




The Australian Nutrition
Foundation Incorporated,
trading as Nutrition Australia TM

ANNUAL REPORT 2017

ABN 58 909 342093 Incorporation Number A780





The mission of Nutrition Australia is to inspire and empower healthy eating for all Australia.

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 consultants to government departments, food industry and consumer groups as required on issues related to food and nutrition; and
- to encourage innovation in the dissemination of nutritional knowledge.

STATEMENT OF ETHICS

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

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

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

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

It is intended that such collaborative projects would be mutually advantageous, with each organisation building on the others' strengths.

* Nutrition Australia is the registered business name for The Australia Nutrition Foundation Inc.

NATIONAL BOARD MEMBERS 2017

National President:

Maree O'Flaherty (from April 2017)
Rob Rees (until April 2017)

National Secretary:

Malcolm Jull

National Treasurer:

Marita Burke (until October 2017)
Kalana Tennakoon (from October 2017)

National Directors:

Katherine Warth
Luisa Wing (until April 2017)
Andrew Davis (until August 2017)

Australian Capital Territory (ACT) Division

Gill Duffy

New South Wales (NSW) Division

Barbara Ward (until October 2017)
Lauren Reeves (from October 2017)
Ross Grant (from October 2017)

Queensland (Qld) Division

Katherine Warth

Victorian (Vic) Division

Blake Robinson (until September 2017)

Other National Representatives

National Website Co-ordinator:

Caitlin Syrett (Vic) (until April 2017)

National Member Communications:

Leah Browning (Qld)

National Membership Officer:

Sarah Cooper (ACT) (until April 2017)
Katherine Warth (from April 2017)

National Public Officer:

Lynette Brown (ACT)

National Media/PR:

Aloysa Hourigan (Qld)

National Admin Support:

Sarah Cooper (ACT)



Report from the President, Maree O’Flaherty

Firstly, I would like to extend a warm and large thank you to our Members, Subscribers, Government Bodies and Officials [Federal, State and Local], Sponsors, Partners, Collaborators, Clients, Supportive Organisations and the General Public. There are too many of you to mention individually, however without you, Nutrition Australia would not exist and certainly could not carry out the works we do for the cause of optimal nutrition and associated health benefits, intended to educate all inhabitants of our great nation.

In addition, my deepest gratitude goes to all of the National Board of Directors who are all volunteers and give generously of their time and talent to support our cause. Thank you also to our State Divisions - NSW, Vic, QLD and ACT who all work tirelessly for the organisation’s mission of promoting healthy eating for all of Australia. They are our frontline, they are the ones who connect with our communities and help educate individuals, separately and collectively, to understand and implement improved diet and eating habits. This includes employees, volunteers and of course the volunteer Board of Directors for each Division.

I don’t say these words of gratitude lightly, as it’s fair to say that the National Organisation of Nutrition Australia (Australian Nutrition Foundation Inc. trading as Nutrition Australia) has been through quite a turbulent period with changes in leadership more regular than anticipated and varying degrees of team cohesiveness. The National organisation found it challenging to stay afloat in the first half of the 2017 financial year. I feel I am compelled to be transparent around this level of detail as that is the only way I can truly acknowledge the support we have received from our State Divisions, our Members as well as from our Sponsors and Collaborators. We also received financial support from our Financial Accounting Services provider, as they believe greatly in our cause and wanted to see the organisation get back on track. Our National Board of Directors have shown passion and commitment beyond measure. A team of whom I am not only extremely proud of but equally humbled to work with as they ceaselessly sacrifice their time and energy, and also very importantly, they stayed the distance when the going got tough.

I am overjoyed to be able to advise that with the support and commitment I have just outlined, we saw an incredible turnaround in financial position during the second half of 2017 and at the close of the financial year we safely met our cash reserves policy, had paid all accounts outstanding and have funds available to put towards development opportunities for the organisation. This was no easy feat and people on our collective organisational teams handled immense pressure to achieve this. At the risk of repeating myself, I wish to express my sincere and heartfelt appreciation to all internal and external persons and organisations, for all the efforts made and in every measure that we received assistance, which helped us to achieve this position.

