



The Australian Nutrition
Foundation Incorporated, trading
as Nutrition Australia TM

ANNUAL REPORT 2019

ABN 58 909 342 093 Incorporation Number A780





MISSION

To inspire and empower healthy eating for all Australians.

OBJECTIVES

- 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 consultants to government departments, food industry and consumer 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;
- 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 deem it as appropriate to collaborate with other nutrition related organisations, as well as corporate, private and government sectors that:

- agree with its Statement of Rules
- support its independence, credibility and integrity; and
- have as a major goal the promotion of the health and well-being of the Australian people.

NATIONAL BOARD MEMBERS 2019

National President:

Malcolm Jull

Deputy President:

Annabel Digance

National Secretary:

Christine Stewart

National Treasurer:

Gill Duffy (Acting)

National Directors:

Australian Capital Territory (ACT) Division

Gill Duffy

Allison Wood

New South Wales (NSW) Division

Lauren Reeves

Queensland (Qld) Division

Mikael Wedemeyer

Kate Di Prima

Victorian (Vic) Division

Dean Laurence

Teri Lichtenstein

Other National Representatives

National Member Communications:

Leah Browning (Qld)

National Public Officer:

Leanne Elliston

National Media/PR:

Aloysa Hourigan (Qld)

National Admin Support:

Rafia Adil and Leanne Elliston



Report from the President, Malcolm Jull

2019 was a year of consolidation for us as we focussed on three key priorities for the year.

1. Wholesale redevelopment of our national website
2. Continuation of Healthy Lunch Box Week (HLW) and National Nutrition Week (NNW)
3. Reviewing our place in the National Health Space

Our website creates an opportunity for our members, the public and our partners and clients to engage with us and is therefore a key avenue of engagement that needs to maintain relevance and purpose for our modern world. As an organisation that has been around for as long as we have this meant a massive whole of organisation involvement to drive and create success. Tess Leader and Mikael Wedemeyer led the project management and technical development, content and build in preparing for our 2020 launch.

You will read more about our State activities below I hope you take the time to do so as there is an incredible amount of great activity happening right across the organisation aimed at improving the health and lives of Australians in line with our mission.

HLW and NNW are our two key highly visible and public current activities focussed on bringing more attention to how our members and the public can start the year right and continue the good nutrition focus. Leanne Elliston from ACT once again took on the challenge of leading HLW which this year included a special project test for school direct engagement which we have learnt from and will be able to extend the reach of nationally in the years to come. NNW was led by VIC and was all about reducing waste by getting creative with the use of all vegetables including what might often be seen as waste.

As a member organisation we are working on a renewed focus to deliver the things that will add value to you as members and have renewed our desire to grow our family with the establishment of the Membership and Community Reach Committee to specifically focus on how to better engage with our members, grow our numbers and engage with the community on the things that you want to hear, talk and see. We greatly welcome any and all ideas on how we can better serve you and encourage more people to engage with Nutrition Australia.

Whilst we review our 2019 year in light of COVID the need for continued focus on good Nutrition, unbiased information and education has never been stronger and we thank all our members for being a part of our community, without you we would not exist.,

Looking ahead the enthusiastic National Board are working on some unique ways of engaging the public, continuing our commitment to NNW and HLW and in building our member base back up again.

Yours in good health,

Malcolm



National Activities in 2019

National Nutrition Week – “Embrace Your Veg Waste”

13-19 October 2019

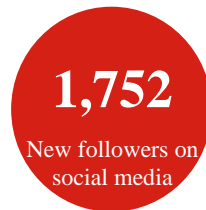
Coordinated by NA Vic



The campaign was a collaboration with our principle partner, Bayer, major partner, Sheldon and Hammond (Scanpan and Victorinox), and supported by Marley Spoon, Fareshare, Life Education, The Good Foundation, and brand ambassadors Olivia Andrews and Rachel Potter.

