



the **COMMUNITYGROCER**.COM.AU

Acknowledgement

The Community Grocer acknowledges the people of the Kulin Nation, the Traditional Owners of the lands on which we operate and pays respect to their Elders past and present. The Community Grocer supports Pay the Rent by paying 1% of trading profit each year.



The Community Grocer
is a registered charity
and social enterprise

All donations are tax deductible

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Contact us

You can contact us at hello@thecommunitygrocer.com.au or

Georgia Savage
General Manager
0411 401 303



Business for good

Meet our team

VOLUNTEER BOARD MEMBERS

Dr Rebecca
Lindberg
Co-Chair
2014-



Leah
Galvin
Co-Chair
2021-2023



Roslyn
Aikman
Treasurer
2019-



Grant
Cooper
Director
2019-



Suzanne
Kleve
Director
2023-



Leigh
Powell
Director
2023-



Peta
Christenson
Director
2023-



Kelly
Durrant
Director
2023-



Janine
Woodside
Board Advisor



Dr. Julia
McCarten
Board Advisor



Thank you, Leah Galvin



We would like to take a moment to share a very big thank you to Leah who recently stepped down from her role as a Co-Chair at The Community Grocer. Leah played a key role supporting our organisation over the past two years, showing leadership in food systems, sharing knowledge with our team and beyond and building partnerships to help us grow and achieve the impact we do.
Thank you, Leah

A message from our board

“

Victorians faced unprecedented food price increases and substantive cost of living pressures over 2023. These challenges were not just local to us, but have played out all over the globe. In fact, Professor Hilal Elver, a world leader in the human right to food, asserts that we are living through the most severe global food crisis since World War 2. We need and at scale, massively transformative ways of producing, distributing and consuming food to de-escalate this crisis and to feed future generations. And it's without exaggeration that I believe The Community Grocer is at the fore-front of this transformation. Whilst we do extremely important work of ensuring great quality affordable and culturally-relevant food is accessible to Melbournians in the inner North and Outer-east each week, we also stand for something larger. We show that a not-for-profit food business can put people and planet first. We set up our markets, thanks to the hard work of brilliant volunteers and market team, that bring people together, democratise nutrition and be the change we want to see. It's been a wonderful year when we focus on this transformation. And on behalf of the board I'd like to thank all customers, partners, stakeholders, funders, team members and volunteers who make The Community Grocer possible and larger than itself, week in, week out.

”

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Meet our team

The Community Grocer is a small and dedicated team of staff passionate about building community through food. We come with a wealth of work-related and lived experience across food systems, community development, public housing and food insecurity.

Georgia

General
Manager



Favourite Fruit/Veg:
Kale

Mads

Pakenham & Carlton
Market Manager
Communications Coordinator



Favourite Fruit/Veg:
Tangelo

Mon

Fitzroy
Market Manager



Favourite Fruit/Veg:
Mushroom

Ayan

Carlton
Market Assistant



Favourite Fruit/Veg:
Mango

Roni

Fitzroy
Market Assistant



Favourite Fruit/Veg:
Kailan

Chloe

Pakenham
Market Assistant



Favourite Fruit/Veg:
Strawberries

Meet our team

MARKET VOLUNTEERS

OUR MARKETS ARE
VOLUNTEER POWERED

Our wonderful team of volunteers assist with the tasks of setting up, running, and packing down a market, providing customer service and sales advice.

FITZROY



In 2023 Jie Shi, Christina, Sofie, Natalie, Em, Riya, Han, Lisa and Elle as well as Priscilla, Katy, Riya, Amaresh, Zoe, Tommy, Lul, Sin Sin, Ollie and Tiff contributed over 554 hours to volunteering at our Fitzroy Market

PAKENHAM



Our Pakenham Market was powered by Hao, Bianca, Rachael, Carly, Mehak and Anthony in 2023 and together they put in 311 hours of volunteering at Pakenham

CARLTON



Our Carlton community of volunteers included Anika, Winda, Chelsea, Sebastian, Simren and Terry, as well as Hinako, Andrew, and Jenny. Together this team assisted with 410 hours at our Carlton Market.



Our vision is for A just food system that ensures fruit and vegetables are socially and economically accessible to everyone in the community.

Our mission

The Community Grocer is a not-for-profit social enterprise that runs affordable fresh fruit and vegetable markets in communities at risk of food insecurity. Our vibrant and inclusive markets solve physical and economic barriers to fresh food access, while connecting communities to combat social exclusion.

Our values



Inclusive

we welcome all people, all year round

Connected

we work with local agencies to strengthen connections within communities

Dignity and choice

we are community-led, and give our communities choice over the food we offer

Sustainable

our reliance on local food producers strengthens local economies and builds resilience in local food systems

Our Strategic Plan

2021-2024 PRIORITIES

Growth

- Have five markets in operation by the end of 2024
- Maintain an average of 80 customers each week at each TCG Market

To increase the reach of The Community Grocer in Victoria

Organisational Sustainability

- Achieve financial surplus each year

To build physical, human and financial resources to ensure sustainability underpinned by strong governance

Impact

- Maintain our pricing structure which places us at 30% cheaper than local alternatives as per our annual price review
- Prioritise local procurement with 50% of produce sold at markets sourced from Victoria and 100% Australian

To understand, measure, and communicate our impact

Influence

- Advocate for a Victorian Food Security Policy that supports food equity

To be a leading and informed voice in advocating for the right to food

Our Markets

We run fresh produce markets and programs to increase social, economic and physical access to fresh food.