Change is inevitable as we know. Since joining the National Board back in 2016, it has been my personal mandate that we must stay relevant in order to have the impact we desire. It is quite challenging to do so in a world that is moving faster than the blink of an eye and where modes of education are ever expanding. It is also a known fact that sustainable change needs to occur in a stable, conscious and consistent manner for it to be effective. There are no overnight fixes or solutions and true change takes time - much like an effective dietary change takes time to become second nature. To this end, the National organisation has commenced a process of sustained change.

Some of the initiatives we have embarked upon include the commencement of some online educational pieces and interviews by way of a webinar platform. These have received wonderful support and positive feedback from attendees. We have also implemented some new features for Members including an archive of all of the past Monthly Newsletters for Members’ unlimited reference and in addition have made recordings of some of the webinars available in the Member’s Portal. I acknowledge that these are two tiny steps for Members and that we have much work to do. I also acknowledge that we must better serve our communities via free education and also provide additional benefits to those who subscribe to us as their focus and collective audience for our work is very important to us.



Our State Divisions do wonderful work and I commend each of them on the results they are seeing from their efforts. Without our State Divisions we would not make an impact on the eating patterns and nutrition focus of our country's inhabitants.

At the National organisation level our current areas of focus are:

- developing an appropriate strategic plan for our sustained advancement for the organisation in its entirety
- we are also working on a much-needed website upgrade as we know our current site is outdated and uninviting despite the wealth of information available on it. We thank those who donated to this project via our pre-Christmas GoFundMe campaign and we appreciate the generous donations as well as compliments for exploring modern avenues for fundraising
- we will continue to offer educational webinars as and when we are able to secure support from other appropriate parties to provide new and interesting aspects on nutritional education or related topics of interest
- we will also be conducting Member Surveys in the near future so we can be more aware of current needs and desires for fulfilling our value proposition to Members and we may also extend Survey invitations to Subscribers. I'd be particularly interested to know why Subscribers are not Members and what would make them wish to support our cause as a Member. I thank you in advance for taking a few minutes to provide us with feedback and insight if and when you receive such a request.

As always, we welcome feedback from all external parties as we are here to service our nation and as such, we love to hear from anyone and everyone on how we can best help you improve or optimise your nutritional intake, help you educate or take care of others' dietary needs or even assist you with your own nutrition-related qualifications.

In finishing my President's note for the 2017 Annual Report, I wish to share that I am most excited about what lies ahead for our organisation! We have established some rhythms during the year, which have seen a higher level of collaboration internally and I have no doubt that this has already reflected in some visible changes to our audiences and I am also confident that it shall continue to do so.

In addition, I believe there has never been a greater need for the field in which we work. With diet-related illnesses on the rise and receiving much attention, combined with a paradigm shift in lifestyles due to a significant increase in the usage of technology to access information and connect with others (i.e. internet surfing and social media), it is imperative that people have a greater focus on what they eat to fuel their body. We are 'generally' less active, anecdotally we are living faster paced lifestyles and are subjected to increased levels of stress. For me, it's now or never! We know that most habits are formed in young children. We need to help our parents and caregivers educate children from the start. We also need to assist those of us who need to make positive changes later in life understand what to change and how to do it in order to see a lasting improvement in their health and general wellbeing.

Regardless of nationality, age, technology, change or no change, one thing is consistent - nutrition impacts everyone. I'm so honoured to be at the helm of the National Board to continue the great work in this space which commenced when Jo Rogers started to fulfil her vision back in 1981 when the organisation now known as 'Nutrition Australia' commenced activities formally.

Thank you for your continued support in unity for our cause. We are honoured to partner with you in order to make a difference!

Best wishes and in good health,
Maree O'Flaherty

President
Nutrition Australia



Showcase of 2017 activities and programs from State Divisions

Nutrition Australia ACT Incorporated, trading as Nutrition Australia ACT

ABN: 55 159 014 153

Chair: Gillian Duffy

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

Key achievements and activities 2017

ACT Nutrition Support Service

The ACT Nutrition Support service (ACTNSS), a three year grant funded by ACT Healthy Canberra Grants was acquitted and evaluated in 2017. The service successfully communicated key nutrition messages to Canberrans' resulting in strengthened food and nutrition programs and the creation of healthier eating environments. Given its proven success, the ACT government continues to support the ACTNSS website, social media and weekly news bites.



Under the umbrella of the ACTNSS, NAACT receives funding from ACT Government to undertake school canteen menu assessments and contribute to other key objectives within the ACT Government's Healthy Weight Initiative. In 2017, NAACT began working closely with the ACT government on the planning of a food environment project to be rolled out in 2018.

