

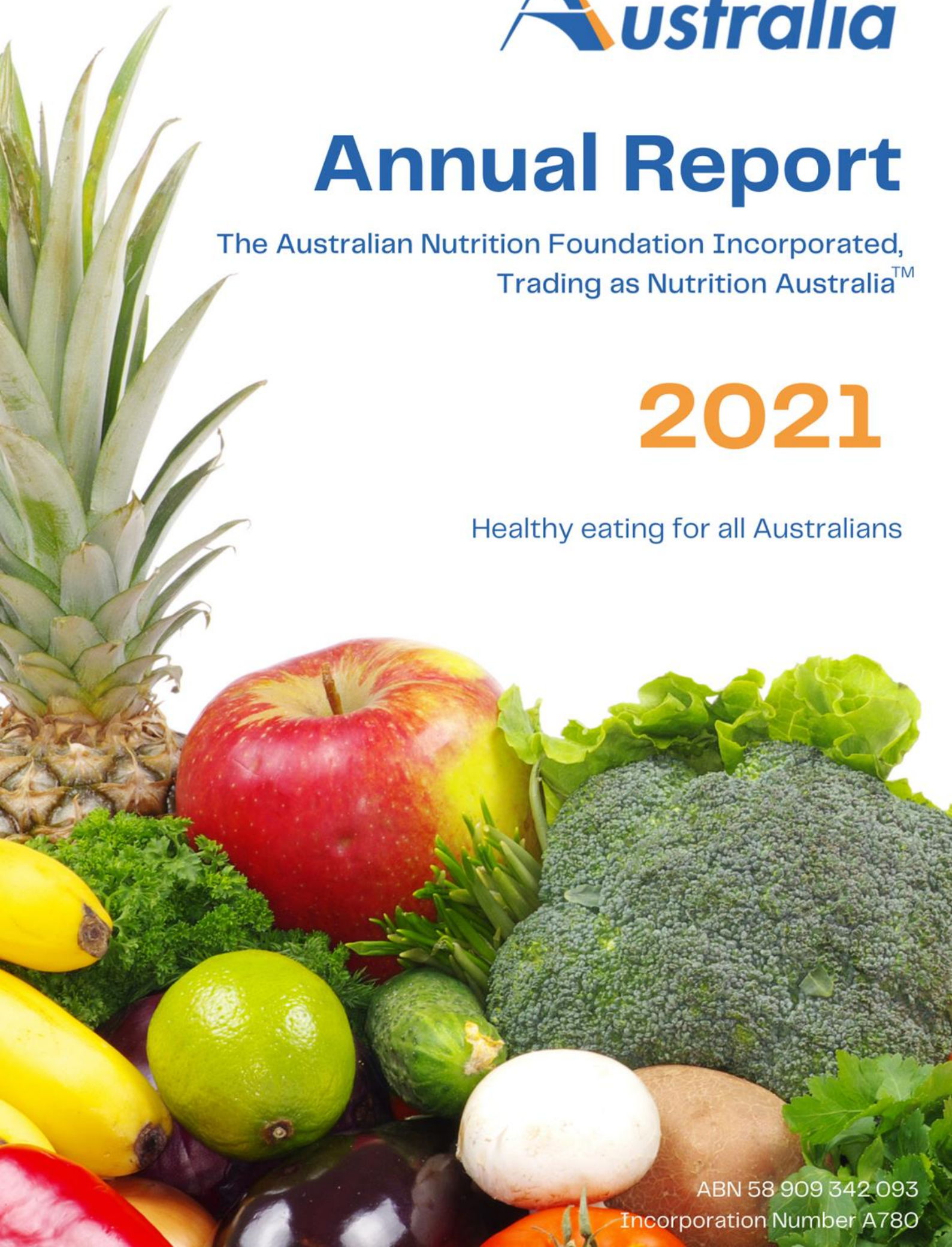


# Annual Report

The Australian Nutrition Foundation Incorporated,  
Trading as Nutrition Australia™

## 2021

Healthy eating for all Australians



ABN 58 909 342 093  
Incorporation Number A780

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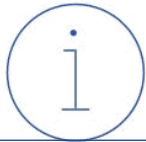
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# About us

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## Mission: To inspire and empower healthy eating for all Australians

### Our 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.



To encourage innovation in the dissemination of nutritional knowledge.

## Statement of ethics

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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.



