



The Australian Nutrition
Foundation Incorporated,
trading as Nutrition Australia TM

ANNUAL REPORT 2018

ABN 58 909 342093 Incorporation Number A780





MISSION

To inspire and empower healthy eating for all Australians.

OBJECTIVES

- to act as a source of scientific information on key nutrition issues;
- to produce and disseminate material about nutrition to policy makers, media, educators, the food industry and consumers;
- to act as consultants to government departments, food industry and consumer groups as required on issues related to food and nutrition; and
- to encourage innovation in the dissemination of nutritional knowledge.

STATEMENT OF ETHICS

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

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

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

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

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 (Until September 2018)
Malcolm Jull (from September 2018 Acting)

National Secretary:

Malcolm Jull

National Treasurer:

Kalana Tennakoon

National Directors:

Katherine Warth (Until September 2018)

Australian Capital Territory (ACT) Division

Gill Duffy
Allison Wood (From April 2018)

New South Wales (NSW) Division

Lauren Reeves

Queensland (Qld) Division

Katherine Warth (Until September 2018)

Victorian (Vic) Division

Dean Laurence (From April 2018)
Teri Lichtenstein (From April 2018)

Other National Representatives

National Member Communications:

Leah Browning (Qld)

National Membership Officer:

Katherine Warth (until September 2018)

National Public Officer:

Leanne Elliston

National Media/PR:

Aloysa Hourigan (Qld)

National Admin Support:

Sarah Cooper (ACT)



Report from the Acting President, Malcolm Jull

A big Thank You to all our members, subscribers, government bodies and officials (federal, state and local), sponsors, influencers, partners, collaborators, board members, employees, volunteers, clients, supportive organisations and the general public. It takes a whole community to enable the work that goes on across a non-profit and we couldn't do it without all of your amazing contributions, assistance and ideas.

2018 has been a year of simplifying and streamlining from a National side. The focus has been collaboration to better enable our amazing Divisions to provide great programs, engagements and activities on a day to day basis across Australia, bringing to life our Mission - 'To inspire and empower healthy eating for all Australians'. It is unashamedly a very broad and lofty goal, and one which is not getting any easier as social media and ready access to the internet has put an extensive amount of information into each and every person's hands on a daily basis. It's also why it is imperative for us to be 'laser focused'- committed to being a source of truth and to realise our opportunity to be a peak body for policy makers and decision makers within the community to turn to for unbiased, research backed and balanced advice on nutrition.

We are looking for ways to better communicate with both professionals and the general public. The health statistics of our great nation continue a slow and steady run backwards so we must find new ways to communicate, guide and encourage healthy eating in each and every home. We need more school and early education programs to help engage in a healthy food environment from an early age and develop habits that will help for a lifetime. There is still a need to empower those, living busy lives, with ways to get 5 serves of vegetables a day into their and bodies to feel great.

As part of this we are working with an expert in the online and social media space over the next three months as an initial engagement we hope will grow to a fruitful partnership – puns completely intended. We are also pleased to have joined the 21st Century with a new website that is focused on the programs we run and showcases some of our great fact sheets, recipes as well as our well known and much referenced Healthy Living Pyramid.

Our strategic focus for 2019 is simplified into four key focus areas:

- To facilitate delivery of the healthy eating message to a much larger audience
- To build capacity through advocacy, partnerships and collaboration
- To develop a sustainable organisation
- To manage our great brand

We are looking to do this through enabling change through education and information sharing, greater collaboration with other like-minded organisations and continue a focus on advocating for good nutrition and healthy eating.

