

Annual Report

Nutrition Australia Vic Division

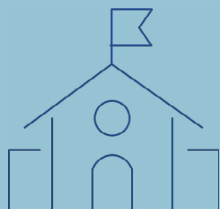
2019-2020

Healthy eating for
all Australians



Contents

About us	4
A message from our leaders	5
Advocacy	7
Programs and services	
Healthy Eating Advisory Service	10
Support for food retailers to implement the guidelines	16
Product assessment service	17
Long day care menu pack	18
Digital nutrition wellbeing content	19
Educating professionals on Australian Almonds	20
Projects	
VegKIT	22
Cook Well, Eat Well	24
Fruit & Vegetable Consortium	25
National Nutrition Week	27
Media and communications	
Communications highlights	30
Media highlights	31
HEAS highlights	32
Conferences and presentations	33
Thank you	
Volunteers and students, partners and supporters	35
Volunteers	38
Students	39
Directors	40
Financials	41
Connect with us	42



91,244

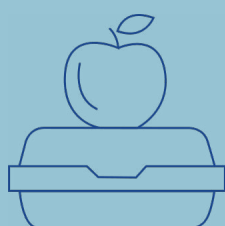
children now eat more vegetables and fruit in long day care.

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



1.23 million

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



Children have access to over

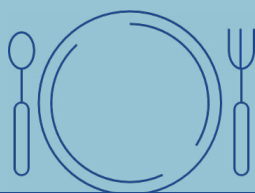
100 GREEN

products within school canteens as assessed by Nutrition Australia.



8

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



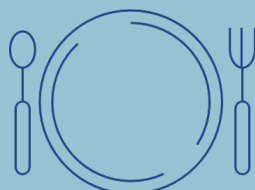
397

food retailers have worked with us to provide healthier menus.



149

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



500

food and drink products assessed against state and territory guidelines.



2,727

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



9,141

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



Actively engaged with

7

collaborative groups to advocate and influence government.



285

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

8.6%

increase in reach across social media platforms.

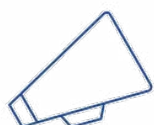
About us

Vision: Healthy eating for all Australians

Mission: Inspiring healthy eating

We do this through community-based education and the provision of credible, current and practical nutrition information.

Our strategic pillars



Advocate and influence



Partnerships



Products and services



Build capacity and sustainability

Our priorities



We work to achieve the following outcomes:

- Healthy eating for all
- Supportive food environments
- Food literacy for all

Our values



- Independence
- Credible
- Inspiring
- Integrity
- Engaged

A message from our leaders

This year presented unforeseen challenges with coronavirus (COVID-19) hitting our shores early in February. Fortunately, our office lease was coming to an end, we were able to fast track our IT capabilities to support the organisation to transition to remote working within weeks.

Management and staff worked tirelessly during this uncertain time to rapidly move all face-to-face services online as well as develop a suite of innovative new digital nutrition programs and services. We had a number of services cancelled or put on hold which significantly challenged the newly developed business development team to secure opportunities virtually. Incredibly, we were able to maintain our focus and dedication to continue working towards achieving the second year of our strategic plan and provided flexible working hours and support services to assist our staff juggling their workloads, family obligations and isolation.

We would like to extend our sincere gratitude to all our staff for operating seamlessly during this incredibly stressful time.

“Whilst this has been an incredibly tough year there have been some notable achievements.”



John Wills

Chairman



Lucinda Hancock

CEO

With leadership from the VicHealth, the CEOs Health Promotion Peaks Group was established. This enabled an opportunity to collaborate and support each other and our organisations to share COVID-19 updates, plans, policies, and resources. In addition, we dedicated more time to advocacy work through various new and existing leadership working groups.

We also increased our collaborative efforts across our teams as well as externally enabling greater reach for our Healthy Eating Advisory Service and new business opportunities including an online 'Healthy eating during coronavirus (COVID-19) resource hub' providing information and advice on how to continue to support implementation and promotion of healthy food policies remotely as well as advice on food safety and food supply.

Some of our unique achievements for the year to support achieving our mission include:

- Reaching an estimated 1.2 million Victorians and covering 100% of Victorian local government areas through our state-government funded Healthy Eating Advisory Service
- Launching our digital wellbeing nutrition content to workplaces and expanding 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:
 - Launching the VegKIT registry, an online searchable database of projects, resources and research initiatives that promote vegetables
 - Launching the Fruit & Vegetable Consortium website, position statement, supporter acquisition and development of a business case to fund a national behaviour change program
- Our national nutrition week campaign, the theme for Try For 5 2019, 'Embrace your veg waste' inspired Aussies to incorporate more veg into their day with tips, tricks and recipes for using up whole veg, old veg and leftover veg.
- 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.

“Thank you to our board of directors, staff, volunteers and students. Without your passion and dedication Nutrition Australia Vic Division would not be able to achieve our mission of inspiring healthy eating.”

Advocacy

A key pillar of Nutrition Australia Vic Division's strategic plan is to advocate and influence. Our work in advocacy has significantly increased on previous years with a dedicated focus on the following areas to improve healthy eating for all Australians:



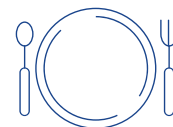
To increase vegetable consumption.



To reduce and prevent childhood obesity.



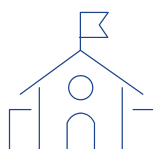
To ensure that fresh, healthy and locally sourced food is available in Victorian public hospitals and public aged care facilities.



To make healthy and sustainable food provision available and accessible to all, transforming food retail environments for the better health of people and planet.



To understand and coordinate collective efforts to improve access and availability to healthy food for all Victorians.



To facilitate positive short- and long-term nutrition, health and development outcomes for children who attend care.



To ensure consistent evidenced based communication.

Nutrition Australia Vic Division has actively been engaged in the following collaborative groups to progress the above:

1. The Fruit & Vegetable Consortium (Nutrition Australia Vic Division)
2. The Childhood Obesity Leadership Group (formally HEAL) (VicHealth)
3. The Food Standards in Hospitals and Aged Care Audit Project Reference group (Department of Health and Human Services)
4. The Nourish Network (Deakin University, Institute for Health Transformation)
5. The Food Systems / Food Security Working Group (VicHealth)
6. The National Nutrition Network - Early Childhood (Edith Cowan University)
7. The Health Promotion Peaks COVID-19 Working Group (VicHealth)

Our involvement in these groups has resulted in:

1. The launch of the Fruit & Vegetable Consortium website
Development of a position statement.
Supporter acquisition, where 134 organisations have signed on as 'supporters' of the FVC Position Statement.
The development of a business case to fund a national behaviour change program.
2. The co-development of A Healthier Start for Victorians: A consensus statement on obesity prevention.
These priorities were presented to Department of Health and Human Services and they have progressed to develop up a childhood obesity policy of which HEAS is referenced under several of the healthy eating points. Currently waiting to be legislated.
3. A review of food standards in Victorian public hospitals and residential aged care services convened by Anthony Carbines, MP, Parliamentary Secretary for Health.
4. Membership to the Nourish Network Advisory Committee (NNAC) tasked with ensuring the mission and goals of the Nourish Network are achieved.
5. A joint advocacy letter to the Minister for Agriculture regarding investing in Victoria's regional food system and farmers and the development of a shared vision for a healthy, sustainable, equitable and resilient food system in Victoria.
6. Co-authors on a published article in International Journal of Environmental Research and Public Health on the topic of food provision recommendations in Early Childhood education across Australia: jurisdictional comparison and nutrition expert perspectives.
7. Fifteen CEOs representing health promotion peak bodies collaborating, supporting each other and the community ensuring consistent evidence based communication across the agencies for collective impact.