# Report from the President

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**I stepped into this role just over six months ago, and in that time we have recruited three new Board members and conducted both of our flagship campaigns, National Nutrition Week (NNW) and Healthy Lunchbox week (HLW). It's no wonder it feels like a blur!**

On behalf of the National Board, I'd like to thank outgoing President Malcom Jull, who helped to form a more sustainable financial model for Nutrition Australia (National) through recognition of our very strong brand in the market. Also, Christine Stewart, who's professionalism in the role of Secretary made them a formidable pair. I'd like to thank Barbara Ward (interim Secretary) and Gillian Duffy (Treasurer) for their support over this period of transition. I have a good feeling about our three new Board members who come to the organisation with enthusiasm to move the business forward and wish them all the best for the coming year as I step back from the role as interim President.

The challenges of COVID 19 remain into this financial year, forcing us all to rely on our established digital communications and social media platforms. The investment in our website has been key for executing campaigns and activities in each State. Highlighted State activities are provided within this report and are aimed at improving the health and lives of Australians in line with our mission. Please take the time to read the outcomes achieved by the team.

National Nutrition Week, held in October with the traditional focus on 'Try for 5' and Healthy Lunchbox Week, in February, celebrating back to school with a focus on educators and parents of school-age children continues to build with strong positioning, resonating with Australians.



NNW was led by the Victorian team with inspirational tactics supported by recipes from growers and Leanne Elliston from ACT led HLW with some fantastic feedback and strong social media outcomes with limited funding for this campaign. Planning is already underway for NNW 2022, with an extended focus on sustainability, a strong theme in science which is shared by the nutrition community.

Advocacy in alignment with the Fruit and Vegetable Consortium was strongly promoted through Health and Wellbeing Queensland and Nutrition Australia with the launch of Boost Your Healthy, with donated billboards proudly displaying beautifully prepared vegetables with the tagline 'better than you remember' from 30 January to 26 February 2022.

As a member organisation we thank you for the continued support and look forward to showcasing our plans for 2022.



# National activities

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**Nutrition Australia activities are run from our State Divisions, whilst our national organisation focus on governance, advocacy and membership. We enable National activities to bring our organisation together in pursuit of our mission and goals through the following activities.**

# National communications

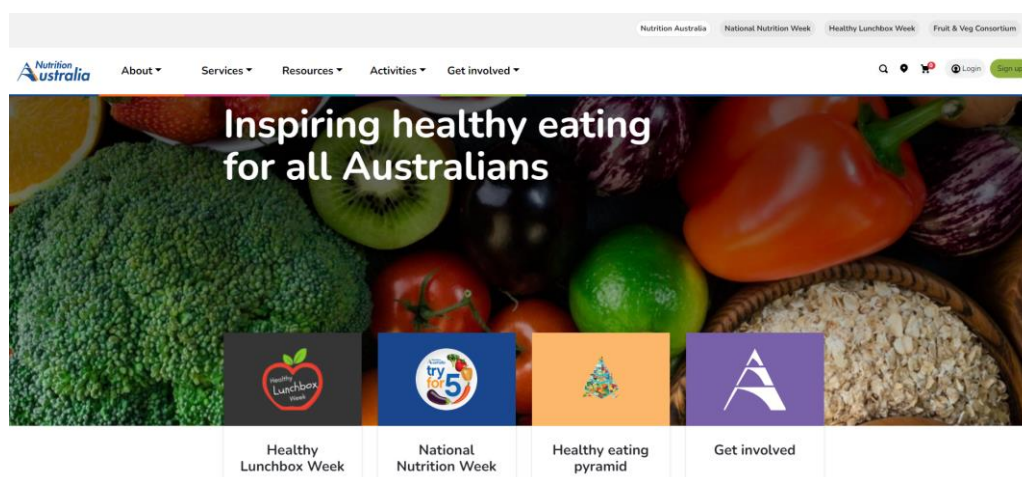
Following the launch of the new website in May 2020, the National Website Committee conducted a website evaluation, seeking feedback from a range of sources. The outcome of this resulted in a commitment to refreshing the representation of National and Divisional activities, a review of the existing content and expanding the library of resources available to the public.

## Refresh

- Additional 20 recipes
- 13 new factsheets
- 23 factsheets reviewed
- Easier access to other Nutrition Australia owned websites
- Clearer representation of Advocacy efforts
- Broader project and campaign works exhibited

## Statistics

- 380K Users
- 377K New users
- 1.12M Pageviews
- Top views:
  1. Factsheets (627K Pageviews)
  2. Homepage (105K Pageviews)
  3. Recipes (91K Pageviews)



## General media

- [Health services make healthy choices](#) - Horsham Times, 14 July 2021
- [Nutrition Advice for parents-to-be and breastfeeding Mums](#) - CareForKids.com.au, 14 April 2021
- [New health star rating system ranks fruit juice below diet cola in shift to sugar-based grading](#) - ABC News, 12 February 2021

# Healthy lunchbox week

In its fourth year, Nutrition Australia's Healthy Lunchbox Week continued to build recognition in the community with increasing engagement from supporters, parents and schools. Coordinated by the ACT division, our key objectives were to drive traffic to the Healthy Lunchbox Week website and engage with schools.



