

Evaluation of Foodbank WA's BHP Billiton Agreement in the East Pilbara Region

A MARKETING RESEARCH REPORT

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Table of Contents

	Page No.
Executive Summary	1
Overall recommendations.....	1
Background and methodology	3
Background to the research.....	3
The methodology.....	5
Research findings	7
Identifying the need.....	7
Satisfaction with the programs on offer	9
Process and supplies.....	14
The role of partnerships.....	16
Communication methods.....	18
Perceived risks to the continuation of Foodbank WA's programs in schools.....	20
BHP Billiton Iron Ore's corporate reputation	21
APPENDIX: Quantitative online survey data tables	22

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Executive Summary

The findings from the current research project were consistent with previous research. Schools and stakeholders both provided overwhelmingly positive feedback on the *Healthy Food For All* programs delivered by Foodbank WA, as well as highlighting the professionalism of Foodbank WA as an organisation and the excellence of Foodbank WA staff.

Feedback received through both the online survey of schools and the phone interviews conducted with schools and partnering organisations was very positive across the board. Both schools and partnering organisations highly valued their partnership with Foodbank WA, strongly supported the continuation of the *Healthy Food For All* programs and showed great appreciation for the resources and support provided by Foodbank WA.

A few minor suggestions were made for how Foodbank WA could potentially further improve its programs and processes, and these recommendations follow.

Overall recommendations

As a result of the quantitative and qualitative research process, a number of opportunities have been identified for Foodbank WA to potentially focus on:

- School Breakfast Program
 - Schools spoke very positively about the supplies and support received from Foodbank WA for the School Breakfast Program and acknowledged Foodbank WA's excellent planning and organisation;
 - Similar to last year, the only suggestions for improvement related to the types of food provided to schools, with a number of schools requesting that perishable products be added to the list of foods offered, whilst one school was disappointed that juice is no longer available and another school suggested that Foodbank should provide products with less added sugar;
 - One school mentioned that their School Breakfast Program had already benefitted from the support of local providers, who supplied them with bread and milk. There is an opportunity for Foodbank WA to establish partnerships with local supermarkets and suppliers to provide perishable items to geographically isolated schools on a regular basis.

- Food Sensations® program
 - Feedback on the Food Sensations® program was overwhelmingly positive with regards to the training delivered within the region, the people delivering the training and the outcomes seen as a result of the training;
 - The only suggestion for improving Food Sensations® was to increase the frequency of Foodbank WA visits or possibly the length of each visit, as schools highly valued the program and felt that more frequent visits would lead to even better outcomes; and
 - Similar to last year, there is potential to further utilise community networks and train people within appropriate roles within the community to deliver the Food Sensations® sessions in schools. This would allow the sessions to be run more frequently.
- General program delivery and support
 - As per last year, it is essential that Foodbank WA maintains its proactive and frequent communication with schools and partnering organisations. This is centrally important for facilitating the smooth delivery of Healthy Food For All initiatives, and for providing schools and partner organisations with resources and support;
 - There is an opportunity for Foodbank WA to further promote the Healthy Food For All website and leverage it a tool for knowledge sharing and as a networking platform between schools, partnering organisations and Foodbank WA. Currently, none of the schools interviewed are visiting the Healthy Food For All website on a regular basis;
 - Awareness of BHP Billiton Iron Ore’s funding of Foodbank WA’s Healthy Food For All program has increased over the past year. However, continued promotion of BHP Billiton Iron Ore’s association with Foodbank WA could lead to more positive perceptions of the brand; and
 - The consistency in findings between the current report and the previous year’s report highlights that Foodbank WA has maintained an exceptional standard across the board in its delivery of Healthy Food For All programs, and implicitly indicates a strong commitment by Foodbank WA to the training and development of its staff.

Background and methodology

Background to the research

Foodbank WA is a not-for-profit organisation which sources donated and surplus food from the food and grocery industry to distribute to welfare and community agencies that provide food assistance to people in need. Among the beneficiaries are schools in low socioeconomic areas of Western Australia, with Foodbank's programs focusing on two key areas – healthy eating and physical activity.