Project Dinnertime™

Project Dinnertime™ aims to build skills and confidence in the kitchen, getting more people cooking more often. In 2017 NAACT became an NDIS Service provider delivering cooking clinics for individuals who require more intensive support and guidance in the kitchen to suit their specific dietary needs.



Project Dinnertime™ is a registered trademark of Nutrition Australia ACT Incorporated.

Workplaces

In 2017, NAACT experienced incredible growth in workplace nutrition services, doubling its service delivery from 2016. We introduced some new services this year with the favourite being a Nutrition Trivia session as a staff team building activity for employees.

Schools

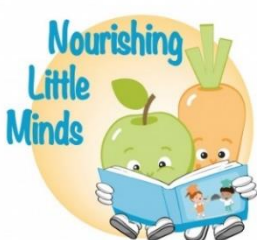
NAACT focused its activities among schools by providing Food&ME™ teacher professional learning to primary school teachers. Accredited by the Teacher Quality Institute (TQI) and supported by ACT Health, Food&ME™ plays a key role as the classroom learning action area of the ACT Fresh Tastes initiative.



Food&ME™ is a registered trademark of Nutrition Australia ACT Incorporated.

Early Childhood

NAACT continues to provide nutrition services to early childhood organisations including menu assessments, parent information sessions and staff training that meet food and nutrition requirements within the *National Quality Standard* and *The Early Years Learning Framework for Australia*.



In 2017, NAACT was successful in receiving an ACT Health Innovation grant to develop and pilot an early childhood food literacy program that supports healthy eating habits in children aged 3-5 years. Delivered within ACT libraries in association with Story time session, Nourishing Little Minds™ uses children's books that portray healthy messages followed by fun and engaging cooking activities for children and their families to enjoy.

Nourishing Little Minds is a registered trademark of Nutrition Australia ACT Incorporated.



Community

A key focus in 2017 was our collaboration with other community organisations delivering targeted nutrition programs. We collaborated and delivered tailored nutrition education programs with the following key organisations:

- Australian Breastfeeding Association – healthy eating sessions on introducing solids, feeding family meals and managing food allergies and intolerances.
- Warehouse circus – combined circus and cooking school holiday program
- Tuggeranong Child and Family Centre – 16 week program providing healthy cooking workshops for 12 families, from Aboriginal and Torres Strait island background, each week.
- Alzheimer’s Australia - a series of cooking demonstrations combined with a fully catered lunch for people living with Alzheimer’s and their carers’ as part of their *Give it a Go* program.
- Canberra Institute of Technology Student Association – series of 30 minute ‘healthy in a hurry’ cooking workshops with trade based apprentices.
- ACT Health Ngunnawaal Bush Healing Farm – piloted a hands-on food and cooking skills program for Aboriginal and Torres Strait Islander participants.

Highlights

- Provided 25 separate media appearances (radio, print and TV) on a range of issues, placing NAACT as a key media contact disseminating credible, evidence based nutrition information in simple easy to understand messages.
- In our inaugural year as a NDIS service provider, a total of 36 cooking clinics were delivered to 9 individuals.
- Completed 75 canteen menu assessments for ACT Public School and provided individualised menu and product advice to various school canteen operators and P&Cs. This has contributed to significant improvements in public school canteen menus.
- Invited to speak at the 30th International Australian Council of Health, Physical Education and Recreation (ACHPER) Conference about teaching nutrition to primary students.
- Nourishing Little Minds abstract accepted for the 2018 Dietitians Association of Australia conference.
- Received a second ACT Health innovation grant to develop ‘Fuel up with Food’ social media campaign targeting trade based workers.
- Received a capacity building grant for two staff member to undertake their Certificate IV in Training and Assessment qualification.
- Hosted two entertaining and informative public seminars delivered by highly respected and distinguished dietitians. Dr Tim Crowe spoke on the Blue Zones diet and Dr Sarah Dash talked about nutrition for mental health.
- Our small food manufacturing operation, Betterbites™, continues to develop with increasing its customer base and maintaining happy clients.

Future

- Develop kitchen efficiencies to support increased turnover from Betterbites™.
- Build NDIS services to include group sessions.
- Continue and further develop relationships with other NGO’s as we work together and draw from each other’s strengths within our small jurisdiction.
- Seek funding from 2018 grant opportunities.
- Review existing services in line with latest nutrition evidence and research.
- Strengthen media presence and awareness of NAACT.
- Continue to work with the ACT government on nutrition and public health initiatives.