Thank you for your continued support and we hope you are as energized as we are to work even harder in 2019 to inspire, empower and create better health outcomes for Australia

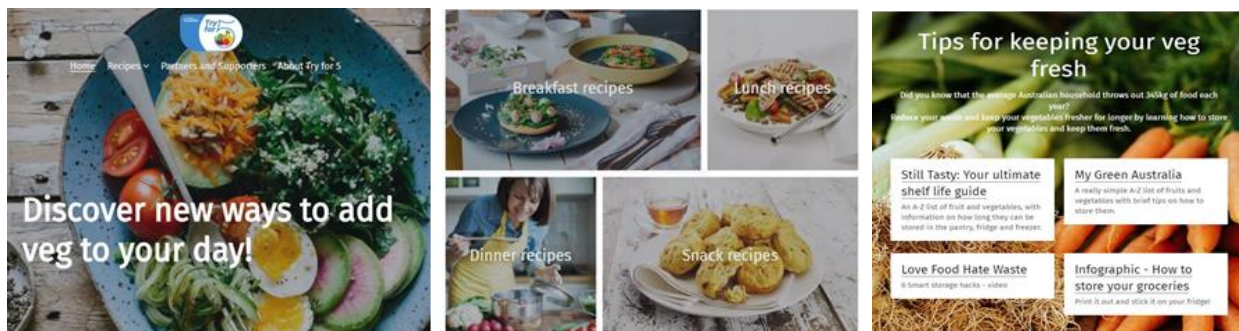
Best wishes and in good health,
Malcolm Jull

**Acting President
Nutrition Australia**

National Activities in 2018

National Nutrition Week 2018

Coordinators: Melissa Colosimo and Vikki Leng



Summary

The theme for National Nutrition Week (NNW) 2018 was Try For 5. As a continuation from the 2017 NNW theme Try for 5 encourages Australians to add an extra serve of vegetables to their day.

NNW 2018 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:

- Continued focus on our 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 run again through the dedicated Try for 5 web portal at www.tryfor5.org.au.
- Throughout the campaign, the web portal had 2,133 unique visitors and 4,232 page views. Almost 600 recipes were downloaded from the portal.

Social media campaign and influencer engagement



Our ask

We would love for you to engage with us on social media during National Nutrition Week!

Please like, comment and share our National Nutrition Week posts with your networks.

If you are posting your own social, please use #tryfor5 and don't forget to tag us!



Social content

Social media posts will commence Sun 15 October 2017. Although National Nutrition Week is a one-week campaign, content will be distributed over 2 weeks (during National Nutrition Week and the following week).

- Vegetable tips:** Tip to enable families to consume more veggies in their daily lives.
- Vegetable inspiration:** Promote MyPlate Professional Series 100 consumption.
- Cooking variety:** Fun, veggie recipes and cooking methods.
- Try for 5:** Showcase recommended veggie serving sizes in fun and creative ways.






Key messages

Only 4% of Australians eat the recommended amount of vegetables each day:

- The average person eating just half as much as they should.
- Children aged 2-18 years averaged 1.8 serves per day and less than 1% usually consumed their recommended number of vegetable serves.

Increased vegetable consumption results in significant health benefits for Australians:

- An increase of just one serve of vegetables a day reduces risk of all cause mortality by 5% and cardiovascular disease by 4% (Wang et al., 2014).
- The risk of stroke decreases by 11% for every 200g per day increment in vegetable consumption (Hu et al., 2014).

Increased vegetable consumption could also deliver significant savings to the Australian economy:

- If vegetable consumption were 10% higher, government health expenditure would reduce by \$69.9 million.

Overall campaign metrics

| | Metric | Oct 2018 |
|-----------------------------|------------------------------------|-----------|
| 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 |

Healthy Lunchbox week

22nd – 28th January 2018

Coordinated by the ACT Division



Summary

2018 saw the inaugural launch of our national initiative focused on healthy eating for children – Healthy lunch box week. The theme was: “Back to School - Lunchbox Ready” with a focus on providing simple and easy information for the start of the school year across Australia.

We collaborated with the Grains & Legumes Nutrition Council (GLNC) with their campaign “Bring back the Sandwich” and with Smash Enterprises on all things food safety.

A campaign web page was developed to put together some great information to help with packing a fun & healthy lunchbox including:

- lunchbox facts sheets
- a quick YouTube clip on a healthy lunchbox
- a funky quick video on 3 different lunchboxes
- information from Smash on how to Switch it Up and keep lunch boxes cool & safe from harmful bacteria.

