

2021

Annual Report



Nutrition Australia Vic Division

Contents



About us

- 5 Our impact
- 6 A message from our leaders
- 8 Advocating for your health



Programs & services

- 11 Healthy Eating Advisory Service
- 16 Setting insights for food industry
- 17 Product assessment service
- 18 Cook Well, Eat Well
- 19 Digital Workplace wellness
- 20 Supporting retailers to implement the guidelines
- 21 Nutrition communications



Projects

- 23 VegKIT
- 26 Fruit & Veg Consortium
- 28 National Nutrition Week



Media & communications

- 32 Communication highlights
- 33 Media highlights
- 34 HEAS highlights
- 35 Conferences and presentations



Thank you

- 37 Volunteers and students
- 37 Partners and supporters
- 38 Student article
- 39 Directors
- 40 Financials
- 41 Connect with us

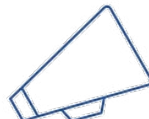
About us

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

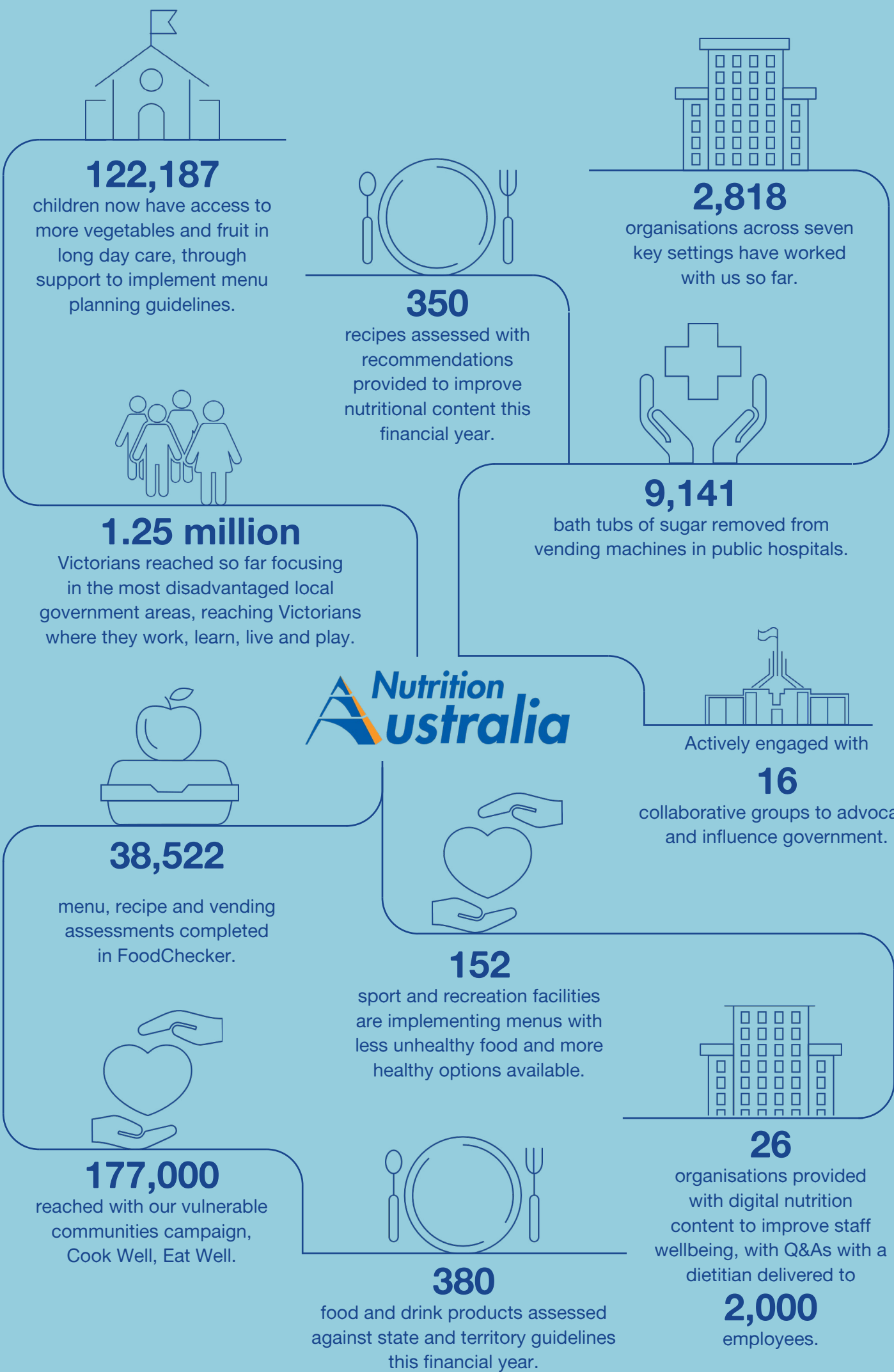
Our priorities

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 commenced with the full impact of coronavirus (COVID-19) and ongoing lockdowns forcing us to operate remotely for the year. Fortunately, we had already fully transitioned to remote working with staff supported to work from home.



John Wills

Chairman



Lucinda Hancock

CEO

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

We successfully kept all staff employed at full capacity due to the Government’s Job Keeper subsidies enabling our staff to continue delivering on all our programs and services for the Healthy Eating Advisory Service, The Fruit and Vegetable Consortium and our Consultancy team.

Within the Consultancy Unit efforts were focussed on business development, upskilling our internal resources and launching new products. This resulted in the delivery of many smaller and resource intensive bespoke projects and has resulted in the Consultancy Unit further redefining products to secure future sustainability beyond this financial year as well as developing processes for securing larger impactful nutrition

projects and services. Our efforts focussed on developing processes for securing larger impactful nutrition projects and services.

Whilst our team was faced with ongoing lockdowns, we focussed on supporting our staff through providing a flexible working environment and the implementation of a COVID Health and Wellbeing Plan to support our staff remotely 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.


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

