



THE AUSTRALIAN NUTRITION FOUNDATION INCORPORATED

**ANNUAL REPORT
2012**

ABN 58 909 342093 Incorporation Number A780

OPTIMAL HEALTH FOR ALL AUSTRALIANS THROUGH NUTRITION

Mission statement

The mission of the Australian Nutrition Foundation Inc. is to promote the health and wellbeing 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.
- 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 see it as appropriate to work with other nutrition related organisations or corporate, private and Government sectors that:

- agree with its Constitution, Policies and Bylaws;
- support its independence, credibility and integrity;
- have as a major goal the promotion of the health and wellbeing of the Australian people.

It is intended that such projects would be mutually advantageous and that both parties have the capacity to build on the other's strengths.

Report from the President, Barbara Ward

Planning for sustainability and future growth has been the focus for the directors of the Australian Nutrition Foundation throughout 2012. Whilst the end of year financials resulted in a surplus for the organisation, we need to increase our cash reserves in order to employ a CEO, rather than relying heavily on Nutrition Australia's senior staff and sub committees in order to achieve the organisation's objectives.

In order to achieve our mission, our three year strategic plan will focus on governance, raising our profile, (particularly through the media and social media), our annual awareness campaign—National Nutrition Week, continuous improvements and growth of our membership base, as well as enhancing our website capabilities and driving further traffic to the site.

With the support of resourcing from the Victorian Division, a national draft marketing plan has been developed. This process has involved lengthy consultations with all Divisions and aims to become a document which can be adapted to suit divisional marketing needs, as well as support national growth.

In 2012, 11 board meetings were held. Ten were convened via teleconference/web conferencing and there was one face-to-face meeting, which included strategic planning. This meeting was held in Melbourne at the new offices of the Victorian Division at 118 Cardigan Street, Carlton, following the 2012 Annual General Meeting.

Through management by Divisions, Nutrition Australia has been able to grow the national website, www.nutritionaustralia.org, and continue to inspire healthy eating to Australia's children and adolescents. This was achieved through the National Nutrition Week campaign which included developing a nutrition week kit and holding an online competition to promote the increased consumption of water. Nutrition Australia's Facebook and Twitter pages saw significant and consistent growth throughout 2012, increasing 250% from approximately 1,300 fans per page, to 3,281 and 3,249 respectively.

It is exceptionally pleasing to see a 37% increase in national memberships from 625 in 2011 to 857 at the end of 2012. A dedicated membership satisfaction survey provided the necessary feedback to continue the growth in 2013, which is largely due to improving services and promoting concession membership to university students. The website has continued to improve and attract visitors in 2012, with overall traffic increased by 62% from the previous year.

I would like to thank our national corporate partners, Dairy Australia, Smash Enterprises and Tefal, for their support of Nutrition Australia activities. Not only did they provide financial contributions, but also product donations, professional development opportunities for Nutrition Australia staff, media monitoring and opportunities to increase our brand awareness.

Thus, it is with much optimism that we move into 2013, commencing with the implementation of our strategic plan to guide the organisation over the next three years. Ensuring that we have a strong strategic focus will enable us to become sustainable and grow in order to inspire healthy eating and be the peak nutrition education body in Australia.

I would like to take this opportunity to thank the National Board members and all staff for their hard work and dedication.

NA National Strategic Map 2013-2015



1. SITUATION/OPPORTUNITY

Organisation: Strengths to leverage <ul style="list-style-type: none"> - Pyramid and IP (credibility) - Evidence Based - Nutrition Educators 	Context <ul style="list-style-type: none"> - Growing interest in obesity - Demand for Nutrition tools and content - New Tech for content 	Sources of Funds: Diversify/Sustain <ul style="list-style-type: none"> - Government - Fee-for-Service (commercial & NFP) - Corporate Partners - Memberships (minor financial role) 	Complementors: increasing our reach <ul style="list-style-type: none"> - Members - Universities - Other bodies
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2. VISION/STRATEGY



Scorecard	2013	2014	2015
1. Increase Brand Awareness	6%	8%	12%
2. Increase Membership	1200	1500	2000
3. Cash Reserves/Net Margin	10K	15K	20K
4. IP Corp partners/License Fee	30K	40K	50K
5. Increase website traffic	2,000,000	2,500,000	3,000,000

3. TACTICS/ACTIONS/CONTROL

Building our Profile (NC/ Vic)	Corp Partners/Bus Dev (Divisions)	Gov Bus Dev (ACT/SS)	National Programs (SS/Divisions)	Head Office (Board)	Governance (BW/Board)
Conduct Market Research	Review learning's from existing & past clients	Identify current Gov stakeholders	NNW – review planning process	CEO recruitment to drive goal achievement and pathways (end year 3)	Develop checklist for Board
Develop Marketing Strategy / Plan/All Collateral	Develop list and agree responsibilities	Develop list of new stakeholders/events/meetings	Membership: increase # as per scorecard. Review offering/pricing	Drive a collaborative approach	Review governance manual & sign off on policies
Review Brand Awareness	Develop proposition for FFS clients – Corp & NFP	Agree responsibilities	Development of website (SEO). Increase traffic as per scorecard	Establishment of fundraising committee	Review Board skill set
Develop sponsorship/corporate brochure	Obtain & manage relationships	Obtain & manage relationships			Review and update constitution
Identify prospective ambassadors					Recruit treasurer & establish finance & audit committee

Board of Directors

Nutrition Australia operates through a National Board and State and Territory Divisions. The National Board is responsible for policy and national programs and the State Divisions are encouraged to respond to local needs and opportunities for nutrition education and health promotion.

Each State or Territory Division of Nutrition Australia may appoint two National Board delegates. If a second delegate is not named in a particular State or Territory, the Divisional Chairperson will nominate a second delegate before each half-yearly meeting.

President: Barbara Ward, NSW



Barbara Ward is currently the Managing Director of the SAN Foundation at the Sydney Adventist Hospital. Barbara has worked in the not-for-profit sector for over 16 years and has held a number of prominent positions including CEO Exodus Foundation and Deputy CEO Austcare.

She has worked in a variety of capacities across many industry areas, including fundraising, welfare services, humanitarian aid, finance, human resources, state and local government, and management consulting. In addition to Nutrition Australia, Barbara serves on a number of Boards both locally and overseas, including SHARE (SMR) Inc (President), Lupus Association, UGood and also provides advice in a non-executive capacity to the Fundraising Institute of Australia where she previously held the position of Vice President (NSW). Barbara also presents at various conferences both nationally and abroad.

Treasurer: Katy Laurich, ACT



Katy Laurich joined Nutrition Australia in 2006 when she arrived in the ACT, as an opportunity to build networks in the local nutrition community and contribute to the important work of Nutrition Australia. Nominated for the National Board at the 2009 AGM for 2010, and then again in 2011/2012.