In late 2010, Foodbank WA entered into a funding agreement with BHP Billiton Iron Ore to support the delivery of Foodbank programs to schools and communities in the East Pilbara region. The focus was particularly on:

- The expansion of the **School Breakfast Program (SBP)** – whereby schools are provided with food supplies that enable them to provide their students with a nutritionally wholesome breakfast (where they might not have had access to one otherwise);
- The introduction of the **Food Sensations** program – a hands-on cooking and nutrition program in schools that aims to improve the knowledge and understanding of nutritious foods, and provide the skills to prepare them safely; and
- The introduction of the **Choose to Move** program – a physical activity program endeavouring to increase student physical activity through structured lessons and unstructured play during the school day

The programs are primarily aimed at school students, whilst school teachers, parents, and health care workers form a secondary target group.

Research objectives

TNS Social Research was commissioned by Foodbank WA in order to evaluate the effectiveness of the SBP and Food Sensations® programs against their set objectives and gain feedback to guide potential improvements:

- **Primary objective:** Evaluate the Food Sensations® and School Breakfast Programs in schools within the East Pilbara region to ensure a continuous improvement model.
 - Measure satisfaction with the programs and the processes which underpin them;

- Collect stakeholder feedback on the program in relation to their perceptions of, and relationships with, Foodbank WA;
 - Understand perceptions of 'change' / 'improvements' in Foodbank WA's processes and delivery relative to the previous 12 month period;
 - Better understand how schools would like to network (for example, via the website); and
 - Measure satisfaction with partnership relationships.
- **Secondary objective:** Understand the impact of BHP's involvement in the programs on its reputation in the region in order to provide feedback to BHP.

The methodology

A multi-modal approach was taken to gather a depth of information and to ensure it was meaningful, appropriate and not intrusive to the participating schools, with results from each stage analysed together to ensure a holistic view.

Stage 1: Online survey

An initial quasi-quantitative online survey was sent to key contacts, including principals, SBP coordinators, teachers at 14 participating schools in the region to enable them to provide initial feedback on the programs and services provided by Foodbank WA. This survey sought to gauge satisfaction through a number of quantitative measures, as well as including qualitative open-ended questions to gather more detailed feedback on their experiences and any potential improvements that could be made. The survey took around 10 minutes to complete. Foodbank WA sent out a forewarning email to participating schools, providing them background on the research, its purpose and what it would involve, to garner their support. Further, reminder emails were sent to all key contacts, and Foodbank WA personally got in touch to encourage them to take the opportunity to provide feedback. To ensure maximum response, those who completed the survey were given the option to enter the prize draw to win a cutlery/crockery kit for their school. Recipients of the survey were also able to forward it on to others who might be interested in taking part. A total of ten responses were received and the quantitative fieldwork was completed in November 2013.

Stage 2: School contact interviews

At the end of the online survey, respondents were asked to indicate whether they would be willing to have a confidential one-on-one discussion with a TNS researcher in order to better understand their school's needs and how Foodbank WA could help deliver on these needs. Eight of the ten respondents surveyed were willing to participate in the one-on-one interviews, and this included a mixture of school principals, teachers and SBP coordinators. Respondents who were willing to participate were asked to provide their contact details to setup a time for a follow-up phone call to get some more in-depth feedback on the Healthy Food For All® programs. Each person was called at least three times to give them the opportunity to take part in the research, and a total of six interviews were conducted. These mini in-depth interviews took around 15 minutes and were conducted at a time convenient for them (with participation entirely optional). These conversations gave us a better understanding of the context in which schools were operating, and helped us to probe and get more detailed feedback beyond what we got from the online survey. All interviews were conducted during November 2013.

Stage 3: Stakeholder interviews

TNS utilised a contact list provided by Foodbank WA to target relevant stakeholders for phone interviews, which lasted 20 minutes on average. Each stakeholder was contacted by TNS a number of times if initially unavailable to ensure participation, and as a result, all six intended stakeholders were interviewed. All interviews were conducted during November 2013.

Research findings

Identifying the need

The overarching need for Foodbank WA programs - including the SBP and the Food Sensations® program - in schools in the East Pilbara region primarily relates to a lack of awareness of the importance of good nutrition among students and families, and an observed lack of healthy eating.

