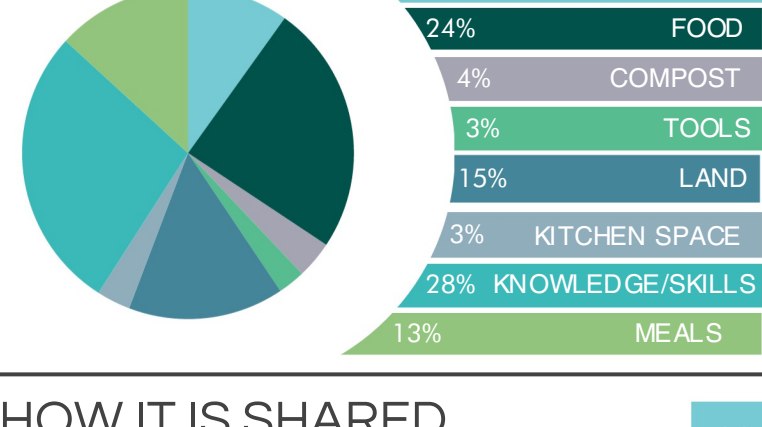


MELBOURNE



Melbourne is ranked 3rd in the SHARECITY100 Database of global ICT-mediated food sharing, with 144 initiatives currently active in the city.

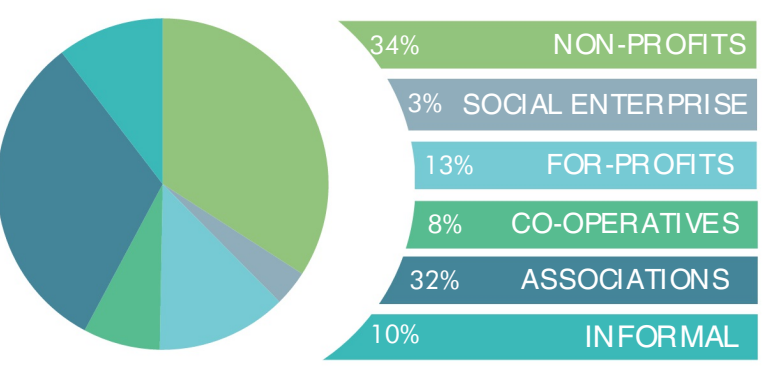
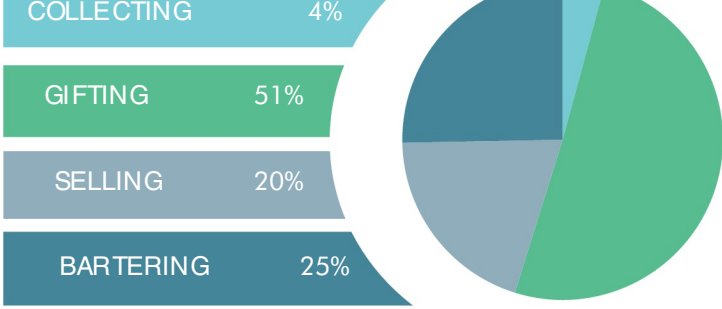


WHAT IS SHARED

Melbourne has the most food sharing activities of the seven Australian and New Zealand cities listed in the SHARECITY 100 Database. 81% share multiple things. Knowledge and skills are the most highly shared with the second most shared item bring fruits and vegetables. Land also makes up a significant proportion of what is shared in Melbourne.

