



The Australian Nutrition Foundation
Incorporated, trading as Nutrition
Australia TM

ANNUAL REPORT 2016

ABN 58 909 342093 Incorporation Number A780

“To inspire & empower healthy eating for all Australia”

The mission of the Australian Nutrition Foundation Inc. is to promote the health and well-being of the Australian people by encouraging them to make informed food choices. This goal will be achieved by basing activities on scientific principles and knowledge related to human nutrition and dietetics, food science and technology.

OBJECTIVES OF THE FOUNDATION

- to act as a source of scientific information on key nutrition issues;
- to produce and disseminate material about nutrition to policy makers, media, educators, the food industry and consumers;
- to act as a consultant body to consumer, government and food industry groups as required on issues related to food and nutrition; and
- to encourage innovation in the dissemination of nutritional knowledge.

STATEMENT OF ETHICS

The Australian Nutrition Foundation Inc. in all its work will be deemed to be:

- The independent voice of good nutrition; not linked to, or influenced by, any one group;
- Authoritative and able to speak its mind without fear or favour; and
- Never afraid to stand against opposition in the interests of sound nutrition information.

To meet its objectives The Australian Nutrition Foundation Inc. may work independently on projects, programs and the like, or may see it as appropriate to work with other nutrition related organisations in the corporate, private and Government sectors that:

- Agree with its Constitution, Policies and Bylaws
- Support its independence, credibility and integrity; and
- Have as a major goal the promotion of the health and well-being of the Australian people.

It would be intended that such projects would be mutually advantageous and each project have the capacity to each build on the others' strengths.

NATIONAL BOARD MEMBERS 2016

National President:

Rob Rees

National Secretary:

Katherine Warth

National Treasurer:

Katherine Warth

National Directors:

Maree O'Flaherty

Andrew Davis

Malcolm Jull (from December 2016)

Marita Burke (from December 2016)

Luisa Wing (from November 2016)

Australian Capital Territory (ACT) Division

Gill Duffy

New South Wales (NSW) Division

Barbara Ward

Queensland (Qld) Division

Katherine Warth

Victorian (Vic) Division

Blake Robinson

National Website Co-ordinator:

Caitlin Syrett (Vic)

National Member Communications:

Leah Browning (Qld)

National Membership Officer:

Sarah Cooper (ACT)

National Public Officer:

Lynette Brown (ACT)

National Media/PR:

Aloysa Hourigan (Qld)

National Admin Support:

Sarah Cooper (ACT)

Report from the President, Rob Rees

It's been a year of difference with a new President of National Nutrition Australia and a number of new Directors having joined the Board with an eclectic array of skills and attributes to bring to the future of the organisation.

I would firstly like to thank the former President Barbara Ward for her contributions and also Katherine Warth and Gill Duffy for their service to the organisation. Without them new Directors and I would not have had the historical context, constitutional background and pathway to steer us over the past 12 months.

Nutrition Australia would not currently exist at a National level if it weren't for the ongoing support of its members, the amazing volunteers who donate numerous hours to support community delivery projects and administration at all levels. The National Board have seen in the last 12 months the value also that our sponsors and partners bring to our projects and key messages and we pass on our gratitude to them all. In addition, like so many Australian organisations we have the advantage and opportunity of devolved organisations in a number of states. On behalf of the National Board, I would like to thank the members of the organisational committees in these states for their scrutiny and constructive challenge and support they provide to the National Board but primarily their local division.

I have had the joy of meeting most of the divisions and many of the staff during the course of the last 12 months. Whilst every organisation from time to time faces challenges, I have seen so many dedicated, inspired staff delivering some truly fantastic projects. In particular, it has been amazing to see the diverse work that Nutrition Australia has been doing across states in helping to improve the food provided to children at school. The executive teams have been fantastic. We are a new board and have different ways. I'd like to thank the teams for their patience as we all start to work together on collaborative ideas that will help us have stronger impact on more people across Australia. This Board believes strongly in engaging its teams so everyone can fulfil their potential.

This year has meant a year of consolidation for the National Board in terms of financial status. As a new membership scheme came into affect in December 2016, we can now look at news ways to engage and involve members, consider improved communications and refresh in the coming 12 to 18 months.

The National Board has formalised its own internal short term strategy – the “what are we working on list?”- to take us through to 2018 with some key areas:

This strategy is proportionate and realistic to the resources currently available to us. The National Board though, is developing a separate Business Development and Fundraising Strategy that alongside any proposed new membership drive in the future will help us increase unreserved funding to support developments such as new website, communications, National Nutrition Week, staff training and nationally commissioned projects.

Our focus has been on Governance and we have created an internal audit and finance committee that is reviewing our procedures step by step, creating new or refreshing old ones including grievance procedures, risk management, ethics around sponsorship arrangements and so forth.

We have formed a communications group that over time will help with the integration of key messages, the various touch points across Australia we may have with stakeholders, improve internal and external communications and lead any development of a website.

We have developed our own internal measurements against our strategy and appraisal system for Directors so that we can take time also to reflect and consider what value we bring as a National Board and where, when or how we can do better or different in the future.

This forthcoming year with a new company secretary and treasurer, we hope to gather the various work streams that the National Board members are working on and start to overlap them to form a robust organisation that is ready to grow and fit for purpose beyond 2018. Essential to this success will be measuring our current IP value as well as its forecast growth. Let me again at this stage thank Katherine Warth for a truly stunning contribution to the work of Nutrition Australia in carrying out both these positions to date. I am grateful she will remain on our National Board.

Our cause though remains as necessary and essential as ever. Too many people are dying as a result of diet related conditions. Too many young people may not be reaching their full potential as a result of poor access to good foods. There still remain barriers to communities having access to skills that can help them improve their diets. The market place of organisations be it private, nonprofit or others working in the health arena is crowded and it's essential that the work of Nutrition Australia continues to shine as the country's finest. This means we must evaluate and measure our projects well, tell our story wiser and be ahead of the game in supporting the communities in which we serve. The National Board stands ready to advocate on your behalf so that we can all help improve the health of 24 Million Australians.