The School Breakfast Program

Among school contacts and key stakeholders, there continues to be a strong perceived need for the SBP to be delivered in schools in the East Pilbara region. In participating schools throughout the region, it was commonly perceived that many children are coming to school without eating a nutritious breakfast, and in some cases, without eating any breakfast at all. The SBP enables those students who might not have access to an adequate breakfast at home, to receive a nutritionally wholesome breakfast, as well as benefitting from the positive social, educational and health promotion aspects of the program.

"Foodbank feeds kids, so that they can work well and focus in class without being hungry."

"The Foodbank is an essential service to our school, particularly to those from low SES backgrounds."

"If the kids are hungry, they can't concentrate. It's good for the teachers because if the kids are not hungry, they will listen if the teacher is talking."

In addition to benefitting the students, many schools reported that financially they would be unable to run a SBP without the support of Foodbank.

"The school budget is being cut, so having Foodbank to provide the food is a big help."

The Food Sensations® Program

The Food Sensations[®] program provided by Foodbank WA was felt to educate both students and parents about the benefits of good nutrition and how to prepare healthy meals.

"It provides nutrition education to students in a fun and interactive format."

"Raising awareness of the importance of food and the effect on the body; letting people have fun and engage with food; teach cooking skills and having a clean kitchen, which means you'll get good tucker in a safe environment."

The Food Sensations[®] program trains participants in a hands-on environment, where they are taught about nutrition, cleanliness and food safety, as well as learning how easy it is to prepare a variety of healthy meals. This practical approach to education is important for getting students and parents to transfer theory into practice on a regular basis in their home lives.

"It's great to give the kids ideas on healthy things to cook and eat."

Satisfaction with the programs on offer

The Healthy Food For All initiative

Similar to previous years, there was overwhelmingly positive feedback on both Foodbank WA and the Healthy Food For All initiative overall. School contacts and key stakeholders spoke very highly of Foodbank WA's programs and the level of support that they provide.

"Everything is done extremely well. It all appears well organised. The food etc. is always of a high standard and dealing with all the staff they are helpful, supportive and efficient."

"We are very happy with the service and cannot think of any areas that could be improved."

"I think they do a great job, and I look forward to working with them each year."

"Absolutely amazing, it works across communities, is culturally aware, and is recognised widely in the community."

When asked to rate how they would talk about the Healthy Food For All initiative in social situations, two of the schools surveyed said that they would speak 'favourably' about the initiative, whilst a further eight schools said that they would speak 'extremely favourably' about the Healthy Food For All initiative.

Both schools and stakeholders widely acknowledged that the Foodbank WA coordinators working with schools in the East Pilbara region are doing an exceptional job. These coordinators were described as "enthusiastic", "passionate", "respectful", "professional", "knowledgeable", "very relaxed with young people", and "very genuine."

"They couldn't have picked a better team to deliver on their behalf. Foodbank are really lucky, and if they could bottle those two girls and send them everywhere, then there would be a lot of really happy communities."

"The staff were fantastic, they engaged the students in positive, enjoyable and educationally sound activities. Well organised."

More specific feedback follows at a program level.

The School Breakfast Program

The SBP received overwhelmingly positive feedback from schools, who acknowledged that the program is highly valued and felt that it had a positive effect not only on the wellbeing of students, but also on their attendance and performance in class.

"A great way for students to start their day, being full and not having to worry about hunger interrupting their learning."

"Huge benefit to the engagement and attendance of students."

When schools were asked to rate their satisfaction with the processes, supplies and assistance provided by Foodbank WA in relation to the SBP, all ten schools surveyed reported that they were 'very satisfied' with the processes and assistance provided by Foodbank WA, whilst all schools were either 'satisfied' or 'very satisfied' with the supplies provided by Foodbank WA for the SBP.

In addition, schools also felt that the SBP provides a warm and safe environment that cares for students' needs, and provides the school with an opportunity to engage with and build positive relationships with the students.

"Gives kids time to chat to education assistants, AIEO's, the teachers...gives them a chance to have breakfast, have a chat, and start their day in a nice way."