Katy currently works for ACT Health as a Community Dietitian and for the University of Canberra as a Clinical Educator. Previously she has had opportunities to work in clinical dietetics, remote nutrition, health promotion, health service management (ACHSE), outdoor education and ski instructing.

*** Katy stepped down in the first quarter of 2012.

Director: Amanda Devine, WA

Amanda Devine has been involved in bone and calcium disorder research since 1990. She has co-authored more than 50 peer reviewed articles, two book chapters and over 110 abstracts in the area of nutrition, physiology and bone health; many of which she has presented at state, national and international meetings.



Amanda is an Associate Professor in the Nutrition and Dietetics Program at the School of Exercise, Biomedical and Health Science, ECU. She teaches several units related to nutritional assessment, nutrition through the lifecycle, trends in dietary patterns and exercise nutrition. She has Accredited Nutritionist status with the DAA and is a Registered Public Health Nutritionist with the NSA. She has been a Director of Nutrition Australia WA Division since 2004.

Director: Kiri Valsamis, NSW



Kiri Valsamis has completed a Bachelor of Education in Secondary Home Economics and a Graduate Diploma in Educational Computing. She also has completed trade Certificates in Commercial Cookery and Hospitality. Kiri has been teaching for over 25 years and is currently teaching a range of Technological and Applied Studies courses.

Kiri has taught in a range of socio-economic and academically diverse school settings and has undertaken a number of curriculum-based projects.

Kiri is currently the President of the Home Economics Association of Australia (NSW) and a member of the Technology Educators Association and the Australian Association of Food Professionals.

*** Kiri stepped down in the first half of 2012.

Director: Wendy Chan, WA



Wendy Chan She Ping-Delfos completed a PhD in Nutrition, following a Bachelor of Science in Nutrition and Food Sciences, with first class Honours, both at Curtin University. Her postgraduate studies involved conducting clinical trials, during which she accumulated extensive experience in all phases of acute and dietary intervention studies. The main focus of her postgraduate degrees has been on energy expenditure and metabolic syndrome.

Wendy would like to continue working in the field of obesity and related chronic diseases. She is currently the Chair of Nutrition Australia of WA and a committee member of the Nutrition Society of Australia Perth.

*** Wendy stepped down in the second half of 2012.

Director: Mark Zucco, VIC



Mark is a highly skilled and qualified professional with significant experience in a range of business environments. He has over 10 years' experience across a full range of strategic, operational and advisory projects. Mark's background in marketing and business development, coupled with his business consulting skills, enables him to draw on a diverse and unique range of skills when required.

His experience extends across various industries including sports and leisure, professional services, manufacturing, banking and finance, transport and logistics, utilities and government. Mark is currently the Chair of the Nutrition Australia Victorian Division Committee of Management.

Director: Katherine Warth, QLD



Katherine is an Accredited Practising Dietitian and Accredited Nutritionist with over 30 years' experience in a wide range of settings. She has principally worked in her own private practice, the Eat Well Centre in Brisbane and for Queensland Health, in both community and hospital environments. She presently works in a Specialist Outpatient Clinic at Logan Hospital with a team of physiotherapists and psychologists, providing a service to those who are above their healthy weight.

Katherine has always been an active member of her profession, from Foundation President of the College of Dietitian-Nutritionists in Private Practice in the 1980s and 1990s, to Chairperson of the Queensland Branch of DAA and Media Spokesperson in the 1990s. She joined the Committee of Management of Nutrition Australia, QLD Division as Secretary in 2009 and was appointed Director in 2011.

*** Katherine stepped down in the second half of 2012.

Director: Mary Martin, ACT



Mary joined Nutrition Australia in 2010 and has enjoyed contributing to the Division's important work within the ACT community. Prior to moving to Australia, Mary completed her dietetic degree in the USA and worked with maternal and child health in a federally funded program 'Women's Infants and Children'. Since then she has completed her Masters of Science degree in nutrition, investigating the relationship between training volume and voluntary food intake in elite cyclists. This research gave Mary the opportunity to pursue her interests in the methodological aspects of quantifying food intake. More recently, she was the nutrition coordinator for the Lifestyles of our Kids (LOOK) longitudinal research project investigating relationships between diet and physical activity in children.

Director: Gillian Duffy, ACT



Gillian originally joined Nutrition Australia while studying Nutritional Science in Canberra for some volunteer experience. She rejoined the ACT Division in 2008, and is the current Chair of the ACT Committee of Management of Nutrition.

Gillian currently works in food regulation at Food Standards Australia New Zealand, where she is involved in a number of areas, having the opportunity to utilise and develop her public health nutrition knowledge and skills. Previously, Gillian worked at the University of Canberra as a research assistant and tutor in nutrition, then as a lecturer in nutrition and public health nutrition. She has completed a Masters in Nutrition, a Graduate Diploma in Nutritional Science and a Bachelor of Applied Science (Human Biology).

Director: Nick Coombe, VIC



Nick has more than 15 years' experience in the advertising and communications industries. Most of his time has been spent working at various media agencies, but he also has experience working in media sales, including in both television and radio.

Currently, he is working at Starcom MediaVest working primarily on Suncorp and its niche brands. As well as experience in insurance, he has worked with numerous large FMCG, automotive and retail clients.

Originally from Adelaide, he holds a Bachelor of Management (Marketing) degree from the University of South Australia and he has recently completed his Masters of Marketing from Melbourne Business School (MBS).

Executive of the Board Public Officer: Lyn Brown, ACT

National Ethics Committee report

Convenor: Aloysa Hourigan



After its establishment in May 2011, the Nutrition Australia Ethics Committee has continued to work throughout 2012 to help to minimise any risks to the integrity of the organisation through partnership and sponsorship arrangements which Nutrition Australia may enter into.

The 2012 Ethics Committee included the following representatives:

- Aloysa Hourigan Convenor, Senior Divisional staff representative
- Kiri Valsamis Board representative
- Lucinda Hancock Senior Divisional staff representative
- Dr Shawn Somerset Associate Professor of Public Health
School of Allied and Public Health
Australian Catholic University, Brisbane
- Orla Hugueniot Senior divisional staff representative
(joined the Ethics committee mid-2012)

The Ethics Committee meetings were held in April, July and November. Issues addressed in 2012 included:

- Finalisation of draft Corporate Partnership and Sponsorship Guidelines, which were forwarded to the Board with recommendation for their approval. The board is now reviewing and considering the draft guidelines.
- Finalisation of draft Corporate Partnership and Sponsorship Criteria Checklist, a tool to assist Divisions in identifying whether advice needs to be sought from the Ethics Committee for potential new partnerships or sponsorships. This has also been forwarded to the Board with recommendation for approval. The Board is now reviewing and considering the draft Criteria Checklist.
- Consideration of a number of potential national corporate partnerships and sponsorships for Nutrition Australia and made recommendations to the Board on these issues. This has included recommendations to the Board to not proceed with the sponsorship and partnership proposals put forward for: Metamucil (Proctor & Gamble); Kraft—promotion of breakfast biscuit; Flave Water proposal for website advertising.
- Consideration of the Ethics Committee's role in risk management, including intellectual property (IP) management, both with external agencies and internally. This would include the use of IP developed by either National or individual Divisions.