Betterbites is a registered trademark of Nutrition Australia ACT Incorporated.



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

ABN: 56 523 143 609

President: Barbara Ward

Key achievements and activities 2017

National Nutrition week was launched with a Health Stall at Queen Victoria Building on 16th October during the peak time of the day where thousands of people enjoyed receiving Fruits proudly sponsored by Sydney markets, Watermelon Juice to quench the thirst in hot weather by H2COCO Water. The day didn't end it here

CHOBANI supplied yogurts of different flavors which were enjoyed by people of all ages. Among the in-kind sponsors were also Kellogg's, Happy Snack, and Edgell. SHARE SMR Inc. and LUPUS Association of NSW also supported Nutrition Australia NSW on the day. The day was fun, engaging and educational and very popular among the general public.



Breakfast at Parliament House



Breakfast was held at NSW parliament House Strangers Room proudly hosted by Mr. Mark Coure MP Member for Oatley and The Hon Brad Hazzard MP, Minister for Medical Research and Health.

The event was attended by 160 distinguished guests including high profile speaker Dr. Joanna McMillan and Prof Garry Egger. Our special thanks to Foodie Packs and all other sponsors who made this event successful. The campaign was promoted extensively - to some 2,000 Schools, 111 Local Councils, 8 Hospital groups, 300 businesses and some of Coles stores. The partnership increased our visibility and maximised our market share.





CITY2SURF

Nutrition Australia NSW supported LUPUS Association of NSW Inc. in helping raise awareness. The event was sponsored by SHARE, H2COCO Water and Sydney Markets.



Schools

NANSW proudly announced the launch of Healthy Lunchbox as part of health promotion project, funded by NSW Health and SESLHD. This program has been promoted at different schools and daycare centre's to contribute to the NSW Healthy Eating and Active lifestyle strategy, NSW Health and NSW Premier's priority tackling Childhood.

Community Information and Programs

Contributed towards NSW Dept of Health and Ministry's health campaigns and ongoing work in the community.

- **Canterbury Banks town Council:** in partnership, a number of cooking demonstrations were held to improve the nutritional knowledge and cooking skills of adults during National Nutrition week.
- **Queanbean-Palerang Regional Council:** NANSW delivered smoothie demo along with a Health stand during National Nutrition week promoting Veggies. The Green smoothie was a big hit among the public.
- **St.George Community College:** As part of funding received from South Eastern Sydney Local Health District a number of tailored education programs were delivered to Young adults for improving their diet through healthy consumption of food.



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

New South Government - Ministry of Health, South Sydney Health Local Health Districts Health Promotions, The Star Sydney, LCI, SHARE (Learn for Life), AAA Mortgages, Adventist HealthCare, Sanitarium, Kelloggs, Happy Snack, Edgell, Chobani, H2COCO ,Healthcare Australia, Bendigo Bank Lindfield and Turrumurra Branch, Westpac Group, Willobee Floor Service Sales Pty. Ltd, WLM Financial, Ku ring-gai Council, Hornsby Council, Parramatta Council and City Of Sydney.



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

ABN: 29 767 398 718

Chair: John Wills

CEO: Lucinda Hancock

Key achievements and activities 2017

- Led **National Nutrition Week** in October 2017 with primary partner Bayer.



Advocacy

- Successfully lobbied the Victorian Governments Departments of Health and Education and training for continued funding of Healthy Eating Advisory Service.
- NAVic led the national response to the public consultation on Health Star Rating review.
- Provided a response to the consultation paper: Review of fast food menu labelling schemes.
- Endorsement of the Obesity Policy Coalition consensus statement with 8 recommended actions to address overweight and obesity in the Australian context.
- Co-signed letter of support with Parent’s Voice to request the cessation of the Coca-Cola Christmas Truck/

Community information

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

Healthy Eating Advisory Service (continued funding until 30 June 2019)

- Launch of, Victoria’s new and free online way to assess menus, products and recipes against Victorian Government guidelines for long day care centres, schools, hospitals and health services, sport and recreation centres and other workplaces. With FoodChecker you can assess your menu, recipes and products, plan healthier menus, find healthier products and more.
- Co-developed three conference presentations (and delivered two) for the:
 - World Congress on Public Health
 - Behavioural Research in Cancer Control Conference
- Launched [online training](#) module for schools.
- Piloted a Healthy Choices Mentorship Program for health professionals that aim to increase the knowledge, skills and confidence of the health promotion workforce in order to support food providers to implement the Victorian Government Healthy Choices Guidelines.
- Additional funding received from Vic Health to support 8 local government areas to provide and promote water and healthy drinks in their local sport and recreation facilities.