Many schools praised Foodbank WA for their support, because they felt that the SBP allowed them to offer assistance to students who they usually would not be able to help because of budget constraints and lack of resources. Indeed, several schools acknowledged that due to support given by Foodbank WA, they were able to run the SBP with very minimal costs. All of the schools surveyed acknowledged that the SBP is very well-liked by students and we heard several mentions of students looking forward to the SBP.

"Thanks to Foodbank, the school can help kids that they ordinarily wouldn't be able to help."

"Foodbank provides the food and lots of support."

"Students are just really pleased to get a good breakfast and say that they look forward to Wednesday, because of Breakfast Club."

The Food Sensations® program

Eight schools in the East Pilbara region were recently visited by Foodbank WA to deliver the Food Sensations® program. When asked to rate their satisfaction with the visit, seven schools were 'very satisfied', while the remaining school was 'satisfied'. Similarly, two out of the three schools that received training through the Food Sensations® program were 'very satisfied' with the training provided, and the third school was 'satisfied'.

"I think they are extraordinary, I think they are achieving well and above the purpose of the Food Sensations initiative, they are doing very, very well."

"One of the highlights of the year."

School coordinators provided overwhelmingly positive feedback on Food Sensations®, with all saying that it is an excellent program for students, parents and coordinators. Schools acknowledged that the program does an outstanding job at teaching students about good nutrition and healthy food preparation, and the program is delivered in a way that is exciting, informative and highly engaging for students.

"It's great to give the kids ideas on healthy things to cook and eat."

"It's really well organised and a positive experience for the teachers and kids."

"All of the children were happy and laughing and engaging – both the high school and middle school aged children - they were engaged and they were thinking. The Foodbank staff weren't disciplinary about it but because the activity was good and they were very relaxed about what they were doing, very confident about what they were doing, they had the children very on task so the children were certainly not bored and I watched those kids share the task, wash their hands, cut up the food, share the food, and eat well with hardly any teasing or humbugging that you usually get with kids ... and that's because of the quality of the teaching."

School coordinators widely acknowledged that Foodbank WA has also done an excellent job at tailoring the Food Sensations® program to their target group. The information provided through the program was considered to be pitched at the right level, in terms of language and content delivered, and coordinators felt that there was a good mix of instruction and hands on learning and practice.

"Nutritional information was provided in fun and interesting ways."

"Instruction to students regarding nutrition was excellent."

A few schools noted that Food Sensations® was also offered to parents, which was widely seen as a great way to educate parents on the importance of good nutrition and healthy eating.

"Food Sensations training is offered to parents also, and this is a great idea."

Given the remoteness of some schools in the East Pilbara region, certain food products are not readily available (e.g. fresh fruit and vegetables). A number of schools were pleased that the course took their remote location in to account, and had only presented recipes that used products that could be easily sourced locally. They felt that this increased the likelihood of students using recipes taught through the program at home.

"It was pertinent to our remote circumstance and recipes were appropriate for this community."

"It was relevant to the curriculum and in fact a teacher is using it this term in her Health lessons."

It was also noted by school coordinators that the hands on nature of Food Sensations® helps to solidify learning and equips students with the practical skills necessary to safely prepare healthy meals at home. Several coordinators mentioned that students had learned and retained knowledge of nutritional information and could still remember some of the dishes that they were taught in Food Sensations®.

"A lot of the students are remembering the visits of the Foodbank workers and what they cooked, so there's recall of it being a great experience. And they [the students] remember some of the individual dishes that they've made. And some have recall of the activities they have done, and the nutrition information that was provided as part of those."

Further, school coordinators mentioned that the benefits of Food Sensations® are extending beyond the classroom in a number of cases. As the program uses easily sourced products, some students are taking their learning from Food Sensations® and applying it to prepare healthy meals at home.

"We have a couple of older students who look after their younger siblings. One of the girls [student] said to me that "after those ladies came, I cooked an omelette for my little brother and he loved it" and I thought oh that's nice that it has transferred over."

Foodbank WA staff were praised by schools for their delivery of Food Sensations®. Program delivery was considered to be outstanding across the board, with several schools noting the passion, professionalism and enthusiasm of Foodbank WA staff. Schools also felt that there was a benefit in having the same people visit each year as this enables them to build relationships with the school and students.