Thank you to all members of the Ethics Committee for their valuable time and input, given in a volunteer capacity. The Ethics Committee is now awaiting the Board's ratification of the Corporate Partnership and Sponsorship Guidelines and the Criteria Checklist. The Committee continues to highly value its goal of protecting the independent voice and integrity of Nutrition Australia.

National administration and Senior Staff report: Lucinda Hancock



The fundamental purpose of the Nutrition Australia Senior Staff Committee is to provide a collaborative forum for the Divisions to communicate and work together on operational issues that may involve other Divisions or the National body of the organisation. The Committee ensures accuracy, quality and consistency of work completed under the name of Nutrition Australia. The senior staff represent one or two senior team members from each Division, for 2012 they are:

Lucinda Hancock (VIC), Aloysa Hourigan (QLD), Sharyn Deam (QLD), Orla Hugueniot (NSW), Lyn Brown (ACT), Leanne Elliston (ACT), Karyn West (WA), Gemma Haines (WA) and Tracey Setter (VIC).

The Senior Staff Committee meet monthly via web conference and a representative from the Committee attends the monthly Board meetings, or provides specific questions to Board.

Key activities undertaken by the Senior Staff Committee for 2012 include:

- Implementation of the first Nutrition Australia staff conference, held in February at the Queensland Division office. Funding from Smash Enterprises (Nude Food Movers for children's programs) enabled Nutrition Australia Divisions' combined expertise to come together to explore and identify an innovative national project, to support healthy eating for Australian children during National Nutrition Week.
- Communicating with and providing support to the National Website Committee to ensure quality of website materials is maintained as required.
- Supporting traditional and online media (Facebook and Twitter), via spokespeople and content approval.
- Reviewing the national marketing plan and assessing its usefulness in being adapted and utilised by Divisions.
- Reviewing and approving the development of new publications and facilitating the review and revision of existing publications, commencing with a publications audit.
- Providing support and input to the National Recipe Committee with the development of the new Recipe guidelines.
- Making recommendations to the Board on behalf of the Divisional Committees of Management, regarding financial and reporting arrangements for the management of national partners and corporates by Divisions.
- Informing the National Board of any perceived opportunities for national grants, or national advocacy opportunities.
- Reporting to the Divisional Committees of Management and where appropriate to the National Board on outcomes of meetings that have national operational or strategic relevance.

National marketing: Sally Porter

2012 was an exciting year for Nutrition Australia, with the creation of a National Marketing Plan for the next three years. The marketing map outlined below provides an overview of objectives, score card and actions in place to achieve marketing objectives.

NA National Marketing Map 2013-2015



1. SITUATION/OPPORTUNITY								
Organisation: Strengths to leverage		Context		Sources of Funds: Diversify/Sustain		Complementors: increasing our reach		
<ul style="list-style-type: none"> - Pyramid and IP (credibility) - Evidence Based - NFP standing/org status - Sector networks (incl. volunteers) 		<ul style="list-style-type: none"> - Growing interest in obesity - Demand for centralised nutrition tools and credible, current content - New Tech for content 		<ul style="list-style-type: none"> - Fee-for-Service (Memberships & Pubs + LT Workplace, Webinars etc..) - Corporate Partners (heavy reliance): social corporate enterprise + BPI outcome 		<ul style="list-style-type: none"> - Members: universities + course providers - Allied Health Sector (intermediaries) - Education Sector incl. Home Eco - Rural and remote community NFPs - Importance of embracing technology 		
2. VISION/STRATEGY			Objective	Scorecard	2013	2014	2015	
			Increase Brand Awareness	General Public	6%	8%	12%	
			Increase Non Govt Revenue	Website traffic	2,000,000	2,500,000	3,000,000	
				Membership (includes retention of 60%)	1200	1500	2000	
				Fundraising - Corp Partners	30K	40K	50K	
				* <i>Community Education: divisional KPIs</i>	Refer	Local	Scorecards	
3. TACTICS/ACTIONS/CONTROL								
Brand Awareness		Non Govt Revenue		CES – Pubs		CES- Seminars	Workplace H&W	
Media/Communications		Memberships						
Development of Media/Comms Policy Manual (incl. website, social media & NNW)		Networking: audit staff professional memberships, identify & fill gaps		Retention: Source new member benefits x 3 + direct debit function + invest in 'student centre' on website		Conduct pubs audit: donate, discard, invest		Seminars targeting students to continue at divisional level
Review NA website; invest in updating content, improve functionality + change architecture to reflect national		Networking: staff to attend x amount of conferences/expos per year (refer divisional scorecards for KPIs)		Retention: Members Only Alert access via web (wkly) + monthly newsletter FREE with exclusive link/members		Partner with 3 rd party pubs provider & max cross promo opportunities www.greatideas.net.au		Invest in techno: webinars targeting Allied Health Professionals
Create suite of standardised, nationally branded templates for use by all divisions		Partner with other orgs that will assist in substantiating brand values eg. 'university research bodies, NSA		Recruitment: Drives x 4/yr (2 Concession + 2 Full) + new member pack + Open Colleges & Smart Connections MOU		NA IP: re-create & promote packages appropriate to target audiences		LT: Partner with www.educationinnutrition.com.au neg discount & cross sell
Research & register with relevant NFP, Health websites/directories		Continue partnership with Millward Brown to measure BA amongst public		Membership Satisfaction Survey (annual) + divisional based incentives (LT)		Maximise exposure of 'Pub of the Month'		LT: YouTube clips/webinars targeting community groups/general public
								Invest in techno: create standardised series of presentations in electronic format + new 'corp' m'ship
								Fundraising – Corporate Partners/Sponsors
								BD plans to focus on obtaining funds to allocate to BPI across all project plans to create nationally branded tools/resources
								Co-partnered 'new projects' less labour intensive, broader reaching

National media spokesperson: Aloysa Hourigan

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

1. To increase awareness and credibility of the Nutrition Australia brand and raise 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 delegated to another Nutrition Australia representative.

Responses to media requests

Throughout 2012, Nutrition Australia responded to 289 media requests this included 182 press articles, four TV interviews and 103 radio interviews.

