

# Annual Report

The Australian Nutrition Foundation Incorporated,  
Trading as Nutrition Australia™

**2020** Healthy eating for  
all Australians



 Nutrition  
Australia

ABN 58 909 342 093  
Incorporation Number A780

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# About us

## 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

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

**As with many Australians 2020 created new challenges for all Not for Profits and our teams with many activities, events and even planning sessions which benefit from in person time being replaced with virtual meetings, webinars and zoom sessions.**

Everything is an opportunity though, with the attendance rates for lots of our sessions improving on past years with more people at home and more comfortable with virtual sessions. We are taking this forward in how we plan future activities given the understanding and comfort with the virtual tools has improved for both presenters and guests and may prove to be a boon to reaching a wider audience with our healthy eating messages.

Our new website went live and was a much larger piece of work than we had initially anticipated. Surprise surprise but 40 years of advocacy, involvement and creation in the health and nutrition space has meant a huge bank of material to go through, review, improve and re-present. A huge thank you to Mikael Wedemeyer and the Niche Studio's team for creating the technology and to Tess Leeder and the Victorian Division who over countless hours project managed, reviewed and completed content. As with all great things the work isn't finished yet, with a public launch planned for later in 2021 once we complete the final update pieces and prepare to be the chosen space for unbiased, evidence based quality Nutrition information.

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



**Malcolm Jull**

Healthy Lunchbox Week (HLW) and National Nutrition Week (NNW) are our two key highly visible and public current activities focussed on bringing more attention to how our members and the public can start the year right and continue the good nutrition focus. Leanne Elliston from ACT once again took on the challenge of leading HLW with some fantastic feedback and attendance from Schools nationally. NNW was led by VIC and this year our Try for 5 teamed up with eight amazing ambassadors to give the best veggie-packed recipes and ideas. A lot of members and public got involved as well with some very cool prizes up for grabs for the inventive, fun and practical suggestions sent through.

As a member organisation we thank you for the continued support, without which we wouldn't be in operation today.

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



# 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.**

# Healthy lunchbox week

In its third 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, increase social media engagement and target schools as a source of information dissemination among their community.



## Key messages



Balance the box



Involve the kids



Reduce waste

## 2020 activities

- Development of nine new recipes and two fact sheets added to the [Healthy Lunchbox Week website](#).
- Social media campaign using Nutrition Australia Facebook, Twitter and Instagram platforms.
- Electronic direct email campaign to 5375 public pre, primary and combined schools across Australia.
- Development of six 'lunchbox hacks' videos in conjunction with Australian Parents Council.
- Trial of post card printing and postage to 192 ACT schools
- Public event – family lunchbox cooking workshop in conjunction with Canberra cooking school Foodish.



## Videos



The six videos developed with Australian Parents Council received a combined total of 6.5K views on Youtube with the most popular video being [How to save time on prepping lunchboxes](#).

## Website

- 35K page views
- 9.5K website sessions
- 7.7K unique website visitors
- Top visits:  
Recipes (12.5K views), Homepage (6.5K),  
Fact sheets and guides (2K)



## Social Media



**Facebook**  
21 posts  
273k reached  
22k engaged



**Instagram**  
13 posts  
32k reached  
993 engaged



**Twitter**  
24 posts  
40k reached  
278 engaged

## General media

A total of 125 publications (print and online) containing article [“Thinking inside the box: taking the stress out of school lunches”](#) with mention of Nutrition Australia and key lunchbox messages on 4 Feb. Total reach 3.06 million.

## Special thanks to our 2020 Supporters



# National Nutrition Week

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 'Find Your Veg Inspiration' sought to provide practical tips, strategies and recipes to inspire all Australians impacted by the Coronavirus pandemic to get more veg in their diet.



## Campaign objectives



Increase raise awareness of the Try for 5 campaign



Increased engagement with Try for 5 website



Social and online media engagement across all platforms



Utilise existing partnerships to disseminate campaign materials

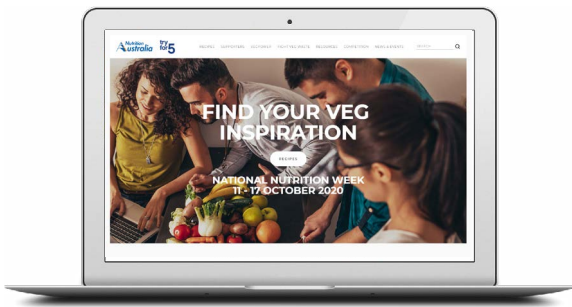
## 8 key activities

- New [Try for 5 website](#)
- Development and dissemination of a promotional kit
- Development of unique campaign assets
- e-DM campaign to national contacts
- Social media campaign
- Ambassador engagement
- Partner engagement
- Press release and engagement