- CEO appointed to be a member of the Health Star Rating Advisory Committee by the Australian Government Department of health
- Dedicating more time to advocacy work through collaborating with various leadership working groups with public health and consumer organisations.
- Continuing to advocate for a “fresh approach” via the fruit and vegetable consortium to increase vegetable consumption, one that is urgent and requires sustained, collaborative, long-term national action in face of a deepening COVID-driven health crisis.
- Increasing 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.
- Partnering with VicHealth to deliver ‘Cook Well, Eat Well’ an online platform to support vulnerable communities to access relevant healthy eating resources developed for their budgets, cooking skill set and health literacy level during the coronavirus pandemic.
- Challenging Australians to eat more veg during COVID via our National Nutrition Week campaign Tryfor5.

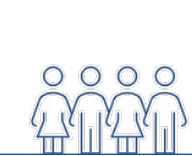
“Thank you to our board of directors, staff, volunteers and students without your passion and dedication Nutrition Australia Vic Division would not be able to achieve our mission of inspiring healthy eating.”

Advocating for your health


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:



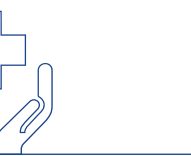
To increase vegetable consumption.




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.



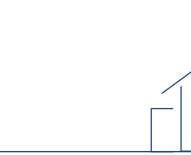
To make healthy and sustainable food provision available and accessible to all, transforming food retail environments for the better health of people and planet.



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 Nourish Network (Deakin University, Institute for Health Transformation)
4. The Food Systems / Food Security Working Group (VicHealth)
5. The National Nutrition Network - Early Childhood (Edith Cowan University)
6. The Health Promotion Peaks COVID-19 Working Group (VicHealth)
7. The Public Health and Consumer Groups - Advocacy collaboration

Through coordinated efforts we advocated for your health contributing to many consultations with the most significant being:

1. Review of the Food Standards Australia New Zealand Act 1991- Scoping paper for public consultation.

The scoping paper asks for feedback on five key areas of FSANZ current structures: Objectives, Functions, Legislative processes and decision-making arrangements, Partnerships, and Operations. It also asks for feedback on 25 proposed reform areas.

