



The Australian Nutrition Foundation  
Incorporated, trading as Nutrition  
Australia <sup>TM</sup>

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## **ANNUAL REPORT 2015**

*ABN 58 909 342093 Incorporation Number A780*

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“Optimal health through food variety and physical activity”

**T**he mission of the Australian Nutrition

Foundation Inc. is to promote the health and well-being of the Australian people by encouraging them to make informed food choices. This goal will be achieved by basing activities on scientific principles and knowledge related to human nutrition and dietetics, food science and technology.

#### **OBJECTIVES OF THE FOUNDATION**

- to act as a source of scientific information on key nutrition issues;
- to produce and disseminate material about nutrition to policy makers, media, educators, the food industry and consumers;
- to act as a consultant body to consumer, government and food industry groups as required on issues related to food and nutrition; 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; and
- Never afraid to stand against opposition in the interests of sound nutrition information.

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

- Agree with its Constitution, Policies and Bylaws
- 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 would be intended that such projects would be mutually advantageous and each project have the capacity to each build on the others' strengths.

## **NATIONAL BOARD MEMBERS 2015**

#### **National President:**

Barbara Ward

#### **National Secretary:**

Katherine Warth

#### **National Treasurer:**

Kevin Kwan (to May 2015)

Katherine Warth Acting (from May 2015)

#### **National Directors:**

**Australian Capital Territory (ACT) Division**

Gill Duffy

Agnes Otieno (to October 2015)

**New South Wales (NSW) Division**

Barbara Ward

**Queensland (Qld) Division**

Katherine Warth

Mikael Wedemeyer (to September 2015)

**Victorian (Vic) Division**

Mitchell Swan (to March 2015)

Kathryn Bonning (to April 2015)

John Wills (from March 2015)

**Western Australia (WA) Division**

Liesl deVries (to November 2015)

Ashley Ridge (to November 2015)

**National Website Co-ordinator:**

Caitlin Syrett (Vic)

**National Member Communications:**

Leah Browning (Qld)

**National Public Officer:**

Lynette Brown (ACT)

**National Media/PR:**

Aloysa Hourigan (Qld)

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## Report from the President, Barbara Ward

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2015, as in the previous year, has been a time of continued growth and success for our organisation. When I took over from Richard Uglow in 2011, there were many challenges- governance, reviewing the Constitution, internal issues and servicing the membership, to mention a few. The previous President had agitated for change and the enthusiasm, dedication and hard work of National Board members since that time has achieved considerable change.

A key achievement for 2015 was the launch of the Revised Healthy Eating Pyramid in May. The review was conducted in collaboration between all Divisions and the National Board. An extensive marketing campaign for the Pyramid, supported by the National Board, has raised the profile of Nutrition Australia in the community.

### **The National Board worked through a number of key areas in 2015:**

#### **Communication:**

- improved communication with Divisions and Senior Staff by facilitating a Roundtable discussion in July to discuss role of National vs Divisions
- developed a broad outline for the National Strategic Plan with input from Divisions
- Senior Staff representation at Board meetings and/or communication via email

#### **Governance:**

- Drafted a Deed of Assignment to manage National IP of the Healthy Eating Pyramid- to be broadened to include all National IP

#### **Membership services:**

- Appointed a Member Communications Officer to provide a quality, monthly e-newsletter with items from all Divisions, sent to all current members
- Membership fees have not been increased for some time and are low in comparison with other organisations
- The membership structure and fees will be reviewed in 2016 to ensure ongoing value for money. Members will be consulted to ensure their needs are being met.
- A new membership system is to be launched mid 2016 which will improve efficiency and integrity of membership database.

#### **Financial:**

- A key goal for 2015 was to ensure the financial viability of the National organisation by continuing the excellent administrative work done voluntarily by the National Executive.
- The Executive Committee reassessed the distribution of responsibility for its contracted services to ensure that all Divisions had an opportunity to tender for these services.
- A key goal has been to ensure that each and every State has an equal stake in the overall organisation and that services are run efficiently
- National was able to support National Nutrition Week with a small grant towards the social media campaign and promotion of NNW
- It has been exceptionally pleasing to see an increase in activities in all states during Nutrition Week.
- The National Board is now in a strong position to support a review of National website

#### **Leadership:**

- The Board as far as practicable has shown leadership in a number of areas mentioned above. Some items are still in progress.
- A major achievement has been the recruitment of a new President and two independent Board Directors to commence from 2016 AGM. As many of you would be aware I

tendered my resignation at the beginning of last year due to failing health and other commitments and I am delighted to be able to hand-over to the new leadership team.

As always, it is the Secretary who takes on the biggest responsibility of an organisation, including organising the AGM. Katherine Warth, as Secretary and Acting Treasurer, has worked tirelessly. During the past year most of the work of the National Board has been done by or via Katherine, for which I am very grateful.

I thank my colleagues for their support in what has been an extremely difficult year for me personally. Executive Board Members Katherine Warth and Gill Duffy in particular for their unwavering support, passion and hard work. Many thanks to all Divisions Committee of Management and their respective teams for continuing the vital role we play in the community.

I would like to thank our **Corporate** partners, Dairy Australia, BUPA, Smash Enterprises, Healthy Food Guide and Décor, **Community** Partners Love Food Hate Waste, Coalition on Food Advertising to Children, Healthy Kids Association and Public Health Association. These organisations support of the activities of Nutrition Australia not only through their financial contributions but also through product donations, professional development opportunities for Nutrition Australia staff and providing opportunities to increase our brand awareness.

I am certain our new President and leadership team will take the organisation from strength to strength making our organization more visible and more diverse, and developing structures that will support and underpin some of the goals. I believe we have an excellent opportunity to position Nutrition Australia prominently not only at a National but also at a State level. We will ensure that we have a strong strategic focus which will enable us to grow and provide greater support to the Australian population through nutrition education and playing a key role in the prevention of illness related to healthy eating and lifestyles.