Programs & services

Nutrition Australia Vic Division's ongoing programs and services support organisations to provide and promote healthy foods and drinks to the community. With a focus on early childhood services, schools, and large community settings such as hospitals and health service and sport and recreation facilities, workplaces, and supporting food industry.

Healthy Eating Advisory Service



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.

These settings include early childhood education and care services, schools, as well as retail food outlets, vending machines and catering supplied in hospitals and health services, sport and recreation facilities, universities, and workplaces. HEAS is delivered by Nutrition Australia Vic Division, with support from the Victorian Government.

HEAS supports organisations to create a culture of healthy eating where healthier foods and drinks are provided and promoted, and there is a reduction in the provision and promotion of unhealthier foods and drinks.

HEAS provides the following evidence-based, practical support:

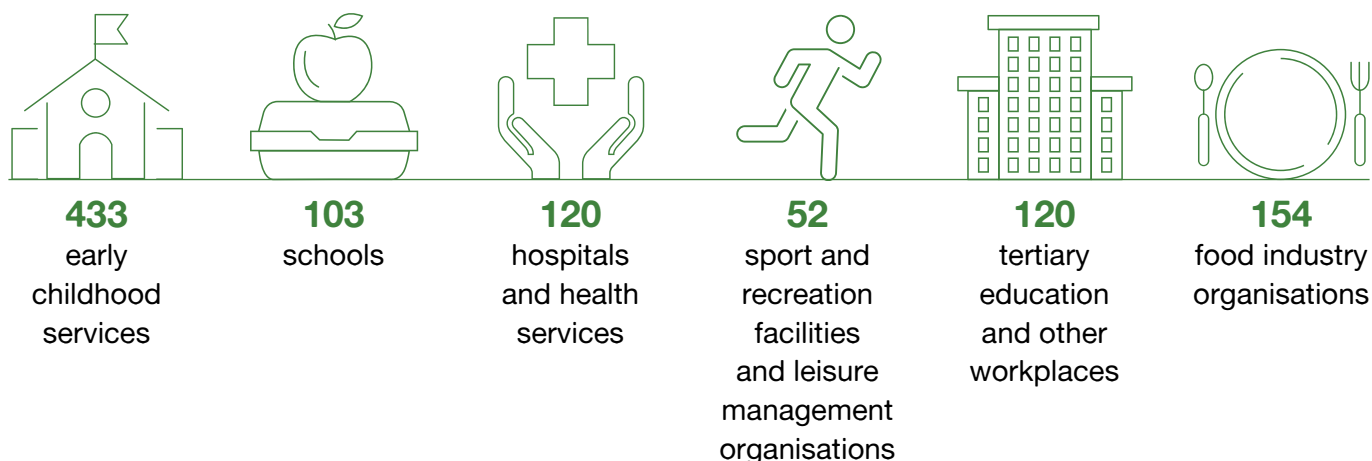
- an online menu, vending and catering assessment tool, FoodChecker
- training, tools and resources to support the implementation of relevant guidelines
- free advice via an Infoline and email
- mentorship support for health promoters (people leading implementation of the relevant guidelines) to engage internal and external stakeholders, plan and implement changes
- one-to-one targeted support for organisations in the most disadvantaged areas.

For more information, visit heas.health.vic.gov.au.

In total, 2,552 organisations have used HEAS services since 2012, covering 100% of Victorian local government areas and reaching an estimated 1.2 million Victorians.

Reach

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.



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.

FoodChecker is continually being updated to make it more user friendly, functional and accessible to target settings. In 2019-20, a new vending assessment feature was added and the product database was updated to include thousands of additional food and drink products.

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



In 2019-20, 676 organisations used FoodChecker to conduct 13,300 assessments.

foodchecker.heas.health.vic.gov.au

Supporting the people behind implementation

HEAS is committed to providing training and mentoring to professionals supporting and implementing change in organisations. These include long day care cooks and educators, canteen staff, school teachers, staff and parents, chefs and food procurement staff, health promotion officers, dietitians and other key staff.

The majority of training occurs via online training modules, specific to staff in each setting (schools, long day care, outside school hours care, retail food outlets and caterers). Online training is self-paced and is appropriate for anyone who wants to learn about the healthy eating guidelines relevant to their setting and how to provide healthier food and drinks in their organisation.

HEAS also offers tailored one-to-one support and training as required, with a focus on providing this service to organisations in the most disadvantaged areas in Victoria.

Two Healthy Choices Implementation Forums were hosted by HEAS in 2019-20, with a combined total of 150 registrants. These events provided professionals who are working to implement the Healthy Choices guidelines with a valuable opportunity to come together and share experiences and learnings.

A review of the Health Professionals' Mentorship Program was completed in 2019-20 and a new model is currently being developed and piloted. Due to launch in 2021, the new model will provide options for professionals in target settings to receive support, ranging from new online training modules, group coaching, individual infoline support and implementation forums, to targeted support for those in disadvantaged areas.

“This year, 1,308 individuals from 383 organisations accessed HEAS training or mentorship services.”



Responding to coronavirus (COVID-19)

HEAS was able to quickly and actively respond to the coronavirus (COVID-19) situation in early 2020. With direct one-to-one engagement with organisations no longer possible, HEAS pivoted to providing more comprehensive online support.

An online 'Healthy eating during coronavirus (COVID-19) resource hub' was established, with pages tailored to the needs of each of the key settings. Information provided included advice on how to continue to support implementation and promotion of healthy food policies remotely as well as advice on food safety and food supply. The Healthy Choices Implementation Forum in

June 2020 was held online and focused on showcasing initiatives that organisations had undertaken to maintain and sustain implementation momentum during COVID-19.

HEAS also maintained engagement through social media channels. An early collaboration with the Achievement Program led to the development of an educational video series on maintaining healthy eating behaviours during COVID-19, such as cooking healthy meals with canned foods, healthy swaps during food shortages and setting up healthy work-from-home habits. Regular social media posts supported organisations to maintain healthy menus and an "Ask

the Expert" video series aimed at early childhood services received particularly positive feedback. Strengthened partnerships with peak organisations during this time, such as the Australian Children's Education & Care Quality Authority (ACECQA), helped to ensure HEAS resources and social media reached a wider audience.