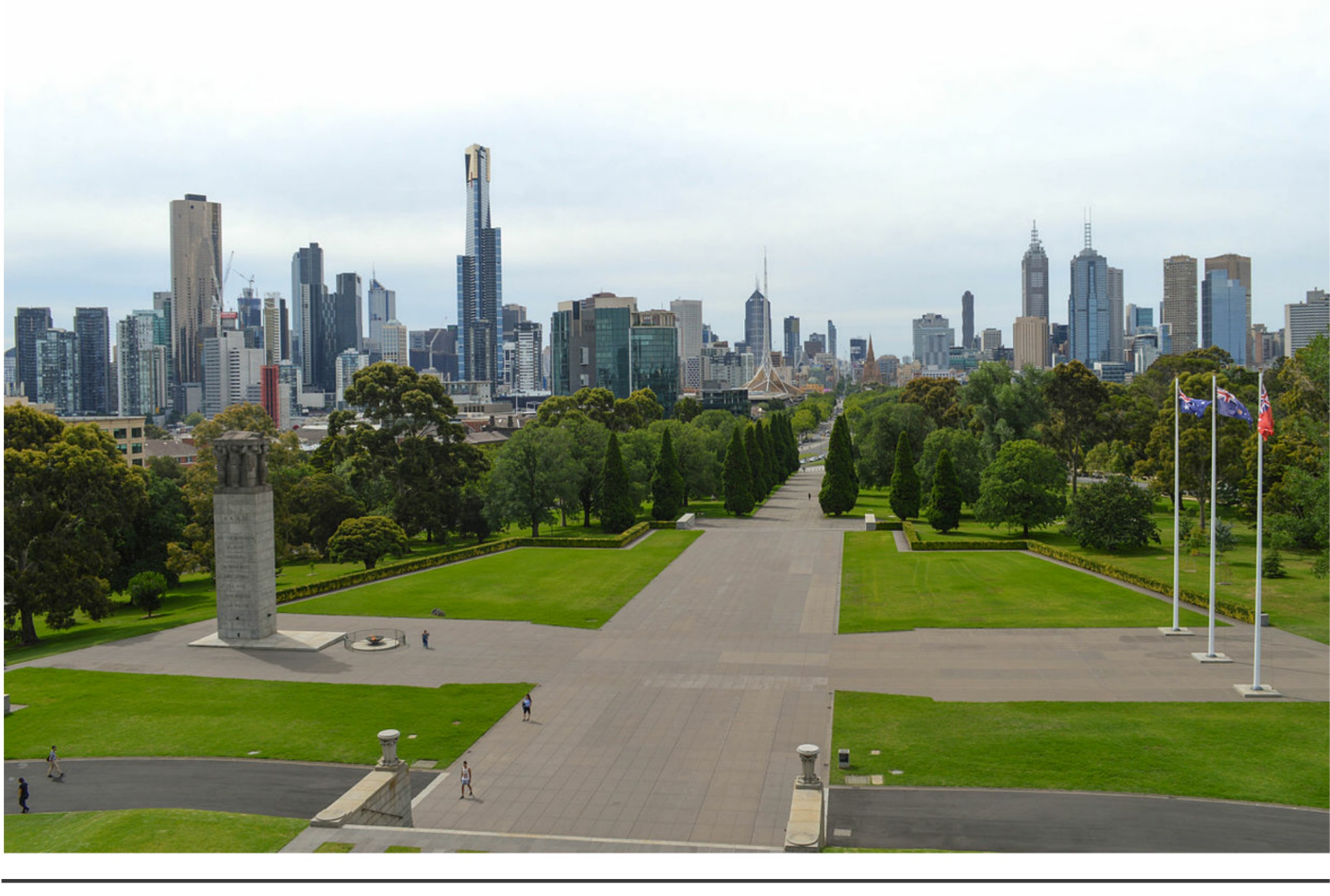
HOW IT IS SHARED

Gifting is the most common form of exchange across food sharing initiatives in Melbourne, accounting for over half of all exchanges of stuff, spaces and skills. Bartering makes up a quarter of exchanges, followed closely by selling. Collecting is relatively infrequent. Overall 17% of initiatives share via multiple forms of exchange.



SHARING ORGANISATION

Non profits (including charities) are the dominant model of food sharing initiative in Melbourne, followed by associations (including clubs and networks). Social enterprise and co-operative models are the least used organisational structures by initiatives who gift food and food related stuff, spaces and skills. 19% use more than one organisational structure.



GEOGRAPHY & POLITICS



Melbourne is the capital city of the state of Victoria. It is located on Australia’s southeastern coast. It is a vibrant city known for its art and culture and fluctuating climate. Australia has three government levels: federal, state and municipal. Melbourne comprises of thirty-one Local Government Areas which are each governed by a local council elected by their residents. Melbourne’s landmass is 9,985 square kilometres with a population density of 4,400,300 per square kilometre (1). Greater Melbourne is the fastest growing city in Australia with a population of more than 4 million people that is expected to grow to between 7 and 8 million people by 2050 (2). In 2015, 28.2% of Australia’s population of 6.7 million people were born overseas (3). Residents in Melbourne have a median age of 35.2 and a median income of \$48,053 per year (4).