A summarised version of the submission can be read [here](#).

2. The Australian Dietary Guidelines [stakeholder scoping survey](#) providing comments on:
a. how the 2013 Australian Dietary Guidelines are used, and
b. relevant topics to be considered and possibly included in the review of the Guidelines.

As part of our nutrition education in the community, NA consistently refers to the Guidelines as a source of credible, evidence-based information on foods, food groups and dietary patterns that protect against chronic disease and provide the nutrients for optimal health and wellbeing.

NA recognises that nutrition is an evolving science and acknowledges the importance of revising the dietary guidelines to address emerging topics and latest research that supports recommended dietary patterns for good health.

Here is a link to the summary of Nutrition Australia's response to the stakeholder scoping survey.

3. Call for food regulatory reform to put the health of Australians and New Zealanders first

The Australian Government is redesigning the food regulatory system for Australia and New Zealand, setting the foundation for how food is made, sold and marketed long into the future. Public health must be front and centre to ensure the system is equipped to prevent diet-related disease, protect the health of the community, and promote a resilient population to support economic growth.

The last 18 months have demonstrated how important a healthy and resilient population is, but right now, proposed reforms favour food industry profits over protecting public health.

Read our open statement [here](#).



The Healthy Eating Advisory Service (HEAS) is a free statewide 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.

We also support the food industry to supply healthier foods and drinks, as well as health promoters seeking to implement long-term change in these settings.

HEAS is delivered by Nutrition Australia Vic Division, with support from the Victorian Government. This year we received confirmation that HEAS will be funded until June 2024.

Our goal is to be the flagship primary prevention service leading the implementation of Victorian Government nutrition policies and guidelines. The prime outcome of which is to enable these settings to create healthy eating environments for the communities that access them.

HEAS provides the following evidence-based, practical support through;

- 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
- one on one coaching support for health promoters (people leading implementation of the relevant guidelines) to engage internal and external stakeholders, plan and implement changes.

To date, HEAS has supported over 2,818 organisations, from local government areas across Victoria; reaching an estimated 1.24 million Victorians.



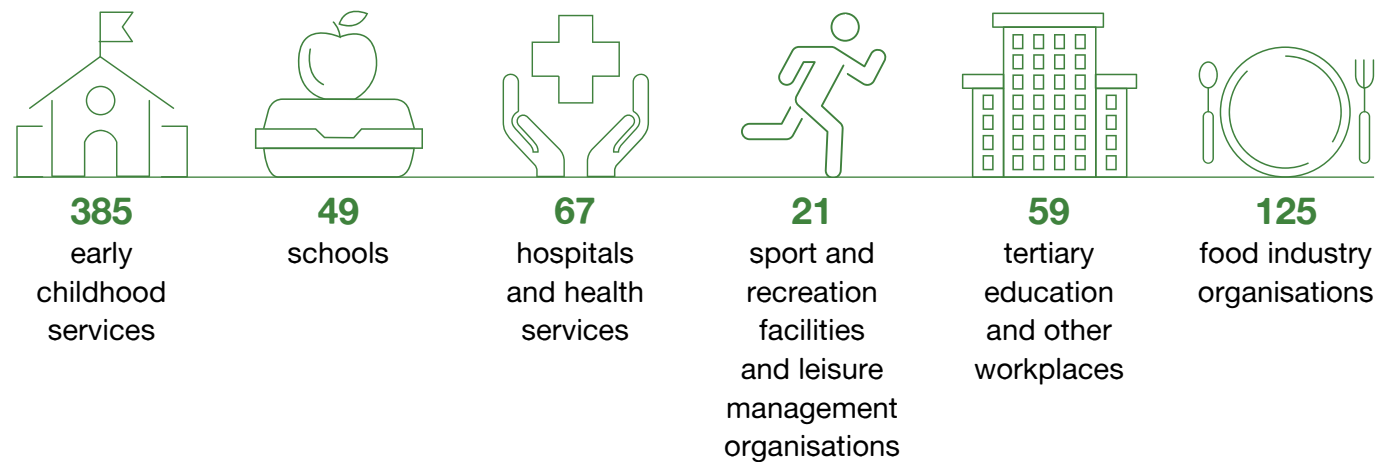
Programs & services



Nutrition Australia Vic Division's ongoing programs and services support organisations to provide and promote healthy foods and drinks to the community. With the 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.

