement opportunities throughout the wholesale sector locally.

The project will consist of curating a series of Food Hub Popups to be held in each major township of the Huon Valley, to distribute local produce, celebrate local food, and provide insightful educational experiences around the importance of sourcing and supporting local producers.

In addition to this, work will also be progressed to create a local procurement network aimed at increasing local produce through local wholesale channels with supermarkets and businesses.

## **THE BRIEF**

Council is keen to engage with local event management experts, individuals or organisations who have the relevant expertise and capacity to facilitate and curate a series of Food Hub Popups throughout the Huon Valley from January to May 2023.

The program of events will need to be coordinated and managed, including having direct engagement and interaction with local food producers, community groups and food-related organisations such as Eat Well Tasmania, Huon Producers Network, Scrubby Hill Farm (and Geeveston Community Centre), Dover and South Action Group, and Tasmania Produce Collective to name a few, to deliver an agile and inspiring educational and awareness campaign for the community, promoting the value and importance of sourcing and supporting our local food system.

## **PROJECT OBJECTIVES**

To be successful in this role, the project manager/facilitator function will require 'on the ground', working knowledge of producers, businesses, and groups that can be engaged to participate and support the Popup events.

Four 'popup' events will need to be held for one month duration in each major township of the Huon Valley (Huonville, Cygnet, Franklin and Geeveston) between January and May 2023. These 'events' are intended to be colourful and festive, with a focus on people, food distribution, local supply chains, education, place activation and celebration of the Huon Valley's local producers, food, culture and people. There are strong ties with the region's place brand – the [Huon Valley](#), especially through the integration of a place of origin 'Product of the Huon' marketing piece to showcase produce from the region in a prominent and articulate manner.

With respect to the event at Dover, it has also been identified through the background research and engagement underpinning this project, that greater emphasis will be required for supporting a longer adaptation of the events run in other townships in Dover. This is to specifically address the unique challenges faced by that community with regard to remoteness, food insecurity and constraints to access local food by comparison to other areas of the Huon Valley. It is therefore required that the popup in Dover will be in situ for a longer period, providing more opportunities for building and bridging connection within the community around the local food culture through awareness and education. It is anticipated that the popup will be in place from January to April and link in closely with the Dover Food Pantry initiative and local businesses.

We are open to consider splitting the role of the facilitator into two separate roles – one with a specific focus on the Dover popup, and one covering the remaining towns.

## **PROJECT OUTPUTS**

To work in conjunction with the Food Hub Project Officer to design and curate a series of popup events that have a practical and convivial educational focus.

An allocation of funding will also be made available to focus partly on customised local food distribution solutions/business models that are being applied in other places, that provide practical working examples to educate and raise awareness of opportunities available for enhancing the local food economy.

## **EXPRESSIONS OF INTEREST**

We extend the invitation to local event organisers and management experts, individuals and organisations who have the relevant expertise and capacity to facilitate and curate a series of Food Hub Popups throughout the Huon Valley from January to May 2023.

## **SELECTION CRITERIA**

The successful candidate(s) will promote and deliver a dynamic, inspiring and practical local food production, distribution and educational services and experiences.

Essential experience:

- Experience in gardening, organic farming, regenerative farming, permaculture or small-scale food systems.
- Demonstrated experience in facilitating and organising groups of people
- Skills and/or understanding in unique ways to distribute and deliver food at a local level (both commercial and community models)
- Excellent communication skills with community members and stakeholders
- Able to work as part of a team
- Excellent organisation skills and able to coordinate equipment, participants and events
- Provide a current Working with Vulnerable Peoples check

Desired experience:

- Training in Permaculture, Biodynamics or Regenerative farming
- Experience community development and sustainability
- Knowledge in local economic development and food security through designing local food systems

## **PRACTICAL INFORMATION**

- 2 days per week (16hrs) – Huonville, Cygnet, Franklin and Geeveston
- 1 day per week role (8hrs) – Dover specifically
- \$30 per hour
- ABN required
- Public liability insurance required
- Role(s) begin mid Jan 2023 and concludes 31<sup>st</sup> May 2023

## **APPOINTMENT PROCESS**

The Expressions of Interest process will be advertised for 14 days.

Expressions of Interest are to address the skills, knowledge and experience set out in the Selection Criteria above.

Expressions of Interest must be lodged with the General Manager, Huon Valley Council by either of the following:

In person:

Customer Service Centre  
Huon Valley Council  
40 Main Street, Huonville Tasmania

Electronic lodgement:

Email: [hvc@huonvalley.tas.gov.au](mailto:hvc@huonvalley.tas.gov.au)

## **APPLICATIONS CLOSE**

The closing date for applications will be 5:00pm 19<sup>th</sup> December 2022

## **FURTHER INFORMATION**

For further information, please contact:

Emily Samuels-Ballantyne  
Huon Valley Food Hub Officer  
Huon Valley Council  
Email: [esamuels-ballantyne@huonvalley.tas.gov.au](mailto:esamuels-ballantyne@huonvalley.tas.gov.au)