Key activities:

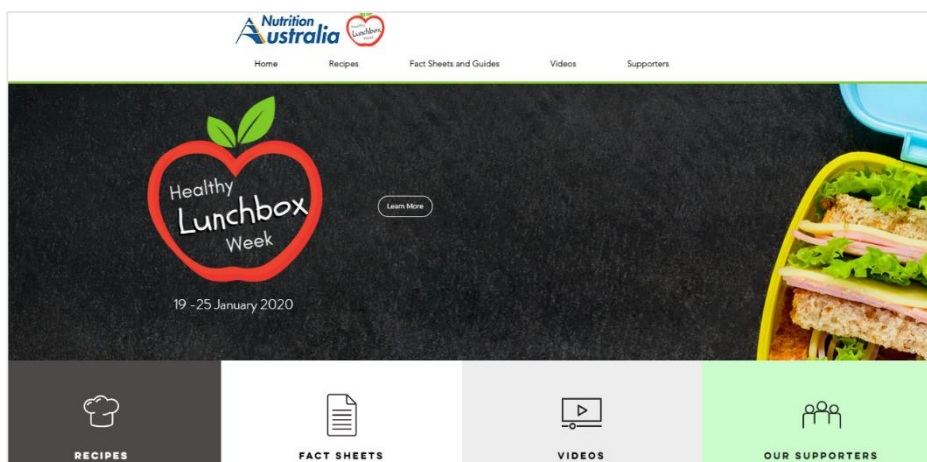
- [Try For 5 website](#) with a suite of vegetable-based recipes and resources aimed at preventing food waste
- media engagement including a social media campaign
- engaging new and existing supporters to amplify our messages
- hosting a successful influencer event at Vive Cooking School in Sydney with high profile attendees such as Simon Toohey (Masterchef), Jimmy Wong (Masterchef), Teresa Cutter (The Healthy Chef), Healthy Food Guide, Prevention Magazine, Alexa Cheng (Rainbow Nourishments). Influencers supported the campaign by sharing through their social media channels throughout the event and during National Nutrition Week.



Healthy Lunchbox week

In its second year running, NAACT led the National Healthy Lunchbox Week campaign. Held at the beginning of the school year, Healthy Lunchbox Week inspires families to create healthy lunchboxes their children will enjoy.

NAACT developed and launched the new Healthy Lunchbox Week website in time for the week from 20 – 27 January 2019. The website is a hub of healthy lunchbox information including lunchbox videos, recipes and links to other useful information provided by our key supporters.



www.healthylunchboxweek.org

In 2019 the Healthy Lunchbox Week key messages were:

1. Have it Healthy
2. Make it Enjoyable
3. Keep it safe

A media release was developed in collaboration with Cancer Council NSW which was picked up by News Corp resulting in extensive coverage in seven major national newspapers. The NAACT team were also interviewed by WIN News for a television News item that was aired across regional NSW.

A social media campaign included 15 posts distributed across the National social media platforms: Facebook, Twitter and Instagram.

Facebook: 84.5K reach and 5.5K engagements

Twitter: 53K impressions (times people saw the tweets) and 320 engagements

Special thanks to our supporters for Healthy Lunchbox Week 2019



Grains &
Legumes
Nutrition
Council





THE FRUIT & VEGETABLE CONSORTIUM

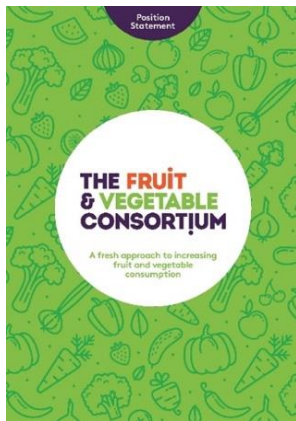
The Fruit and Vegetable Consortium (FVC) is a collaboration led by Nutrition Australia Vic Division and other key players with a vested interest in growing consumption of fruit and vegetables in Australia.

The FVC's mission is to develop more effective marketing interventions to drive a long-term increase in the national consumption of fruit and vegetables.