Australia’s population has a high level of cultural and linguistic diversity shaped by its diverse Indigenous population, British colonial past and extensive immigration. In 2011, approximately 2% of Australians were from Indigenous backgrounds, 43% had a parent born overseas, and 30% of the population were born in another country. In addition to English, more than 200 languages are spoken in Australia (5).

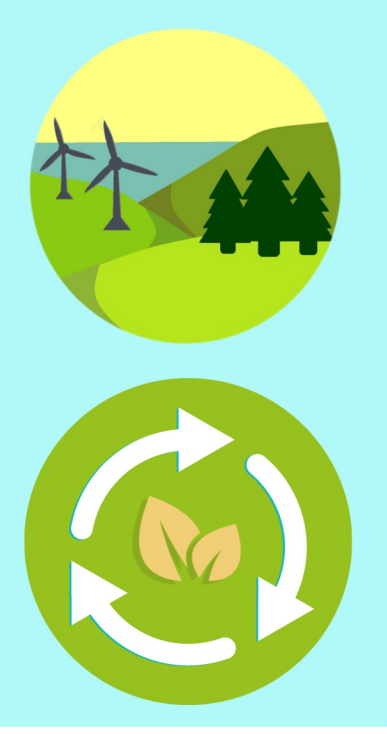
ECONOMY & SOCIETY

Considered a global city, Melbourne is the second largest city in Australia, accounting for 22% of Australia’s GDP. Six of the top ten and twenty-nine of the top one hundred Australian companies’ headquarters based in Melbourne (6). In 2016, Melbourne was announced the world’s most liveable city for the sixth year in a row due to its stability, healthcare, culture and environment, education and infrastructure (7). Melbourne is a signatory to Agenda 21 and the United Nation Global Compact Cities Program.

Melbourne is facing challenges due to its changing economy, increasing demands on housing and infrastructure with a growing and ageing population, and changing climate (8). Australia has an unemployment rate of 5.7% (9) and 13.3% of Australians live below the poverty line (10). Housing affordability is becoming an increasing concern with housing costs rising to record levels (11).



FOOD, ENVIRONMENT & SUSTAINABILITY



Supermarkets in Australia are some of the most monopolised in the world with duopoly Coles and Woolworths owning more than 80% of the national market. These corporations dominate territories of production, distribution and retail, “coming to determine what is produced, where, to what standards and price, and the outlets from which food is to be sold” (12). In addition to meeting supermarket demands, Australian farmers are struggling due to extreme weather patterns, loss of agricultural land and biodiversity, fossil fuel dependency, urbanisation and development, and the prioritisation of an export commodity-driven market (13). As Melbourne’s population grows, it is estimated that at least 60% more food will need to be grown to meet consumption demands (14).

Food-related health issues in Australia include high levels of obesity, food deserts, and hunger. More than 644,000 people seek food relief each month in the state of Victoria, yet more than 43,000 people are unable to be assisted (15). Furthermore, it is estimated that 50% of food is wasted along the food chain (16).

Melbourne is a signatory on the Milan Urban Food Policy Pact. The city has a long history of alternative food activities such as community gardens, food cooperatives, farmer’s markets, and food waste initiatives including foodbanks and food rescue (17). This sustainable food movement has gathered momentum in the last ten years and is developing new approaches to promote food systems change, such as food hubs, online web platforms, and disruption of regulatory boundaries to expand into new forms of food sharing. Community-driven and council-supported projects are often found in the inner and northern Melbourne suburbs of Darebin, Yarra, and the City of Melbourne.

TECHNOLOGY

In Australia, 90% of adults actively use the internet, with 81% of households in Melbourne having home internet access, and nearly three quarters of Australians using mobile phones to access the internet. This percentage drops in regional Victoria where home internet averages 72%, falling to 60% in the Mallee Region. Disabled Victorians (16%) and the elderly (17%) are less likely to use the internet, with 38 per cent of people aged over 65 reported using the internet. 70% of Victorians use the internet to access social media, where 98% use Facebook and 15% use Twitter (18) (19) (20).



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