"The staff were fantastic, engaged the students in positive, enjoyable and educationally sound activities. Well organised."

"The ladies who ran the Food sensations classes were outstanding in every aspect. They were punctual, professional, engaging and pitched the lessons perfectly at their target audience. The staff and students all agreed it was one of the best activities they have had at school. We always look forward to their visit."

"It's good for the students to see a consistent face. The children recognise when the team comes back, and remember the activities done."

The only slight limitation mentioned in relation to Food Sensations® was that because of the isolated location of schools, Foodbank WA staff were only able to visit each school once a year. All schools would love Foodbank to run the education sessions more often, or stay for a greater duration each time. However, schools understood the difficulty in having more frequent visits and acknowledged that the training they received is worthwhile and a great thing to have. One school also suggested that it may be beneficial to train appropriate members of the community, so that Food Sensations® could be delivered more regularly.

"The program does as much as it can for the scope of the program, but obviously we see that sort of an on-going program with regular contact with each school would be a 10. Although, we understand that Foodbank can't provide that at this stage."

Kitchen Garden Program

One school mentioned the Kitchen Garden Program and spoke very positively about it. They noted that they were able to use the produce grown in the garden in cooking classes and for school breakfasts. Further, two of the schools surveyed had accessed the Pilbara Kitchen Garden website, and both found it to be 'extremely useful'.

Process and supplies

Processes involved and support given

Similar to last year, the current processes involved in liaising with Foodbank WA and accessing the various programs available were deemed fairly simple, straightforward and appropriate, with Foodbank WA staff assisting across a range of functions, namely:

- Managing the process end-to-end, from signing schools up to having a truck deliver the food directly to the schools for free at the start of term;
- Minimising the paperwork for schools to complete;
- Allowing sufficient time for schools to place orders, and proactively sending reminders and following up with schools who have not submitted their orders; and
- Being flexible in terms of the timings for food deliveries and the amount of food ordered.

"All the hard work is done thanks to Foodbank and we're just very thankful for their involvement."

"The food that we get is of great benefit. It is shipped for free, despite the remoteness of the school. Foodbank organises shipping, logistics and time."

Schools spoke very positively about the support received from Foodbank WA throughout the process, and were appreciative that Foodbank WA is "on the ball" and essentially helps lessen the burden on the school.

"Foodbank are a great organisation to work with."

Schools found there to be no noticeable changes in service and program delivery by Foodbank WA over the past 12 months – either for the better or for worse. It was widely acknowledged by schools that Foodbank WA has maintained its high

standard of service delivery over that time, and schools could not identify any gaps or areas for improvement in terms of processes.

"The program has always been very well organised and Foodbank always deliver an excellent service."

"All Foodbank can do is keep up the good work and honour their terrific staff."

Several partnering organisations noted Foodbank WA's commitment to constantly improving service and program delivery. Whilst this improvement was not necessarily evident to schools - who have always perceived Foodbank WA to be operating at a very high level - partnering organisations recognised that Foodbank WA are always updating their skills and activities, and are instituting new activities that build on the skills that were taught on previous visits to schools.

"The program has evolved in terms of content and is continually being adapted, and that's a good thing."

Supplies provided to schools

Schools felt that the food received from Foodbank WA was of a high standard and more than sufficient quantity, with a good mix of fruit, carbohydrates and potentially hot meals (such as Mexican bean toasties).

"Everything is done extremely well. It all appears well organised. The food is always of a high standard and dealing with all the staff, they are helpful, supportive and efficient."

Whilst all schools were positive towards the supplies provided by Foodbank WA, several schools thought that the programs could be further enhanced if perishable items could be provided to schools (and kept refrigerated) – such as margarine, milk, fresh produce, and ham. One school noted that they occasionally have access to fresh fruit at the start of each term, but said that more frequent access to fresh fruit would be beneficial in establishing good eating habits in students. Schools would like perishable items to be added to the food order form, as this would save them from going out and spending their own time and money shopping for these items.

"The program is very satisfying, but unfortunately being remote does not allow us to access fresh produce."