Sincerely,

Rob Rees
PRESIDENT

Showcase of 2016 activities and programs from the State Divisions

Nutrition Australia ACT Incorporated, trading as Nutrition Australia ACT

ABN: 55 159 014 153

Chair: Gillian Duffy

Senior Staff: Lyn Brown (EO), Leanne Elliston (Program Manager)

Key achievements and activities 2016

- **Early childhood services**

NAACT delivers staff nutrition and food safety workshops, parent information sessions and menu assessments for early childhood services. In 2016, 120 early childhood staff, including educators and chefs, and 75 ACT parents attended NAACT's nutrition services.

- **Schools**

NAACT takes great pride in contributing to the nutrition education of ACT's children. NAACT delivers in-class nutrition education sessions and Teacher Quality Institute Accredited professional learning for teachers. NAACT's Food&ME™ nutrition education resources have become a well-known and trusted nutrition education resource within ACT primary schools. Written and piloted by NAACT, Food&ME™ aligns with the Food and Nutrition components of the National Curriculum for Health and Physical Education.



NAACT is a community partner and service provider for the ACT Health Fresh Tastes Service that supports ACT schools to make healthy food and drinks a bigger part of everyday life for Canberra's children. In 2016, 75% of ACT primary schools were involved in Fresh Tastes, reaching approximately 31,500 students aged between 5 and 12 years old. NAACT delivers teacher professional learning and supports school canteens to provide healthy food and drink options via its menu planning workshops.

- **Workplaces**

NAACT workplace services comprise primarily of cooking demonstrations and seminars. In 2016 NAACT introduced a new workplace nutrition trivia team building activity which has been well received. In 2016 NAACT delivered over 20 workplace services benefiting approximately 500 workers.

- **Community**

NAACT inspires staff, volunteers and clients from community organisations with our nutrition information sessions, staff professional development and tailored cooking workshops. Our public cooking demonstrations were well received at the 2016 Seniors Expo and the 2016 Retirement and Lifestyle Expo. NAACT collaborates with local community organisations such as YMCA and Leukaemia Foundation to deliver tailored nutrition education programs.

- **ACT Nutrition Support Service**

The ACT Nutrition Support Service (ACTNSS) is a three-year project, funded by ACT Health Healthy Canberra Grants. The ACTNSS supports targeted community settings to embrace healthy food and drink choices by creating and sustaining healthy eating environments. Now in its final year of funding, ACTNSS has provided the ACT community with weekly inspiring newsbites, sector specific newsletters, staff



www.actnss.org

professional development opportunities and has attended public events. The estimated total community reach from these services in 2016 was over 30 000 Canberrans. The ACTNSS website is a progressively strong performer receiving 20 066 website visits by the end of 2016.

- **Project Dinnertime**

Project Dinnertime aims to build skills and confidence in the kitchen, getting more people cooking more often. In 2016, NAACT delivered four-week group cooking classes and launched the new one-on-one cooking clinic. The clinic was established for individuals who require more intensive support and guidance in the kitchen to suit their specific dietary needs.

- **Betterbites™**

Betterbites™ is a new food production service of NAACT that aims to supply canteens and food outlets across the ACT with healthier products that meet the GREEN or AMBER traffic light criteria according to ACT Food and Drink Policies. The launch of Betterbites™ in 2016 began with the introduction of three new products. These were AMBER sausage rolls, AMBER spinach and ricotta rolls and GREEN burger patties. Products are selling in school and sporting canteens in addition to a local catering supplier of the Floriade Festival and GIO stadium. Betterbites™ is a registered trademark of Nutrition Australia ACT Incorporated.



Key achievements and activities in 2016

- Developed food production service Betterbites™
- Launched Project Dinnertime cooking clinics in association with local television commercial. Our 15 second advertisement was aired numerous times during Masterchef and other television programs, with a potential reach of over 600 000 viewers in the ACT and surrounds.
- Partnered with DAA to develop the Accredited Practising Dietitian cookbook to be released during Healthy Weight Week 2017.
- Delivered 26 Food&ME teacher PL sessions (primary and preschool combined) to over 500 teachers in the ACT.
- Working with the ACT Government to assess all public school canteen menus against the National Healthy School Canteen Traffic Light System. In 2016, NAACT visited and assessed 60 public school canteen menus. This body of work has resulted in great improvements in school canteen menus.
- Introduction of healthy workplace and community lunches. Our nutritious meals, prepared in our food business registered kitchen, are accompanied with recipes and useful take home information for participants.
- Established a Customer Relationship Management (CRM) system for effective documentation, evaluation and reporting. The specially developed Salesforce platform provides NAACT greater capacity to drive marketing strategies and campaigns to build our capacity within the ACT community.

Goals for 2017

- Become a NDIS service provider to deliver tailored Cooking classes/clinics for people with disabilities and their carers.
- Increase Betterbites™ reach to greater retail environments.
- Forge strong relationships with local organisations who share a common goal of supporting healthy eating for all Canberrans.
- Advocate to local government for supportive healthy eating strategies.



Australian Nutrition Foundation NSW Division Incorporated, trading as Nutrition Australia NSW

ABN: 56 523 143 609

President: Barbara Ward

Key achievements and activities 2016

National Nutrition Week was launched with breakfast event held at NSW Parliament House Strangers Room hosted by Mr Mark Coure MP Member for Oatley Deputy Government Whip and Mrs Julian Skinner MP Minister for Health.

The event was attended by 130 distinguished guests including high profile speaker Dr. Joanna McMillan. Our thanks to the Sponsors who made this event very successful.

The campaign was very successful, was promoted extensively - to some 1,800 Schools, 111 Local Councils, six Hospital groups, 228 businesses and some of Coles stores. The partnership increased our visibility and maximised our market share.