Highlights included

- Channel 7 Sunrise, Channel 9 and Channel 10 News sought comment from Nutrition Australia on a number of occasions.
- Interview with ninemsn, ABC online and News.com to provide nutrition information for their website.
- Ongoing radio segment Healthy Tasty and Wise on Vision Australia radio broadcast. Occurs bimonthly, with segments available as podcasts on the members' only section of Nutrition Australia's website.
- Three articles for Retail Pharmacy magazine.
- Article for Nutridate magazine for Australian secondary schools.
- Review of content for Women's Weekly Women's Health Diary, for the fifth consecutive year.
- During the month of November, approximately 50% of the coverage included comments from Orla Huguéniot in an article entitled: Cut Waste and Waist Tips to Shopping Smart and Healthy.

Media releases

Media was targeted in 2012 as follows:

- Media releases were aimed at promoting National Nutrition Week, responding to a number of hot topics such as soft drinks being banned from school canteens, the Healthy Living Pyramid and the new Dietary Guidelines.
- State Divisions target 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 were reviewed, promoted and responded to in conjunction with corporate partners:

- Dairy Australia
- Tefal
- Smash Enterprises

Media monitoring

Nutrition Australia would like to thank Dairy Australia for the media monitoring services they provided throughout 2012.

Media strategies for 2013

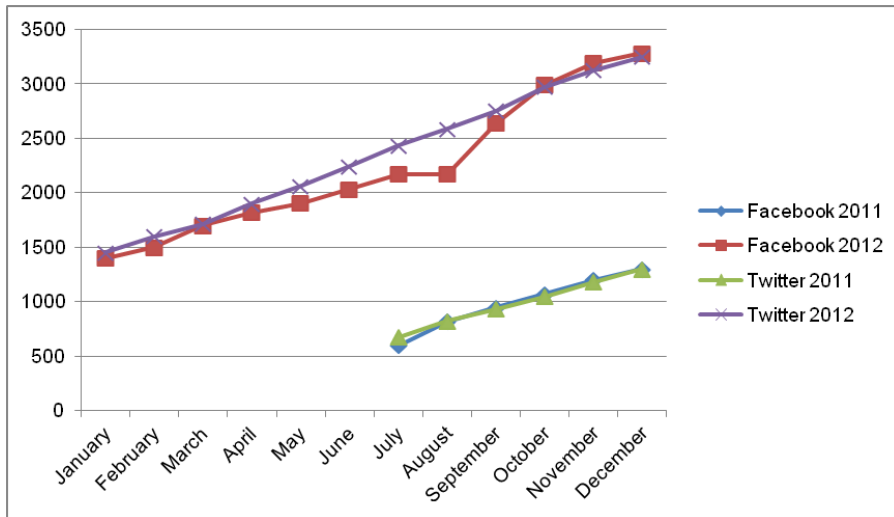
Media targeting will continue, with national media releases developed to promote divisional and national activities, and to advocate on key nutrition policy issues.

National social media: Coordinator, Jessica Kempler / Caitlin Syrett

Project activities and achievements 2012

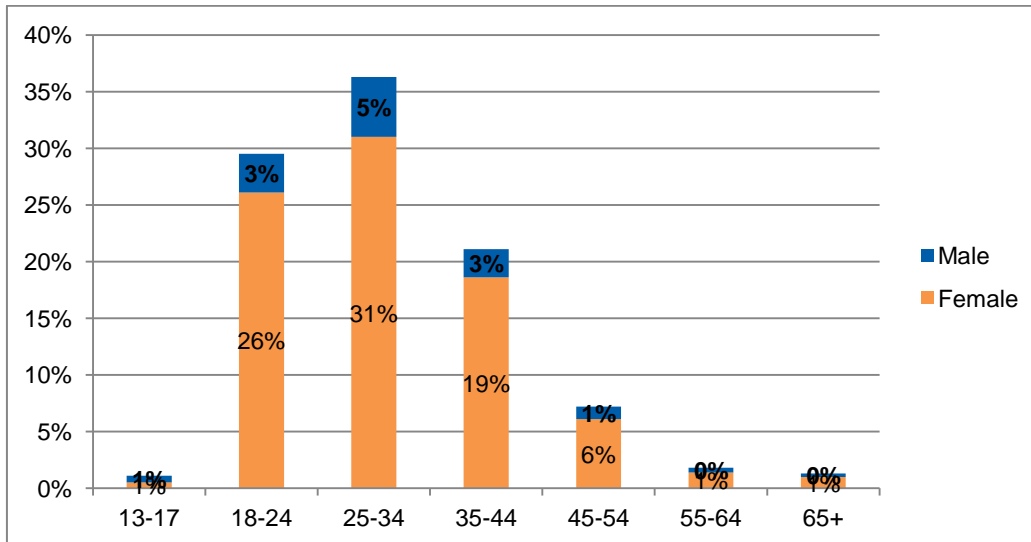
Nutrition Australia’s Facebook and Twitter pages saw significant and consistent (and almost identical) growth throughout 2012, increasing 250% from approximately 1,300 fans per page, to 3,281 and 3,249 respectively (Chart 1).

Chart 1: Twitter and Facebook followers, 2012



The majority of Nutrition Australia’s social media fans are women (Facebook 85%, Twitter 75%), especially women aged 18–34 on Facebook (57%).

Chart 2: Facebook fans by age and gender as at December 2012



89% of all Facebook fans and 81% of all Twitter fans are in Australia. Just under a quarter of Facebook fans are in Melbourne (23%), 15% in Sydney and 11% in Brisbane.

Almost equal numbers of Twitter followers are in Sydney (33%) and Melbourne (30%), and 9% in Brisbane.

Project activities and achievements 2012

- Sharing nutrition information and tips (and links from other organisations, such as the Better Health Channel and Swap It, Don't Stop it).
- Regularly posting Nutrition Australia events, latest news from the website, product sales and program updates.
- Regular content posted in the lead up to, and during, National Nutrition Week (14–21 October); including events, links to resources and the competition, key messages, campaign-themed images and photos of Nutrition Australia staff at NNW events, as well as a Facebook advertising campaign to promote the NNW competition.
- Festive Food, a social media activity that encouraged fans to share photos of healthy food made/ate over the Christmas and New Year period.
- Occasional participation in nutrition-related Twitter chats, with Nutrition Australia dietitians 'guest tweeting'.

National social media strategies for 2013

The following activities are planned to continue the growth and development of the Nutrition Australia National Social Media Project in 2013:

- Conduct internal and external consultation to develop a targeted engagement strategy, and internal resourcing.
- Train selected Nutrition Australia staff to post on behalf of Nutrition Australia, as relevant to their roles, program or event.
- Regular participation in Tweet Chats, and live tweeting from relevant events.
- Encouraging attendees to 'live tweet' from Nutrition Australia events.
- Support all Nutrition Australia staff, volunteers and contractors to be brand advocates through personal social media use.
- Using the Twitter hashtag #InspireHealthyEating in Tweets to embed Nutrition Australia's slogan into everyday use.
- Follow and engage with all community and corporate partners on social media.