A key goal for the medium term will be to appoint an Executive Officer at the National Office in Canberra that will be the central point of coordination for NA as the peak body.

I encourage all members to share their suggestions, and I thank everyone for their patience while we continue to work on some very important tasks in the future. Please know that your input is valued and appreciated.

In closing, please welcome our incoming President Rob Rees who has already been very active behind the scenes. I wish him well. I will continue to work on the National Board as the representative from New South Wales Committee. Keep calm and carry on!

Sincerely,

**Barbara Ward**  
**PRESIDENT**

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## Showcase of 2015 activities and programs from the State Divisions

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### Nutrition Australia ACT Incorporated, trading as Nutrition Australia ACT

ABN: 55 159 014 153

**Chair: Gillian Duffy**

**Executive Officer: Lyn Brown**

**Program Manager: Leanne Elliston**

In line with our core values, our mission and our strategic objectives, NAACT has continued to build on the range of services across the community.

We have significantly contributed to a range of ACT government funded activities throughout the year. We continued to work closely with ACT Health and with the ACT Government Education Directorate towards healthier schools and school canteens.

In 2015 the ACT division outgrew its first office and moved to a larger office space still residing in the Chifley Health Hub close to our food skills kitchen and kitchen garden.

#### Key activities for 2015

**Workplaces** - 20 nutrition workplace services were delivered including cooking demonstrations, healthy eating seminars and one-on-one dietary consultations. Valued clients in 2015 include Australian Department of Health, National Library of Australia and Geoscience Australia.

**Community** - NAACT provides nutrition expertise and advice for programs delivered by community organisations. In 2015 NAACT collaborated with ten community organisations to plan and deliver nutrition education programs in the ACT.

**Early Childhood** - NAACT provides accurate and up to date nutrition information for early childhood organizations. Our services support childcare facilities to meet food and nutrition requirements within the National Quality Standard and The Early Years Learning Framework for Australia. Demand for NAACT's early childhood services increased in 2015, with 25 service deliveries including menu assessments, staff training and parent sessions.

**Schools** - NAACT provides tailored nutrition services for school communities, including specific programs for students, teachers and families.

A highlight for the ACT school community is the Food&ME™ teaching resource embraced by the ACT school community, with most primary schools now using this resource to educate nutrition in the classroom. Written and piloted by NAACT, Food&ME™ aligns with the Food and Nutrition components of the National Curriculum for Health and Physical Education.

Food&ME™ professional learning for teachers is accredited by the ACT Teacher Quality Institute (TQI). The session equips teachers to deliver consistent nutrition messages in the classroom, from Kindergarten to Year 6. In 2015 NAACT delivered 13 professional learning sessions to a total of 186 TQI accredited teachers.



NAACT also continues to offer ongoing support and advice to school canteens to help them meet Policy requirements. NAACT is working with the ACT Government to assess all public school canteen menus against the National Healthy School Canteen Traffic Light System. In 2015 NAACT completed 11 school canteen menu assessments.

**ACT Nutrition Support Service** - The ACT Nutrition Support Service (ACTNSS) is a three-year project supporting healthy eating across the ACT. The ACTNSS supports targeted community settings to embrace healthy food and drink choices by creating and sustaining healthy eating environments, aiming to improve health outcomes for the ACT population through the implementation of food and nutrition policies, programs and education which will facilitate sustainable change.



The ACTNSS website, launched in March 2015 by Minister for Health Simon Corbell MLA, serves as a nutrition hub of information for the ACT community. Facebook and Twitter accounts were developed in December 2015, with the Facebook page attracting more than 200 likes in its first week of existence. The Facebook and Twitter accounts are being used to promote nutrition and wellness tips, upcoming events and e-newsletters, and other NAACT services.

**ACT Nutrition Advisory Service** - In 2015 NAACT was successful in receiving a three-year tender for providing ACT nutrition advisory services for the ACT Government. The Nutrition Advisory Service operates alongside the ACT Nutrition Support Service, to increase the capacity to provide a broad and integrated nutrition service that meets key objectives within the ACT Governments *Healthy Weight Initiative*.

The Nutrition Advisory Service supports the ACT Government to achieve prioritised nutrition outcomes in ACT government workplaces, schools, the wider food environment and vulnerable groups in the ACT community.



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

ABN: 56 523 143 609

President: Barbara Ward

Senior Project Officers: Letica De Nardi & Helen Piper

Our focus has been on capacity building and long-term sustainability.

## Key achievements include:

- NA NSW relocated from Oaks Flat to Carlton to better position NA in the wider Sydney area where there are many new opportunities for business growth
- Engaged and contributed to Health issues with NSW Government
- Contributed to NA National review and relaunch of Healthy Eating Pyramid
- Launched Nutrition Week - at NSW Parliament House by the Minister for Health The Hon J. Skinner MP. Various activities were held in hospitals, workplace and in the community
- Delivered workplace wellness programs for BUPA
- Delivered food safety and nutrition training to childcare centres
- Strengthened key relationships with corporates and forged new business
- Partnered with a number of local councils and Not For Profits and delivered Healthy aging and holistic wellbeing programs in the community, corporate sector and lower socio economic area
- Exceeded NIS funding expectations in delivery of programs and services
- Dept of Health and various Local Area Health Services:
  - delivered eight nutrition activities to meet health service requirements
  - continued to grow and develop government funded community nutrition services/programs
  - implemented twenty partnerships strategies/initiatives with local government, non-government and commercial agencies and inroads into schools and other community settings
- Volunteer Training and Student Placement:
  - Trained 50 new volunteers that have empowered students and individuals with an interest in nutrition to be more engaged in nutrition and health promotion in NSW. Increased volunteer has enabled our capacity to attend health expos and public events promoting key healthy messages
  - Developed skills and knowledge of students on university placement, expanding their understanding of community nutrition practices increasing the confidence of future Dietitians



## Representations:

- Round table meeting with Minister for Health Susan Ley in Sydney and a select 15 people
- Budget Night Parliament House Canberra and Director - Dept of Health
- **Woolworths Health Team launch at Darling Harbour- "Healthy Convenience Meals"** with Michelle Bridges
- Freelance journalist for ABC Radio

## Workplace Health & Wellbeing:

- Continued to provide services for workplaces across NSW

## Expos & Presentations:

- Annual Shellharbour Bike About Event
- Trade show with Dept of Industry
- UoW Healthy & Wellbeing Expo
- Seniors Week Event in Kogarah
- Early Childhood Expo & Market in Dapto
- Relay for Life in Yass
- Sydney Eastern Suburbs Local Health District Wellness
- UNSW Cooking Society event.