# Website

- 360% increase usage from 2019
- 13,598 sessions
- 10,258 unique users
- 21,373 page views
- Top pages (excl. home page):  
Breakfast, Resources, Kids



# Social media



## Instagram

600 followers gained  
39 posts  
83k reached  
3,304 engagements



## Facebook

656 followers gained  
31 posts  
90,500 reached  
3,121 engagements



## Twitter

66 followers gained  
5 posts  
25,500 reached



## LinkedIn

348 followers gained  
1 post  
2,931 reached

# Ambassadors and supporters

8 vegetable Ambassadors were secured to provide unique recipe content and drive traffic to the newly developed website, as well to amplify the campaign impact on their owned social media platforms.



Melanie Lionello



Steph Geddes



Tara Leong



Simon Toohey



Olivia Andrews



Maggie Beer



Emma Rosen



LunchBoxDad



# Fruit & Veg Consortium

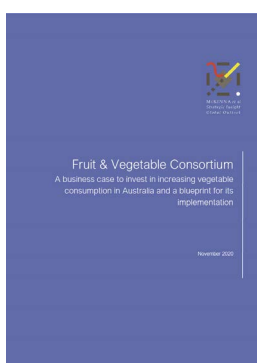
The **Fruit & Vegetable Consortium (FVC)** was formed in response to the alarmingly low rates of fruit and vegetable consumption in Australia. It is committed to the development of a behaviour change program that will work to increase vegetable consumption among Australians to improve their health and well-being.



## Key activities

- Acquired 95 new supporters for the Fruit & Vegetable Consortium’s Position Statement, growing the Consortium’s supporter list to over 175 organisations.
- Recruited two new members - CSIRO and Health and Wellbeing Queensland.
- Media engagements and promotional activities, including coverage by a number of media outlets including ABC Landline, Good Fruit & Vegetables & IGA Magazine.
- Developed a [business case](#) for a behavioural change strategy to increase vegetable consumption for ALL Australians.
- Commenced a plan to pitch the business case for an ‘investor ready’ model to government and commercial funders in 2021.

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





# 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

The challenges of 2020 resulted in a sudden drop in service deliveries which led us to reassess our 2020 goals and anticipated workload. Grant projects and government contract deliverables were modified to suit the changing environment.

Despite its challenges, the pandemic provided opportunities to provide nutrition information and support for people at home which included developing a range of cooking and informative on videos, basic infographic recipes suited for social media and the development of our [Quick and Easy Meals](#) cookbook for the Canberra Relief Network



## ACT Nutrition Support Service (ACTNSS)



The [ACTNSS website](#) serves as a hub of nutrition information and support for Canberran residents. In 2020 the website received an average of 2.6K page views per month with over 8.3K users over the year. Our ACTNSS subscribers reached over 1.5K all of whom receive weekly Newsbites and targeted seasonal newsletters in early childhood, schools, workplaces and disability. The [ACTNSS Facebook page](#) reached a total of 3.4K followers receiving local updates and activities from the NAACT office.

As part of the ACTNSS, NAACT provided expert nutrition support services to the ACT Government supporting work under the 'Increasing Healthy Eating' priority area of the [Healthy Canberra Plan](#). Main deliverables undertaken in 2020 included activities within the following initiatives:

- [Fresh Tastes](#) - assessment of 71 ACT school canteen menus in line with the ACT Public School Food and Drink Policy and the National Healthy School Canteen Guidelines.
- [Healthier Choices Canberra](#) – assessment of 30 cafe and restaurant menus in line with ACT Healthier Choices Canberra criteria.

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# Fee for service activities

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When our fee for service activities decreased, we became adept at creating virtual content including webinars and short videos to share online. As the ACT COVID-19 restrictions lifted, our services slowly resumed from September 2020 in line with our COVID safe plan. Activities included workplace seminars, early childhood staff professional development, Food Safety Supervisor training and a return of our [Project Dinnertime](#) cooking services specifically the cooking clinic for NDIS participants and our popular school holiday cooking program.