Further, one school coordinator was slightly disappointed that juices are no longer available for order on the food list, as they felt that these were popular with the students and a worthwhile inclusion. Another school noted that it would be good to have less food with added sugar.

One school mentioned that their SBP had already greatly benefitted from the assistance of local suppliers, with Harvey Milk providing them with milk on a regular basis and the local Brumbies bakery delivering bread fortnightly. A stakeholder from a partnering organisation noted that for schools in isolated areas, it would be highly beneficial for Foodbank to establish partnerships with local providers, who could supply perishable goods to schools directly.

The role of partnerships

From the school's perspective

Of the school contacts that were spoken to, the level of community links and strength of external partnerships varied greatly.

The majority of schools interviewed do not currently partner with any external agencies or organisations. A couple of schools said that they are happy to continue operating the programs without external assistance, whereas a few others are open to the idea of increasing community involvement in the programs, and would appreciate Foodbank WA's assistance in establishing partnerships. Some schools mentioned that the remoteness of their school makes it difficult to partner with external organisations.

A couple of schools have already established strong community links and are seeing the benefit of partnering with other organisations and agencies to deliver programs such as the SBP, with partners providing additional resources including food, milk, bread, whitegoods and people, to assist in program delivery.

"External support is invaluable."

From the partner's perspective

Partnering organisations were very positive in their feedback on Foodbank WA and are strong advocates for the work that Foodbank WA does throughout the East Pilbara region.

"We're always looking to promote Foodbank and what they have available to schools."

A number of organisations noted that a key reason for partnering with Foodbank WA was to avoid duplication. They noted that Foodbank WA already had an established presence in the East Pilbara region, and as they both shared similar goals, it was thought to be more beneficial to work in partnership with Foodbank WA rather than reinventing the wheel. Further, a number of organisations also felt that partnering with Foodbank enabled more efficient use of their limited resources, through sharing resources and reducing travel and logistical costs, so that more funds could be directed towards programs.

"It's more efficient to share resources and logistics by partnering up, so we tend to work with like-minded organisations."

Regular contact and clear communication were seen as key drivers of the successful partnerships that Foodbank WA has forged with all of the external agencies that were interviewed. Partnering organisations widely reported that Foodbank WA proactively communicate with them prior to visits, sending itinerary through early so as to provide them with an opportunity to build on what is planned and add value to the programs. It was also reported that Foodbank WA reaches out to external stakeholders for feedback and follow-ups subsequent to their regional visits, and that Foodbank WA have been very responsive to the feedback of partnering organisations.

"Great to communicate with, they respond quickly to emails or phone messages, they are really willing to go above and beyond in our partnership with them."

"If we can build on what they have happening already, they're very open to new ideas and working in partnerships really well."

Partnering organisations saw Foodbank WA's ability to connect with other organisations that work with schools as a key strength. Many stakeholders reported that Foodbank WA is very inclusive of community organisations and excellent at creating partnerships.

"As time goes on, they are bringing new partner groups on board, linking organisations together to collaborate, rather than replicate."

Similar to last year, staffing resources and funding were named as potential barriers to ongoing support by partnering organisations. For organisations that rely on voluntary staff, it was acknowledged that it can sometimes be difficult to align program timeframes with Foodbank WA, as volunteers need to schedule trips around their work. That said, organisations noted that Foodbank WA are very accommodating in terms of planning.

Communication methods

The majority of schools were happy with the current methods of communicating with Foodbank WA, which is predominantly a combination of telephone and email communications. Schools felt that Foodbank WA is very responsive, accessible and helpful.

"There's never been a time where it hasn't gone smoothly in the two and a half years that I've been here."

Schools were also satisfied with the frequency and level of contact with Foodbank WA, noting that Foodbank WA are proactive in initiating contact and provision of information and resources, whilst not being excessive.

"Great to communicate with. They will respond quickly to emails or phone messages, they are really willing to go above and beyond in our partnership with them."

"Foodbank always encourage follow up after the visit, or for a social chat, no problems about getting in touch with each other."

Schools and partnering organisations also felt that Foodbank WA is very generous in terms of knowledge and resource sharing, and is always proactive in keeping them informed.

"Very professional, great to work with. They have a lot to offer in terms of skill, information and education."