### Early Learning Centre Advisory service:

- Continued to provide advice and education across NSW workplaces
- with up-to-date nutrition information, food hygiene and safety regulations in the childcare setting and produced seasonal editions of their Newsletters - Toddler Bites.

### Launch of National Nutrition Week at NSW Parliament House



The Hon Minister for Health Jillian Skinner MP launched National Nutrition Week at the New South Wales Parliament House on 14 October. The event was hosted by Mr Gareth Ward MP Member for Kiama Parliamentary Secretary to the Premier Illawarra and South Coast, guests included Alister Henskens SC MP Member for Ku-ring gai, Barbara Ward President of Nutrition Australia, Associate Prof Ross Grant, Dr Paul Rankin, Catherine Saxelby and other disguised guests.

### Tobacco and Smoking - NSW Health Strategy and Policy

- Developed resources for people trying to quit smoking and their educators
- Contributed to Smoking and Pregnancy, Harms of Smoking and Second-hand Smoke, Aboriginal Communities and Smoking, Benefits of Quitting Smoking, Mental Health and Smoking



### The Year Ahead - 2016

Nutrition Australia NSW leads the work of the Australian Nutrition Foundation (ANF) in NSW as the peak community nutrition education body.

The NSW division will continue to:

- Respond to opportunities for nutrition education and health promotion activities
- Deliver multiple programs and offer a range of services in partnership to support existing community based programs, improving their sustainability
- Enhance recognition of Nutrition Australia as the credible voice of the Nutrition industry and more specifically as the peak nutrition education body within the NSW community
- Support the NSW State Health Plan towards 2021 with a particular focus on - Keeping People Healthy, Healthy Eating Active Living Strategy 2013-2018, Healthy Children and Healthy Workers' Initiatives by providing services to assist in reducing overweight and obesity in the population
- Participate in health promotion campaigns and strengthen relationships with key stakeholders to continue to build our community engagement and partnerships with similar organisations
- Build relationships with local governments to deliver free or low cost presentations, cooking classes and nutrition education programs to the general public
- Deliver programs that meet our mission and objective to promote health and prevent chronic disease
- Undertake a strategic operational review to ensure our growth and that advocacy efforts are aligned with government priorities and community needs

# 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**

2015 was a brilliant year, resulting in all targets being achieved as outlined in year one of our three strategic plan. Revenue was in excess of \$1.9 million with a net profit of \$79,000 and retained earnings of \$363,502. We increased our staff base to 25, engaged an additional 25 contract nutritionists / dietitians and increased our volunteer base to 296. This resulted in excellent service delivery and achievement of our mission to inspire healthy eating.

We wish to acknowledge the generous support of our funders and partners, the Department of Health and Human Services, Dairy Australia, Cobram Estate, Australian Olive Association, Nuts for Life, Décor and Healthy Food Guide magazine.

## Key achievements and activities 2015

- Led the redesign and launch of the updated **Healthy Eating Pyramid**.
- Led **National Nutrition Week** in October 2015.

## Advocacy

- Lobbied the Victorian government for continued funding of the community-based health promotion initiative, Healthy Together Victoria, in the May state budget. We wrote an open letter to the state government which was shared online, via email, social media and among professional networks.
- Joined Australian Health Promotion Association, Public Health Association of Australia, The Royal Australasian College of Physicians, YMCA and The Parents Jury in follow up advocacy action on this issue.
- Created an innovative animated submission to VicHealth's Citizen's Jury on Obesity, on how to make healthy eating easier. Our story about George and his family was supported by an evidence paper to demonstrate how socio-political factors can limit and/or empower us to make healthy food choices.

## Community information

- Hosted three professional development webinars on: Working with CALD communities, the Health Star Rating, and the Modern Mediterranean Diet.
- Continued to sell educational products and resources in the online shop. The new Healthy Eating Pyramid stimulated a 280% growth on 2014 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

- Completed over 300 menu and product assessments for early childhood services, schools, retail food outlets and catering (funding period 2014-2015).
- Held 48 training sessions in 27 local government areas, reaching 53,000 children and adults (funding period 2014-2015).
- Developed 68 new resources on healthy menu planning and policy implementation.
- Continued development of online training for Victorian cooks, chefs, educators, canteen managers and point of sale staff, and an online vending machine assessment tool. Launched early 2016.

Developed new informative videos on supplying healthier foods and  
The Australian Nutrition Foundation Incorporated | Annual Report 2015



drinks in childhood services, schools, workplaces and retail outlets

- Coordinated the Victorian Healthy Eating Enterprise 'fruit and vegetable network' to collectively progress initiatives that promote fruit and vegetable consumption in Victoria.



**Consultancy**

- Created a new healthy children’s menu for 80 Holiday Inn hotels around Australia, Asia, Middle East and Africa as part of our partnership with InterContinental Hotel Group (IHG).
- Developed co-branded recipe cards with Dairy Australia
- Commenced a partnership with Décor Australia to help inspire Australians to cook and enjoy healthy meals. Initiatives included creating new recipes to be distributed in Microsafe and Thermostone products, and using Décor products for cooking demonstrations.
- Provided nutrition consultation services to key corporate clients, including Spirit of Tasmania (menu assessments), PFD Food Services (review and classification of 5,000 products), Department of Health and Human Services (catering review of >700 items), Sustainability Victoria (creating content for Love Food Hate Waste campaign).