## Key messages



Fuel their day



Safe and simple



Smart swaps



Spread the word

## 2021 activities

- Development of four new fact sheets and lunchbox e-book added to the [Healthy Lunchbox Week website](#).
- Social media campaign using Nutrition Australia Facebook, Twitter and Instagram platforms.
- e-DM campaign to 14.5K members, subscribers and public primary schools across Australia.
- Teacher Webinar attended by 126 live participants.
- Lunchbox Giveaway - Make it. Shoot it. Share it. 40 Photo submissions of which 15 received Smash lunchbox packs.
- Development of 'six days of sandwiches, wraps and rolls' videos.
- Development and dissemination of Communication Toolkit.
- Media release and engagement.





# Webinar



## Healthy Lunchbox Messaging at School

286 registered, 126 live attendees

- 57% teachers
- 29% health professionals
- 14% other

96% satisfaction rate with 94% recommending to friend or colleague

# Website

- 35,000 page views (13% increase from 2020)
- 11,166 website sessions (18% increase)
- 8,886K unique website visitors (14% increase)
- Top page: Recipes (9927 views)



# Social Media

61 posts distributed across social media platforms

Total reach: 234,000



**Facebook**  
151K reached  
10K engaged



**Instagram**  
62K reached  
1.3K engaged



**Twitter**  
21K reached  
614 engaged

# General media

- 4 radio interviews
- WIN News television interview
- Courier Mail article



# Special thanks to our 2021 Supporters





# National Nutrition Week

## COVID recovery – a perfect time to Try for 5 vegetables

Tryfor5 is an annual awareness campaign powered by Nutrition Australia encouraging Australians to increase their vegetable consumption to the recommended 5 serves per day. The campaign is activated during National Nutrition Week. This year's theme, 'Get more veg in your life' sought to provide practical tips, strategies and recipes to inspire all Australians in the second year of the Coronavirus pandemic to eat more vegetables.



## Campaign objectives



Raise awareness  
of vegetable  
consumption



Increase Try  
For 5 website  
and campaign  
social media  
engagement



Grow existing  
partnerships to  
disseminate  
campaign material



Develop new  
sponsor and  
ambassador  
relationships

## Key activities

- New Try for 5 website - [www.tryfor5.org.au](http://www.tryfor5.org.au)
- Development and dissemination of a promotional kit
- Development of unique campaign assets
- eDM campaign to 18,146 national contacts
- Social media campaign
- Sponsor engagement
- Ambassador engagement
- Press release and engagement

# Website

- 12,013 website visits (+33.2%\*)
- 10,833 unique visitors (+33.4%\*)
- 32,978 page views (+10.5%\*)
- Top page views:
  - Home (12,274)
  - Recipes (6,186)
  - Events & Programs (1,021)



# Sponsors

The campaign was sponsored by Velisha Farms, AUSVEG, Perfection Fresh, Butler Market Gardens, WA Potatoes and Sanitarium Health Food Company. Throughout the week Australians were invited to the virtual events presented by the Try for 5 sponsors and encouraged to cook the sponsor recipe of the day.



# Social media



## Instagram

320 followers gained  
35 posts  
92k reached  
766 engagements



## Facebook

150 followers gained  
35 posts  
95,501 reached  
2,131 engagements



## Twitter

56 followers gained  
29 posts  
19,351 reached



## LinkedIn

274 followers gained  
29 post  
20,372 reached

# Ambassadors

Ambassadors for the campaign included Angela Borges (The Healthy Diary), George Georgievski (School Lunchbox Dad), Emma Rosen, The Devil Wears Salad and Kate Wengier (Foost).



ANGELA BORGES



GEORGE GEORGIEVSKI



EMMA ROSEN



THE DEVIL WEARS SALAD



KATE WENGIER

\*Increase from 2020

# Fruit & Veg Consortium

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The Fruit and Vegetable Consortium (FVC) continues to lead the collective action needed to address Australia's alarmingly low levels of fruit and vegetable consumption. Under the auspice of Nutrition Australia, the FVC has a unique and powerful membership that starts with Aussie farmers and industry and connects their expertise and capability to the fresh produce supply chain, food service operators, the health sector, and across all levels of government.