Reach

In 2020/21, despite the impact of coronavirus (COVID-19), **706 organisations** accessed HEAS services, of which 14% were from the most disadvantaged areas in Victoria.



FoodChecker

Convenient and powerful online assessments

FoodChecker continues to be one of the most popular and unique services HEAS provides. This free online tool allows any organisation to self-assess their menus, recipes, products and vending machines according to the relevant healthy eating guidelines. In 2020/21, 494 organisations used FoodChecker to conduct 8,900 assessments.

FoodChecker is continually being updated to make it more user friendly, functional and to align with government guidelines. In 2019/20, the product database was updated to:

- include thousands of additional commercial food and drink products
- align with refreshed government guidelines for new long day care and Healthy choices criteria

In addition, FoodChecker was further adapted for hospitals and health services in Queensland, supported by Queensland Health.

foodchecker.heas.health.vic.gov.au



Since FoodChecker launched in 2018, 1,402 organisations have used FoodChecker to conduct over 38,000 menu, recipe and product assessments



Supporting organisations through coronavirus (COVID-19)

HEAS continued to support organisations through coronavirus (COVID-19). As well as providing a dedicated 'Healthy eating during coronavirus (COVID-19) resource hub, HEAS also continued to provide direct individual support to organisations continuing to implement healthy eating guidelines. This support included personalised FoodChecker training, regular meetings, policy reviews and ongoing direct support via phone and email.

New digital resources were developed including:

- Fussy eating and curriculum resources and a "How to introduce new foods" video series in early childhood services
- Case studies of early childhood services, schools, sport and recreation and hospitals implementing healthy food and drink change
- A new online training module for health promoters "Getting management on board" on how to get management support

The HEAS team also hosted an online Implementation Forum "Maintaining Healthy Choices implementation momentum as we step towards COVID normal".

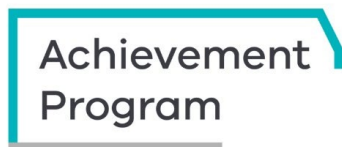
Partnering for change

A key HEAS strategy is to partner with like-minded organisations to ensure activities are aligned, coordinated and collaborative across the state to achieve collective impact.

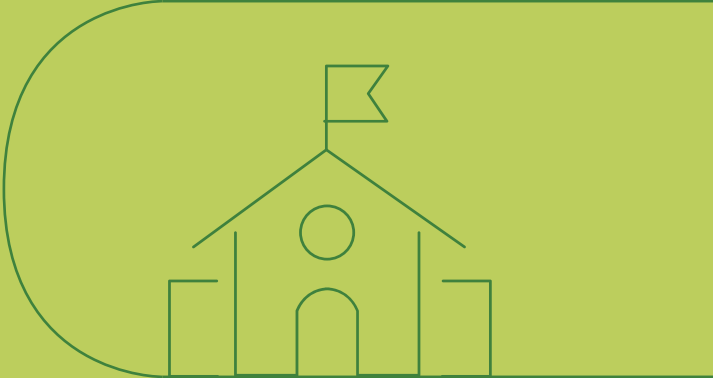
Our ongoing relationship with the Achievement Program (Cancer Council Victoria) and Alfred Health ensures that organisations implementing healthy changes receive comprehensive support and recognition.