HEAS also continued to provide direct individual support to organisations continuing to implement healthy eating guidelines. This support included personalised FoodChecker training, regular (fortnightly/monthly) meetings, policy reviews and ongoing direct support via phone or email.



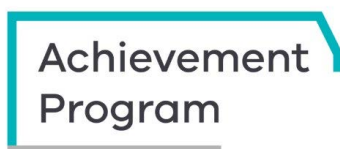
Partnering for change

HEAS proactively engages and partners with peak bodies and other like-minded stakeholders to ensure healthy eating activities are aligned, coordinated and collaborative across the state.

An ongoing relationship with the Achievement Program (Cancer Council Victoria) and Alfred Health ensures that organisations implementing healthy changes receive comprehensive support and recognition.

Key initiatives this year:

- HEAS supported eight local government areas that were funded by the VicHealth Water in Sport initiative to reduce or remove sugar sweetened beverages in their council funded sport and recreation facilities. HEAS provided training and ongoing advice, facilitated community of practice sessions, and supported organisations to utilise FoodChecker. The initiative was a success, with results to be released in late 2020.
- HEAS developed a strong relationship with Foodbank to support their school breakfast programs and food procurement, both of which have become even more important during (COVID-19).
- HEAS collaborated with the VegKit consortium (CSIRO, Flinders University and Nutrition Australia Vic Division) to develop an online learning training module targeted at educators in long day care services. The module, due to launch in 2021, provides practical advice and support for educators to promote healthy eating amongst children in their care.
- HEAS was a key contributor to the Nourish Network, a multi-sector collective that aims to transform food retail and make healthy and sustainable food available and accessible to all. HEAS are members of the advisory committee and several actions teams. Key projects included the development of a retail resources toolkit to support step by step implementation of healthier retail.
- HEAS also presented at various conferences and events, including the National Education Summit 2019 and World Public Health Nutrition Conference 2020.



AlfredHealth

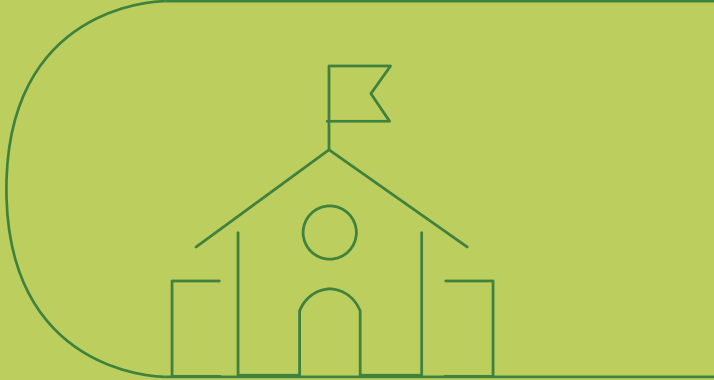


VegKIT



Nourish Network

Overall, thanks to HEAS support...



141 early childhood services have a menu that meets relevant guidelines with 32,000 children having access to adequate fruit and vegetables.



146 sport and recreation facilities in Victoria are now providing healthier food and drink options to their visitors and staff.

67 hospitals and health services have healthier retail, catering and vending with 16.5 tonnes of sugar removed from vending machines in Victorian public hospitals.



Over the past two years, the number of Victorian food retailers implementing healthier options has **more than doubled**.

Supporting retailers to implement the guidelines

Nutrition Australia Vic Division supports retail food outlets situated in hospitals and health services, sport and recreation facilities, universities, and workplaces to provide and promote healthier foods and drinks in line with relevant state and territory nutrition guidelines.

This service educates and supports food retail outlets in understanding how they can help make a difference to the health and wellbeing of their customers by implementing these nutrition guidelines.

In 2019-20, we have supported retail outlets in The Royal Children's Hospital (Victoria) and the Zouki Retail Group to implement changes in more than 15 retail outlets nationally.

The service provided to The Royal Children's Hospital resulted in:



Sixteen drink fridges now providing 50% GREEN (Best Choice) options, and less than 20% RED (Limit) options.



Eight catering menus (including Subway) providing 50% GREEN and 50% AMBER options, and no RED.



The development of an organisation-wide catering guideline, stipulating that Royal Children's Hospital staff are required to purchase catering from caterers with compliant catering menus.



Education sessions for staff in all retail outlets on the benefits of implementing the Healthy Choices guidelines in their retail outlet.

The services provided to the Zouki Retail Group resulted in the:



Implementation of the Healthy Choices guidelines in three Victorian health services where Zouki has retail outlets: Monash Health, Eastern Health and Cabrini Health.



Implementation of A Better Choice guidelines in Queensland's Mater Health.



Removal of all RED promotion material, and compliance of all 40 drink fridges at Monash Health, Eastern Health, Cabrini Health and Mater Health.



Education for 60 Zouki staff (chefs, managers, retail staff) on implementing the relevant nutrition guidelines.



Modification of all Zouki sites' ready-to-eat offering, point of sale offering, and hot food and cold food offerings, to provide a higher proportion of GREEN and AMBER products.

Product assessment service

Nutrition Australia Vic Division supports food and drink manufacturers that may be required to assess and classify their products against state or territory nutrition guidelines for organisations like hospitals, sport and recreation centres, workplaces, universities, schools and outside school hours care facilities. We also support manufacturers to improve their products' nutrition profile and can assist with new product development.

In 2019-20, requests for this service significantly increased and we have expanded our offerings to include:



Reviewing drink fridge planograms to help manufacturers provide their clients with compliant fridges.



Training and consultation to assist businesses develop and implement a nutrition strategy.



Reviewing marketing collateral that communicates product classifications to clients.

Over the past four years, Nutrition Australia Vic Division has assessed products for numerous manufacturers.

“ In this financial year alone, Nutrition Australia Vic Division has classified over 500 products against state and territory nutrition guidelines for schools and hospitals. ”

Long day care menu pack

The long day care menu pack is a rotating four week seasonal menu, tailored to the number of children in each centre. It was first launched in 2019 and continues to be a popular product for Nutrition Australia Vic Division.

The menu pack supports long day services to meet the National Quality Standards by providing nutritionally adequate menus in line with Australian Dietary Guidelines.

Each menu is designed by our experienced dietitians who specialise in the early childhood education and care sector. The pack includes four one-week menus, supported by 120 nutritious, nut-free and culturally diverse recipes with vegetarian options, and additional support materials.

“ Costing just \$2.50 to \$3.00 per child, per day and reducing food waste, the menu pack is not only affordable, but sustainable too! ”

A highlight for the long day care menu pack is the opportunity to work on a trial with a major supermarket retailer. Stay tuned for the results of this exciting extension!

Find more information at

nutrition-australia-long-day-care-menu.myshopify.com/.



Menus Made Easy for Long Day Care

We create, you make.

Digital wellbeing nutrition content

As a result of COVID-19, and a number of contracts being cancelled or deferred, we launched a new offering to support the wellbeing of staff in workplaces.

The new digital wellbeing nutrition content service includes developing tailored nutrition-related webinars, Q&As with a dietitian,

newsletter articles, social media content, recipes and infographics.