**Group education**

- Increased engagement in the early childhood setting with successful delivery of 27 new training workshops on food allergies and intolerances in Victoria and South Australia.
- Continued delivering workplaces services in Vic, SA and Tas, including 289 for Bupa Wellness, as part of our national contract. We also coordinated cooking demonstrations at 66 Bupa Aged Care facilities across Australia.

**VIC Division strategic goals for 2016**

- Continue to promote Nutrition Australia as the peak nutrition education body, via the delivery of nutrition education programs expanding our offerings to SA, TAS and Victoria.
- To increase advocacy efforts to support ongoing funding of the Healthy Eating Advisory Service.
- To increase stakeholder engagement and non-government clients and revenue for fee-for-service work by more than 50% over the next two years, through the growth of corporate partnerships.



# Nutrition Australia WA Division Incorporated, trading as Nutrition Australia WA Division

ABN: 86 137 077 300

**Deputy Chair: Jaqui Bruce**  
**EO: Joelle Mandzufas**

2015 was a challenging year for the WA Division, Committee of Management and Executive Officer. Whilst we delivered many nutrition education services, our expenses were higher than our revenue resulting in a net loss of \$12,346 and retained earnings of \$316.60.

In light of the financial challenges, and resignations of key staff and committee members, on 26 November we corresponded with the National board and divisions of Nutrition Australia to seek input into two options regarding our sustainability: to merge with another division or wind up.

On 9 December 2015 a proposal for management support by Nutrition Australia Vic Division was accepted and approved by the NA WA Committee of Management. We have benefited from the Vic Division providing managerial and operational support in December, to ensure the continued delivery of services in WA despite local capacity issues.

A decision about the future of the Nutrition Australia WA Division will be made in 2016.

## Key achievements and activities 2015

### Workplace services

- Continued delivery engagement with workplaces largely due to our relationship with Bupa Wellness, we delivered 52 BUPA services and 130 cooking demonstrations, trade displays, seminars, menu assessments
- The new partnership with Décor enabled us to use Décor kitchenware products being in cooking demonstrations.



### Community activities

- Hosted several community events, including Nutrition and Health for Women, Fad Diets - Dispelling the Myths, Healthy Eating Pyramid, Nutrition and Bone Health, Food Labelling, Diets to Defy Dementia, Is a Calorie a Calorie (with Professor Richard Mattes),
- We spoke at and/or held information stands at various community events including City of Wanneroo's Living & Leisure Expo, Ride to Work Day Fremantle, Northern Suburbs Food Relief Network event, Carer's Week Expo, Goodstart Open Day, West Coast VIEW club monthly meeting, City of Swan Seniors' Rest and Recreation Expo.
- Launched a community garden at our Joondalup premises for all organisations in the building to participate in and enjoy the surrounds. The Sharing Garden was launched by the Mayor of Joondalup, during National Nutrition Week 2015, and is funded from donations by local community members and organisations



### Early childhood services

- Collaboration with Ruth Wallace's (our point of contact in WA) Supporting Nutrition for Australian Childcare (SNAC) program and the Vic Division to plan new programs for early childhood services in 2016, such as training for educators, cooks and parents, and menu planning support.

Our services will support early childhood and out of school hours care from 1 January 2016.

### Volunteer engagement

- Our volunteers continue to be our greatest asset, we have 113 registered and have actively engaged with 66 in 2015.

### WA Division strategic goals for 2016

- Secure a sustainable and viable future for the Nutrition Australia WA Division.
- Implement a management plan with the Vic Division to continue service delivery in the interim.
- Grow service delivery to the early years sector and workplaces



# 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**

Throughout 2015, NAQ Nutrition (the Queensland Division of Nutrition Australia) has continued to thrive and respond to the challenging economic environment by proactively seeking funding opportunities through government, philanthropic agencies and corporate partnerships; further development of existing programs; and development of new innovative health promotion/nutrition education programs and resources. We have explored and developed new and stronger collaborative partnerships with Check Up and the Queensland Primary Health Care Network, Primary Health Networks, local government agencies, industry bodies representing the community services sector, corporate partners and other non-government organisations.



Three key highlights for 2015 include: ongoing delivery on the Learning.Eating.Active Play.Sleep (LEAPS) project including development of an online version of LEAPS program; successful establishment of an online training platform including development and delivery of other online training for early childhood nutrition and food safety; assisting with statewide implementation of healthy catering guidelines for the Qld government, Dept of Treasury.

## Key achievements and activities 2015

**Early Childhood: LEAPS (Learning Eating Active Play Sleep):** Funded by Qld Government this project led by QUT with NAQ responsible for program development and delivery and also in partnership with ACHPER has by the end of 2015, seen almost 190 workshops delivered to over 2850 early childhood educators. The project is due for completion mid 2016 by which time 225 sessions will be completed and 3375 educators reached. LEAPS delivery has given NAQ opportunities to promote NAQs Food Foundations program, develop our database and website, including a booking system and website integral to this project, and develop an online version of the LEAPS program. This project has further strengthened our collaborative relationships with the early childhood sector, with large early childhood groups such as C&K and Good Start, and the Health and Community Services Workforce Council.

The Qld government, Office for Early Childhood Education and Care, funding for NAQ to Continue to develop and deliver a second health promoting storybook, “We’re growing a rainbow” and to continue to deliver and evaluate both 20 Food & Behaviour workshops to parents and educators along with adjunct health promoting storytime sessions utilizing NAQs health promoting storybooks: “I’m having a rainbow for dinner” health and “We’re growing a rainbow”.

**Schools:** Our Food Smart Schools program has continued to support implementation of the Qld Governments Smart Choices Food and Drink Strategy for Queensland Schools and actively participate in the Smart Choices Technical reference group. Additional funding was received from the Department of Education and Training, for the “Tuckshop Support Project” to work closely with 50 schools with higher needs to develop action plans enabling more effective implementation of Smart Choices.