A stall was also held in Martin Place during peak time of the day where thousands of people received promotional bags with Kelloggs ,Happy Snack, Edgell and Chobani yogurts were given away the day was educational and fun engaging with general public.



Awards:

An award for "Certificate of Appreciation" was received from Mr. Mark Coure MP Member for Oatley for outstanding services provided to the St. George community. During the year we were also honored to have our President Mrs Barbara Ward awarded with three distinguished awards for her tireless work in the community.



Summary of Programs:

- Our services continue to grow and have exceeded our projections both in delivery of service and financial return. During the year, we undertook many nutrition and health presentations, cooking demonstrations and displays, which included various community groups, commercial and educational institutions. In addition, we have provided advice to various levels of Government and one on one consultations.
- Events supported during the year were Annual Shellharbour Bike About, Harmony Week, senior's week and Stepping on Program.

- Early Learning Centres continue to receive educational advice on up-to-date nutrition information and food hygiene and safety regulations in the childcare setting. KU has held a number of workshops to train their employees for long day care and after school care services.
- Workplace and Health Wellbeing has seen an increase in the level of service which included menu assessments, seminars, cooking demonstration and one on one consultation.
- Work was conducted with BUPA workplace wellness programs, some major corporates relationship strengthened and forged new businesses, delivered a number of Healthy BBQ cooking demonstrations, health display for Coles Staff to compare an 'unhealthy' lunch to a 'healthy' one, seminars held with key stakeholders and companies on "Healthy Eating" on the run and increased number of services delivered to aged care facilities, local councils and community centers.
- NSW Government enquiry into NSW Childhood Overweight and Obesit: a written submission and representation was made to a panel by three of the Board members.
- George Institute Food Labeling: an invitation to take part in the study conducted by Sydney University for food nutrition labels.



Community Programs

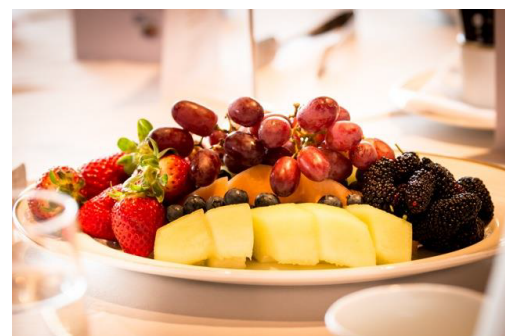
- **City Of Sydney:** in partnership a number of cooking demonstrations were held to improve the nutritional knowledge and cooking skills of adults and children from diverse cultural backgrounds in Redfern.
- **Leichardt Council:** "Cook for One or Two" a free basic cooking program that empowered and brought older people together in Leichardt Community area.
- **Ryde Council:** "Grandparents Wellness Collective" event aimed to improve the health and wellbeing of Grandparent's in the Eastwood and West Ryde areas.
- **City Of Parramatta:** The focus was multicultural and affordable healthy eating strategies to address the most disadvantaged communities.
- **Volunteer Training:** 122 new volunteers trained which included to be more engaged in nutrition and health promotion. Increased volunteer pool has enabled our capacity to attend health expos and public events.

Planning for 2017

- Renewal and revitalization of marketing collateral, information systems and services, educational and promotional material and consultation services.
- Closely align strategic plan to NSW Ministry of Health Plan and priorities towards 2021 with a particular focus on - Keeping People Healthy, Healthy Eating Active Living Strategy 2013-2018, Healthy Children and Healthy Workers' Initiatives by providing robust programs and services that will assist in reducing overweight and obesity in the population.
- Delivery of services in this regard work has commenced in partnership with the NSW Ministry for Health program "Get Healthy Service" the program encourages Australians towards a healthy society.
- Participate in health promotion campaigns and strengthen relationships with key stakeholders to continue to build our community engagement and partnerships with similar organizations.
- Develop and deliver customized programs for various segments. As a multi-disciplinary organisation, offer wider range of expertise in Dietetics, Public Health Nutrition, Health promotion, Education, Science, Medicine and Sports and Recreation which will enable the organisation/s to understand scientific nutrition information and translate it into a language appropriate for the general public.
- Strategically position ourselves as the peak body in NSW to provide advice and delivery of service at all levels.
- Source and secure highly talented consultants with expertise to run high end programs and enter niche' groups including people from lower socio economic areas.

We acknowledge our many supporters, partners, and sponsors for their continued support, some are listed below:

New South Government – Minister for Health, New South Wales South Sydney Health Local Health Districts Health Promotions, The Star Sydney, LCI, SHARE (Learn for Life), AAA Mortgages, Adventist HealthCare, Sanitarium, Kelloggs, Happy Snack, Edgell, Chobani, Healthcare Australia, Bendigo Bank Lindfield and Turrumurra Branch, Westpac Group, Willobee Floor Service Sales Pty. Ltd, WLM Financial, Ku ring-gai Council, Hornsby Council, Parramatta Council and City Of Sydney.



The Australian Nutrition Foundation Victorian Division Incorporated, trading as Nutrition Australia VIC Division (SA and TAS)

ABN: 29 767 398 718

Chair: John Wills

CEO: Lucinda Hancock



Key achievements and activities 2016

- Led **National Nutrition Week** in October 2016

Advocacy

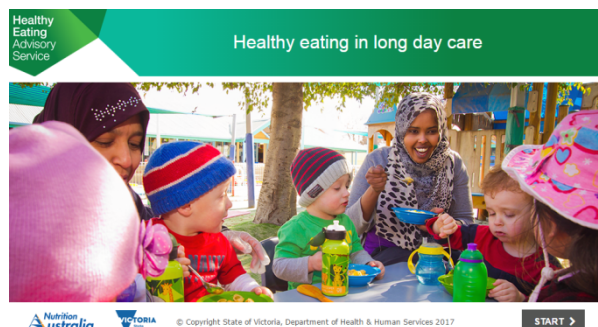
- Lobbied the Victorian governments Departments of Health and Education and training for continued funding of Healthy Eating Advisory Service.
- Nutrition Australia provided a letter of support to City of Greater Geelong supporting a proposal to remove sugary drinks from all council facilities.
- Provided support to the Federal Government's Healthy Food Partnership and nominated experts to participate in the working groups.