Key activities:

- finalised a committed founding membership across multiple industries
- agreed a mission and a national focus for influence
- developed a brand identity
- developed an agreed position statement
- launched a dedicated website www.thefvc.org.au
- acquired over 80 supporter organisations to date
- commenced a business case for an 'investor ready' model, providing insight into the behaviour change marketing and communication strategy. Present to government and commercial funders in September 2020.

Nutrition Australia Vic Division is committed to driving this important project, one that will ultimately impact the health and wellbeing of all Australians.





NA Vic Division report

Year two of our strategic plan focused on advocacy including the increased efforts of the Fruit and Vegetable Consortium (FVC), contribution to five position papers including the Call for new National Nutrition Policy, participation in 11 leadership groups to keep healthy eating on the public agenda and ensuring the continuation of the Healthy Eating Advisory Service (HEAS).

Some of our unique achievements for the year include:

- launching an exciting new national product: nutritious, seasonal pre-planned [menus for long day care centres](#), an annual subscription, and shopping lists individually tailored to each centre.
- establishing the [FVC](#), which brings together key organisations to collectively advocate for comprehensive collaborative action to address Australia’s low levels of fruit and vegetable consumption
- welcoming Marley Spoon co-founder, Oliva Andrews, as our first ever brand ambassador for National Nutrition Week 2018/19.
- reaching our one-millionth Victorian through our state-government-funded [Healthy Eating Advisory Service](#)
- A [nutrition in pregnancy](#) pilot, disseminating 5000 brochures for GP’s and Pharmacists to support and educate their patients in vulnerable communities.
- embarking on a ground-breaking \$4 million, five-year national research project, [VegKIT](#), with CSIRO and Flinders University to increase children’s vegetable consumption
- representing Nutrition Australia and our project partners at over 19 nutrition, health, education and food industry conference and events
- increasing revenue by 14%, to end the year with a satisfying net profit of 6%.



Some HEAS achievements include:





ACT Division report

In 2019, the ACT division of Nutrition Australia had eight staff members working on a range of nutrition education projects. Our nutrition education deliverables arise from three major sources of incomes with the following associated activities.

Fee for service activities

Project Dinnertime – hands on cooking sessions, held in our Food Skills Kitchen, targeting people with disabilities and school holiday cooking programs.

Workplaces - Delivery of 14 workplace seminars and 6 healthy eating stalls at various workplaces including federal government departments

Schools - Provision of Teacher Quality Institute (TQI) accredited professional learning opportunities to preschool, primary and secondary school teachers in association with the Food&ME™ nutrition education units authored by NAACT.

Childcare - Delivery of five staff training sessions, five menu assessments and two parent information stalls.

Community engagement and partnerships - worked with and delivered a range of tailored nutrition services for 11 ACT community organisations.

ACT Government Deed

Operating under the umbrella name of the ACT Nutrition Support Service, NAACT delivers against a broad and integrated nutrition service that supports the ACT Government's population health programs specifically:

School canteens – assessment of all ACT school canteen menus in line with the *ACT Public School Food and Drink Policy* and the *National Healthy School Canteen Guidelines*.

Healthy Choices Canberra – assessed 48 cafe and restaurant menus and identified healthier food and drink options within 16 local supermarkets.

Grants

Nourishing Little Minds – three-year program funded by the ACT Government under the ACT Health Promotion Grants Program that delivers as early childhood food literacy programs in partnership with libraries ACT. In In 2019, we delivered 20 x 4-week programs within seven ACT libraries to over 300 children

Nourish'n'Nurture - ACT Government Healthy Canberra Grant: Focus on preventing Diabetes that aims to increase self-efficacy in cooking skills among Aboriginal and Torres Strait Islander women and women of CALD backgrounds who are identified as at risk of developing diabetes.

Simple and Healthy Eats for Seniors – ACT Government seniors grant that delivered 4 seasonal healthy eating workshops to 68 ACT seniors

Operation Dinnertime - Defence Community Organisation Family Support Funding Program grant to deliver hands on cooking programs specifically targeting Defence families.