"Foodbank are very keen to share resources; knowledge, expertise and physical resources."

A number of schools mentioned receiving Foodbank WA's newsletter, *The Morning Toast*. This was felt to be a good way for Foodbank WA to provide information to schools, and another form of communication in which Foodbank WA helped equip schools to deliver the SBP.

Aside from direct contact with Foodbank WA, none of the schools surveyed were regularly using the Healthy Food For All website as a source of information or for networking with other schools. Whilst some school contacts thought that the Healthy Food For All website could be further promoted and leveraged as a tool for sharing content and best practice examples, there were a few other schools who did not see the need to access the website, as they felt that the SBP was already working well within their school.

Perceived risks to the continuation of Foodbank WA's programs in schools

Similar to last year, when coordinators were asked of the risks associated with the continuation of Foodbank WA's programs in their schools, they tended to focus on external risks as opposed to internal. This reflected schools' commitment to the continuation of their relationship with Foodbank WA and their participation in the Healthy Food for All program, and that they did not foresee any reason for their school to withdraw. Conversely, the focus of schools was on whether funding from Foodbank WA would continue, as in most cases schools relied on funding and support from Foodbank WA to run their SBP.

"Not being able to staff the program in the future due to funding or staff cuts. Though if this situation occurred, I'd do everything I could to ensure that the program kept running."

"To minimise risks, it's really important to continually promote the program throughout the community, show gratitude to supporters and funders, and ensure the school does its bit to keep the program working well and make Foodbank's job easier."

Similar to schools, many partnering agencies did not foresee any need for their organisation to withdraw from the partnership, instead acknowledging that their only real barriers to continuation would be if funding were lost from a Foodbank WA perspective.

BHP Billiton Iron Ore's corporate reputation

There was generally good awareness in schools of BHP Billiton Iron Ore's involvement in the Healthy Food for All initiative; with seven out of ten schools spoken to reporting that they were aware of BHP's involvement. Whilst this is a marginal improvement on last year, there is still potential for the Healthy Food For All program to further promote BHP Billiton Iron Ore as its key contributor.

In the online survey, of the seven schools that were aware that BHP Billiton Iron Ore provides funding to Foodbank WA, all said they would speak favourably about BHP, think BHP fulfils its role as a responsible mining company, and is to some extent better than other mining companies in the area.

Throughout the qualitative interview stage however, there were more varied responses in terms of how BHP's involvement impacted on people's perceptions. A few schools were made to think more positively about BHP due to its provision of funding to Foodbank WA, whilst a couple of other schools felt that BHP's involvement had no impact on their perceptions of BHP as an organisation – the majority of these were already positively predisposed, while one school saw it as BHP's responsibility to contribute to the communities in which they operate in.

"I know that the Pilbara region gets extra Foodbank sessions because of funding, and I think it's great that BHP give back to these communities."

"Foodbank and Food Sensations is such a wonderful thing, and knowing that BHP are behind them, I think 'good on them, and thank you very much'. I think BHP is incredible actually, the way that they support us and our town is just amazing."

*"We're appreciative of BHP's funding, particularly as they provide funding for extra trips to our region. Also they provide funding to get the food for the School Breakfast Program to our region, which wouldn't be possible otherwise. A lot of schools would miss out if there wasn't funding to get the food to the schools."
(Partner organisation)*



APPENDIX: Quantitative online survey data tables

Quantitative online survey frequency counts (n)	
A1 : How many students attend your school?	
Less than 50	2
51-100	1
101-300	3
More than 300	4
Total	10
<i>Base: All Respondents</i>	
A2 : For how long have you been accessing Foodbank WA's services?	
Less than 6 months	0
6-12 months	1
1-2 years	0
More than 2 years	9
Total	10
<i>Base: All Respondents</i>	
B1 : How would you rate your satisfaction with the processes?	
Very satisfied	10
Satisfied	0
Neither satisfied nor dissatisfied	0
Dissatisfied	0
Very dissatisfied	0
Total	10
<i>Base: All Respondents</i>	
B1 : How would you rate your satisfaction with the supplies?	
Very satisfied	8
Satisfied	2
Neither satisfied nor dissatisfied	0
Dissatisfied	0
Very dissatisfied	0
Total	10
<i>Base: All Respondents</i>	
B1 : How would you rate your satisfaction with the assistance?	
Very satisfied	10