FVC's Management Team, led by Managing Director Justine Coates have made notable progress on delivering the planned initiatives set out in the strategic plan - albeit the Covid-19 pandemic has continued to put pressure on the availability of funds and capacity for membership.

## Key activities

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- New governance model, membership strategy and national platform for vegetable promotion
- Active alignment and readiness to respond to National Obesity Prevention Strategy (NOPS), National Preventative Health Strategy (NPHS), Agriculture \$100bn by 2030 Strategy
- Targeted consultation, networking and profile raising of the FVC, Nutrition Australia and AUSVEG
- Federal Election advocacy (Agriculture, Health, and Environment), pre-budget Treasury submissions
- High profile partnerships with Consumers Health Forum (CHF), KPMG, Medibank Private, Perfection Fresh, Fight Food Waste CRC and FVC Executive to commission: Consumer and Industry Research, Issues Paper, and Thought Leadership Event (in progress)

The most important issue for Australians is undoubtedly recovering from the COVID pandemic. Improving personal health, whole-of-population health and building a more resilient economy is critical.

# The FVC case to build a healthier Australia with vegetables.

Increasing vegetable consumption by as little as 1 serve a day is a critical issue for federal attention that will deliver a triple bottom line of benefits - significantly improving the health, economic, social, and environmental wellbeing of Australians:

1. Thriving, healthy Aussie kids and families
2. Fuels Australia's economic recovery
3. Builds sustainable communities

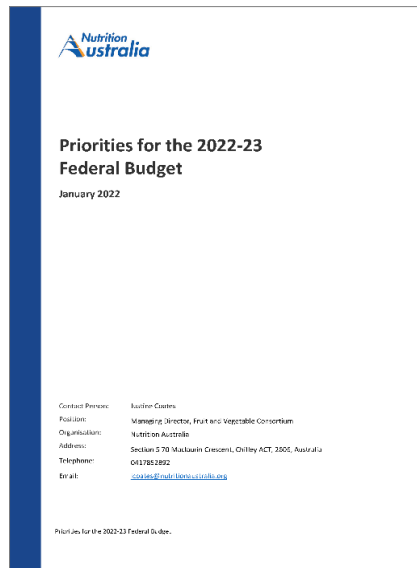
The next 12 months will see the FVC continue to advocate to the federal government for funding to execute a national behaviour change program, as well as actively pitch to commercial investors. Membership will continue to evolve, with greater representation across sectors and across states and territories to build readiness to execute a national program in the future.



THE FRUIT & VEGETABLE CONSORTIUM



AUSVEG



**Save \$1 billion** in health expenditure over 5 yrs

**Significant contribution** to lower rates of chronic diseases

**14% reduction** in disease burden if Australians who are overweight/obese maintained a 3kg weight loss

**\$1.3 billion p.a.** increase in vegetable sales volume to those in the Australian food supply chain

**\$1.6 billion p.a.** net economic benefit to vegetable growers

**\$10 return on investment** for every \$1 invested in behaviour change program to increase vegetable consumption

**An additional job in the regional economy** for every new job created in the Australian food industry.







# Divisional activities

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**Nutrition Australia divisions coordinate activities in the states and territories of Australia. Each division provides a range of services and programs, and participates in advocacy and projects that are specific to the needs of their state or territory. These contribute to the organisation's objective of Healthy Eating for all Australians.**

# ACT Division


NAACT continued to face many service and operational challenges as Covid-19 restrictions were revisited in 2021. This resulted in reduced service deliveries and delayed grant activities, however our online presence strengthened significantly.

Key activities in 2021 involved sharing nutrition know-how and practical food skills among community groups, children and people living with disability. Our nutrition support service offered ongoing support and advice to ACT schools and the wider ACT community.

## ACT Nutrition Support Service (ACTNSS)



The [ACTNSS website](#) serves as a hub of nutrition information and support for Canberrans. In 2021 our website saw an incredible increase in engagement with 60% rise in unique users. The [ACTNSS Facebook page](#) reached a total of 3.4K followers receiving local updates and activities from the NAACT office.



37,500 Page views (19% increase from 2020)  
17,900 Web sessions (46% increase from 2020)  
13,300 Users (60% increase from 2020)  
[www.actnss.org](http://www.actnss.org)



101 Posts  
70,200 Total reach  
4,150 Engagements  
3,435 Likes  
@ACTNutritionSupportService



ACTNSS subscription delivers weekly Newsbites and sector specific quarterly newsletters to over 1500 subscribers.