Consultancy

Olive Oil Food Service Program (2-year project funded by Horticulture Innovation from May 2017 – May 2019)

- Aim to increase knowledge and awareness of trainee chefs about the benefits and cooking versatility of Australian extra virgin olive oil (EVOO)
- Research identified significant scope to educate chefs about Australian EVOO. There is a lack of knowledge amongst chefs about Australian EVOO, including how to cook with it, how to store the product, variety of taste profiles and other uses in cooking and food preparation.
- Phase 2 of the project will involve developing education resources to embed into chef training curriculum, including 3 videos and fact sheets, as well as a food service industry webpage on <https://australianextravirgin.com.au/>



VegKit Tools and Interventions for increasing Children’s Vegetable Intake (5-year project funded by Horticulture Innovation from 2017 to 2022)

- CSIRO is the project lead of a consortium of researchers including Flinders University and Nutrition Australia, and under this project the partnership is to deliver an integrated program of research and development activities.
- The purpose of the project is to address low vegetable intake by Australian pre-school and early primary school children, who do not eat the amount of vegetables recommended in the Australian Dietary Guidelines. By taking a coordinated approach that includes community and industry initiatives, covering a variety of stakeholder groups, will support an increase in children’s vegetable intake.

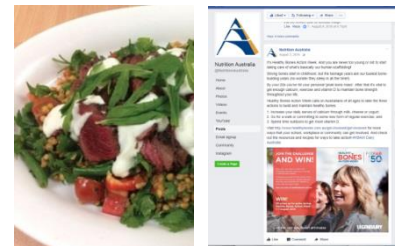
Other Initiatives

- Continuing engagement with Zouki Group of Companies to be their food and nutrition consultant in an ongoing advisory capacity. The aim of our work is to assist them to make healthy changes and work towards meeting government policies and guidelines.
- Conducted menu kilojoule analysis for two chain food outlets as part of the Victorian Government mandatory kilojoule labelling scheme.
- Establishment of Fruit and Vegetable Consortium where NAVic is the lead agency to develop two initiatives to increase fruit and vegetable consumption.
- Provision of the Services and specific project endorsement for Spotless’s Nudge. Program.
- Continuing partnership with Dairy Australia promoting dairy foods as a core food in line with the Australian Dietary Guidelines.



Group education

- Delivered 170 services in Vic, SA, TAS and WA to workplaces, aged care and early year’s settings.
- Continued training to food service staff working in hospitals and aged care facilities.



VIC Division strategic goals for 2018 - 2021

- To increase our advocacy efforts and continue to promote Nutrition Australia as the peak nutrition education body
- To undertake a value proposition redesign grounded in a deep understanding of customer needs
- 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.

We wish to acknowledge the generous support of our funders and partners, the Department of Health and Human Services, Dairy Australia, Bayer, Spotless, Australian Mushrooms, Cobram Estate, Vitamix, Nuts for Life, IHG Hotels, Décor and Healthy Food Guide magazine.



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

ABN: 33 986 781 351

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

Key achievements and activities 2017

NAQ Nutrition's **Food Foundations program** continues to engage with Early Years settings throughout Qld to promote and provide nutrition and food safety resources. Resources include monthly Enewsletters, nutrition workshops, menu assessments and access to online courses via the NAQ Nutrition learning platform. In 2017, NAQ provided face to face training for over 1500 people working in the early years sector in Queensland.



Government funded projects:

- LEAPS (Learning Eating Active Play Sleep) Dept Health funded transitioning of over 3000 LEAPS educators to the Food Foundations program to achieve sustainability of the program, and provide ongoing support.
- Food and Behaviour – Exploring Taste Texture Variety the Qld government, Department of Education and Training (DET), Office for Early Childhood Education and Care (OECEC) funded the delivery of 15 workshops throughout Qld. Funding for the workshops continues to 30/06/2019.
- Pathway to Quality Practice Program provided services and support to 40 Queensland ECEC services from July 2016 – June 2017. Funded by the Department of Education and Training.