NSW Division report

Community: We continued to partner with several councils and community groups.. Partners included Penrith City Council, Georges River Council, City Of Sydney, Canterbury Council, Padstow community centre, 3 Bridges, Cliff noble community centre and Youth works.

Early Childcare & Schools: NANSW provided training, resources, menu assessments and support for early childhood education. We also continue to run “ Reclaim the Lunchbox” programs at NSW schools which include Fairfield Public school, St.Aidans Catholic primary schools, Berala public School and Banksia Rd Public School.



Workplaces: We have experienced incredible growth in workplace nutrition services, which included cooking demonstrations, seminars, health displays, one on one consultations and menu assessments. Value clients included DLL financials, Site Minder, Reckon, SUEZ, Ticketmaster, Coleman Grieg Lawyers and Attention Experts.

National Nutrition Week-Breakfast at Parliament House

Breakfast was held at NSW Parliament House Strangers Room proudly hosted by Mr. Mark Coure MP Member for Oatley, Assistant Speaker and the Hon. Natasha Maclaren- Jones MLC Parliamentary Secretary for Health.



The event was attended by 120 distinguished guests including high profile panellist Mr James Griffin MP Member for Manly, Parliamentary Secretary for the Environment, Prof

Garry Egger AM, MPH, PhD, MAPS, FASLM - Director; Centre for Health Promotion and Research Pty Ltd, Dr Jacqui Webster PhD, RPHNutri - Head, Public Health Advocacy, John Mangos Journalist and News Presenter

Celebration of Women’s Health Week :Nutrition Australia NSW celebrated Women’s Health Week (2-6 Sept) by hosting a free morning tea on 4th September, with nutritional physiologist Assoc. Prof Kim Bell-Anderson (University of Sydney) speaking on women’s health and healthy aging. We partnered with SHARE to include a Sheng Zhen moving meditation at the event. The morning was informative and fun, providing ‘nutrition’ for both body and soul.





QLD Division report

Key achievements and activities throughout 2019

NAQ Nutrition's staff across Early Years, Outside School Hours Care, Aged Care and Workplace reached over 500 organisations in 2019 through subscription services, workshops and consultant activities.

Government funded projects

NAQ continued work with the Department of Education (DET), Early Childhood and Community Engagement Division to deliver the INSPIRE project as part of a one year funding agreement. The project included nutrition information and remote support for parents of, and staff working with children aged 0-2 years in the Far North Qld and Darling Downs South West region. Interventions for the project included:

- Face to face workshops for families and staff in Cairns, Warwick and Roma
- A dedicated website
- Closed Facebook groups for families residing in the area
- A monthly e-newsletter for professionals working in the identified regions

NAQ received funding from the Department of Health to update the LEAPS (Learning Eating Active Play Sleep) online training.

NAQ Nutrition Training (Registered Training Organisation)

NAQ has continued its work as a Registered Training Organization [RTO] with two third party providers. NAQ continues to be the preferred RTO to train Centacare Disability services staff in Food Safety Supervisor. Over 1200 students have now completed training.

NAQ has two Qld government approved food safety auditors, who continued to provide a food safety audit service for licensed food businesses through 2019, especially in vulnerable populations.

Through an ongoing partnership with In Safe Hands, NAQ continues offer online training in various areas such as food safety and managing allergies and intolerances for the early years and OSHC sector.

Community

The Feeding Supplement Service offers support to the general community, care facilities and pharmacies by providing dietetic advice and access to nutrition food supplements (Food for Special Medical Purposes).

Talks and cooking demonstrations were provided for a variety of organisations and community groups by NAQ staff and consultants including local government agencies of: Brisbane City and Logan.

NAQ continued to distribute it's free monthly Healthy at Home e-newsletter to members of the Queensland community providing current, trusted and relevant nutrition advice and information.



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
Katherine Warth
Lynette Brown

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