In 2021 NAACT authored 50 Weekly Newsbites with an average open rate of 30%.

As part of the ACTNSS, NAACT provided expert nutrition support to the ACT Government, supporting work under the 'Increasing Healthy Eating' priority area of the [Healthy Canberra Plan](#). Main deliverables undertaken in 2021 included activities within the following initiatives:

- **Fresh Tastes** - assessment of 73 ACT public school canteen menus in line with the ACT Public School Food and Drink Policy.

70% school canteen menus assessed were compliant with the Policy representing an 11% improvement from 2020.

- **Healthier Choices Canberra** - Supermarket audits and review of the Healthier Choices criteria for clubs and cafes.

# Community engagement

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NAACT prides itself in building strong relationships with local community organisations delivering targeted programs to suit their needs. In 2021, a range of tailored nutrition services were delivered. Key highlights:

- 10-week virtual cooking workshop with 'Ngunnawal Bush Healing Farm' program, a healthy lifestyle program for Aboriginal and Torres Strait peoples.
- 8-week cooking program for St Vincent De Paul Compeer program.
- Healthy food exploration activities with four disability schools participating in Warehouse Circus Spinout program.
- Series of healthy eating seminars and cooking demonstrations with Carers ACT.



## Fee for service activities

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Workplace and early childhood nutrition services saw a marked decrease in activities due to ongoing Covid-19 restrictions. However, when our kitchen doors were open, we enjoyed a surge of disability cooking clinics delivering 64 individual cooking clinics across 12 NDIS participants.

Our [Project Dinnertime](#) Junior cooking clinics also gained popularity with 41 children taking part over 4-weeks of holiday cooking.



## Grants

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Many grant deliverables were modified to suit ongoing Covid-19 restrictions. Key grant activities delivered in 2021 are as follows:

**Operation Dinnertime for Teens** - Eight-week school cooking program for Defence family children funded by Defence Family Support Funding Program. Attended by 32 teens across four programs.

**Nourishing Little Minds** - Early childhood food exposure program delivered in partnership with libraries ACT. Ongoing Covid-19 hurdles and library closures resulted in additional postponements into 2022. The Nourishing Little Minds [Facebook group](#) grew to over 400 members.

**Nourishing Little Minds in Early Childhood Settings** - Bringing Nourishing Little Minds into the Early Childhood Education and Care settings by developing a comprehensive educator manual linked to the Early Years Learning Framework and associated staff professional development. Planning and development completed in 2021 with program roll out to occur in 2022.

## NSW President Report

Our focus this past year has been on providing cutting-edge, accessible programs in both virtual and face-to-face capacities to give our communities the flexibility to continue receiving nutrition support through the hard times that were the COVID-19 restrictions. Prior to the restrictions commencing in June of 2021, we were able to participate in many events including Women's Day celebrations, Volunteer Expos and Seniors Festivals. The June restrictions were seen as an opportunity to broaden our scope and reach communities that are often forgotten, rural NSW/Australia and communities that we did not think to reach previously, international communities. We could not have accomplished this without the assistance of our passionate board members and various organisations such as Multicultural NSW, SHARE SMR Inc and Lupus Australia NSW to name a few. We thank them for all their support over the past year

## National Nutrition Week - My Plate, My Planet

For National Nutrition Week, NANSW focused on inspiring people to improve our, and the planet's health, through filling plates with sustainably grown vegetables. The 'My Plate, My Planet' campaign operated in line with the Try for 5 National Nutrition Week theme. Three events took place: For the Planet, Igniting Indigenous Ingredients and Food for the Future. Each event was hosted by our dedicated guest presenters to make the week memorable. Additionally, to highlight the key points of the 'My Plate, My Planet' campaign, NANSW developed multiple free resources. The events were well received, as evidenced by the 10.5k people reached across our social media platforms, over 500 engagements with the content and over 270 registrations to the NNW online events. Additionally, Desi Australia and the Australian Oriental Media Network shared our views and featured the campaign in their works.





## Early Childcare, Schools & Universities

A range of interactive services are offered by our passionate Accredited Practising Dietitians to children, families, and young adults of all ages. Services range from Childhood Nutrition and Safe Food Handling, Menu Assessments, Reclaim the Lunchbox, Mighty Bites and Sustainable Bites. Throughout the past year, over 1500 schools have been reached through these services. Reclaim the Lunchbox alone, encouraged over 200 lunch boxes to be made healthier.