Since launching in April 2020, we have provided tailored content for 14 organisations from a wide range of industries including councils, utility companies, hospitals, universities and law firms. Their feedback has been overwhelmingly positive, with many clients returning to purchase additional services to support their staff.



Educating Health Professionals on Australian Almonds

Nutrition Australia Vic Division, in collaboration with the Almond Board of Australia, is delivering 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.

This project also aims to raise the profile of Australian almonds by communicating additional aspirational health benefits such as the support of chronic disease prevention and cognitive function. Hort Innovation have funded this project, with one of the key deliverables completed this year being the almond orchard tour in March 2020.

The aim of the inaugural orchard tour was to educate influential nutrition professionals on the process of growing almonds, from orchard to table, so they could experience it firsthand. It was anticipated that attendees would become

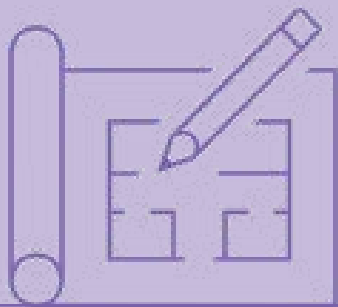
champions of the Australian almond industry and advocate for increased consumption by sharing content on their social media channels and other influential networks.

The group toured almond orchards in Victoria and South Australia, to learn more about the process of growing, harvesting and processing almonds in Australia.

As part of the event a social media kit was developed to encourage attendees to post about the event on their social media channels and disseminate key messages of the project.



The event attendees have a combined social media following of over 58,000, and the official event hashtag achieved a reach of 270,000.



Projects

Nutrition Australia Vic Division collaborates on key campaigns and initiatives to increase fruit and vegetable consumption in particular. This year we were very active in this space, with the following initiatives including a new one, Cook Well, Eat Well, developed specifically in response to food security issues highlighted during COVID-19.

VegKIT is a \$4 million, five-year national project that aims to increase children's vegetable intake and the places where children learn and eat through research and development activities, and by engaging with government and industry. VegKIT is funded by Hort Innovation and is delivered by CSIRO, Flinders University and Nutrition Australia Vic Division.

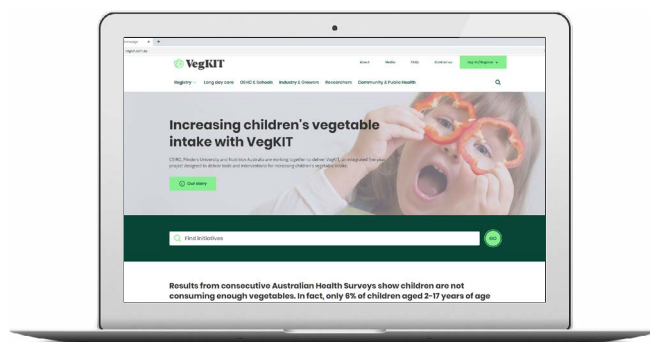
2019-20 has been an active year for VegKIT. In February 2020 we launched the VegKIT registry and much work has been done to develop resources and programs for launch in 2020-21.



VegKIT Registry

Launched in February 2020, the registry is a searchable database of projects, resources and research initiatives that promote vegetable intake in children. It is for health professionals, educators, researchers, people working in the community or public health to find evidence-based information, so they can develop, implement and evaluate their own initiatives. The registry currently has around 50 initiatives and resources.

Nutrition Australia Vic Division has played a significant role in bringing earlier research to life, by translating research conducted by CSIRO and Flinders University into the tangible, public-facing outputs. Although these outputs are set for launch in the third quarter of 2020, the website, best practice guidelines and feeding advice statements have been actively developing in 2019-20.



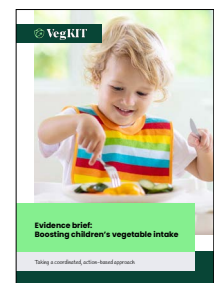
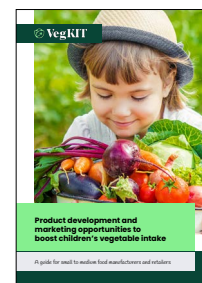
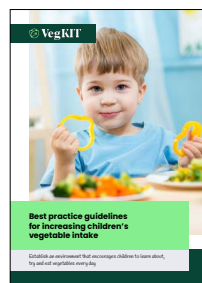
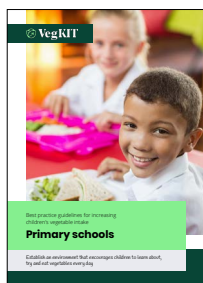
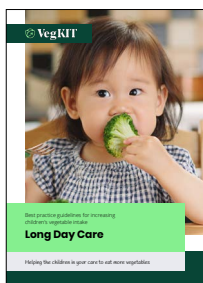
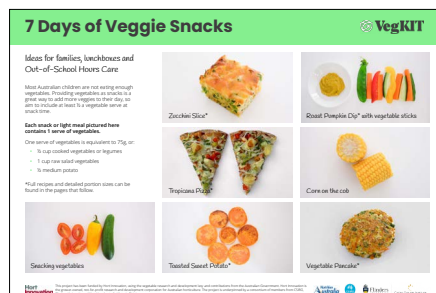
Website

The VegKIT website is the program's hub, that houses information and resources to assist researchers, food industry and growers, researchers, health practitioners and policy-makers to improving children's vegetable intake.

Have a look at vegkit.com.au.

Best Practice Guidelines for Increasing Children's Vegetable Intake

The seven Best Practice Guidelines for Increasing Children's Vegetable Intake are based on research and initiatives that have been successful at increasing children's vegetable intake. In 2019-20 the guidelines were translated into practical, sector-specific 'user guides' for long day care (LDC), out of school hours care (OSHC), schools, research, policy-makers and food industry. Supporting resources were also developed for LDC and OSHC, including a video presented by Food Literacy Expert, Alice in Frames, and an infographic.



Feeding advice statements to support young children to eat and enjoy vegetables

Feeding advice statements on supporting young children to enjoy vegetables have been developed using a robust scientific approach. To facilitate the dissemination and adoption of these statements, Nutrition Australia Vic Division has developed briefing documents for policy-makers and those in practice, which provide an overview of the feeding advice and outline the underlying evidence. The feeding advice statement resources are now available on the VegKIT website.

Cook Well, Eat Well

Cook Well, Eat Well is a healthy eating initiative aimed at supporting vulnerable Victorians during the COVID-19 pandemic and beyond. The initiative is the product of a new healthy eating partnership between VicHealth and Nutrition Australia Vic Division.

Formed in early 2020, the partnership arose after the COVID-19 outbreak. The pandemic exacerbated many of the challenges faced by vulnerable groups, including families, the elderly, already disadvantaged members of the community, newly unemployed, people living in regional areas, culturally and linguistically diverse communities and people already isolated living alone or in share houses. Since the beginning of the pandemic, it was found nationally 600,000 people lost their jobs and demand for the services of some food relief agencies surged by up to sixfold in just two months.