**OSHC:** Nutrition in Outside School Hours Care programs continue to promote healthy eating messages across Qld school communities. NAQs “Food Safaris” which provide activities relating to the food, culture and physical activity of different countries across the world, have continued to be a popular resources for OSHC services and we are grateful for the support of Mr Fothergills Seeds, who have contributed product for promotions to our subscribers.

**Sporting Canteens:** Continued to work collaboratively sporting canteens upon request providing support where possible to promote a healthy food supply in Qld sporting clubs.

**Aged Care Nutrition Advisory Service (ACNAS):** Continues to provide professional development and nutrition consultancy services to Qld aged care facilities. We have also worked collaboratively with a number of respite centres to promote nutrition for the frail elderly. The “Nourishing Nibbles for People Living with Dementia” cookbook, which focuses on the use of nutritious finger foods to achieve an adequate nutrient

intake for those living with dementia, has been disseminated to our ACNAS subscribers and is now available for purchase from NAQ. NAQ has become an active member of the collective impact “Lantern project” which seeks to improve the dining experience for residents in aged care facilities.

**Registered Training Organisation(RTO):** NAQ Nutrition Training continues to deliver food safety supervisor training for Health and Community services & Retail and Hospitality sectors. Partnership has continued with NA ACT Div - training continuing to be delivered in ACT. 703 students have now completed training with NAQs RTO (NAQ Nutrition Training) with 131 students completing this training in 2015.

#### **Workplace Wellbeing Program & Community programs:**

NAQs workplace wellbeing program gathered pace this year, with highlights being:

- Working in partnership with the Dept of Treasury (previously Dept of Justice & the Attorney-General) to support implementation of their internal Healthy Catering Guidelines. This included delivering education sessions re implementation of the guidelines statewide.
- A range of additional workplace wellbeing resource materials have been developed and well received, with requests for these resources from other non-government and corporate agencies.

NAQ has increased its delivery of cooking workshops and nutrition education sessions for local government agencies and community groups – with a “Healthy High Tea” being especially well received event.

#### **Advocacy and Collaborative Partnerships:**

- “Check Up” membership (previously General Practice Qld), attend Health Leaders Forums and participate in the Queensland Primary Health Care Network.
- Have continued collaboration with the Heart Foundation, the Public Health Association of Australia and the Dietitians Association of Australia to progress advocacy for a National Nutrition Policy. Aloysa Hourigan from NAQ, along Lyn Brown from the ACT Division, are representing Nutrition Australia nationally in this advocacy effort.
- Advocated to Qld government re: kilojoule labelling for fast food outlets in Qld; establishment of a Health Promotion Commission in Qld; investment in food literacy and promotion of increasing vegetable intake.

#### **Strategies and Goals for 2016**

NAQ will:

- Deliver accurate, relevant and timely nutrition information to members of subscriber services, general public, health professionals, students and the media. Engage in charitable activities in delivery of this work to promote health and prevent chronic disease.
- Participate in health promotion campaigns and strengthen relationships with key stakeholders.

‘Chill Out’ cooking workshop -Brisbane City council Happy LEAPS participants – Hervey Bay



# National Activities in 2015

## Healthy Eating Pyramid

Coordinator: Caitlin Syrett

Our Healthy Eating Pyramid has continually evolved for over 30 years to encourage Australians to eat a varied and balanced diet in line with current dietary guidelines.

In 2014 we reviewed the Pyramid after the release of the 2013 Australian Dietary Guidelines, to ensure it reflected the current dietary evidence, population health messages and consumer needs.

**And on 18 May 2015, we launched the latest iteration of the Pyramid with a fresh look and targeted health messages.**

However it is essentially a new twist on a consistent theme:

- Enjoy a variety of foods from the five food groups
- Choose mostly plant-based foods
- Limit added saturated fats, sugar and salt
- Choose water as your main drink

The new Pyramid maintains the original messages above, while providing more definition about how much each food group contributes to a daily diet. We also updated the variety of foods that are available within each food group, to reflect current dietary behaviours and encourage variety.

### What's changed?

- We defined the food groups
- The top layer now refers to healthy fats only. See below for further information.
- We strengthened the 'limit added sugar' message
- Added 'enjoy herbs and spices'
- Removed the physical activity layer
- Changed the name

### Launch

The redesign and launch of the new Healthy Eating Pyramid was led by Nutrition Australia Vic Division, with input from all Nutrition Australia divisions. Bite Communications was engaged for public relations support for the launch.

- Estimated media reach of 10.9 million people:
  - Coverage in most major TV, stations, radio stations and newspapers, in capital cities and regional areas
  - Most major online news sources, including Mamamia, Buzzfeed, Huffington Post, Daily Mail, and Ninemsn and the Washington Post (USA).
  - Food and farming industry websites
- Estimated social media reach of 4.8 million people (Our Facebook post alone reached 320,000)
- 17x our normal daily web traffic on 18 May
- 5000 posters and magnets sold as at 31 December 2015



Healthy Eating Pyramid featured in the media



News.com.au

**'Dad didn't do that to himself'**  
 WHEN the mutilated body of Bob Hiscock was found on a Sydney beach, police were stumped. WARNING: Disturbing content.

**The food pyramid has changed**  
 THE Healthy Eating Pyramid has been revamped after 15 years. It's out with the sugar and in with soba noodles, tofu and quinoa.

**Live: Origin teams named**  
 ORIGIN coaches announce their teams for game 1 clash in Sydney. More of the same expected from Meninga but Daley has some surprises.

**'I'M TERRIFIED HE'S READING': The crime we never talk about**  
 HELEN Alison was the victim of a heinous crime, but for a long time, she protected her attacker. Now she's explaining why.