## Workplaces

The 'Live Well, Work Well' and 'Mental Health & Diet' corporate programs are highly sought after by our corporate clients. Each contains presentations and seminars, cooking displays, health displays, one-on-one consultations, menu assessments and team-building activities. Each package is tailored specifically to each client to ensure their satisfaction with our services. Multiple corporate companies are returning year after year for such programs. Based on the feedback received, our efforts in developing interactive and hands-on programs have paid off.

## Community

Over the past year, NANSW has taken the opportunity to focus on our community, engaging with over 80 different cultural groups. We recognised and acted on the fact that our communities are highly diverse. Incorporating inclusivity into our programs was a priority. We did this by translating our resources into various languages to support the nutrition education of the diverse people within our community. Partnering with SHARE SMR Inc saw NANSW bringing together culturally diverse women for International Women's Day. Additionally, the Georges River Council community was brought together to celebrate Lunar New Year. During the event, NANSW provided culturally appropriate resources to encourage healthy eating.

## Seniors & Aged Care

NANSW hosted two free interactive webinars addressing diabetes and dementia, respectively called Dining with Diabetes and Brain Boosters. Each webinar panel consisted of industry professionals to guide the healthcare professionals and the public in attendance. Additionally, cooking classes, menu assessments, individual nutrition consultations and interactive seminars were provided to residential aged care facilities across Sydney, complete with healthy living booklets and resources.

## Advocacy

NANSW continued to advocate for the improvement of health literacy. Our local communities are diverse, with 74% of migrants and refugee groups maintaining lower health literacy levels compared to general Australians. The need to enhance health literacy within these populations is necessary. Participation in Multicultural Health Week allowed us to translate resources into multiple languages, enhancing the understanding of nutrition principles across such demographics. Additionally, President Barbara Ward wrote the foreword for the Cancer Councils NSW's Multicultural Recipe Book. Contributing and promoting recipes inspired by Southeast Asia and the Middle East as seen in the recipe book, further highlight our efforts to advocate for improved health literacy.



Nutrition Australia Qld (NAQ) staff across Early Years, Outside School Hours Care (OSHC), Aged Care and Workplace reached over 650 organisations in 2021 through subscription services, workshops, consultant activities and one early years grant funded activity. Through 2021, NAQ saw over 75% of OSHC subscribers pay to have their setting menu assessment against relevant guidelines.

NAQ continued to adapt services throughout 2021 due to COVID-19. NAQ adapted cooking workshops, face to face training and delivery of consultations to ensure all service delivery was and continues to be COVID safe and in line with government and council requirements. Additionally, NAQ continued with flexible delivery of most professional development workshops via zoom to give clients the option they needed throughout the pandemic and to also to ensure we reach those in rural and remote regions of Qld.

NAQ continue to support the Northern Territory. NAQ visited the NT in September 2021 and facilitated professional development workshops for early childhood education and care settings, school menu assessments and met with government departments and key contacts.

## 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 three-year funding agreement. The project included nutrition information and remote support for parents of, and staff working with children aged 0-5 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 Toowoomba
- A dedicated website
- Closed Facebook groups for families residing in the area
- A monthly e-newsletter for professionals working in the identified regions
- Professional zoom sessions and Facebook Live sessions for families

## NAQ Nutrition Training (Registered Training Organisation)

NAQ continued its work as a Registered Training Organization with two third party providers. NAQ continues to be the preferred RTO to train Centacare Disability services staff in Food Safety Supervisor. Over 1400 students have now completed training. In 2021 NAQ Nutrition Training developed a Food Safety Supervisor Recertification Course which will be available online and face to face.

NAQ has two Qld government approved food safety auditors, who continued to provide a food safety audit service for licensed food businesses through 2021, especially in vulnerable populations.

Through an ongoing partnership with 'In Safe Hands', NAQ continues offer online training in food safety, 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, Moreton Bay and Logan. NAQ commenced delivery of nutrition information sessions in libraries through some of the funded council regions, topic presented include nutrition for infants, positive mealtime and healthy lunchboxes.

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.



