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WELCOME TO MAP MY.....

May 2025

It's nearly the end of May 2025, which means **Map My** is celebrating 12 months of co-design, collaborating and testing a brand new, innovative tool. What an achievement!

We are pleased to announce that the protocol paper titled "A Human-Centred Co-Design Framework for Developing a Web-Based Platform to Engage With Rural Australian Communities: Addressing the Complex Issue of Healthy Food Access" has now been published.

Please CLICK HERE to read this paper.

The Medical Research Futures Fund (ID:2030589) project called **Map My** is preparing to launch **Map My Food,** which has now completed community testing. We would like to thank all those involved in the Tamworth Regional Council and Colac Otway Shire local government areas for their support. We are looking forward to launching the tool on 8 September 2025.

Dr Cindy Needham, PhD, Project Manager "The 3S Approach to Rural Food Environments"

TAMWORTH STAFF

Chloe Parkins

Chloe comes from an environmental background (with a focus on the interactions of plants, animals and their environments), however has recently made a career change into the aged care sector. Food access is something that she is becoming more passionate about with this recent career move, as she has seen first-hand how difficult it is for people from different walks of life to have access quality food. In particular, for people that may not have access to a vehicle or financial means in our small rural communities.

Chloe has joined the NSW team in Manilla and is hoping to help people, who would not normally have the opportunity to do so, to share their points of view.

“I’m looking forward to contributing towards tangible health outcomes for my community”.

MAP MY ..... MAP MY FOOD

Map My was the name given to this project, as we built the web-based platform (the tool called Map My) with communities across Colac Otway Shire and Tamworth Regional Council local government areas. During this time, we were constructing and modifying the tool, based on real-time feedback, as we met with many, many community members.

It is now time for piloting the developed tool - **Map My Food** with the communities of Colac Otway Shire and Tamworth Regional Council local government areas.

COMMUNITY TESTING

"Co-design" seems to be the new buzz word, but what does it really mean in terms of **Map My**?

- We worked closely with both the Colac Otway and Tamworth regional communities to help us design **Map My** and inform how to best engage and work with the community. Through a series of co-design workshops, we heard and understood what the community wants and needs - throughout the delivery - on the project requirements.

We now have project staff designated to both Colac Otway and Tamworth local government regions, ensuring that local relationships are built and maintained respectfully.

What have we done to date?

May 2025

We met again with stakeholders and community members across the Colac Otway and Tamworth regions, to follow up on the work done in February and March to gather more input on the tool development through testing. Once again we were thrilled with all of the feedback!

HEALTHY FOOD BASKET STUDY

May / June 2025

During May and June, we will be out in the community collecting data from food stores, so that we can have a really good understanding of what food is available and its relative cost in rural communities. This study will look at product, pricing, placement and promotion of food. No stores will be identifiable when we report on this data and this data will also be available for community partners to use when designing and funding activities in the future.

8 SEPTEMBER MAP MY WILL BE LIVE

8 September 2025

Map My will be going live, out into the communities of Colac Otway and Manilla, Barraba (and the wider Tamworth region).

What we need to do before then?

We will continue working with the communities in the Colac Otway and Tamworth regions to refine Map My Food further to ensure we have all the information we need to launch on the 8 September 2025.

What do you need to do?

Keep an eye out where you get your local news to ensure you can be involved in Map My Food for your community once it is launched in September 2025. We anticipate that Map My Food will be live for 3 months.

CONTACT US

Feel free to contact us if you have any queries at all or are interested in being involved in the project.

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Visit us on the web at https://iht.deakin.edu.au/project/mapmy/

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