Community information

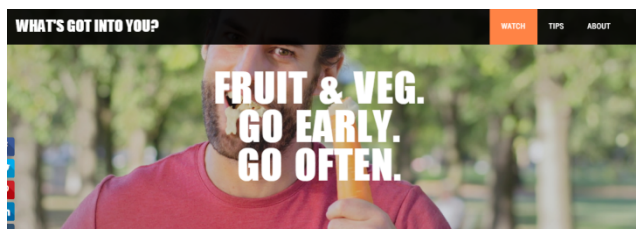
- Continued to sell educational products and resources in the online shop. The Healthy Eating Pyramid resources continued to exceed predicted sales.
- Provided comment and articles for media and initiatives. Including healthy eating articles for the Premier's Active April physical activity challenge, run by the Victorian Department of Health and Human Services.

Healthy Eating Advisory Service

- Continued funding was received for the 2016/2017 financial year
- Launch of [four online learning modules](#) for long day care, outside school hours care, and retail food outlets and caterers as well as, continued to provide face to face training.
- Launch of [Healthy Vending Assessment online tool](#)
- Worked with Food Innovation Australia, Department of Economic Development, Jobs, Transport and Resources and Australian Institute of Food Science and Technology on a pilot project that will provide small-medium manufacturers a platform to receive advice on developing healthier foods.



- Coordinated the Victorian Healthy Eating Enterprise 'fruit and vegetable network' to collectively progress initiatives that promote fruit and vegetable consumption in Victoria. A [resource hub](#) of fruit and veg evidence and resources was developed and published on the NA website.
- Launched the [What's Got Into You](#) social media campaign targeted to breakfast and snacking habits in 18-23 year olds. The videos reached over 300,000 people with 50,000 18-24 year olds actively engaged with the videos.



- Provided mentorship training to 86 health professionals to support them to work with retail outlets to implement Victorian healthy choices guidelines
- Presented at the Australian Council for Health, Physical Education and Recreation (ACHPER) Conference to primary school health and PE teachers, Family Day Care (FDC) Victoria's forum on how we can support the FDC sector.
- Wrote a feature article for the *Belonging Early Years Journal*, the official publication of the Australian Childcare Alliance (ACA).



Consultancy

- Continued to roll out the healthy kid's menu in Holiday Inn hotels around Australia, Asia, Middle East and Africa as part of our partnership with InterContinental Hotel Group (IHG).
- Developed an in house recipe criteria for Spotless to promote healthy eating within their menu offering. This program enables their clients and customers to nudge towards healthier meals and snacks that are balanced and nutritious.
- Contracted by Zouki Group of Companies to be their food and nutrition consultant in an ongoing advisory capacity. The aim of our work is to assist them to make healthy changes and work towards meeting government policies and guidelines.
- Developed [three co-branded digital clips](#) with Dairy Australia and Décor Australia to demonstrate how to pack a school lunchbox, how to cook a healthy meal and yoghurt toppers.



Group education

- Delivered 178 workplace services in Vic, SA, TAS and WA and 24 training workshops to early year's staff via Safe Sleep Space.
- Commenced training to food service staff working in hospitals and aged care facilities.

VIC Division strategic goals for 2017

- Continue to promote Nutrition Australia as the peak nutrition education body, via the delivery of nutrition education programs further expanding our offerings in SA, TAS and Victoria.
- To increase advocacy efforts to ongoing 3 year funding of the Healthy Eating Advisory Service.
- To increase stakeholder engagement and non-government clients and revenue for fee-for-service work by more than 50% over the next two years, through the growth of corporate partnerships.

We wish to acknowledge the generous support of our funders and partners, the Department of Health and Human Services, Parks Victoria, Dairy Australia, Meat and Livestock Australia, Australian Mushrooms, Nuts for Life, IHG Hotels, Décor and Healthy Food Guide magazine.

The Australian Nutrition Foundation (QLD DIV) Incorporated, trading as NAQ Nutrition

ABN: 33 986 781 351

Chair: Dr Peter Goodwin,
Executive Managers: Sharyn Deam & Aloysa Hourigan

Throughout 2016, NAQ Nutrition (the Queensland Division of Nutrition Australia) has continued to thrive and respond to the challenging economic environment by proactively seeking funding opportunities through government, philanthropic agencies and corporate partnerships; further development of existing programs; and development of new innovative health promotion/nutrition education programs and resources. We have relocated our office premises, and have seen a major 3 year project, the Learning.Eating.Active.Play.Sleep LEAPS project, come to its conclusion and with evaluation demonstrating a significant positive impact for the early childhood sector in Queensland.



Three key highlights for 2016 include:

- positive outcomes at the conclusion of the LEAPS project with both the online and face to face versions of the program continuing to be offered post project, on a user pays basis;
- significant growth in our online training activities especially in the areas of : early childhood nutrition and food safety for early childhood, schools, outside school hours care, and aged care settings;
- advocating to the Queensland government on several key issues (eg Kilojoule labeling for food service outlets) and now participating in the advisory group to support implementation of the guidelines.