The main event was a free online webinar sponsored by GLNC called "Bring Back the Sandwich" and focused on the importance of grains in children's diets.

The social media campaign and messaging for the week included daily tips posted on our Facebook and other social media sites. The social media reach during the campaign week had great levels of organic reach and engagement.



| Social media platforms | Metric | 21-26 Jan |
|------------------------|--|---------------------|
| Facebook | new page likes | 2,067 total likes |
| | new page followers | 147 |
| | Number of posts during the campaign: | 13 |
| | Lifetime post total reach (cumulative): The total number of people your Page post has been served to (unique users) | 48,653 unique users |
| | Lifetime engaged users: The number of unique people who engaged in certain ways with your Page post. For example, by commenting on, liking, sharing or clicking on particular elements of the post (unique users) | 2,749 |
| Twitter | Number of posts during the campaign | 15 |
| | Twitter impressions (reach) | 26,689 |
| | Total engagement | 539 |
| | Retweets | 91 |
| | Likes | 182 |
| Instagram | Reach | 9,954 |
| | Likes | 604 |
| Website | NA website page views (22-29 Jan) | 36,160 |
| | HLW page views | 1,216 |
| | resources for packing school lunches | 840 |
| | lunchbox ideas | 790 |



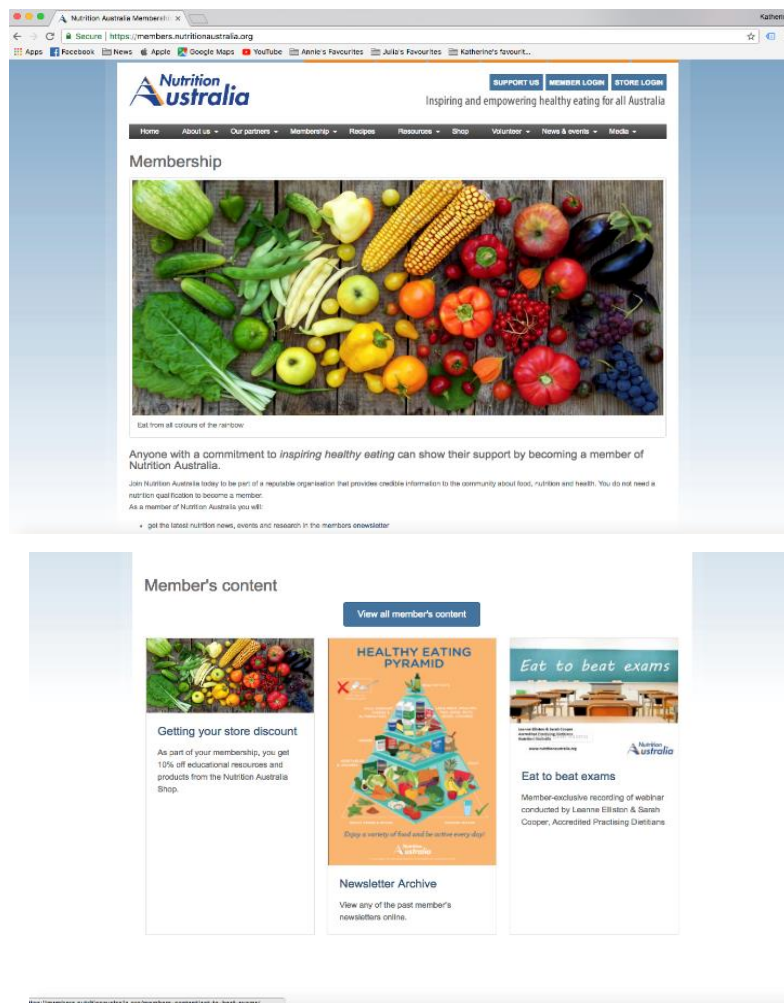


National Membership Report

As Nutrition Australia is a membership-based organization, a primary goal for 2018 was to focus on the development of a brand new website, mobile enabled to allow our members, supporters and others to engage with us more easily when online.