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# Grants

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All of our grant deliverables were modified to suit the changing environment. The following grant projects were completed in 2020:

- Nourish'n'Nurture – completion of a food literacy program manual for use by support workers, health staff and educators within the domains of family and child support services. This also included development of associated Cooking up Healthy Habits webinar
- Simple and Healthy Eats for Seniors – Delivery of five cooking workshops on-site at various seniors' venues plus two online live Facebook cooking demonstrations including special guest, Gordon Ramsay ACT Minister for Seniors and Veterans.
- Operation Dinnertime for Veterans – Completion of veterans cooking program including three 4-week cooking classes plus a series of 7 filmed recipes in association with Solider On.

Our early childhood project Nourishing Little Minds was suspended in 2020. This led us to establish a [Facebook group](#), with over 350 members, sharing tips on creating positive food exposure among young children. We look forward to resuming our work on this project in 2021.



## NSW President Report

NANSW has been highly adaptable in responding to the complexities of these times – having focused on a number of major nutrition education projects in schools, communities and corporates; provided wellbeing support and emergency food relief to those affected by the COVID-19 pandemic; and instigated important political conversations by way of advocacy. To NSW Ministry of Health and the Sydney Local Health Districts, we express our appreciation for your continued support.

## National Nutrition Week Breakfast at NSW Parliament House

Nutrition Australia NSW was honoured to host our annual National Nutrition Week Breakfast at NSW Parliament House with over 150 notable guests in attendance, including Ministers, Members of Parliament, and leading medical professionals. The Hon. Natasha Maclaren-Jones MLC Parliamentary Secretary for Health gave a warm address followed by a panellist discussion with Mr James Griffin MP Member for Manly, Parliamentary Secretary for the Environment, Jennie Brand-Miller AM, FAA, FAIFST, FNSA and Dr Jacqui Webster PhD, RPHNutri moderated by John Mangos Journalist and News Presenter. Our National Nutrition Week Displays in partnership with Sydney Markets outside the Queen Victoria Building offered free samples of fruit and vegetables, giving us the opportunity to speak with hundreds of the general public about Tryfor5.



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# Early Childcare, Schools & Universities

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NANSW delivered interactive workshops, cooking demonstrations, menu assessments and food safety handling courses to schools right across NSW. Some highlights include out NSW Health supported 'Reclaim the Lunchbox' workshop helps parents make healthy lunches, and our 'Food for Thought' seminar for high school students on the link between nutrition and mental health.

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## Workplaces

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NANSW's 'Live Well, Work Well' corporate wellbeing programs provided for valued clients from construction and logistics industries to the health sector. Programs include seminars and cooking demonstrations, one-on-one consultation packages for staff, team building activities and catering assessments.

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## Community

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Our grassroots community work continues to be supported by several councils and community groups, including Georges River Council, City of Sydney, City of Canterbury Bankstown, SHARE SMR Inc and more. We also reached vulnerable members of the community through our Free COVID Food Hamper program.



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## Seniors & Aged Care

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NANSW provided cooking classes, menu assessments, individual nutrition consultations and interactive seminars to residential aged care facilities across Sydney. We are involved with the NSW Government SteppingOn program and provided innovative healthy living booklets and resources at community events for seniors.



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## Advocacy

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NANSW continued to advocate for more accessible and healthier food through our collaboration with the Right To Food Coalition, Rotary, Lifeline, Asian Australian Business Council, Australia Indian Business Council and more. President Barbara Ward attended a number of key Parliamentary Events and Symposiums.

## Key achievements and activities throughout 2019

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

### Government funded projects

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

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

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

### NAQ Nutrition Training (Registered Training Organisation)

NAQ has continued its work as a Registered Training Organization (RTO) with two third party providers. NAQ continues to be the preferred RTO to train Centacare Disability services staff in Food Safety Supervisor. Over 1200 students have now completed training. NAQ has two Qld government approved food safety auditors, who continued to provide a food safety audit service for licensed food businesses through 2019, especially in vulnerable populations.

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

### Community

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

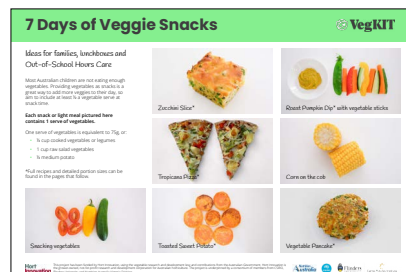
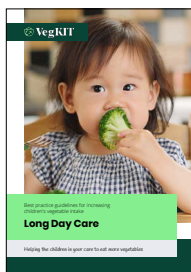
Talks and cooking demonstrations were provided for a variety of organisations and community groups by NAQ staff and consultants including local government agencies of: Brisbane City and Logan.