Key achievements and activities 2016

- **Early Childhood: LEAPS (Learning Eating Active Play Sleep)** was funded by Qld Government and while this project was led by QUT, NAQ Nutrition (NAQ) was responsible for program development and delivery. The project was successfully completed with key milestones met, on time and in budget, by end of June 2016. Project milestones included delivery of 225 workshops to 3375 early childhood educators, across all DET regions in Queensland. LEAPS delivery has given NAQ opportunities to promote our *Food Foundations* program, and further develop our database and website, including a booking system and website integral to this project, and saw development of an online version of the LEAPS program, which is now available externally on a user pays basis. This project further strengthened our collaborative relationships with the early childhood sector, with large early childhood groups such as C&K, Good Start Early Learning and G8.
- NAQ has successfully negotiated a further 12 months funding from Qld Health to enable the transition of the LEAPS support service into our Food Foundations program to achieve sustainability of the program, and provide ongoing support to the educators who undertook LEAPS training in the previous project.
- The Qld government, Department of Education and Training (DET), Office for Early Childhood Education and Care (OECEC), has renewed funding for a fourth round of a 3 year recurrent funding project for NAQ to continue to deliver and evaluate 20 Food & Behaviour workshops across Queensland to parents and educators along with adjunct health promoting storytime sessions utilizing NAQs health promoting storybooks: “*I’m having a rainbow for dinner*” health and “*We’re growing a rainbow*”.
- NAQ management and staff undertook training offered through DET, in the Results Based Accountability evaluation framework and this is now being used in our evaluation and reporting processes with the Qld government. This framework has enhanced our ability to evaluate and report on social outcomes for our programs.
- **Schools:** Our *Food Smart Schools* program has continued to support implementation of the Qld Governments Smart Choices Food and Drink Strategy for Queensland Schools and actively participate in the Smart Choices Technical reference group. While no additional funding for Smart Choices has been received by NAQ, we continue to offer in kind support to Queensland schools for the implementation of Smart Choices.



Happy participants after LEAPS training with NAQ and Apunipima Cape York Health Council.

- **OSHC: Nutrition in Outside School Hours Care** programs continue to promote healthy eating messages across Qld school communities. NAQs menu assessments, food safety training and “Food Safari” resources (which provide activities relating to the food, culture and physical activity of different countries across the world), have continued to be popular resources for OSHC services.
- **Sporting Canteens:** Continued to work collaboratively sporting canteens upon request providing support where possible to promote a healthy food supply in Qld sporting clubs.
- **Aged Care Nutrition Advisory Service (ACNAS):** continues to provide professional development, menu assessment, and nutrition consultancy services to Qld aged care facilities. Additionally, we continue to work collaboratively with respite centres to promote nutrition for the frail elderly. We continue to receive much interest and requests for purchase of our “Nourishing Nibbles for People Living with Dementia” cookbook, which focuses on using nutritious finger foods to achieve an adequate nutrition for those living with dementia. NAQ continues to be an active member of the collective impact “Lantern project” which seeks to improve the dining experience for residents in aged care facilities and has collaborated with other members of this group to provide an advocacy voice for nutrition in aged care .
- **Registered Training Organisation (RTO):** NAQ Nutrition Training continues to deliver food safety supervisor training for Health and Community services & Retail and Hospitality sectors. Partnership has continued with NA ACT Div - training continuing to be delivered in ACT. Over 1000 students have now completed training with NAQs RTO (NAQ Nutrition Training) and we are working towards expanding the scope of our RTO to include menu planning for early childhood and aged care.
- **Food Safety Audits:** Our two staff members, who are Government approved food safety auditors, continue to provide a growing, highly respected food safety audit service for licensed food businesses, especially in the early childhood and aged care sectors.



Farm Street Early Learning Centre, Food Safety Supervisor training January 2016.

Workplace Wellbeing Program & Community programs:

NAQs workplace wellbeing program gathered pace this year, with highlights being:

- We continue to work collaboratively with the Victorian Division to deliver nutrition education and cooking demonstrations for Queensland clients of the health insurance provider, BUPA.
- A range of additional workplace wellbeing resource materials have been developed and well received, with requests for these resources from other non-government and corporate agencies.
- NAQ has continued to deliver cooking workshops and nutrition education sessions for local government agencies (especially Brisbane City Council and Moreton Bay Regional Council), other workplaces, and community groups across Queensland.

Advocacy and Collaborative Partnerships:

- “Check Up” membership (previously General Practice Qld), and attendance at Health Leaders Forums and participation in the Queensland Primary Health Care Network.
- In collaboration with the Heart Foundation, the Public Health Association of Australia and the Dietitians Association of Australia, we have worked to progress advocacy for a National Nutrition Policy. Aloysa Hourigan from NAQ, along with Lyn Brown from the ACT Division, representing Nutrition Australia nationally in this advocacy effort.
- Advocated to Qld government with other members of the Lantern project re: improving the dining experience for residents in aged care facilities e.g. managing risk so that soft-boiled eggs can be safely provided to residents.
- Invited to and now actively participate as a member of Qld government advisory groups 1) to support the implementation of kilojoule labelling for fast food outlets, and 2) to promote increasing vegetable consumption in Qld.
- Provide media spokesperson for the national body of Nutrition Australia in an ‘in kind’ capacity
- Continue to manage the partnership with Smash Enterprises, which includes supporting National Nutrition Week.

Strategies and Goals for 2017

NAQ will:

- Deliver accurate, relevant and timely nutrition information to members of subscriber services, general public, health professionals, students and the media. Engage in charitable activities in delivery of this work to promote health and prevent chronic disease.
- Participate in health promotion campaigns and strengthen relationships with key stakeholders.

National Activities in 2016

National Nutrition Week 2016

Coordinator: Caitlin Syrett



The theme for NNW 2016 was Try For 5, encouraging Australians to increase their vegetable consumption to around five serves per day, with 3 key messages:



Eat a rainbow



Try something new



Love your legumes



NNW 2016 was coordinated by NA Vic Division with support of the Senior Staff Committee.

Try For 5 Challenge

Participants could register for the Try For 5 Challenge to eat five serves of vegetables every day during NNW 2015. All challengers were sent daily emails with recipes, tips and links to websites to inform and empower them to increase their vegetable intake.

There were two options:

Team Game: Team members could log their daily vegetable intake online to earn points. They could also earn bonus points, chat with other team members, share photos and access recipes on the website.