Satisfied	0
Neither satisfied nor dissatisfied	0
Dissatisfied	0
Very dissatisfied	0
Total	10
<i>Base: All Respondents</i>	
B3 : Has your school received a visit from Foodbank WA staff to deliver the Food Sensations® program?	
Yes	8
No	2
Total	10
<i>Base: All Respondents</i>	
B4 : How recent was the visit you received?	
Less than 2 months ago	2
3-5 months ago	4
6-12 months ago	2
More than a year ago	0
Total	8
<i>Base: Those who received a visit by Foodbank WA staff to deliver FS</i>	
B5 : How would you rate your satisfaction with your Foodbank WA visit?	
Very satisfied	7
Satisfied	1
Neither satisfied nor dissatisfied	0
Dissatisfied	0
Very dissatisfied	0
Total	8
<i>Base: Those who received a visit by Foodbank WA staff to deliver FS</i>	
B7a : Has your school participated in the Food Sensations® training provided by Foodbank WA?	
Yes	3
No	7
Total	10
<i>Base: All Respondents</i>	
B7b : How would you rate your satisfaction with the Food Sensations® training provided by Foodbank WA?	
Very satisfied	2
Satisfied	1

Neither satisfied nor dissatisfied	0
Dissatisfied	0
Very dissatisfied	0
Total	3
<i>Base: Those who received FS training</i>	
B9 : In a social situation, if you were asked your opinion of the SBP / Healthy Food For All Program, would you speak favourably or unfavourably about it?	
Extremely favourably	8
Very favourably	2
Fairly favourably	0
Not very favourably	0
Not at all favourably	0
Total	10
<i>Base: All Respondents</i>	
B12 : What is your preferred method of contact for networking with other schools and people involved in Foodbank WA programs?	
Through the Healthy Food For All website	1
By email	7
By telephone	0
Face-to-face meetings	1
I don't network with other schools/people involved in FB initiatives	1
Total	10
<i>Base: All Respondents</i>	
B13 : How would you rate your overall satisfaction with the services provided by Foodbank WA?	
Very satisfied	9
Satisfied	1
Neither satisfied nor dissatisfied	0
Dissatisfied	0
Very dissatisfied	0
Total	10
<i>Base: All Respondents</i>	
B17 : In a social situation, if you were asked your opinion of BHP Billiton Iron Ore within your community, would you speak favourably or unfavourably about them?	
Extremely favourably	5

Very favourably	2
Fairly favourably	3
Not very favourably	0
Not at all favourably	0
Total	10

Base: All Respondents

B18 : Overall, how well do you think BHP Billiton Iron Ore is fulfilling its role as a responsible mining company in the Pilbara community?

Extremely well	3
Very well	3
Fairly well	4
Not very well	0
Not at all well	0
Total	10

Base: All Respondents

B19 : Compared to other mining organisations that operate in the Pilbara, would you say BHP Billiton Iron Ore is ...

One of the best ones	5
A lot better than others	2
Somewhat better than others	3
Somewhat worse than others	0
A lot worse than others	0
Total	10

Base: All Respondents

B20 : Before today, were you aware that BHP Billiton Iron Ore provides funding to Foodbank WA to deliver the Healthy Food for All program (including the SBP to deliver the Healthy Food for All program (including the SBP, Food Sensations® and Choose to Move) in the East Pilbara?

Yes	7
No	3
Total	10

Base: All Respondents

B25 : Have you accessed the Pilbara School Kitchen Garden website?

Yes	2
No	8
Total	10

Base: All Respondents

B26 : How useful did you find the Pilbara School Kitchen Garden website?	
Extremely useful	2
Very useful	0
Fairly useful	0
Not very useful	0
Not at all useful	0
Total	2
<i>Base: Those who have visited the website</i>	
B27 : What is your role?	
Principal	3
Vice Principal	1
Teacher	1
School Breakfast Program Coordinator	3
Other	2
Total	10
<i>Base: All Respondents</i>	