## Advocacy and Partnerships

NAQ continued its advocacy and partnerships, some of our main partnerships include:

- Alliance Partner - Health and Wellbeing Qld
- Bicycle Qld
- Smart Choices Stakeholder Reference Group
- National Nutrition Network - presented on advocacy
- Playgroup Qld
- Children's Health Qld - NAQ has been a key partner in the project: Supporting adequate food and nutrition provision in ECEC services across Queensland within an equitable framework. We look forward to continuing to be a part of this project through the upcoming phases.



naqnutrition

## Key achievements

- Reached an estimated **1.28 million Victorians** and covering 99% of Victorian local government areas through our state-government funded [Healthy Eating Advisory Service](#)
- Grew our workplace digital wellbeing nutrition content with clients including Woolworths, Essential Energy and Seven Network.
- Established a service to support food industry to provide strategic insights into long daycare, aged care, hospitals, workplaces, schools and sport & recreation with customers including Kraft Heinz, Melrose and Goodman Fielder.
- Greater collaboration on key campaigns and initiatives to increase fruit and veg consumption leading the Fruit and Vegetable Consortium and National Nutrition Week's Tryfor5 campaign and collaborating with CSIRO and Flinders University on the Vegkit project.
- Launched various activities on the VegKIT project. Since its launch in 2020, the VegKIT website has continued to grow and generate significant traffic from a range of settings. From 2020-21, the website has had 34,450 page views from 5141 unique users, and 2,923 resources downloaded.
- Vegkit has tools and resources developed to assist in the implementation of the 'Best practice guidelines for increasing childrens' consumption'.
- Supported retail food outlets situated in hospitals and health services to state and territory guidelines. This includes providing implementation support to Zouki retail outlets in four Victorian health services: Cabrini Health, Monash Health, St Vincent's Health, and Western Health, as well as implementation of A Better Choice guidelines in two Queensland health services: Mater Health and Redcliffe Health.
- Increased the profile of Nutrition Australia and extended the reach of the healthy eating messages by collaborating with Healthylife (Woolworths sub brand). Services included social media takeovers, the development of social media infographics, health programs, health articles and live webinar sessions.
- Worked with distributors to have a large and sustainable impact on the food and drink supply in hospitals and health services, sport and recreation centres and schools across Victoria. Nutrition Australia Vic Division have classified more than 2278 top selling food and drink products and facilitated education workshops with eight major distributors in order to assist distributors to identify and promote healthier options
- In partnership with VicHealth we delivered Cook Well, Eat Well, a healthy eating initiative aimed at supporting vulnerable Victorians during the COVID-19 pandemic and beyond. The collaboration resulted in the Cook Well, Eat Well website, which houses 34 basic cooking and healthy recipe videos, 50 recipes, 15, factsheets, 49 translated resources. To date the website has had over 25,000 views and total reach of the social media campaign is over 152,000.

# Zouki





# Healthy Eating Advisory Service



The Healthy Eating Advisory Service (HEAS) is a free service that provides implementation support to key public settings to implement Victorian Government food and drink guidelines. HEAS is delivered by Nutrition Australia Vic Division with support from the Victorian Government.

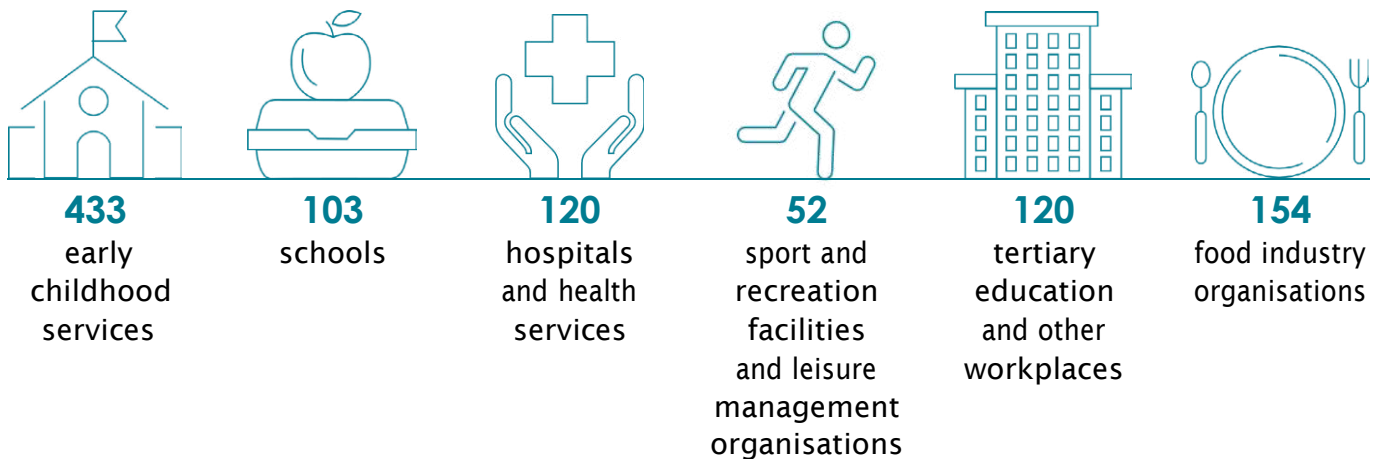


[heas.health.vic.gov.au](https://heas.health.vic.gov.au)

HEAS provides support through an infoline and email advice line, resources, recipes, case studies, online training as well as training for the health promotion workforce and food industry including communities of practice, coaching, forums and webinars.