National website: Coordinator, Jessica Kempler / Caitlin Syrett

The Nutrition Australia website aims to promote the organisation, its programs and services, generate funding and position Nutrition Australia as a leader in nutrition education.

In 2012, the Nutrition Australia website was visited 594,868 times by 457,985 unique people, who viewed the web pages 1,657,049 times.

While overall traffic increased 62% since 2011, engagement with the site was low, with only 25% of visitors returning, and 17% of visitors viewing more than one webpage.

Key statistics

- 62% increase in overall visitors
- 72% increase in new visitors
- 20% increase in pageviews
- October spike due to National Nutrition Week 2012 and visits to Student Centre for study and career information
- Most visited pages: Homepage, Healthy Living Pyramid, Recipes and Resources



Figure 1: Comparison of web traffic, 2011 versus 2012



Project highlights for 2012 include

- Student Centre added to site, featuring information about study and careers in nutrition and dietetics.
- Recruitment of Communications Coordinator in the VIC Division, to act as National Website Coordinator.
- Restructure of National Website Committee, now comprised of one representative from each Division, plus a Senior Staff representative and chaired by the Website Coordinator.
- Fact sheets being reviewed.
- Major content update by ACT Division.
- National Nutrition Week 2012 content added in September 2012 for October launch.
- Shop discount coupon function added in November.
- Student Survey launched in November, to assess priorities for development of Student Centre.
- Web Feedback Survey launched in November to gather qualitative feedback about the website and visitors' demographics.

Nutrition Australia national website strategies for 2013

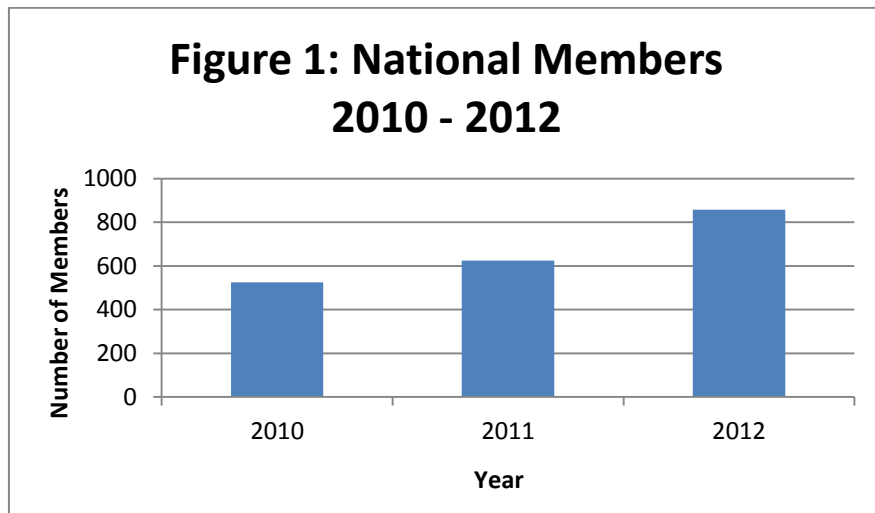
The following activities are planned to develop the Nutrition Australia website in 2013:

- Develop the Student Centre, based on insights from the 2012 Student Survey.
- Add a members' sign up form (completed March 2013).
- Review and update content:
 - online fact sheets
 - Divisions' programs/services information pages
 - volunteering content, enquiry/induction booking process
 - workplace program content and enquiry process
 - membership section.
- Re-upload recipes once reviewed against the new Recipe guidelines.
- Add an ongoing feedback survey/process for continued quality improvement.
- Continue to review and improve site navigation and content to reinforce Nutrition Australia's national public image.

National membership: Coordinator, Emily Poda

In 2012, the number of Nutrition Australia members increased by 37%, from 625 to 857 members (as of 31 December 2012).

Figure 1: below shows the increase in membership from 2010 to 2012.



The total revenue for the Membership project in 2012 was \$45,148, \$13,254 higher than 2011. This was primarily due to continued student membership drives, student members from Open Colleges and full membership drives to professionals in the fitness industry.

2012 saw the improvements to membership communication, including a comprehensive survey to all members. This survey provided invaluable data about members' needs from Nutrition Australia membership, which has been central to planning activities for 2013.

A vast range of membership benefits continued in 2012, including;

- Discounted entry to Nutrition Australia seminars and events
- Discounts on Nutrition Australia publications
- Slideshows and presentations from recent seminars and events
- Current and previous issues of member only e-Newsletters
- The members' only discussion forum.
- Podcasts of Healthy, Tasty and Wise segments
- Past National Nutrition Week Kits

A new member's benefit—discounted memberships at Fernwood gyms—was introduced in December for female members, or female partners/family members.

National membership strategies for 2013

The targets for 2013 are set at 800 student members and 400 full members by December 2013.

Activities to achieve this include:

- continuing partnership with Open Colleges
- student and full membership drives throughout 2013
- improved member's benefits, including discounted tickets for webinars
- annual membership survey to better understand what members want.

National publications: Coordinator, Lisa Retchford

2012 has seen Nutrition Australia embark on a new year of publications. The online shop continues to be where the majority of people purchase their publications and resources. The approach to the sale and promotion of resources has improved with the implementation of the Marketing and Communication team. Promotions are now more targeted and the use of contacts and reach has improved under the guidance of the team.

However, publications sales are still declining. Some contributing factors include:

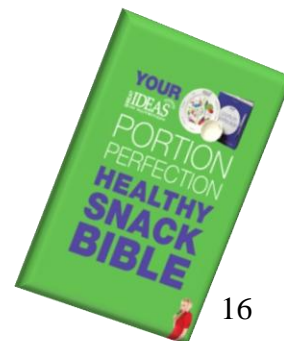
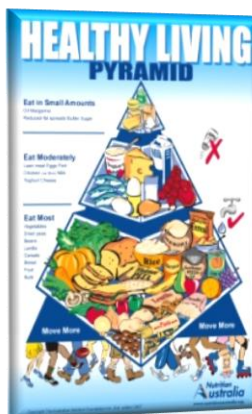
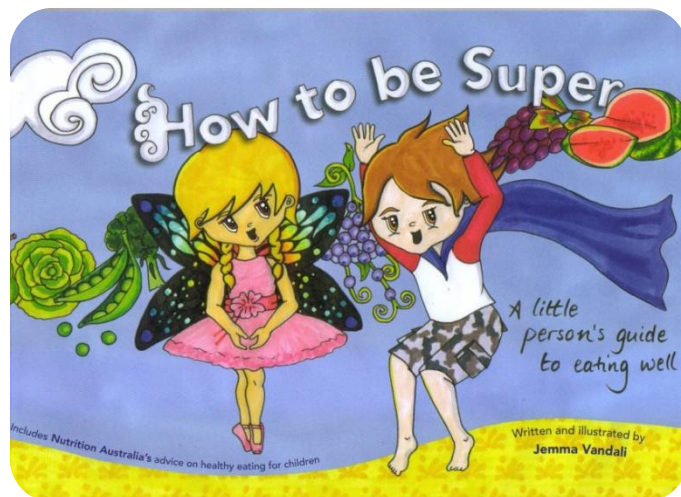
- the introduction of the revised Dietary Guidelines
- the evolution of e-books which can be purchased online
- an increasing volume of free nutritional information available online
- Nutrition Australia resources being outdated and requiring review

