

CASE STUDY RURAL & REGIONAL



Tanarra's impact can be seen through all levels of our charity from the committee to the warehouse. We couldn't afford this business advice normally. We're now working smarter and more efficiently and we're clear on our priorities because of the deeper self-reflection. It's been a fantastic process for us. We can now give more back to the community.

Andrew Schauble,
CEO, Geelong Food Relief



About the Charity

Geelong Food Relief is the heart of the region's emergency food system. It collects nutritious food that it shares with front-line charities to feed people in need.

The need identified

GFRC sought advice on Committee effectiveness, operational efficiencies and independent review of its stated purpose and differentiation with a view to revising its strategy and communication.

Probono hours 81



LONG-TERM SUSTAINABILITY

Geelong Food Relief Centre (GFRC) provides an essential service in regional Victoria. Over the past two years it has seen a significant surge in demand.

Tanarra's support commenced with a Board Health Check followed by an analysis and presentation of the findings including a review of existing strategic documents. Twenty recommendations were made to improve effectiveness and efficiencies which the board and CEO considered and prioritised.

Recommendations included revising the governing committee's size and role, prioritising addressable business issues, improving the collection and reporting on community impact, and investing in appropriate technology to improve efficiencies. Tanarra facilitated a review of GFRC's purpose and differentiation to clarify its position in the food relief ecosystem and its value to the community. We also connected GFRC to one of our collaboration partners, Pressroom Philanthropy, to enhance the branding, communication and visual impact of its distribution centre and mini mart.

Charity outcomes

- A new fit for purpose committee of management from 14 to 6 skilled based members,
- A refined vision, purpose, differentiation and value proposition,
- Currently upgrading technology and processes,
- New networks of probono support.

Community outcomes*

- Food to the equivalent of 1.8 million meals was distributed.
- 55 front-line agencies utilise the service and 80% are dependent on it.
- 90 ton of food per month collected.
- Regular volunteers grew from 65 to 140 (more than double)
- 122% increase in rescued and donated food and 74% reduction in purchased food.

*Community outcomes are not directly attributable to the work of Tanarra Social Purpose.