Herald Sun (Melbourne)

**Vegetable still king in Healthy Eating Pyramid updated to combat risky fad diets**

May 15, 2015 11:19pm  
 Blanche Clark Herald Sun

The Project (Twitter)

#TheProjectTV @theprojecttv

.@NutritionAust have released a #NewPyramid, what do you think about it? #TheProjectTV  
 Story: [bit.ly/1F16ayW](http://bit.ly/1F16ayW)

Washington Post (USA)

**'Eat quinoa and drink soy milk': What an innovative food pyramid looks like**

## National Nutrition Week 2015

Coordinator: Caitlin Syrett



The theme for National Nutrition Week (NNW) 2015 was *Pick Right. Feel Bright!* (PRFB) - adopted from a fruit and vegetable campaign by the Produce Marketing Association Australia-New Zealand (PMA).

The PRFB campaign was launched during NNW as a partnership with Nutrition Australia and PMA. PRFB was supported by NA's Try For 5 challenge, encouraging Australians to eat five serves of veg a day during NNW 2015.

We also asked participants to post how they Try For 5 by posting images on social media with the hashtag #TryFor5



### Produce Marketing Association Partnership

The PMA / PRFB partnership brought value to NNW 2015 through having an established campaign (with website and social media presence), The Wiggles ambassadors, and PMA's reach with the produce industry (including wholesale, distribution and retail companies).

The Wiggles wrote a new song about 'Pick Right. Feel Bright!' which was released on Day 1 of NNW 2015 and performed in a social media stunt, releasing videos prior to NNW showing each individual Wiggle losing their colour and feeling dull. It was followed by a video released on Day 1 of NNW 2015 explain how they have regained their colour (by eating fruit and vegetables) and voice their support for PRFB.

### Media

Three media releases were written and distributed, co-branded with Produce Marketing Association. NNW was mentioned in around 30 news websites, 17 blogs and 24 other organisations' websites.

The most prominent media coverage occurred as a result of the 23 September media release. In response, the Herald Sun requested a list of 'top 10 mood boosting fruit and vegetables' for an article on NNW. The article ran in the [Herald Sun newspaper](#), other News Ltd publications, and online on 12 October.

NNW was also published in the Woolworths' Fresh Specials catalogue (see below), as a result of a proactive action by a Woolworths executive who also sits on the PMA A-NZ board.

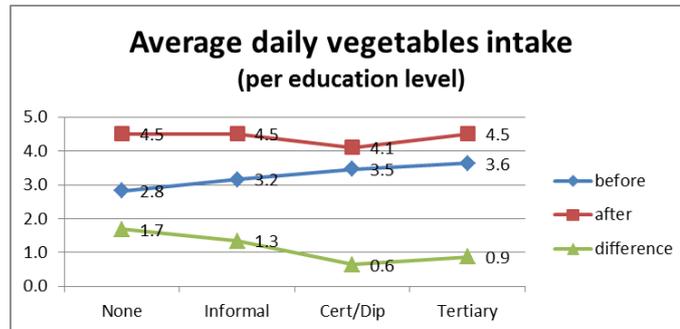


## Online engagement

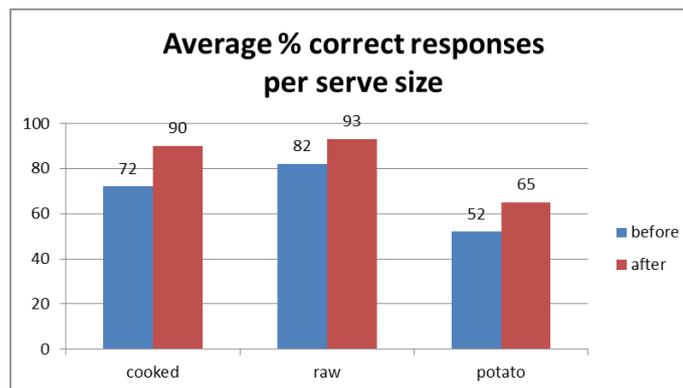
- Social media activity was ~2–3x higher than NNW 2014, and up to 6x higher than 2015 average.
- NA website traffic increased slightly during NNW 2015.
- We reached 44,900 people on Twitter during NNW, and 117,900 including the 3-week lead up.
- We reached 78,600 people on Facebook during NNW, and 197,000 including the 3-week lead up.

## Try For 5 challenge

- 1266 people registered for the NNW challenge, which was 1.4x higher than in 2014.
- 590 people registered as part of a team, and there were 96 teams overall
- The Try For 5 challenge resulted in an increased self-reported vegetable consumption of 1.2 serves per day



- The Try For 5 challenge successfully increased participants knowledge of standard vegetable serve sizes, with an overall 21% increase in the number of correct guesses of a standard serve of cooked vegetables, raw vegetables and potato.



- When asked “**What will you do differently in future, as a result of taking the Try For 5 challenge?**” 59% of people stated they will *have more vegetables as a snack*, and 54% reported they will *seek/try new recipes that incorporate vegetables*

# Communications & Media Reports 2015

## Membership Communications

Coordinator: Leah Browning

### Overview of the 2015 e-newsletter

- Due to a few organisational changes and other competing priorities, the e-newsletter was infrequent at the beginning of 2015.
- In October 2015, Leah Browning joined the Nutrition Australia team as the new Membership Communication Officer and is responsible for creating the e-newsletters.
- The e-newsletters format and scope was revised, making it look vibrant and attractive in addition to ensuring it includes key nutrition information and events from all Nutrition Australia divisions, nation-wide.

### 2015 Membership benefits

- Access to our exclusive member's only e-newsletter.
- Discounted entry to Nutrition Australia webinars, seminars and events.
- Discounts on Nutrition Australia publications.
- Discounted subscription to Healthy Food Guide magazine.

### Strategies for 2016

- Revise the membership database system that underpins communications to members.
- Review the bulk mailing system.
- Develop a questionnaire for previously subscribed students and general members to improve retention rates for all member categories
- Engage with stakeholders to develop strategies to enhance membership retention, especially student members transitioning to general members.