Personal Challenge: Challengers could register individually online and challenge themselves to try for 5 serves of vegetables a day by doing it their own way.

Participants were also asked to share pictures on social media of what they were eating, using the #NNW2016 and #TryFor5 hashtags.

Partners: Teeny Tiny Stevies, ambassadors

Nutrition Australia teamed up with children's band Teeny Tiny Stevies to promote healthy eating, through their song 'I Ate a Rainbow' during NNW.

The band members commented in the media about vegetables to children, and performed at NA Vic's cooking demo at the Queen Vic Market.



Sponsors (financial)
 Meat and Livestock Australia
 Australian Mushrooms
 Nude Food Movers

Supporters (in-kind)
 Grains and Legumes Nutrition Council
 SecondBite
 Melbourne Markets
 Costa Group
 Produce Marketing Association
 Nuts for Life
 Dairy Australia
 Australian Asparagus Council
 Décor

Media

Two media releases were distributed:

- [Take the Try For 5 Challenge during National Nutrition Week](#), 29 September
- [Australians urged to double their vegetable intake during National Nutrition Week](#), 14 October 2016

NNW was mentioned in around 6 radio interviews, 2 TV appearances, 1 newspaper article, 13 online stories, and around 100 blogs and other websites. NNW also headlined a Lite 'n' Easy newsletter, sent to 120,000 subscribers.

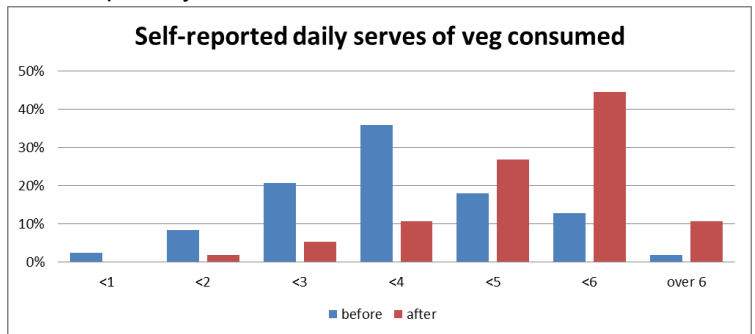
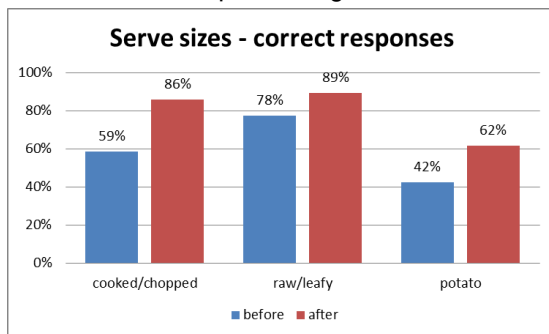


Online engagement

NNW 2016 was very successful online, especially for the web traffic and Facebook reach. We reached up to 311,000 people on Facebook alone. Website traffic increased 23% on the same time last year.

Try For 5 Challenge

1080 people registered for the NNW challenge, 910 in a team and 170 as individuals. The Challenge successfully increased participants' knowledge of standard vegetable serve sizes, and resulted in an average increase in self-reported vegetable intake of 1.3 serves per day.



When asked "What will you do differently in future, as a result of taking the Try For 5 challenge?" most people stated they will *have more vegetables as a snack, or seek/try new recipes that incorporate vegetables.*

Communications & Media Reports 2016

Membership Communications

Coordinator: Leah Browning

Overview of the 2016 e-newsletter

- The e-newsletter is distributed to Nutrition Australia's national members monthly, on the first day of the month.
- Leah Browning continued as Nutrition Australia's Membership Communication Officer and is responsible for creating the e-newsletters.
- E-newsletter topics include:
 - current month events coordinated by Nutrition Australia
 - an overview of previous month events coordinated by Nutrition Australia
 - nutrition news
 - Nutrition Australia in the media
 - Latest nutrition research.

2016 Membership benefits

- Access to our exclusive member's only e-newsletter.
- Discounted entry to Nutrition Australia webinars, seminars and events.
- Discounts on Nutrition Australia publications.
- Discounted subscription to Healthy Food Guide magazine.

Strategies for 2017

- A new membership database system was established in December 2016 and a review of the new database will be conducted to ensure it is accurate.
- Review the bulk mailing system - Mailchimp.
- Develop a questionnaire for expired members to help improve membership retention.
- Engage with stakeholders to develop strategies to enhance membership retention, especially student members transitioning to general members.

Meet our Membership Communication Officer, Leah Browning

Leah is a qualified nutritionist and communications specialist with experience working in various corporate roles. Leah currently works for the Queensland Government and works part-time for Nutrition Australia. She has a strong passion for health and wellbeing and loves helping people achieve their health targets.

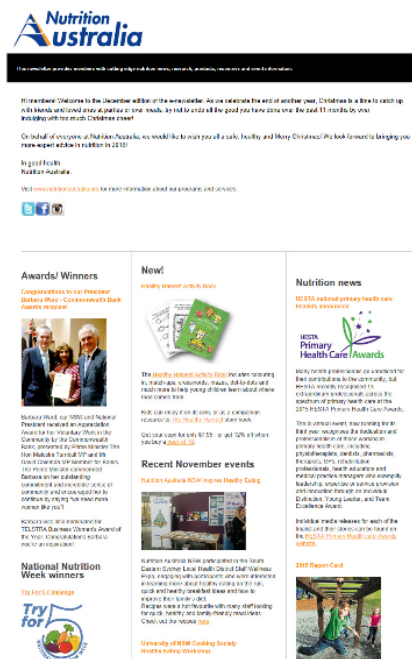


Membership statistics:

As of 31 December 2016, Nutrition Australia's database consisted of 977 members, including:

- 458 general members (an decrease from 2015 - previously 607)
- 519 concession/student members (a slight increase from 2015 - previously 515).