Membership numbers remained steady with great retention of Full members with the option of choosing a “recurring” membership where payment for the annual renewal occurs automatically.

The Membership home page and the Members Only area will be updated in early 2019 in line with the new website look and feel so watch this space!



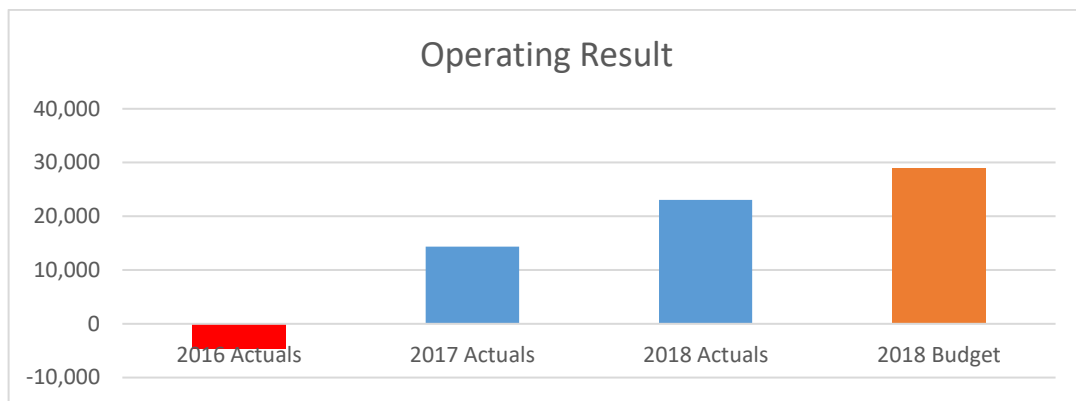
Members are a vital resource in achieving Nutrition Australia’s mission to inspire healthy eating for all Australia Our goal is to empower members with the knowledge, resources and tools to be inspired themselves and then spread the message to their own community.

Treasurers Report Card

Summary

Membership remained stable over 2018 with total revenue from memberships coming in just above 2017 FY at \$37,279 compared to \$37,076 for the previous year. We had a 10-fold increase in gifts and donations driven by a GoFundMe specifically targeted at our proposed website rebuild with all \$1,380 in funds received put towards this project in October 2018.

Strong focus on cost control over the year reduced our administration expenses and with volunteers on the Board and from Divisions stepping up ensured we were able to end the year with another operating surplus to further strengthen our working capital and financial position. Since 2016 we have been on a focused effort to turnaround operating losses.



2018 Result was below budget due to lower sponsorship revenues for 2018, with the focus for the 2019 year on increasing industry partnerships where there is value for both organisations.

Revenue and Expenditure

Membership revenue continues to stagnate which is in line with expectations and we have been very pleased to retain members willing to continue to contribute and play a part in ensuring an independent voice for Nutrition in Australia. The Board has instigated a focus on the value of our IP for our Divisions with an IP Fee being introduced in 2019 to build multiple revenue streams with a focus on brand building, IP enhancement and face of the organization improvements including the website, social media and partnership engagements. While early, it is projected the IP Fee revenue from Divisional programs and operations will contribute over 50% of total revenues by year end. This will allow Nutrition Australia to further our reach aligning with our strategy and goals for the organization.

While the last two years have been spent reducing operating expenses, the future activities will necessitate a ramping up in both operating and capital expenditure as we build our IP and enter advertising for our services. This is intended to be done within revenue streams to retain operating surpluses.

Reserve Management

We continue to have a solid reserve balance which has increased from \$30,000 in 2017 to \$45,000 in 2018 but noting we have planned website expenditure that will reduce this by \$10,000 in early 2019 as part of our brand enhancement and service enhancement activities.

2019 Budget

The budget for 2019 has a smaller forecasted surplus in line with intended social media spend and continued enhancement of our digital engagement with members and the public.

Audited Financial Reporting is included as an addendum to this report.



Life members

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

Offices / Divisions

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