VicHealth and Nutrition Australia Vic Division partnered to support vulnerable communities access relevant healthy eating resources developed for their budgets, cooking skillset and health literacy level during the coronavirus pandemic.

This concern was the catalyst for the healthy eating partnership. To begin the initiative, we put the call out to our networks and engaged 25 key organisations. These organisations, including primary care partnerships, local councils and resource centres told us they are increasingly stretched during the pandemic and under great pressure to continue providing health support, with the list of vulnerable groups growing as more are affected by COVID-19.

With VicHealth, the experts in health promotion and public health initiatives for Victorians, and ourselves, the peak organisation for nutrition



and healthy eating information, education and consultation services, we began to plan a dedicated hub for health professionals and individuals. We also drew upon the learnings of the COVID-19 Relief Taskforce, of which Nutrition Australia Vic Division CEO, Lucinda Hancock, was a member of alongside food relief agencies, charities and community and public health organisations.

The result was a plan for 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.

Adopting a collaborative approach between Nutrition Australia Vic Division and VicHealth enabled us to contribute our respective expertise and increase the reach and impact of the initiative. Nutrition Australia Vic Division remains committed to meaningful partnerships to support vulnerable communities during and after the COVID-19 pandemic.

For more information on the Cook Well, Eat Well initiative and Nutrition Australia Vic Division and VicHealth's partnership, visit www.cookwelleatwell.org.au.



Fruit & Veg Consortium

The Fruit & Vegetable Consortium (the Consortium) is a bold initiative that brings together health professionals and horticulture industry groups to collectively advocate for comprehensive action to address Australia's low fruit and vegetable intake.

The Consortium was formed in 2018 in response to the alarmingly low rates of fruit and vegetable consumption in Australia. Just half of Australian adults, and two thirds of children, eat enough fruit each day, and just seven per cent of adults and five per cent of children eat enough vegetables.

The Consortium 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.

The inaugural Chair of the Consortium is Nutrition Australia Vic Division CEO, Lucinda Hancock.

Nutrition Australia Vic Division is working alongside other founding members AUSVEG, the Cancer Council of Victoria, Heart Foundation, Deakin University, Melbourne Market Authority, Stephanie Alexander Kitchen Garden Foundation, the Good Foundation, Produce Marketing Association (ANZ) Health and Wellbeing Queensland and CSIRO.

The Consortium already has over 175 organisations that have pledged their support and who will join the campaign to government and commercial funders.



The Consortium's progress

In 2019-20, the Consortium launched its website, allowing influential organisations and individuals to read the position statement, and pledge their support.

Nutrition Australia Vic Division has worked diligently with Consortium members to develop a business case and prospectus for potential funders, including government, retailers and other interested sectors to outline the investment needed for a sustained, comprehensive behavioural change campaign for increasing vegetable consumption. In 2019-20, the Consortium embarked on a market research project of vegetable consumers. The findings of which will inform the business case, which is due for completion by the end of 2020.

Increasing fruit and vegetable consumption would not only improve the nutrition and health of the general public but reduce government expenditure as well.

If every Australian ate an additional half a cup of vegetables per day, government health expenditure would reduce by \$100 million per year (\$60.7 million to the Commonwealth Government and \$39.2 million to states and territories).

Advocating for greater consumption would also benefit Australian growers, with economic modelling suggesting a \$10 million marketing spend per year would deliver economic benefits to vegetable levy payers in the vicinity of a \$1 billion net increase in farm income over 11 years.

Vision and position statement

The Consortium continues to seek support for its position statement, which will strengthen the call for increased investment in a long-term strategy to increase fruit and vegetable consumption. The importance of eating plenty of fruit and vegetables has never been more critical.

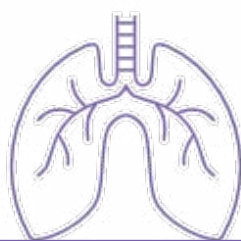
Nutrition Australia Vic Division is calling on anyone who has an interest in supporting

the health of their families, friends and their communities to support the cause of the Fruit & Vegetable Consortium and see how you can help make a difference.

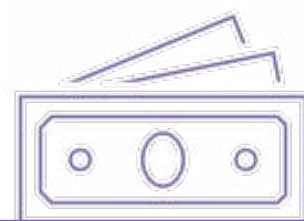
For more information on the Fruit & Vegetable Consortium and to find out how you can help make a difference, visit thefvc.org.au.



Extra half cup veg =
\$100m health expenditure
saving per year.



Extra half cup veg =
reduces risk of death by
5% and heart disease and
stroke by 4%.



Economic benefit to our
growers from \$10m investment
approx. \$1billion over 11 years.

National Nutrition Week

Aussies urged to 'Embrace your veg waste' for National Nutrition Week 2019

Nutrition Australia Vic Division push for less food waste in an effort to increase veg consumption as part of their Try For 5 campaign. The campaign run annually for National Nutrition Week has inspired more Aussies to embrace their veg waste.

Try For 5, Nutrition Australia Vic Division's annual awareness campaign is celebrated during National Nutrition Week (13–19 October 2019). The campaign aims to increase Aussie's veg consumption, with less than 4% of Australians consuming the recommended five serves of veg each day. The theme for Try For 5 2019, 'Embrace your veg waste' inspired Aussies to incorporate more veg into their day with tips, tricks and recipes for using up whole veg, old veg and leftover veg.

Food waste is massive issue in Australia, and one that effects not only the environment, but also consumers, growers and the economy. OzHarvest reported one in every five bags of shopping ends up in the bin, equating to nearly \$4000 worth of groceries per household per year. The OzHarvest food waste report also revealed more than one third of the average household's rubbish bin contained leftovers or wasted food that was still okay to eat. 'Embrace your veg waste' aimed to inspire Aussies to use the parts of vegetables they may otherwise throw out, as well as revitalise old veg and leftovers.



“Nutrition Australia Vic Division inspire Aussie's to eat the recommended 5 serves of veg each day with Try For 5 2019, 'Embrace Your Veg Waste' as part of National Nutrition Week (October 13 – 19)”

“Vegetables are great for our health. They can reduce the risk of many chronic diseases and provide us with key nutrients. However, Australians aren't eating enough vegetables and are throwing away large amounts of edible food waste. We called on everyone to rise to the challenge and embrace their veg waste.” Says Nutrition Australia Vic Division CEO, Lucinda Hancock.

“Eating ageing vegetables and the parts of veg you usually throw away, like skins, stalk and leaves, makes every dollar stretch further, provides us with fibre, vitamins and minerals and reduces our households' impact on climate change. It's win-win-win!”

Embracing veg waste can ensure more Aussies are reaping the benefits of all parts of vegetables, including fibre from the skin and vitamins and minerals from stalks and leaves. Plus, with one in five shopping bags ending up in the bin, fighting food waste means Aussies get more bang for their buck and reduce their environmental impact.