Our markets offer choice and nutrition in a dignified setting, creating inclusive and vibrant gathering spaces.

Everyone is welcome at our markets

Fitzroy

9am-1pm

Tuesdays

Atherton Gardens Estate

90 Brunswick St

In 2023, we

- Served 3,129 customers
- Enabled 233 Grocer Gift Card transactions to the value of \$6187.77, supported by our wonderful partners cohealth and other local organisations
- Supported 554 volunteer hours at the market

Pakenham

9am-1pm

Thursdays

Living Learning Pakenham

6B Henry St

In 2023, we

- Served 1,729 customers
- Enabled 217 Grocer Gift Card transactions to the value of \$6,223, supported by our wonderful partners Living Learning Pakenham, and other local organisations
- Supported 311 volunteer hours at the market

Carlton

8am-12pm

Fridays

Carlton Housing Estate

The base of the flats at

510 Lygon St

In 2023, we

- Served 2,408 customers
- Enabled 233 Grocer Gift Card transactions to the value of \$7,246, supported by our wonderful partners cohealth and other local organisations
- Supported 410 volunteer hours at the market

Our Impact

FRESH FOOD MARKETS

“ This is a vital service for the estate community... more people can enjoy the fantastic food and community connections ”

Carlton Community Member

In 2023 we achieved the following impact:

- We held **141** weekly markets in local, convenient locations, providing around **230,000** serves of fruit and vegetables to community members.
- **72%** of our customers increase their fruit and vegetable intake as a result of shopping at our markets
- Surrounding fresh food outlets were **56%** more expensive than us, and did not stock the **140+** types of culturally relevant fruit and vegetables we have at our markets
- **2/3** of our customers speak a language other than English, and **80%** are either living on a low-income or unemployed
- **98%** of customers report feeling more connected to their community after shopping at our markets



Simren, a volunteer at Carlton, and Ayan serving a customer, some delicious fruits and vegetables at Fitzroy, and Roni serving a customer at our Fitzroy Market

Grocer Gift Cards

The Grocer Gift Program is an innovative food voucher program that enables access to our markets, providing a nutritious, dignified and choice based alternative to traditional food relief provision and models.

We worked with the following community partners in 2023 to fund and distribute cards to their community members:

- Cardinia Shire Council
- City of Melbourne
- cohealth
- Inner North Community Fund
- Windermere



Their Impact

- > Almost \$50,000 of vouchers generated
- > Over 2,500 individual vouchers generated
- > 11% of transactions at markets were made using a Grocer Gift Card
- > 83% of recipients agreed shopping with Grocer Gift Cards provided a greater variety of choice compared to Emergency Food Relief

Our Pay It Forward Campaign

In November 2023, we launched the Grocer Gift Pay It Forward campaign which enabled community members to buy Grocer Gift Cards for those experiencing food insecurity, and give the gift of fruit and vegetables.

We received **\$2,200** in donations which was converted into 90 Grocer Gift Cards which were distributed through our markets and by our partners in early 2024.



Cass, from High Rise Bakery with trays of delicious freshly baked bagels

“

Quality of the products, handmade bread, the people and conversations and that this is a caring community. Supporting the community, brings (the) community together.

Fitzroy Community Member

”

TCG Marketplace More Than Just Fruit and Vegetables

Across our markets we are joined by a variety of Pop-Up Partners. These multicultural enterprises are from the communities in which our markets operate and each brings something delicious and different to the metaphoric community table that is our market space. In 2023 we partnered with almost 10 enterprises with offerings including freshly baked bread from High Rise Community Bakery, Baklava from Ali and his Delightful Cakes and Food, sesame balls from Fitzroy Learning Network and Sambusa made by a Carlton Community Group

Community Meals A Chance for Community Connection

“ ———
The lunch (a) few weeks ago was fabulous... Doing that once a month would be amazing.
————— ”

Fitzroy Community Member

We were thrilled to slowly begin re-introducing community meals back to our markets in 2023. This allowed us to connect more with our market community over a shared meal and recipe swapping



Katy, a volunteer at our Fitzroy Market serving up a home made meal which she lovingly prepared

Fruit & Veggie Boxes

Increasing Access for the Whole Community

Our fruit and veggies boxes allow for members of our community to access our fresh and affordable fruit and vegetables, even if they can't make it to our markets.

Our boxes are purchased on the Open Food Network and can either be collected from our markets or from one of our wonderful after-hours Pickup Hub Partners.