Overall, our membership rate since 2015 (1122) has slightly decreased.



National Online Communications

Coordinator: Caitlin Syrett

Website

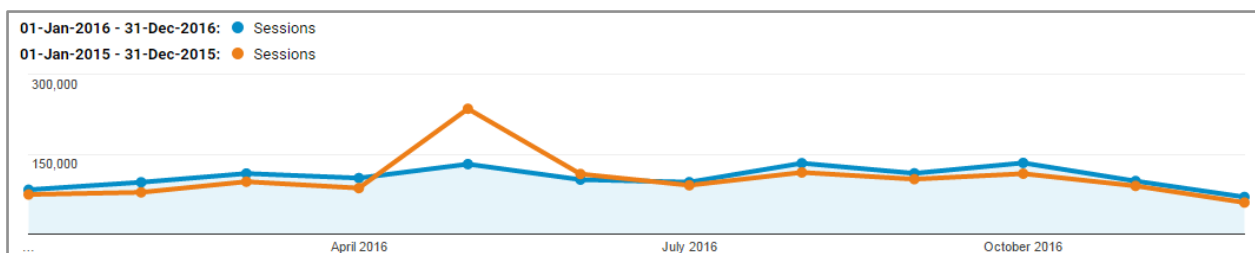
Through its online platforms Nutrition Australia provides free nutrition information, promotes the organisation, its programs, services and events, and positions Nutrition Australia as a leader in nutrition education.

	Visits	% growth on 2015	% growth on 2014	Visitors	% growth from 2015	% growth on 2014	Pageviews	% growth from 2015	% growth on 2014
Website	1,279,473	1%	28%	1,008,748	1%	24%	2,427,207	-11%	18%

Web traffic was higher than 2015, except in May and June. This is due to the release of the updated Healthy Eating Pyramid in May 2015, which saw a spike in website traffic for that year.

Around two thirds of all traffic to our website is for nutrition information, recipes and products. Approximately three quarters of visits come from Google searches.

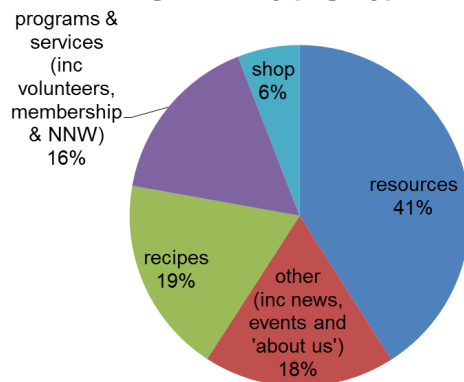
Website visits 2015-2016



Most visited pages 2016

1. Home page
2. Healthy Eating Pyramid
3. Australian Dietary Guidelines: Recommended daily intakes
4. Iron fact sheet
5. Resource (fact sheets)

Pageviews by page type 2016



Social media

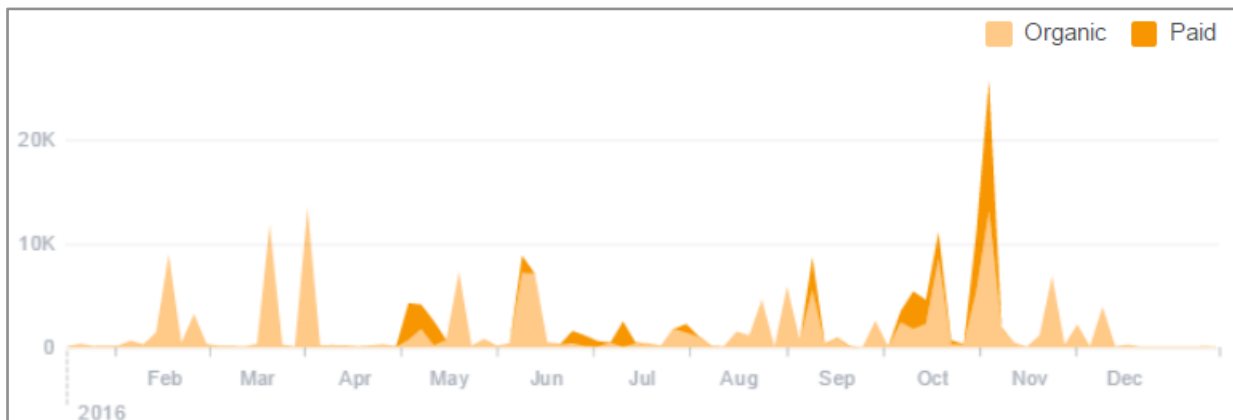
Through social media we share nutrition news, information and resources, including links to external organisations, such as news websites, science and nutrition blogs and health promotion organisations.

We also regularly promoting Nutrition Australia news, events, products, program, services and events and job opportunities.

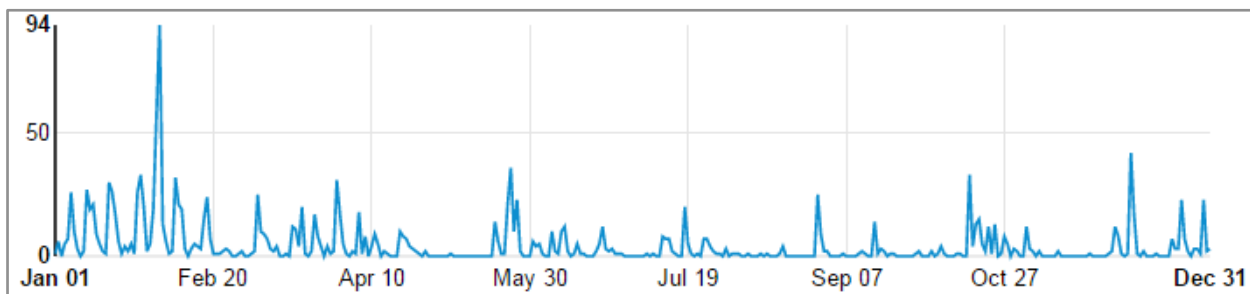
	Total fans / followers	% growth from 2014
Facebook	20,132	22%
Twitter	11,207	12%
LinkedIn	2622	37%

- Facebook reach spiked in October during National Nutrition Week
- Twitter link clicks spiked in February for a link to a job opportunity in Tasmania,
- National Nutrition Week was held 16-22 October 2016. It challenged people to Try For 5 serves of vegetables a day. NNW social media activities included sharing media releases, recipes and resources, and engaging with challenge participants by liking, sharing and commenting on their posts of vegetables.