Highest selling publications for 2012

- Healthy Living poster (226)
- Spend Right Eat Right magnet (201)
- Aim for a healthy weight leaflet (183)
- Healthy Living Pyramid magnet (111)
- Aim for a healthy weight poster (78)

National publications strategies for 2013

- Nutrition Australia's Intellectual Property, the Healthy Living Pyramid, will be reviewed in accordance with the revised Dietary Guidelines.
- Create a National Publications Review Committee, to standardise and improve all resources sold.
- Engage sponsors for the revision of new publications.
- Partner with an author in a new book and have co-branding.
- Due to advances in technology and the evolution of e-books, a number of the paperback publications will be trialled as downloadable e-book resources to increase sales.
- Selected publications which are deemed visually outdated will be re-designed with new graphics.
- Selected publications will be reviewed by a health professional to ensure content is current and evidence based, in line with Nutrition Australia's mission and objectives.



National program highlights: National Nutrition Week 14–20 October 2012

Theme: **Water – Tap into it!**

Nutrition Australia invited schools and workplaces to celebrate National Nutrition Week 2012 by taking up the challenge to encourage children, our 'invincible' adolescents, to tap into health by making water their main drink.



The poster features a blue header with the text "National Nutrition Week 14 – 20 October 2012" in orange. Below the header, the text "Feeling tired? You could be dehydrated." is written in blue. Further down, it says "Dehydration is a common cause of fatigue & low energy." in blue. At the bottom of the text area, "Water – Tap into it" is written in orange. On the right side, there is a photograph of a silver faucet pouring water into a clear glass. At the bottom left, there are three logos: "NATIONAL NUDE FOOD DAY" in black and red, the "Nutrition Australia" logo with the website "www.nutritionaustralia.org", and a circular logo for "Healthy Food Healthy Planet" with a globe and icons.

The campaign aimed to raise awareness of the need to drink more water and replace drinks high in added sugars, other sweeteners and caffeine.

A Nutrition Week competition was held for schools across Australia, asking them to show how they promoted the message in their school. Resources developed to help schools and workplaces promote the Nutrition Week message included: a What's Hiding in your Drinks? poster, fact sheets, and curriculum based resources for teachers.

The message was communicated through the media, the Nutrition Australia website, the Nude Food Movers website, and through school, workplace and community networks across all Divisions.

A range of different state-based activities was also conducted in Divisions to support the campaign.

Thank you to major partner, Smash Enterprises (Nude Food Movers), for their support during the 2012 National Nutrition Week campaign.

A snapshot of divisional activities

Nutrition Australia ACT Division

Chair: Gillian Duffy, EO: Lyn Brown

ABN: 62 209 049 126



Nutrition Australia ACT Division has continued to build its services within the community this year, and have contributed to a range of government funded activities. It was a significant year for the Division, with the ongoing delivery of a comprehensive program of food and nutrition services, funded by the ACT Government through the Department of Health Chronic Disease Prevention Strategy.

Key achievements and activities 2012

- Whilst some of the ACT Government initiatives came to a conclusion during 2012, Nutrition Australia ACT Division has continued to receive ongoing funding specifically for the delivery of ongoing work in school canteens, sporting canteens, the 'Swap It' promotion in workplaces and Kids at Play.
- The sustainability and growth of fee-for-service programs in workplaces and community sectors has also continued. The Healthy Eating in Schools program is gaining strength and many ACT childcare facilities continue to choose Nutrition Australia ACT Division as their prime source of nutrition information for staff and families.
- The committee of management has met regularly to ensure governance is maintained and members are informed of the Division's operation, primarily via the Nutrition Australia ACT Division quarterly newsletters.
- Consultants participated in several activities to maintain professional accreditation, including presentation of two posters at the International Congress of Dietetics in Sydney in September 2012. Many also participated in a cultural awareness training workshop. Over the year, Nutrition Australia ACT Division members and consultants increasingly participated in various networking events to build relationships with key stakeholders working to improve the health of the ACT population. As a result, the Division provided expertise to the Ministerial Taskforce for ACT School Canteens and participated in the ACT Healthy Schools Network.
- The Division also provided ongoing support to University of Canberra (UC) students by offering community placements for six students completing the Master of Nutrition and Dietetics and mentoring another three UC students as part of their community and public health nutrition unit.
- The ACT Division supports the National Board with Mary Martin and Gillian Duffy being endorsed as Directors in May 2012. Consultants participate on staff committees including senior staff, web, recipe and National Nutrition Week planning.
- Nutrition Australia ACT Division is currently undertaking due processes to seek incorporation as an Incorporated Association under the ACT legislation. This follows other Divisions having already sought incorporation under their own state government legislations.

ACT Division strategic goals for 2013 include

- Develop a sustainable capacity for service delivery with growth in the fee-for-services structure.
- Maintain and grow strategic partnerships with ACT Government and the community sectors.
- Continue professional partnerships with University of Canberra.
- Promote and maintain Nutrition Australia ACT Division as the preferred nutrition expert in the region.

Nutrition Australia NSW Division

Chair: Tom Yardley, EO: Orla Hugueniot

ABN: 56 523 143 609

Under the guidance of the Committee of Management, 2012 was a successful year for the NSW Division. The activities of NSW were undertaken and completed by Executive Officer Orla Hugueniot to increase the funding/revenue for the Division, given the challenging conditions of the economic environment.



Key achievements and activities 2012

- Successful implementation of the NSW Health funded Nutrition Information Service.
- An increase in uptake of the Division's Workplace Health and Wellbeing program, including working with large corporate employers such as GE Capital, Roads and Maritime Services and various State Government departments.
- The 2011 work for Sacred Heart Primary School program was successfully implemented in term two.
- For the third year in a row Jannali Neighbourhood Aid invited NSW to implement their six-week program to the community.
- The Division was also invited to showcase its Ethical Bites program as part of the top 10 programs implemented under the 'Love Food Hate Waste' campaign.
- Uptake of the Nutrition Services for Early Learning Services programs included work with numerous children's long day care, family day care and after school care centres, and the introduction of online workshops.
- Increasing the Division's dedicated network of 70 volunteers and furthering support to five tertiary students from Wollongong University.
- Continuation of the corporate partnership with Tefal and project work with Procter and Gamble (Metamucil).
- Development of a partnership with Woolworths. This has included numerous promotional and media opportunities for the NSW Division.
- Establishment of community partnerships:
 - NSW Division has hosted Ethical Bites, an education project that connected healthy eating and sustainable living. Funding for this initiative was received from the Environment Protection Authority under the Love Food Hate Waste campaign.
 - Continued work with Wollongong Council by providing a series of community-based programs. A total of 11 nutrition workshops were implemented, as well as cooking demonstrations and shopping tours, as part of the Healthy Communities Initiative program.