Key initiatives this year:

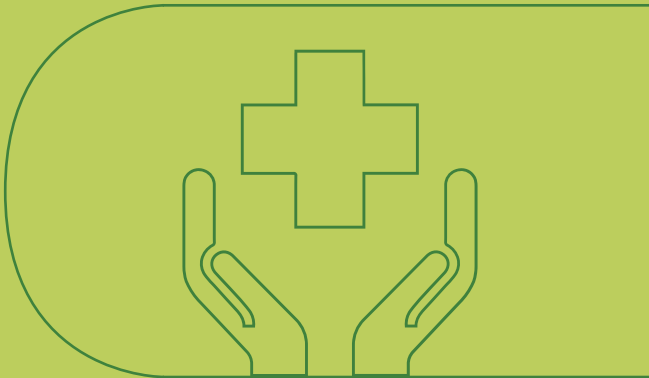
- Collaboration with the VegKIT consortium (CSIRO, Flinders University and Nutrition Australia) to develop an online training module “Promoting healthy eating in long day care” targeted at educators in long day care services. The module, due to launch in 2021, provides practical advice and support for educators to promote healthy eating amongst children in their care.
- Worked with Vic Health and Deakin University to use the learnings from the Water in Sport project to develop a toolkit targeted to local governments on how they can support community health and wellbeing by creating healthy food and drink environments in local sport and recreation facilities.
- Collaborated with 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 lead the retail resources action team. Key projects included the development of a retail resources toolkit to support step by step implementation of healthier retail. This toolkit is currently being tested with retailers by Deakin University
- Partnered with Western District Health Service to publish 150 GREEN recipes developed by the service on the HEAS website.
- Publishing infographics that summarise healthy eating programs and services for early childhood services and schools from organisations across Victoria
- Collaboration with HealthShare Victoria and Department of Health to embed inclusion of Healthy choices criteria in the tender release with the aim to increase the supply of healthier foods and drinks available for hospitals.
- HEAS presented at various conferences and events, including the Municipal Association of Victoria Health and Social Planners forum and the Community Child Care Outside School Hours Care conference.



Overall, thanks to HEAS support...



411 early childhood services have a menu that meets relevant guidelines with 91,289 children having access to adequate fruit and vegetables.



100 hospitals and health services have healthier retail, catering and/or vending for their staff and visitors with a further 82 services working towards achieving this.



76 schools have canteens that don't sell sugary drinks or confectionery to students.

Setting insights for food industry

Nutrition Australia provides food industry organisations with insights into settings such as long daycare, aged care, hospitals, workplaces, universities, schools and sport and recreation.

These insights sessions touch on the current food landscape, applicable nutrition guidelines, current food service barriers, nutrition requirements and key nutrients to focus on for the target audience and key decisions makers within the channel. They provide the organisation with a detailed understanding of the setting, how their products can fit within and meet the needs of the setting and potential considerations for future product development.

These sessions help organisations in forming a strategy for entering these markets, upselling and marketing their products into certain channels, as

well as future direction for product development. As a result of the Royal Commission into Aged Care Quality and Safety, Nutrition Australia has delivered numerous Aged Care Insights Sessions, aged care training and aged care reports to clients within the food industry.

Nutrition Australia has also provided food industry organisations, with tailored insights to help understand food trends, consumer needs and expectations. This information is used to guide new product development and marketing to provide and promote healthier products.

Read the Final Report of the Royal Commission into Aged Care Quality and Safety



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 2020-21, requests for this service significantly increased and we have expanded our offerings to include:



Review and development of drink fridge planograms to help manufacturers provide their clients with compliant fridges.



Reviewing marketing collateral that communicates product classifications to clients.

Over the past 12 months Nutrition Australia Vic Division has assessed products for numerous manufacturers.

“In this financial year alone, Nutrition Australia Vic Division has classified over 380 products against state and territory nutrition guidelines for schools and hospitals. We have also assessed and provided recommendations on over 300 recipes to make them healthier and improve the outcomes for consumers.”

Cook Well, Eat Well

Since the beginning of the COVID-19 pandemic, a significant number of people have 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 to access relevant healthy eating resources developed for their budgets, cooking skill set and health literacy level during the coronavirus pandemic.



Nutrition Australia engaged 25 key organisations, including primary care partnerships, local councils, charities, food relief agencies and to develop supportive resources of which they could provide to their clients.