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



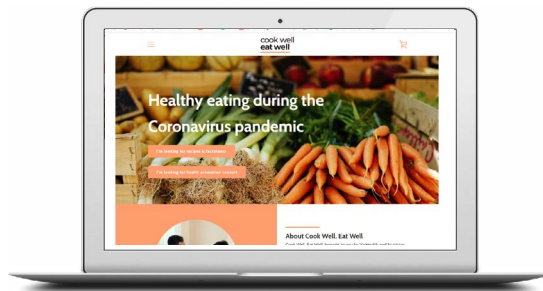
## Key achievements

- Reached an estimated 1.2 million Victorians and covering 100% of Victorian local government areas through our state-government funded [Healthy Eating Advisory Service](#)
- Launched our digital wellbeing nutrition content to workplaces and expanded our product assessment service for food manufacturers to improve the nutrition of a product and new product development.
- Greater collaboration on key campaigns and initiatives to increase fruit and veg consumption in particular:
  - Launched various activities on the [VegKIT project](#), including an online registry of initiatives that promote vegetables, and a range of tools and resources to assist settings to implement the 'Best practice guidelines for increasing childrens' consumption'.



Tools and resources developed to assist in the implementation of the 'Best practice guidelines for increasing childrens' consumption'.

- Launched the [Fruit & Vegetable Consortium website](#), position statement, supporter acquisition and developed a business case to fund a national behaviour change program.
- Lead the national nutrition week campaign. The theme for [Try For 5 2020](#), 'Find your vegetable inspiration' inspired Aussies to incorporate more veg into their day with tips, tricks and recipes
- Collaboration with the Almond Board of Australia to deliver the [Educating Health Professionals project](#), which aims to increase health professionals' awareness of the health benefits of Australian almonds and the important role they play in a healthy diet.
- 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](#), a mecca of healthy eating resources, easily understandable, free to download, and culturally and linguistically diverse to suit the many different needs of Victorians.



Cook Well, Eat Well's website includes videos, recipes and factsheets.

# Healthy Eating Advisory Service

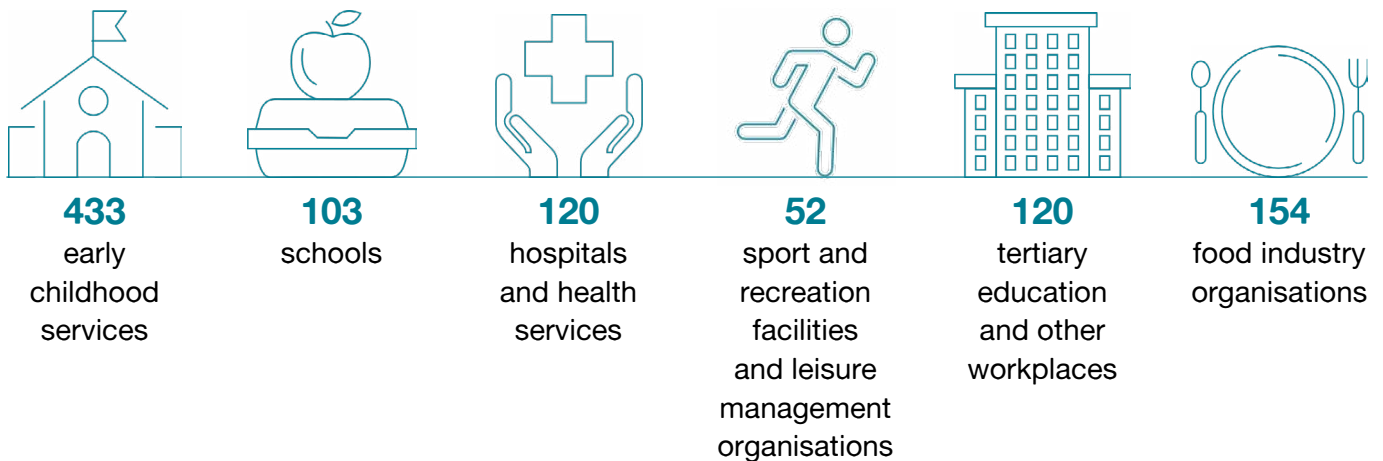


The Healthy Eating Advisory Service (HEAS) is a free service that assists organisations in key public settings to implement Victorian Government healthy food and drink guidelines. HEAS is delivered by Nutrition Australia Vic Division, with support from the Victorian Government.