### Meet our Membership Communication Officer, Leah Browning

Leah is a qualified nutritionist and communications specialist with experience working in various corporate roles. Leah currently works for the Queensland Government and works part-time for Nutrition Australia. She has a strong passion for health and wellbeing and loves helping people achieve their health targets.

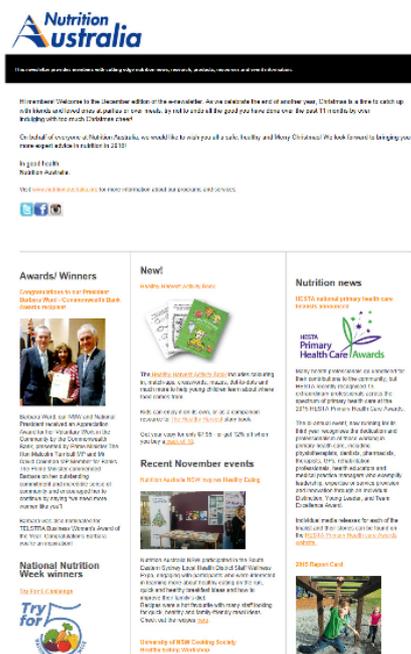


### Membership statistics:

As of 31 December 2015, Nutrition Australia's database consisted of 1122 members, including:

- 607 general members (an increase from 2014 where there were previously 435 general members)
- 515 concession and student members (a decrease from 2014 where there were 762 concession and student members).

Overall, our membership rate since 2014 (1197) has slightly decreased.



# National Online Communications

Coordinator: Caitlin Syrett

## Website

Through its online platforms Nutrition Australia provides free nutrition information, promotes the organisation, its programs, services and events, and positions Nutrition Australia as a leader in nutrition education.

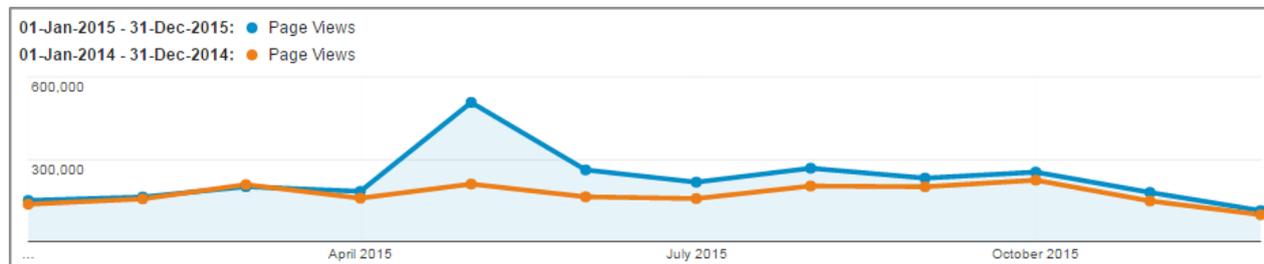
	Visits	% growth from 2014	Visitors	% growth from 2014	Pageviews	% growth from 2014
<b>Website</b>	1,258,070	26%	1,000,724	23%	2,720,456	32%

Page views increased from May onwards due to the release of the updated Healthy Eating Pyramid on 18 May.

Around three quarters of all traffic to our website is for nutrition information, recipes and products, and two thirds of visits come from Google searches.

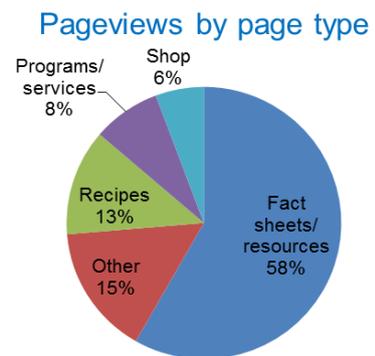
The updated Healthy Eating Pyramid was launched on 18 May 17x our normal daily web traffic, and 1.5x the average month web traffic.

## Page views 2014-2015



## Most visited pages 2015

1. Healthy Eating Pyramid / Healthy Living Pyramid
2. Home page
3. Resources
4. Healthy Eating Pyramid launch media release
5. Shop



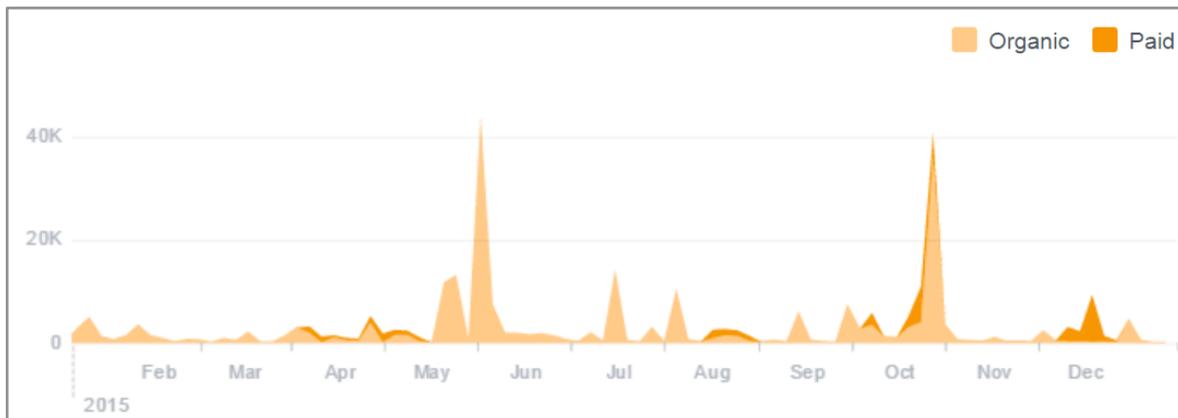
## Social media

Through social media we share nutrition news, information and resources, including links to external organisations, such as news websites, science and nutrition blogs and health promotion organisations.