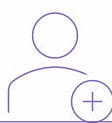
3,013

unique
website
visitors



392

media kits
to orgs and
influencers



1,752

new
followers on
social media



3M+

reached via
the Herald
Sun



1,082

competition
entries

The campaign

To celebrate Try For 5 2019, Nutrition Australia Vic Division called upon influencers, chefs and nutritionists to inspire Aussies to eat more veg waste. The week-long campaign was launched with a new website, featuring a range of veg-filled recipes, tips and hacks to increasing intake while lowering food waste. As part of the campaign, Nutrition Australia Vic Division partnered with Olivia Andrews, co-founder of Marley Spoon, food writer and author of the cookbook 'Three Veg and Meat', and Rachel Potter, The Waste Free Chef. The 2019 ambassadors joined the fight against food waste, sharing simple veg-packed dishes, top tips and insights to help Aussies Try For 5.

In addition to the new Try For 5 website, Nutrition Australia Vic Division also delivered an impactful social media campaign, three competitions, and a live influencer cooking event at Vive Cooking

School in Sydney.

Try For 5 Success

Together with a range of sponsors, supporters and ambassadors, Nutrition Australia Vic Division reached over 2.8 million Aussies during National Nutrition Week. The campaign included 177 social media posts, 1,082 competition entries and articles in the Herald Sun, the Daily Telegraph and Body & Soul magazine.

The Try For 5 partners and supporters included Bayer, Sheldon & Hammond, Marley Spoon, Fareshare, Life Education, The Good Foundation and Jamie's Ministry of Food Australia.

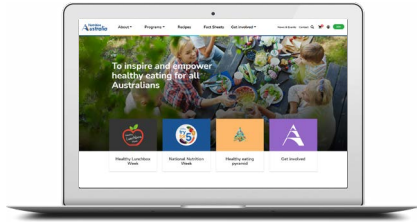
Nutrition Australia Vic Division remains committed to this annual campaign and looks forward to continuing to deliver Try For 5 messages to all Australians.

Media & communications

Working with the media, online communications, partners and influencers helps amplify our trusted and credible healthy eating messages.

Communications highlights

National website



New Nutrition Australia website launched 20 May 20

989,251 visits / 776,369 visits

- National, integrated approach.
- Enhanced user experience.
- Refreshed and modern look and feel.

Social media

Growth across all platforms in the last 12 months:



27,195
followers on
Facebook
(up 4.6%)



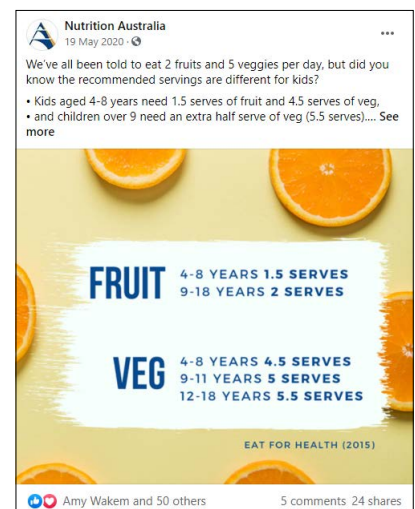
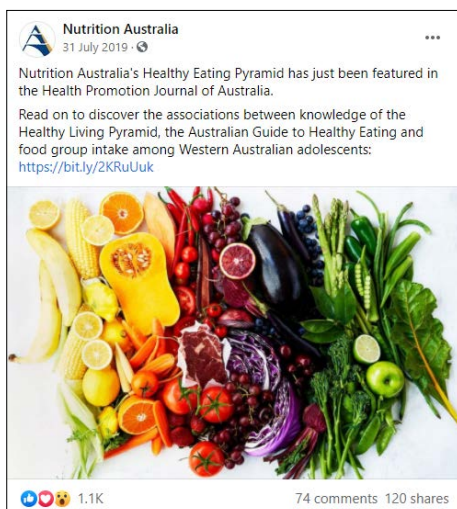
11,400
followers on
Instagram
(up 25%)



12,492
followers on
LinkedIn
(up 4.1%)



8,223
followers on
Twitter
(up 37%)



Media highlights

Nutrition Australia Vic Division had 258 media mentions including online media, print media and radio.

Fruit & Vegetable Consortium

- [Consortium launched amid coronavirus to make Aussies eat their fruit and vegetables - ABC News and Landline Interview Lucinda Hancock \(May 25 2020\)](#)
- [New Fruit & Vegetable Consortium band together for change - Retail World Magazine](#)
- [Fruit & Vegetable Consortium launched to increase fresh produce consumption | Good Fruit & Vegetables | Australia \(goodfruitandvegetables.com.au\)](#)
- [CSIRO signs on to Fruit & Vegetable Consortium | Good Fruit & Vegetables | Australia \(goodfruitandvegetables.com.au\)](#)



VegKIT launch

- [VegKit for Aussie kids – Get Lifestyle](#)
- [VegKit for Australian kids \(fruitnet.com\)](#)
- [New VegKit program to lift kids' vegetable consumption | Good Fruit & Vegetables | Australia \(goodfruitandvegetables.com.au\)](#)



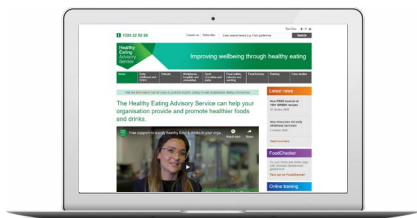
Try For 5 campaign

19 October 19

- [Aussies urged to embrace vegetable food waste this National Nutrition Week - Breakfast - ABC Radio](#)
- [Vegetables and waste reduction take focus in National Nutrition Week | The Canberra Times | Canberra, ACT](#)
- [Why Aussies need to eat more vegetables - Food & Beverage Industry News \(foodmag.com.au\)](#)

HEAS highlights

Website



451,805 visits

355,748 users

Social media

Growth across all platforms in the last 12 months:



1,021

followers on
Facebook
(up 101%)



916

followers on
Instagram
(up 44%)



1,248

followers on
LinkedIn
(up 478%)



589

followers on
Twitter
(up 124%)