**HEAS also provides FoodChecker, Australia's first online menu assessment tool.**

In 2021, 886 organisations accessed HEAS services segmented by setting type below.



## Online training launched for long day care

In 2020, HEAS launched a new online training module for the long day care educator workforce in collaboration with the VegKit consortium. This new module integrates research and best practice recommendations to increase children vegetable consumption and promote healthy eating.



# Supporting implementation of new policy directive for hospitals and health services

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In 2021 the Victorian Government has introduced the 'Healthy choices: policy directive for Victorian public health services.

HEAS are supporting implementation through:

- Coaching and training for staff on implementing the Healthy Choices guidelines
- Assistance with engaging with staff and contractors, and developing organisational policies
- Tailored advice on healthier menus, recipes and products
- Access to online menu assessments, using FoodChecker

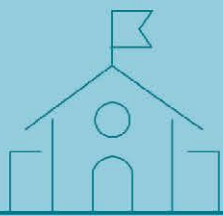
## Supporting inclusion of Healthy Choices criteria in HealthShare tender

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HealthShare is Victoria's provider of supply chain, procurement and corporate services to partner with Victoria's public health services and suppliers in delivering best-value health-related goods and services.

In 2021, HEAS and Department of Health worked with HealthShare to support inclusion of criteria to enable to supply of healthier food and drink options in public hospitals and health services. This has resulted in healthier options being more available and visible via HealthShare to assist health services meet the Policy directive.





**97,476**

children now eat more vegetables and fruit in long day care.

Our support to implement menu planning guidelines has increased children's access to fruit and vegetables.



**3,316**

organisations across seven key settings have worked with us so far.



**515**

food retailers have worked with us to provide healthier menus.

**1.28 million**

Victorians reached so far reaching Victorians where they work, learn, live and play.

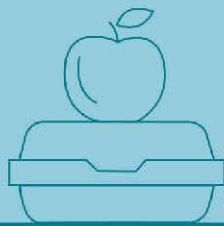
## Vic Division Impact



Actively engaged with

**7**

collaborative groups to advocate and influence government.



Children have access to over

**195 GREEN**

products within school canteens as assessed by Nutrition Australia.



**149**

sport and recreation facilities are implementing menus with less unhealthy food and more healthy options available.



**11**

large food manufacturers engaged us for consultation on their current recipes and product suite applicable to schools, hospitals, universities and

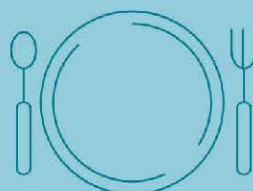


**285**

online media, print media and radio reports reaching over 10 million Australians

**8.6%**

increase in reach across social media platforms.



**2400**

food and drink products assessed against state and territory guidelines.

# National board members 2021

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## Board

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President  
Malcolm Jull  
(resigned July  
2021)



Secretary  
Christine Stewart  
(resigned July  
2021)



Acting Treasurer  
Gill Duffy



Interim President  
Sara Grafenauer



Interim Secretary  
Barbara Ward

## Directors

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### ACT Division

Gill Duffy  
Allison Wood

### NSW Division

Barbara Ward  
Chloe Sacks  
Sam Ngai

### Qld Division

Mikael Wedemeyer  
Kate Di Prima

### Victorian (Vic) Division

Dean Laurence  
Maria Robbins

### Independent

Annabel Digance (resigned June 2021)  
Sara Grafenauer

## Representatives

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### Member Communications

Leah Browning (Qld)

### Public Officer

Leanne Elliston



# Life members

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We would like to acknowledge our life members for their considerable service to the organisation.

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Ruth Riddell	Richard Uglow	Basil Hetzel	Mark Wahlqvist
Ron Rowley	Beverley Wood	June Hicks	Tim Crowe
Catherine Saxelby	David Woodward	Ian Maxwell	Katherine Warth
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**Thank you to everyone who helps us deliver our mission of inspiring healthy eating.**

**Every year we rely on your support and you once again generously gave your time and resources.**