The Cook Well, Eat Well website was a Mecca of healthy eating resources, easily understandable, free to download, and culturally and linguistically diverse to suit the many different needs of Victorians.



A total of 34 basic cooking and healthy recipe videos, 50 recipes, 15, factsheets, 49 translated resources were developed or aggregated. A media and social media campaign to all stakeholders and the wider community resulted in over 25,000 views to the website and total reach of the social media campaign being over 152,000.

The 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.



Digital workplace wellness

Workers who are healthy and getting a nutritious diet demonstrate improved concentration, mood, mental health, performance and productivity. The Nutrition Programs and Services Unit launched a new suite of digital nutrition & health webinars to support the wellbeing of staff in workplaces.

The webinars are delivered live or pre-recorded and provide theoretical and/or practical nutrition knowledge. The aim is to increase the consumption of a balanced diet to promote wellbeing and reduce the burden of disease.

Popular topics include Food and Mood, Temptations and Triggers and Gut Health and Immunity. The Q&A with a dietitian or nutritionist is also extremely popular amongst workplaces as it provides an interactive forum for staff to have all of their diet related questions answered by our expert nutritionists and dietitians at Nutrition Australia.

Since launching in April 2020, we have provided tailored content for 26 organisations and delivered live Q&A sessions to over 2000 staff. Our digital content has the potential to reach more than 74,000 staff and students from a wide range of industries including councils, utility companies, hospitals, universities and law firms.



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 food and drinks in line with relevant state and territory guidelines.

The service educates and supports food retailers to understand the importance of the guidelines and how to implement these in order to improve the health and wellbeing of their customers.

In 2020/2021 Nutrition Australia worked closely with a number of Zouki outlets resulting in:



Implementation of the Healthy Choices guidelines
in four Victorian health services that have Zouki retail outlets: Cabrini Health, Monash Health, St Vincent's Health, and Western Health.



Implementation of A Better Choice guidelines
in two Queensland health services that have Zouki retail outlets: Mater Health and Redcliffe Health.



Removal of all RED promotion material in 15 retail outlets across Victoria and Queensland.



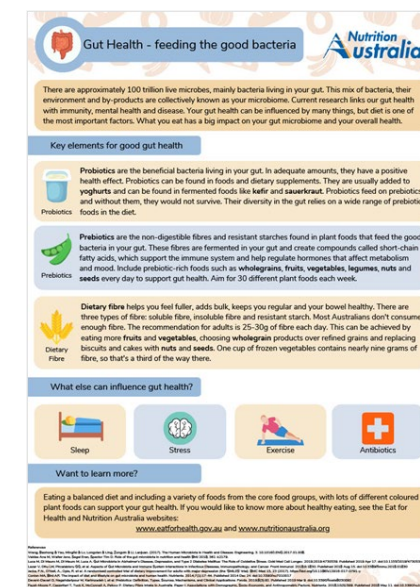
Modification of all Zouki sites' ready-to-eat offering, point of sale, and hot food and cold food offerings, to provide a higher proportion of GREEN and AMBER products.

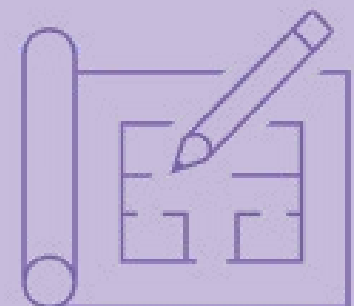
Nutrition communications

We have leveraged off our experienced team of dietitians, public health and culinary nutritionists, scientific writers, digital nutrition specialists, graphic design and marketing and communications experts to develop bespoke nutrition marketing, communications and sector engagement for various food industry clients.

Key activities for 2020 have included the development of nutrition articles and factsheets, e-DM campaigns, newsletters, industry insights reporting and the development and delivery of educational webinars.

We continue to engage with food industry and key settings to support them to promote healthy eating.





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 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.