NSW Division strategic goals for 2013

- Establishing new affiliate relationships with the Government, health sector and related organisations, including the successful application for further grants for the NSW Division.
- Continuing to grow national corporate partnerships targeting core food groups to include a minimum of two new major and ongoing sponsorships/partnerships.
- Improving financial systems, particularly organisational and project budgeting, as well as reporting systems to ensure a healthy surplus.
- Continuing to develop the Committee of Management representing various corporate, academic and community sectors, with expert knowledge and specific skills to guide and support the growth of the NSW Division.
- Ensuring continuous professional development of staff through on-the-job training and attendance at relevant conferences and courses.

Nutrition Australia QLD Division

Chair: Dr Peter Goodwin, EO: Aloysa Hourigan/Sharyn Deam

ABN: 33 986 781 351

Thank you to Nutrition Australia QLD Division's Committee of Management for their continued support and guidance and all staff members for their dedication and professional attitude over 2012. Election of a new Queensland State Government in 2012 brought many changes and challenges in the preventive health landscape. This included reduced government funding for non-government associations, including Nutrition Australia QLD Division. The Division responded proactively by seeking opportunities to speak with government Ministers and developing new, stronger collaborative partnerships with Medicare Locals and local government agencies—which may provide additional funding opportunities. QLD Division has continued to provide the National Board with financial support through corporate partnership agreements, in-kind support (involvement in Senior Staff, website and ethics committees), submission writing and media work. Katherine Warth (QLD Director to National Board from June 2011) resigned in September 2012.



Key achievements and activities 2012

- Early childhood: completion of project (funded by QHealth) to develop resources to support implementation of Get Up & Grow guidelines in early years settings.
- School and Outside School Hours Care (OSHC) settings: 53 workshops delivered to schools and OSHC services to support Smart Choices strategies. Menu reviews were also conducted.
- Sporting canteens: collaborated with the ADF Good Sports program to deliver the Food for Sport project (promoting healthy food supply in QLD sporting clubs (joint federal and state funding)).
- Aged care: further development of finger food cookbook and carers workshop.
- Registered Training Organisation (RTO)—Food Smart Training: Expanded RTO scope to include food safety supervisor training, menu planning and early childhood nutrition for health and community services, retail and hospitality sectors. Partnership developed with ACT Division to deliver training there.
- General community: continued to receive much peer recognition for the Division's work with newly arrived refugees and other disadvantaged groups. Further development of the Healthy Food Healthy Planet menu planning tool.
- Advocacy and collaborative partnerships: advocated to government with other key stakeholders through Eat Well Qld Implementation Working Group and HEIA. Collaborated with reference groups: Smart Choices Implementation, Food for Sport guidelines. QLD's NGO Swap It campaign and training institutions e.g. QUT.
- 2012 advocacy issues addressed included: reducing intake of sweetened drinks; response to draft Australian Dietary guidelines; inclusion of nutrition and healthy eating in national Health & Physical Education Curriculum; raising awareness of important role of preventive health in prevention of overweight, obesity and chronic disease.
- All QLD Division subscriber services were further developed and subscriber numbers increased.

QLD Division strategic goals for 2013

- 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 endeavour to strengthen relationships with all key stakeholders.
- Ensure Australian Charities and Non Profit Commission requirements are met and sound risk management policies and procedures in place.
- Seek input from relevant members and external stakeholders to annual planning processes.

Nutrition Australia VIC Division

Chair: Mark Zucco, EO: Lucinda Hancock

ABN: 29 767 398 718



2012 was a year of significant growth due to the successful tender application for the \$3 million Healthy Eating Advisory Service (HEAS). This resulted in the employment of 10 new staff members consisting of a program manager, nutritionists and dietitians, a communications and marketing team and additional administration. We also farewelled our office at Ross House and moved to Carlton.

Key achievements and activities 2012

- Development of a Committee of Management, representing various corporate, academic and community sectors. The Committee has expert knowledge and specific skills to guide and support the growth of VIC Division, as well as the implementation of the three year strategic plan.
- Successful recruitment, planning and implementation of the Healthy Eating Advisory Service.
- Exceeding all targets for the workplace health and wellbeing program, through the delivery of 54 presentations and 55 cooking demonstrations.
- Implementation of Nutrition Australia VIC's very own radio show 'Healthy Tasty and Wise' with podcasts uploaded onto the members' section of the website.
- Increasing our dedicated network of volunteers and furthering support to tertiary students from universities around Australia.
- Establishment of a monthly Journal Club to provide professional development for all staff.
- Successful management of services for National, including membership, the website, social media, bookkeeping and administrative support to the National Board.

VIC Division strategic goals for 2013

- Continue to promote Nutrition Australia within the Victorian community as the peak nutrition education body, via the delivery of nutrition education programs.
- Increase the profile of Nutrition Australia from 4% to 10% over the next three years through the establishment of a marketing plan and investment in resources.
- To increase stakeholder engagement and non-government clients and revenue for fee-for-service work by more than 50% over the next three years, through the growth of corporate partnerships.
- To conduct program, product and organisational reviews to ensure value-based pricing and a premium, recognised and valued service.
- Re-packaging of publications to 'Community education services', incorporating the review of all publications based on the 2012 audit and the revised Dietary Guidelines, review of the Healthy Living Pyramid, permissions, seminars and webinars.
- Implementation of the Healthy Eating Advisory Service; including website launch, increasing services via menu assessments, availability of resources, training of health professionals and food service/settings staff, building relationships and capacity with Healthy Together communities.
- New product development for the Workplace Health and Wellbeing program, with the development of smoothie / salad / soup bars.
- Development of a bi-monthly volunteer recognition program, in appreciation of the fantastic work our 209 volunteers do. The Volunteer of the Year will be announced on 5 December, to coincide with National Volunteer Day.
- Establishment of a Research Committee to ensure all staff are kept up-to-date on current and emerging research, based on topics identified in a staff survey.

Nutrition Australia WA Division

Chair: Amanda Devine, EO: Karyn West and Gemma Haines

ABN: 91 929 216 121

Key achievements and activities 2012

A key focus in 2012 was the presentation of Health and Wellbeing workshops to various community and corporate organisations throughout the Perth Metro area. The companies included HBF, Brightwater, City of Perth, Department of Commerce, Edith Cowan University, UWA, John Holland, Shell, Perth Demons Football Club, Chevron, Department of Mines & Petroleum, Craigie Leisure Centre, BUPA clients, Minter Ellison Lawyers and the National Native Land Title Office.