Media

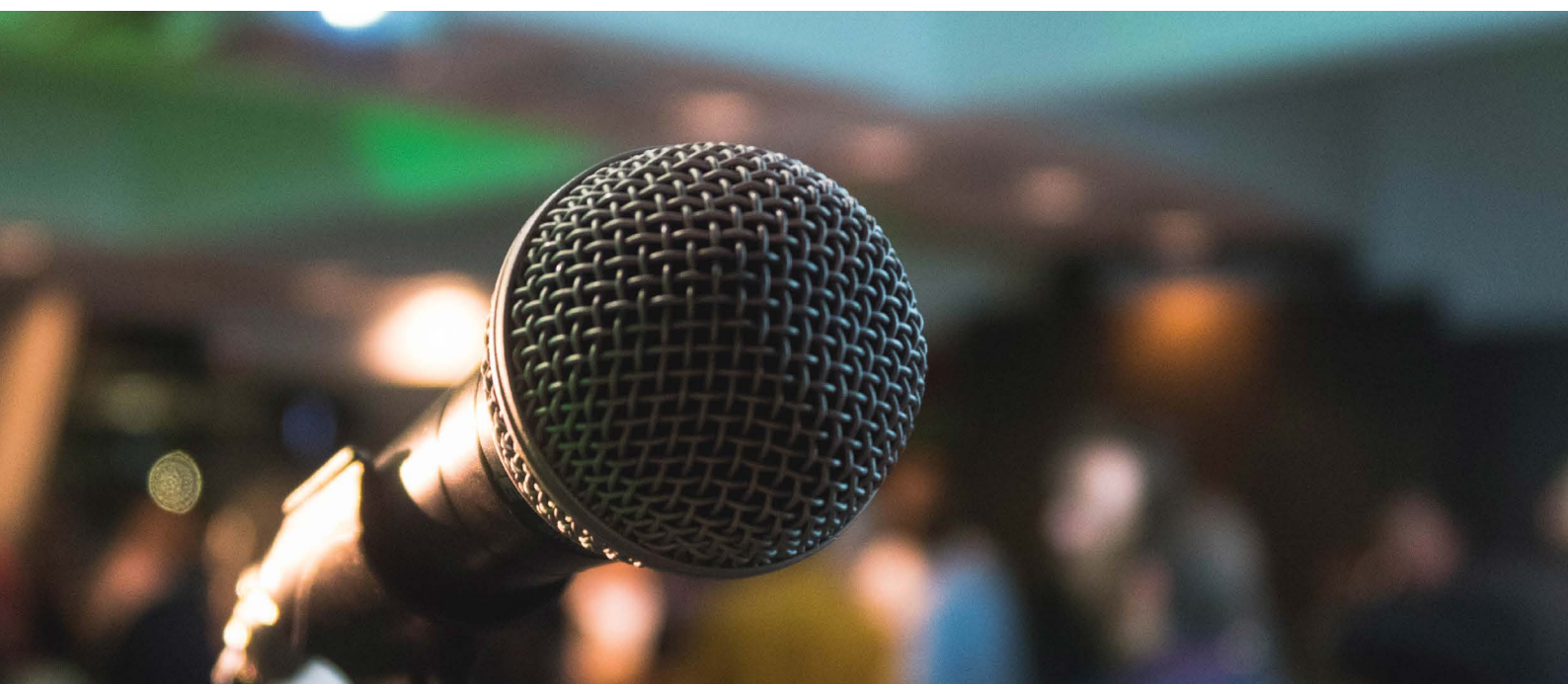
Over 27 news stories, blogs and media releases.

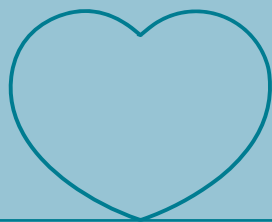
Highlights for the year include:

- Healthy serves on menu at Bendigo Tennis Centre, Mirage
- Ballarat Base Hospital's vending machines to offer healthy alternative, The Courier
- Deakin University healthy changes lead to a 1.3 tonne reduction in sugar sold on campus, Department of Health and Human Services
- Sugary drinks to be phased out at Melbourne Museums (media release), Premier of Victoria
- How healthy food improves student outcomes, The Educator

Conferences and presentations

- Dietitians Australia National Conference, 2019
- Nutrition Society of Australia Annual Scientific Meeting, 2019
- National Education Summit, 2019
- World Public Health Nutrition Conference, 2020 (online)
- Nourish Network Winter event, 2019
- Two Healthy Choices implementation forums
- Two Victorian Healthy Eating Enterprise forums, 2019
- Deakin University Food Policy Dialogue, 2019
- Cardinia Life Healthy Choices Launch (Cardinia Shire Council, Monash Health and Aligned Leisure (partnership)
- Parent's Voice Changemaker Webinar - Part 2 What's working, what's not (live)
- Achievement Program health promoters' training
- BLG Heart Health Forum (Northern District Community Health)
- Training on HEAS and Vic Public Health Nutrition (Deakin University)
- Four Healthy Choices implementation forums (Zouki)
- Implementing Healthy Choices in Victorian Hospitals (Public Health Association of Australia)
- Three presentations on nutrition guidelines to Monash and Deakin University Students





Thank you

**Thank you to our board of directors, staff,
partners, supporters, students and volunteers.
Your generous contributions of time, expertise,
and support are an important part of Nutrition
Australia Vic Division's successes.**

Thank you

Volunteers and students

We can't deliver our programs without the wonderful contribution of our volunteers. More than 42 volunteers gave us over 1,500 hours of valuable time in 2019-20. Six students worked on specific projects contributing significant hours.

Partners and supporters

Our partners and supporters play a vital role supporting Nutrition Australia Vic Division. They're contributing to improving the health and wellbeing of all Australians.

A special thank you goes to our corporate partners:



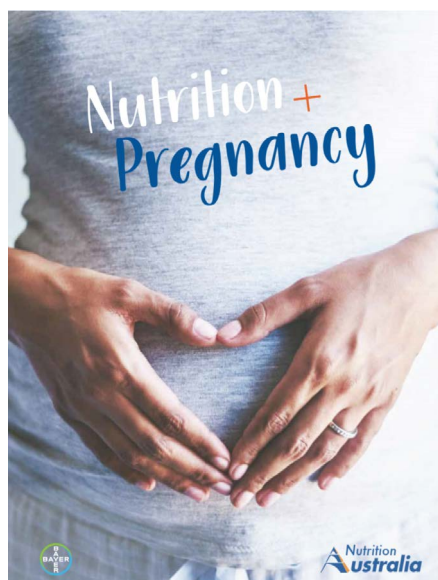
Bayer	AusVeg	Melbourne Market
Dairy Australia	Hort. Innovation	PMA Australia & New Zealand
Flinders University	CSIRO	Royal Children's Hospital
Deakin University	Deloitte	Health & Wellbeing Queensland
OzHarvest	Life Education	Dept Health and Human Services
	VicHealth	Dept Education and Training
	Melbourne Markets	Heart Foundation
	Nuts for Life	Jamie's Ministry of Food
	SAKGF	The Good Foundation
	Zouki	Alfred Health
	Cancer Council Victoria	Western District Health Service

Bayer: Nutrition in Pregnancy

As part of the partnership between Bayer and Nutrition Australia, an education brochure has been developed and piloted, which focused on self-care and preventative health.

The 12-month project aimed to increase the knowledge and behaviours of women of childbearing age (16-40 years). An education brochure was developed which could be distributed to pregnant women via health professionals at pharmacies and GP clinics. Outcomes from the 'Nutrition in Pregnancy' pilot include:

- An attractive, easy to use, 16-page brochure, which aligned with health literacy principles. Geared to a broad audience with culturally diverse images of meals and community members embedded into the resource.
- The brochure encompassed the key nutrition in pregnancy topics in one resource, thereby closing a resource gap for healthcare professionals.
- A total of 5,000 brochures were disseminated to the pilot regions: two culturally and linguistically diverse (CALD) communities experiencing greater socio-economic disadvantage.
- Evaluation demonstrated the brochure was easy to understand and assisted the selection of healthier food choices. It supported health professionals' communication about pregnancy nutrition and was suitable for patients.