NAQ Nutrition's staff across Outside School Hours Care, Aged Care and Workplace reached over 400 organisations in 2017 through subscription services, workshops and consultant activities

NAQ Nutrition Training (Registered Training Organisation)

- NAQ Nutrition Training delivered food safety supervisor training for Health and Community services & Retail and Hospitality sectors. Over 1000 students have now completed training with NAQ
- **Food Safety Audits:** NAQ's Government approved food safety auditors, provide a food safety audit service for licensed food businesses, especially in the early childhood and aged care sectors. Over 60 audits were completed in 2017.



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).
- NAQ held workshops for parents introducing first foods to their child. This popular workshop offered parents an opportunity to have access to current guidelines and discuss any issues with the nutritionist.



Advocacy and Collaborative Partnerships:

- Smart Choices Implementation Reference Group & Smart Choices Collaborative Group
- National Nutrition Group – ECEC Advisory Group
- “Check Up” membership (previously General Practice Qld), and attendance at Health Leaders Forums and participation in the Queensland Primary Health Care Network.
- Advocated to Qld government with other members of the Lantern project re: improving the dining experience for residents in aged care facilities e.g. managing risk so that soft-boiled eggs can be safely provided to residents.
- Provide media spokesperson for the national body of Nutrition Australia in an ‘in kind’ capacity
- Continue to manage the partnership with Smash Enterprises, which includes supporting National Nutrition Week.

Strategies and Goals for 2018

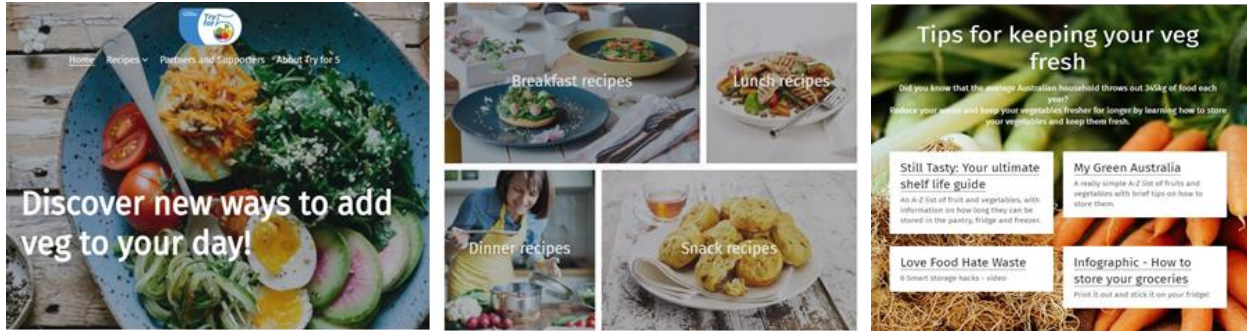
- Provide evidence based and engaging nutrition information and services to our subscribers, partners, feeding supplements customers and the general public. Engage in charitable activities in delivery of this work to promote good health and prevent chronic disease.
- Strengthen our existing partnerships and build new partnerships to improve the reach and effectiveness of our nutrition promotion and food safety programs and projects.



National Activities in 2017

National Nutrition Week 2017

Coordinators: Melissa Colosimo and Vikki Leng



Summary

The theme for National Nutrition Week 2017 (NNW 2017) was Try For 5, and encouraged Australians to add an extra serve of vegetables to their day.

NNW 2017 objectives:

- 1 Reach more than 1 million Australians with Try for 5 key messages.
- 2 Increase awareness of NNW.
- 3 Increase engagement with Nutrition Australia.
- 4 Establish mutually beneficial partnerships.

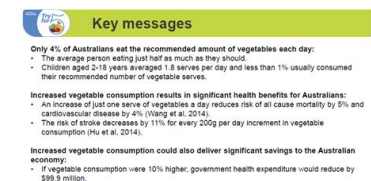
Strategies:

- Establishment of a Try for 5 website.
- Competition to win one of five Vitamix blenders, which invited people to share ways they were incorporating more vegetables into their day.
- Social media campaign and influencer engagement.
- Launch of NNW and Bayer Partnership at Parliament of Australia by Federal Assistant Minister for Health, the Hon David Gillespie.