In 2019-20, 982 organisations accessed HEAS services, of which 17% were from the most disadvantaged areas in Victoria. Despite the impact of coronavirus (COVID-19), this was an increase on the number of organisations accessing services in 2018/19. Hospital engagement, in particular, increased with 120 different hospitals accessing services, compared to 93 the previous year.

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



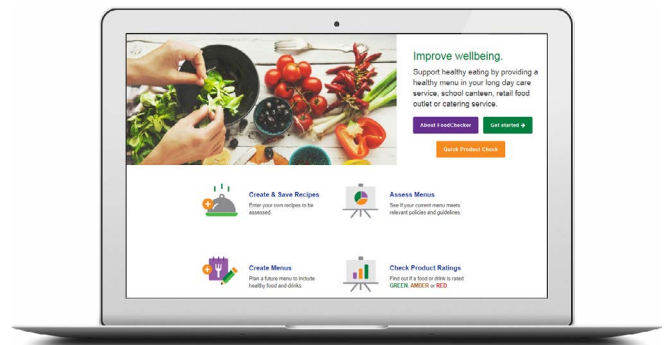
## FoodChecker

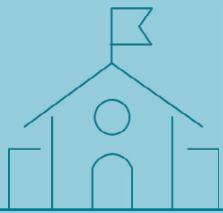
### Convenient and powerful online assessments

One of the most popular and unique services HEAS provides is the free menu assessment tool, FoodChecker. This online tool allows organisations to self-assess their menus, recipes, products and vending machines according to the relevant healthy eating guidelines.

This year saw the expansion of FoodChecker use to states outside of Victoria with Queensland Health commencing use of FoodChecker for select hospitals.

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





**91,244**

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

Support to implement menu planning guidelines has increased childrens' access to fruit and vegetables.



**2,727**

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



**397**

food retailers have worked with us to provide healthier menus.

**9,141**

bath tubs of sugar removed from vending machines per year in public hospitals.

**1.23 million**

Victorians reached so far focusing in the most disadvantaged local government areas, reaching Victorians where they work, learn, live and play.

## Vic Division

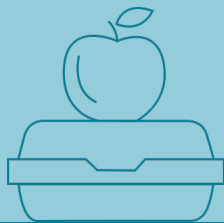
Impact in 2019-20 financial year



Actively engaged with

**7**

collaborative groups to advocate and influence government.



Children have access to over

**100 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.



**8**

large food manufacturers engaged us for consultation on new product development applicable to schools, hospitals, universities and sport & recreation facilities.



**285**

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

**8.6%**

increase in reach across social media platforms.



**500**

food and drink products assessed against state and territory guidelines.

# National board members 2020

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## Board

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President  
Malcolm Jull



Secretary  
Christine  
Stewart



Acting Treasurer  
Gill Duffy

## Directors

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### ACT Division

Gill Duffy  
Allison Wood

### NSW Division

Lauren Reeves  
Barbara Ward  
Dr Chloe Sacks  
Sam Ngai

### Qld Division

Mikael Wedemeyer  
Kate Di Prima

### Victorian (Vic) Division

Dean Laurence  
Maria Robbins

### Independent

Annabel Digance  
Sara Grafenauer

## Representatives

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### Member Communications

Leah Browning (Qld)

### Public Officer

Leanne Elliston

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# Life members

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

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

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# Offices

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## National

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## ACT Division

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## NSW Division

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## Qld Division

Chair: Mikael Wedemeyer  
Executive Officer: Sharyn Deam  
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Eagle Farm QLD, 4009  
  
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F: 07 3257 4616  
info@naqld.org  
ABN: 33 986 781 351

## Vic Division

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CEO: Lucinda Hancock  
  
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vic@nutritionaustralia.org  
ABN: 29 767 398 718

# Connect with us

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**@NutritionAustralia**



**@nutritionaustralia**



**@NutritionAust**



**Nutrition Australia**



**[www.nutritionaustralia.org](http://www.nutritionaustralia.org)**



**Become a member**



**Make a donation**



**Become a volunteer**



**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.**