“ I find grocery stores overwhelming, so being able to access such great fresh produce in a place that's so calm and welcoming is amazing.”
Pakenham Community Member

In 2023 we packed a total of **1,235 boxes** across our three markets, which included our Workplace Fruit Boxes.



Han, a volunteer at our Fitzroy market, pictured with a portion of our Workplace Fruit Boxes

What's in Store

FOR 2024

Thanks to generous funding and support from several wonderful partners, we have some very exciting projects in the works to deliver within the next 12 months

10 Years of The Community Grocer

This year marks 10 years since we first popped up our original market at Carlton! It's a big milestone for any organisation to make, but especially one in the not-for-profit and social enterprise sector! While we're celebrating this milestone all year, we will be welcoming our community to celebrate with us with a big beautiful event later in the year!

Sustainably Grown Food

Thanks to funding from Lord Mayors Charitable Foundation we're looking to increase access to sustainably grown food for those living on a low-income. We'll be exploring how to do this through a series of production experiments with producers and looking into a business case for Social Enterprise Wholesaler. Pop down to a market in 2024 to get more locally, sustainably grown produce for an affordable price.

A New Market in Flemington!

We will be launching our Flemington market in 2024 at the Debney Meadows Public Housing Estate, thanks to funding from the Bennelong Foundation and Collier Charitable Fund. This market will include some exciting employment pathways opportunities for local public housing residents, alongside our usual marketplace activities!

Our 2023 Partners

We cannot do this work alone. We work with a range of community partners to build an ecosystem to address food insecurity in local communities. This involves funders, suppliers and food networks, and support services.

For further information visit

<https://www.thecommunitygrocer.com.au/partnerships>



Our Funders - Thank You

Andrews Foundation
 Bennelong Foundation
 Cardinia Park Hotel
 Cardinia Shire Council
 City of Melbourne
 City of Yarra
 Department of Jobs, Regions and Precincts
 Inner North Community Foundation
 Nelson Alexander Foundation
 Milford Community Fund
 Open Food Network
 Pakenham Racing Club

Grocer Gift Partners

Cardinia Shire Council
 City of Melbourne
 CoHealth
 The Salvation Army
 Windermere

As well as our many local agencies and services who help to distribute Grocer Gift Cards to those experiencing food insecurity.

Our Financials- Balance Sheet

Balance Sheet

Community Pop-Up Markets Ltd
As at 30 June 2023

	NOTES	30 JUN 2023	30 JUN 2022
Assets			
Current Assets			
Cash and Cash Equivalents	2	34,286	88,479
Receivables	3	14,986	1,889
GST		181	179
Gift Fund		923	-
Total Current Assets		50,376	90,546
Non-Current Assets			
Property, Plant and Equipment	5	1,531	1,260
Total Non-Current Assets		1,531	1,260
Total Assets		51,907	91,807
Liabilities			
Current Liabilities			
Payables	9	408	9,291
Annual Leave Accrual		2,203	4,216
Income in advance		8,992	50,627
Grocer Gift Cards		28,682	17,057
DGR Gift Fund		923	-
Total Current Liabilities		41,208	81,190
Total Liabilities		41,208	81,190
Net Assets		10,699	10,616
Equity			
Retained Earnings		10,699	10,616
Total Equity		10,699	10,616

Our Financials - Trading Statement

Trading Statement

Community Pop-Up Markets Ltd
For the year ended 30 June 2023

	NOTES	2023	2022
Trading Income			
Sales			
Donations		12,434	9,504
Sale of Goods		140,788	176,430
Total Sales		153,222	185,934
Cost of Sales			
Direct Costs		126,071	152,893
Total Cost of Sales		126,071	152,893
Gross Profit		27,151	33,041
Gross Profit (%)		18	18

Our Financials - Income Statement

Income Statement

Community Pop-Up Markets Ltd
For the year ended 30 June 2023

	NOTES	2023	2022
Income			
Trading Profit		27,151	33,041
Total Income		27,151	33,041
Other Income			
Grants		91,467	170,800
Interest Income		67	-
Other Revenue		4,829	2,136
Total Other Income		96,363	172,936
Total Income		123,514	205,977
Expenses			
Bank & Merchant fees		207	2,208
Depreciation		41	78
Employment		109,815	187,383
Motor Vehicle		535	1,121
Accounting		2,500	500
Cleaning		277	2,490
Insurance		2,361	2,239
Legal expenses		-	784
Marketing		916	2,548
Meeting Expenses		68	181
Office Expenses		(312)	270
Pay the Rent		330	-
Printing & Stationery		457	368
Software		-	33
Subcontractor		-	1,600
Subscriptions		2,039	1,736
Telephone & Internet		805	355
Voucher platform		3,120	6,552
Website		273	353
Total Expenses		123,431	210,799
Profit/(Loss) before Taxation		83	(4,821)
Net Profit After Tax		83	(4,821)
Net Profit After Dividends Paid		83	(4,821)



WEEKLY AFFORDABLE
FRESH FOOD MARKET
to SUPPORT HEALTHY
connected COMMUNITIES