We also regularly promoting Nutrition Australia news, events, products, program, services and events and job opportunities.

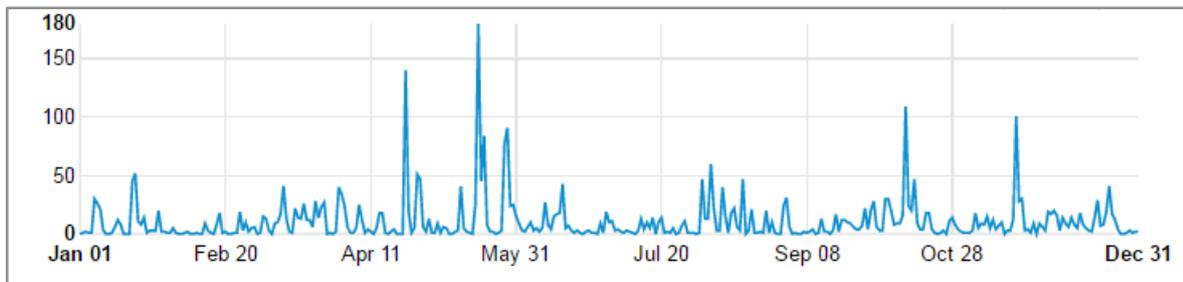
	Total fans / followers	% growth from 2014
<b>Facebook</b>	16,472	60%
<b>Twitter</b>	10,038	23%
<b>LinkedIn</b>	1904	118%

- Facebook reach spiked in May for the launch of the updated Healthy Eating Pyramid, and in October for National Nutrition Week
- Twitter link clicks spiked for April due to our Vic Division’s effort in lobbying the Victorian state government for renewed health promotion funding, in May for the launch of the updated Healthy Eating Pyramid, and in October for National Nutrition Week
- National Nutrition Week was 11-17 October 2015. We partnered with the Produce Marketing Association to launch their Pick Right. Feel Bright! campaign to promote fruit & vegetables, and we also challenged people to Try For 5 serves of vegetables a day. This NNW social media activities included sharing promotional content by PRFB ambassadors The Wiggles, posting healthy eating tips and links, and engaging with challenge participants by liking, sharing and commenting on their posts of fruit and vegetables.



**Facebook reach 2015**

**Twitter link clicks 2015**



## National Media Report

National media spokesperson: Aloysa Hourigan

### Media Program Achievements for 2015

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 2015, Nutrition Australia responded to approx. 82 media groups/organizations and repeat requests were received from approximately 75% of these organisations. This included print (38%), radio (36%), online (15%), and television (11%).

Highlights included:

- Both commercial and ABC television News sought comment from Nutrition Australia eg funding for obesity prevention versus bariatric surgery
- Over 40 media requests received in response to National Nutrition Week media releases.
- The revised Healthy Eating Pyramid launch generated much media interest including over 12 radio interviews and additional print and online media coverage including internationally.
- Interviews with online media (eg News.com;dailymail.com) providing nutrition information for their websites.
- Articles for magazines including: Bakery magazine; Seniors magazine; Families; WellBeing.
- Review of nutrition content for the Australian Women's Health Diary – eighth consecutive year
- International requests for comment: India (the Economic Times); US (the Washington post); Japan (radio).

### Media Releases

Media was targeted in 2015 as follows:

- Media releases were aimed at promoting the launch of the revised Healthy Eating Pyramid, and National Nutrition Week (Pick Right; Feel Bright and Try for 5 campaigns); Responded to hot topics such as kilojoule labelling in fast food outlets; nutrition in school canteens; fad diets; Nude Food Day; promoting healthy eating messages to young children through storytime; obesity prevention; increasing vegetable consumption.
- 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 2016

Media will continue to be targeted in 2016 with national media releases being developed to promote Divisional and National activities and to advocate on key nutrition policy issues.

## Life members

Sue Amanatidis  
Paul Nestel  
Ruth Riddell  
Ron Rowley  
Catherine Saxelby  
Rosemary Stanton  
Jan Stokes  
Stewart Truswell  
Richard Uglow  
Prof Mark Wahlqvist  
Beverley Wood  
David Woodward  
Malcolm Riley  
Glenn Cardwell  
Tim Crowe  
Michael Gracey  
Basil Hetzel  
June Hicks  
Ian Maxwell  
George Fisher  
Ruth Foley  
Ruth English  
Nola Caffin

## Offices / Divisions

### National

c/- Nutrition Australia ACT  
Chifley Health Hub  
5/70 Maclaurin Cres  
Chifley ACT 2606  
P: 02 6162 2583  
ABN: 58 909 342 093

### ACT

Chifley Health Hub  
5/70 Maclaurin Cres  
Chifley ACT 2606  
P: 02 6162 2583  
E: [info@act.nutritionaustralia.org](mailto:info@act.nutritionaustralia.org)  
ABN: 55 159 014 153

### NSW

2A, 66 Planthurst Road,  
Carlton, NSW 2218  
P: 02 9546 6411  
E: [nsw@nutritionaustralia.org](mailto:nsw@nutritionaustralia.org)  
ABN: 56 523 143 609

### Queensland

6/100 Campbell Street  
Bowen Hills, QLD, 4006  
P: 07 3257 4393  
F: 07 3257 4616  
E: [info@naqld.org](mailto:info@naqld.org)  
ABN: 33 986 781 351

### Victoria

118 Cardigan Street,  
Carlton, Victoria, 3053  
P: 03 8341 5800  
F: 03 9348 0178  
E: [reception@nutritionaustralia.org](mailto:reception@nutritionaustralia.org)  
ABN: 29 767 398 718

### Western Australia

Unit 8, 70 Davidson Terrace  
Joondalup WA 6027  
P: 08 6201 0469  
F: 08 9300 1670  
E: [wa@nutritionaustralia.org](mailto:wa@nutritionaustralia.org)  
ABN: 86 137 077 300