“The pilot had a positive impact on the target audience, providing healthcare professionals with a credible, easy to use, evidence-based resource supporting their communication on pregnancy nutrition.”

South-west Dairy Farmers welcome Nutrition Australia on regional tour

Farmers in south-west Victoria have embraced the opportunity to showcase the region's dairy industry to a visiting party from Nutrition Australia.

The tour, made up of 14 nutritionists, visited three farms to see how milk is produced and to gain first-hand knowledge of the paddock to plate experience. It was arranged by Dairy Australia and WestVic Dairy.

Technology & innovation

The itinerary for the day included; a visit to Phil and Symone Vines' robotic dairy at Simpson to look at technology and innovation; lunch at Apostle Whey Cheese where sustainability and vertically integrated farming were discussed; a tour of Brendan Rea's farm at Allansford where the focus was on modern farming practices, the importance of animal welfare and the stringent food safety checks that take place on-farm.

Educating & informing industry partners

For Brendan Rea agreeing to host the tour party was an easy decision: "Now more than ever it is essential that we educate and inform industry partners and the general public of what we actually do on-farm. It is important that they are aware of how well we treat our cows and the environment and how seriously we take food safety. There is a lot of mis-information out there and we need to be proactive in dealing with that," he said.

Nutrition Australia is the peak national community nutrition education body. As a long-term partner, Dairy Australia saw the opportunity to engage and further inform Nutrition Australia about industry practices, so they are equipped to educate the public holistically about food, nutrition and sustainable agriculture.



Volunteering

When I was a first year dietetics students, I began volunteering at Nutrition Australia Vic Division in 2019 as an administration assistant.

As I settled in, I was given more opportunities, such as assisting with the Fruit & Vegetable Consortium, where I learnt valuable skills such as stakeholder engagement, assisted with website development. And I gained valuable lessons about project management, promotion, and leadership.

I also worked on the long day care menu packs, where I assisted with the intricacies of designing a menu plan, customer engagement, recipe development and testing (and tasting), communications and marketing. This taught me team work, planning and delegation to efficiently deliver work to a high standard.

It is a great feeling knowing I was able to play a part in the work of Nutrition Australia Vic Division to better the health of all Australians.

I thoroughly enjoyed working in diverse roles as a volunteer. Whilst challenging and fast-paced, it was also exciting and enjoyable, and led to immense personal and professional growth.



Montana Griffiths-White

I upskilled in many areas, and could apply nutrition principles I learnt at university to real work. And it has ignited a newfound passion for health advocacy.

The staff at Nutrition Australia Vic Division fully supported me, often provided opportunities for networking and professional development.

My volunteer experience at Nutrition Australia Vic Division is more than just work experience. It is the chance to understand the fabric of an organisation, run by passionate, hard working and kind people who share the same vision: to enable “healthy eating for all Australians”.

Montana is a second-year dietetics student at La Trobe University, and volunteered at Nutrition Australia Vic Division from July – October 2019. She been employed as Special Projects Communications Officer from October 2019 to present.

Students

I was very excited to be allocated my placement at Nutrition Australia Vic Division as I have wanted to volunteer with NA Vic since my first year of undergraduate studies in 2017!

A fellow student and I worked with the Healthy Eating Advisory Service (HEAS) on a project, titled “Scoping the best practice guidelines for a successful healthy retail recognition program in Victoria”. The project idea was generated from Nourish Network’s Healthy Retail Promotion Action Group (NNHRPAG). It is supervised by NA Vic and supported by Monash Health and Deakin University. The project’s goal is to increase healthy eating and reduce Victorian’s obesity and chronic disease risk by identifying best practice guidelines for a ‘healthy retail’ recognition program in Victoria. This involved completing a literature review and needs assessment, designing a comparison tool, conducting interviews and writing an evaluation report with recommendations.

During placement, I developed interviewing skills, oral and written communication skills, presentation skills and grew in confidence. I also sat in and observed various meetings, and talked to people from NA Vic, Monash Health and NNHRPAG about their roles and career progression.

“It has been encouraging to learn that dietetics opens up a diverse range of career paths.”



Faye Chik

This placement has increased my awareness and knowledge of healthy eating implementation in Victoria, and has inspired me to explore the field of healthy retail recognition programs in Victoria, Australia and internationally.

I thoroughly enjoyed my placement with HEAS and I encourage you to experience it for yourself! Everyone at NA Vic has been very welcoming, and I am very thankful that my placement project had real-world implications and was valuable to NA Vic.

Faye Chik is a first-year Master of Dietetics student at Deakin.

Directors

Board



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GAICD



Deputy Chair
Pauline James



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FAICD



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Andrew Jaworski



Director
Maria Robbins
GAICD



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Director
Prof. Sarah
McNaughton, APD



Director
Teri Lichtenstein,
APD



CEO
Lucinda Hancock
AN

Directors' meetings

The number of Directors' meetings held (including meetings of Committees and Directors) and the number of meetings attended (while a Director) during the financial year are:

	Full meeting of directors		Finance, audit & risk committee		People & culture committee	
Meetings held (H) whilst a Director and attended (A)	H	A	H	A	H	A
John Wills	10	9	7	7		
Pauline James	10	9			3	3
Dean Laurence	10	10	7	7		
Shaun Jarvis	10	10			3	3
Andrew Jaworski	7	7				
Teri Lichtenstein	10	8				
Sarah McNaughton	10	8				
Maria Robbins	10	8	6	6	3	3

Financials

In 2019-20 we invested in



Business development



IT for all staff to work remotely



New product development

		2019-20	2018-19
Income	2	2,370,569	2,194,488
Expenditure			
Accountancy, Audit and Other Professional Fees		161,432	122,759
Employee Related Expenses		1,637,717	1,524,035
Consultants Program		171,139	68,458
Occupancy Costs		47,540	39,328
Marketing and Promotions		55,987	90,698
Rent		65,602	66,739
Website Services		184,470	71,080
Catering and Food Ingredients for Programs		4,922	8,808
Travel & Motor Vehicle Expenses		42,175	33,612
Publications and Information Resources Expenses		6,515	6,658
IT and Related Expenses		15,206	9,499
Gifts		1,191	1,705
Insurance		5,615	5,767
Depreciation		4,092	4,548
Bank Charges		1,023	1,076
Sundry Expenses		306	441
		2,404,933	2,055,211
Surplus/(Loss) before Income Tax		(34,364)	139,278

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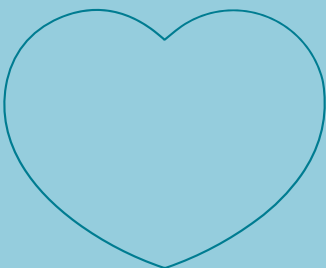
Become a member



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.