A new group of volunteers filtered into the volunteering program who supported and assisted the preparation and administration duties of WA Division's services. The launch of a private Facebook group has seen communication within the volunteer team go from strength to strength, ensuring no volunteers miss out on any advertised opportunities and updates.



Expos have continued to provide positive experiences for our nutrition students, expanding networks within the community, and spreading the name of Nutrition Australia WA Division. Expos included the South Lakes Child Expo, Kids College Child Care, WASCA Expo and the TEFAL Roadshow.

WA Division volunteers have continued to support other organisations through committee representation for Promoting Eating & Activity for Children's Health (PEACH), Western Australia Health Promoting Schools Association, the Butterfly Foundation and the Western Australian School Canteen Association.

Following the success in 2011 of the Child Care Mini Conference, WA Division has developed and created the Food Coordinator's Cookbook, Nourish, which has since been released in early 2013 which was funded by Child Australia. The development and creation of this essential and valuable resource provides credible information, ensuring children in childcare services receive adequate nutrients as prescribed by the Australian Dietary Guidelines. With the support of volunteers, each recipe was recreated in the Edith Cowan Nutrition Laboratory and photographed by Damien Smith (Damien Smith Photography) and styled by food stylist, Alison Clarke (Cravings magazine) allowing for community engagement and strengthening partnerships.

WA Division continues their ongoing partnership with the June O'Connor Centre in Perth, with a successful fourth round of the eight-week Mood Food program. The overall objectives in this interactive nutrition education program are to provide added knowledge and stimulus to its participants, engaging them in positive nutrition choices for everyday living. Feedback from the participants reported an increase in knowledge, as well as an increase in confidence when incorporating new ingredients into simple recipes, as well as improvement in their skill base. Secondary benefits from this program included the reduction of social isolation for the participants, together with promotion of self-reliance and building supportive communities.

WA Division strategies and goals for 2013

WA Division is committed to ongoing improvement and growth as an organisation. The major 2013 goals are as follows:

- Raise the profile of Nutrition Australia WA Division through attending expos and increasing community involvement.
- Increase the focus on promotion and marketing of WA Division's services, in order to increase revenue.
- Increase the number of grant applications.
- Strengthen partnerships between like-minded organisations.

**AUSTRALIAN NUTRITION FOUNDATION INC
NATIONAL**

**INCOME AND EXPENDITURE STATEMENT
FOR THE YEAR ENDED
31 DECEMBER 2012**

	Note	2012 \$	2011 \$
INCOME			
Operating income		77,553	46,885
Interest received		141	668
Other income		1,074	9,778
		78,768	57,331
EXPENDITURE			
Accountancy fees		13,507	9,927
Administration		13,507	10,317
Advertising		-	35
Audit fees		(2000)	5,600
Bad debts		-	66
Bank charges		1,188	502
Discounts		428	-
Equipment rental		-	2,050
Executive meeting		5,965	2,178
Legal fees		5,747	2,945
Licenses and permits		-	99
Membership management		13,758	4,818
Nutrition Week		-	353
Storage rental		-	1,744
Subscriptions		205	-
Sundry expenses		-	58
Telephone		6,334	4,292
Travelling expenses		2,126	703
Website expenses		13,507	10,827
		74,272	56,514
Profit before income tax		4,496	817
Retained profits at the beginning of the financial year		26,496	25,679
Retained profits at the end of the financial year		30,992	26,496

**AUSTRALIAN NUTRITION FOUNDATION INC
NATIONAL**

**ASSETS AND LIABILITIES STATEMENT
31 DECEMBER 2012**

	Note	2012 \$	2011 \$
CURRENT ASSETS			
Cash		25,677	16,786
Trade and other receivables	5	20,646	12,212
Other current assets		1,315	123
TOTAL CURRENT ASSETS		47,638	29,121
TOTAL ASSETS		47,638	29,642
CURRENT LIABILITIES			
Trade and other payables	6	4,338	2,000
Other		-	625
TOTAL CURRENT LIABILITIES		4,338	2,625
NON-CURRENT LIABILITIES			
Long-term financial liabilities	7	12,308	-
Total non-current liabilities		12,308	-
TOTAL LIABILITIES		16,646	2,625
NET ASSETS		30,992	26,496
MEMBERS FUNDS			
Retained profits		30,992	26,496
TOTAL MEMBERS FUNDS		30,992	26,496

**Audit report prepared by: Bernard Rohan – Director, BPR Accountants PTY LTD (Authorised Audit Company)
Level 1, 488 Victoria St, Richmond, VIC 3122**

Life members

Sue Amanatidis

Trevor Beard

Paul Nestel

Ruth Riddell

Ron Rowley

Catherine Saxelby

Rosemary Stanton

Joan Steele

Jan Stokes

Stewart Truswell

Richard Uglow

Mark Wahlqvist

Judy Walker

Beverley Wood

David Woodward

Malcolm Riley

Suzanne Russell

Glenn Cardwell

Tim Crowe

Michael Gracey

Basil Hetzel

June Hicks

Ian Maxwell

George Fisher

Ruth Foley

Ruth English



Cooking demonstration, Nutrition Australia VIC Division

Nutrition Australia corporate partners



Dairy Australia is the dairy industry-owned service company, whose members consist of farmers and industry bodies. Through its Nutrition Program, Dairy Australia seeks to promote the health and nutritional benefits associated with the inclusion of dairy foods in a healthy, balanced diet. For more information visit the Health and Lifestyle page on the Dairy Australia website.

www.dairyaustralia.com.au/Health-and-Lifestyle



The Nude Food Movers range consists of lunch, sandwich and snack boxes, insulated neoprene covers, stackable tubes and other products that aim to encourage kids and their families to pack healthy school lunches and snacks, without the use of any wrappings. In 2012, Nude Food Movers partnered with Nutrition Australia to present National Nude Food Day as part of National Nutrition Week. For more information about Nude Food and products in the Nude Food Movers ranger visit the Nude Food Movers website.

www.nudefoodmovers.com.au



Tefal is a world leader in non-stick cookware and small electrical appliances, offering a host of stylish, high quality and innovative products designed to simplify everyday tasks in the home. Tefal's approach is one which evokes ingenuity and pleasure, aimed at people who enjoy the experience of cooking together; and with the Nutritious and Delicious team, Tefal has developed a unique way of cooking healthier and tastier food with Tefal Actifyr.

www.nutritiousanddelicious.com.au

www.tefal.com.au

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Photos of Nutrition Australia programs and events



**Health and Wellbeing trade display,
Nutrition Australia WA Division**



Early Childhood, Nutrition Australia VIC Division



**Cooking demonstration
Nutrition Australia NSW Division**