Facebook reach 2016



Twitter link clicks 2016



National Media Report

National media spokesperson: Aloysa Hourigan

Media Program Achievements for 2016

The objective of media activity for Nutrition Australia is two-fold:

- 1) To increase awareness and credibility of the Nutrition Australia brand and awareness of Nutrition Australia programs and services through regular engagement with media both proactively and reactively.
- 2) To ensure Nutrition Australia is seen as a leading community nutrition expert body, advocating on key nutrition issues with an independent voice.

Media activities are currently carried out by either the National media spokesperson/ key media spokespeople in each Division or a delegated Nutrition Australia representative.

Responses to Media Requests

Throughout 2016, Nutrition Australia responded to approx 85 media groups/organizations and repeat requests were received from approximately 72% of these organisations. This included print (33%), radio (31%), online (26%), and television (10%).

Highlights included:

- Both commercial and ABC television News sought comment from Nutrition Australia eg strategies for obesity prevention
- Over 50 media requests received in response to National Nutrition Week media releases which was stronger than the previous year and strengthened by engagement with our ambassadors for the annual awareness campaign.
- Interviews with online media (eg News.com;dailymail.com; ninemsn) providing nutrition information for their websites.
- Articles for magazines including: Seniors magazine; Families; WellBeing; Weight Watchers; Mens Health; Mind Food; Pharmacy Guild magazine.
- Review of nutrition content for the Australian Women's Health Diary – ninth consecutive year
- International requests for comment: from the United States, the United Kingdom, and Japan.

Media Releases

Media was targeted in 2016 as follows:

- Media releases were aimed at promoting National Nutrition Week “Try for 5” – vegetables campaign; Responded to hot topics such as kilojoule labelling in fast food outlets; nutrition in school canteens; Nude Food Day; promoting healthy eating messages to young people; obesity prevention; increasing vegetable consumption; food advertising to children; the pros and cons of different fad diets and food trends.
- State divisions targeted their local media to promote Divisional activities
- Media releases were posted on the Nutrition Australia website

Review, Promotion of and Response to Media Releases for Corporate Partners

Media releases reviewed, promoted and responded to in partnership with our corporate partners:

- Dairy Australia
- Smash Enterprises

Media Strategies for 2017

Media will continue to be targeted in 2017 with national media releases being developed to promote Divisional and National activities and to advocate on key nutrition policy issues.

National Membership Report

National membership officer: Sarah Cooper (April 2016)

Nutrition Australia membership aims to empower members with the knowledge, resources and tools to be inspired and to help them inspire healthy eating for all Australians.

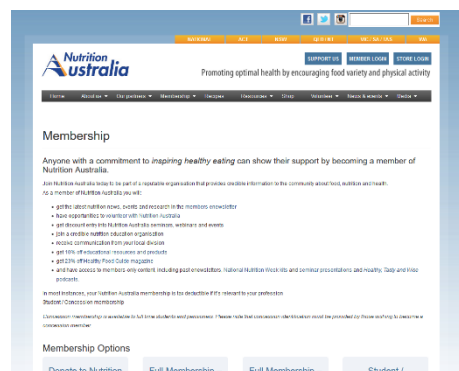
2016 was a year of significant change for Nutrition Australia's membership management. It was a busy year behind the scenes preparing for the launch of a new membership management system. The new membership system aimed to improve member's experience, but also an act as the foundation to support a large year of growth in 2017.

Activities in 2016 include:

- NA ACT took on the role of membership coordinator after a period of vacancy.
- Introduction of a new membership management system. This came into effect early December 2016.
- Ongoing management of MOU with Open Colleges.
- Ongoing engagement with members and addressing enquiries that arise.

2016 membership benefits:

- Access to the latest nutrition news, events and research in the members newsletter
- Access to opportunities to volunteer with Nutrition Australia
- Discount entry into Nutrition Australia seminars, webinars and events
- Communication from local divisions
- 10% off educational resources and products
- 23% off Healthy Food Guide magazine
- Access to members-only content, including past newsletters, National Nutrition Week kits and seminar presentations and *Healthy, Tasty and Wise* podcasts.



Challenges in 2016

Overall, 2016 saw a modest increase in total membership of 11%.

The previous membership system went offline in November 2016 to allow for the transition to the new system. The transition was delayed and the new membership system was not launched until December 2016. This resulted in limited capacity for membership engagement during this 2-month period, thus effecting overall membership growth in 2016.

Activities for 2017:

The target is to increase membership by 25% by 31 December 2017. Strategies to achieve this include:

- Coordinated membership drive, including development of collateral, targeted student and full membership promotion,
- Continuing partnership with Open Colleges and expanding to partnerships with other training institutions
- Membership survey to continue to understand what members want.
- Ongoing engagement with IT support to ensure the new membership system operates successfully.

Life members

Paul Nestel
Ruth Riddell
Ron Rowley
Catherine Saxelby
Rosemary Stanton
Jan Stokes
Richard Uglow
Beverley Wood
David Woodward
Malcolm Riley
Glenn Cardwell
Basil Hetzel
June Hicks
Ian Maxwell
Ruth Foley
Nola Caffin
Mark Wahlqvist
Tim Crowe

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ABN: 58 909 342 093

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E: reception@nutritionaustralia.org
ABN: 29 767 398 718