Try for 5 web portal

- The main activity for 2017 was the establishment and launch of the Try for 5 web portal at www.tryfor5.org.au.
- Throughout the campaign, the web portal had 2,334 unique visitors and 3,892 page views. Almost 500 recipes were downloaded from the portal.

Social media campaign and influencer engagement





Overall campaign metrics

	Metric	15 – 28 Oct 2017
Reach	Total reach	3,735,916
Engagement	Total engagement	116,485
Media	Media reach	2,934,403
Social media platforms	Facebook reach, engagement, clicks	358,811
	Twitter impressions (reach)	134,681
	Instagram (likes, comments, views)	1,771
	LinkedIn (reach, likes)	3,442
Try for 5 website	tryfor5.org – unique visitors	2,334
	tryfor5.org - page views	3,892
	No. of recipes downloaded	467
Nutrition Australia website	NA website page views	98,743
	NNW page views	3,924
	NNW website - unique visitors	3,445
Hashtags	#tryfor5	2,658
	#NNW2017	549
Competition	Competition entries	2,528

Campaign posts – consume more vegetables and Vitamix competition



National Nutrition Week launch

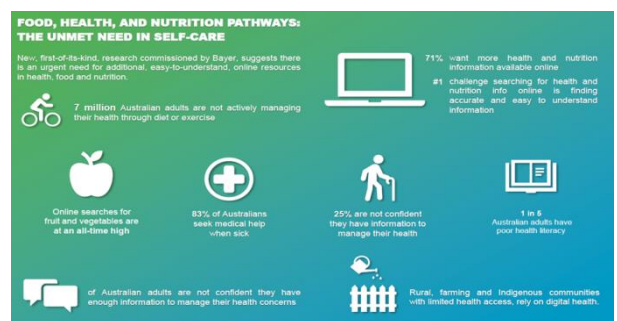
National Nutrition Week was launched on Sunday 15th October 2017. Our partnership with Bayer was officially announced at the Parliament of Australia by the Federal Assistant Minister for Health, Hon David Gillespie on Monday 16th October 2017.

Outcome:

- Engagement with all social media (Facebook, Twitter and Instagram) was higher in 2017 than 2016.
- Key success factors include:
 - Simple and positive message –Try For 5
 - Influencers
 - Vitamix competition

Partners and Sponsors

- Principle partner – Bayer, Major Partner Vitamix, Partners Cobram Estate and Nude Food Movers.





National Media Report

National media spokesperson: Aloysa Hourigan

Media Program Achievements for 2017

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

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

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

Responses to Media Requests

Throughout 2017, Nutrition Australia responded to approx. 83 media groups/organisations and repeat requests were received from approximately 71% of these organisations. This included print (48%), radio (18%), online (26%), and television (8%).

Highlights included:

- Both commercial and ABC television News sought comment from Nutrition Australia eg strategies for obesity prevention; fad diets; lunchboxes; choosing healthier prepared meals
- Increased media requests received in response to National Nutrition Week media releases which was stronger than previous year and strengthened by engagement with our sponsors and partners for the annual awareness campaign; full page article in Education Section, Courier Mail.
- Interviews with more online media (eg News.com; dailymail.com; ninemsn; SBS online; new daily) providing nutrition information for their websites.
- Victorian Division established relationship for ongoing media articles for “The Waiting Room”
- Articles for magazines including: Seniors magazine; Families; WellBeing; Weight Watchers; Mens Health; DNA magazine (Fitness & Health Issue); Pharmacy Guild magazine.
- Review of nutrition content for the Australian Women’s Health Diary – tenth consecutive year
- International requests for comment from: United States; United Kingdom; Malaysia; Japan.

Media Releases

Media was targeted in 2017 as follows:

- Media releases were aimed at promoting National Nutrition Week “Try for 5” – vegetables campaign; Responded to hot topics such as: affordability of fresh food for people on low incomes; healthy lunchboxes; effects of caffeine; Nude Food Day; fussy eating; high protein diets; bone health; healthy fats and oils; the benefits of home cooking; increasing vegetable consumption in children; government policy for preventive health; baby led weaning; portion sizes and obesity; fad diets and food trends; food industry bias and impact on food and health policy; food for over 50’s; healthy eating for truck drivers; Health Star rating; children’s menus in food outlets; testing for food allergies; cost of healthy food; food and mental wellbeing.
- State divisions targeted their local media to promote Divisional activities
- Media releases were posted on the Nutrition Australia website

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

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

- Dairy Australia
- Smash Enterprises

Media Strategies for 2018

Media will continue to be targeted in 2018 with national media releases being developed to promote Divisional and National activities and to advocate on key nutrition policy issues. A second actioning of the “Try for 5” message is planned to coincide with ‘Back to School’.



National Membership Report

National Membership Co-ordinator: Katherine Warth (Qld Director)

Membership Support Officer: Sarah Cooper (ACT office)

As Nutrition Australia is a membership-based organization, a primary goal for 2017 was to increase value for and engage more with members. The transition to the new membership system in December 2016, opened the opportunity to upload new content to the membership website. All e-newsletters and free webinars are now housed on the Members Only page.

A special membership drive was activated at the end of the financial year, with a short-term offer of a 20% discount coupon. This resulted in 26 additional members joining in June.

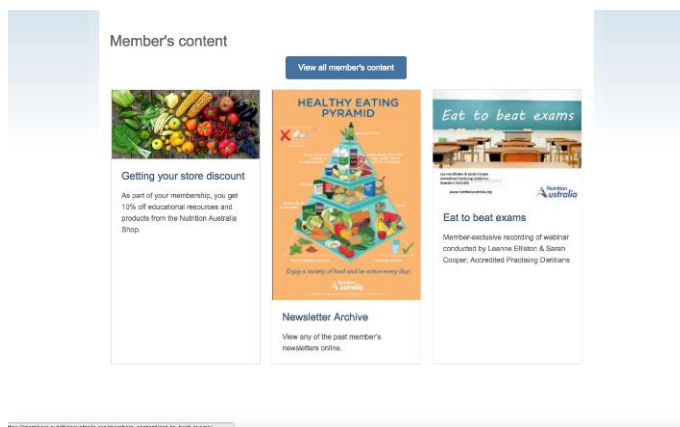
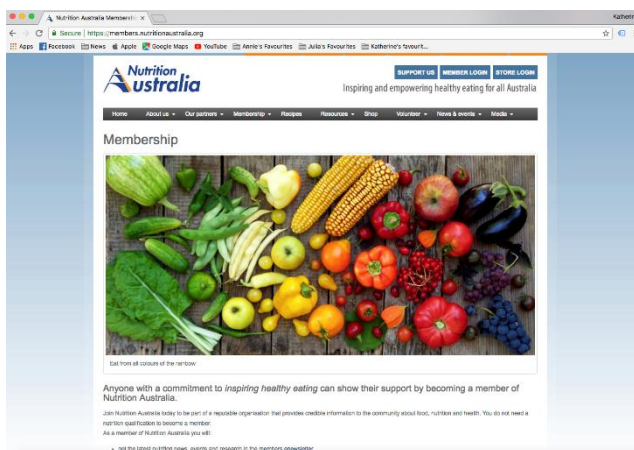
A facility to pay by credit card also commenced in June and has streamlined the payment process. This has greatly reduced the workload of the Membership Coordinator and Support Officer.

The first of several webinars, "Eat to Beat Exams", was broadcast during National Nutrition Week in October and was free for members. A webinar recording of an interview with Dr Joanna McMillan by President, Maree O'Flaherty, attracted 79 participants and funds raised are to be directed towards the National website upgrade. A third webinar, "Festive Food Myths" was also popular with members, who paid a discounted rate to view the webinar.

Membership numbers increased steadily from September (575) to December (615) as a result of the membership drive activities. Retention of Full members has improved with the option of choosing a "recurring" membership where payment for the annual renewal occurs automatically.

The Membership Coordinator and Support Officer have achieved their target of responding to online enquiries within 3 working days, to improve the service to members and others. Also, contact was made with those whose membership had expired or whose payments had stalled, again to increase retention rates.

The Membership Home page and the Members Only area were updated with colourful graphics. All National e-newsletters to members are now archived here and are freely available to all members.



Members are a vital resource in achieving Nutrition Australia's mission to inspire healthy eating for all Australia...our goal is to empower members with the knowledge, resources and tools to be inspired themselves and then spread the message to their own community.

Major activities for 2018 will include a member survey to better understand the needs of members and the website upgrade that will update and refresh content for members. Further webinars and Members Only content are also planned.



Life members

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

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