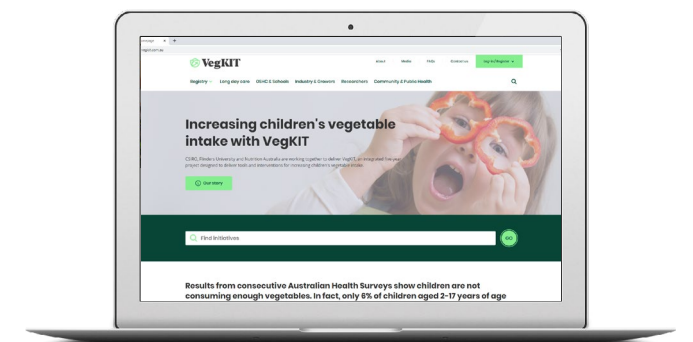
2020-21 has been an active year for VegKIT. The VegKIT website has continued to evolve and reach users from a range of settings including research, public health, and food industry. Campaigns and presentations have been executed to garner further interest in the project, and much work has been done to disseminate VegKIT resources.



Website usage grows

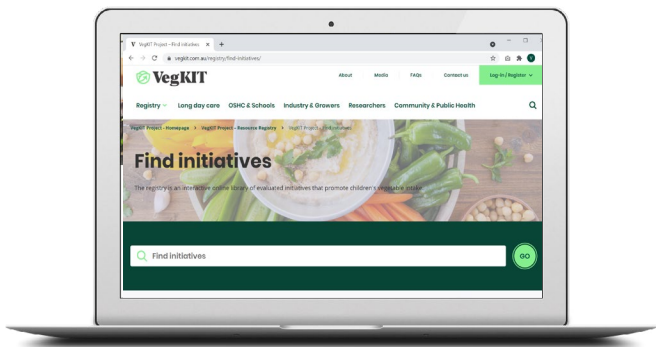
The VegKIT website is the program's hub that houses information and resources to assist researchers, food industry, health practitioners and policy makers to improve children's vegetable intake. Since its launch in 2020, the VegKIT website has continued to grow and generate traffic from a range of settings. From 2020-21, the website has had 34,450 page views from 5141 unique users, and 2,923 resources downloaded.

Visit www.vegkit.com.au.



VegKIT Registry

The VegKIT registry is a searchable database of projects, resources, and research initiatives that promote vegetable intake in children. During 2020-21, Nutrition Australia Vic Division updated the registry to facilitate a more seamless approach to registering and submitting initiatives. The VegKIT team from Nutrition Australia, CSIRO and Flinders University also continued to campaign for initiatives that address children's vegetable intake to be submitted to the VegKIT registry. Since July 2020, there has been 1106 visitors to the registry, and two new initiative submissions. The VegKIT registry currently has nearly 50 initiatives and resources.



New VegKIT resources

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 policymakers 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 – www.vegkit.com.au.

- Government – Evidence Summary for policy: Infant and early years feeding advice to support children to learn to eat and enjoy vegetables.
- Health Practitioners – Evidence summary for health practitioners: Infant and early years feeding advice to support children to learn to eat and enjoy vegetables.
- Infographic – Feeding advice to support young children to learn to eat and enjoy vegetables.
- Industry – Science insights for food industry: Opportunities for product development and marketing of vegetables for young children.

Nutrition Australia had led dissemination and engagement activities with presentations into the Commonwealth Health Department as well as approaches to state-based nutritionists to advocate for the inclusion of feeding statements into policy and practice documents. Nutrition Australia Vic Division has also led engagement with growers via AUSVEG to share VegKIT outcomes with vegetable levy players, food manufacturers and retailers.



Hort Connections 2021

The VegKIT project team presented at Hort Connections 2021 – Australia and New Zealand's premiere horticultural event. This year the event was impacted by COVID-19 travel restrictions. As a result, key Nutrition Australia Vic Division staff were unable to attend but were able to play a critical role planning and organising the VegKIT session within a successful hybrid conference.

Project lead David Cox (CSIRO) presented an overview of the VegKIT project and opened up a cross-industry panel discussion on efforts to increase kids' vegetable consumption.

Can kids learning to love veggies drive future demand?

The VegKIT panel:

- Claire Gardner, Flinders University Caring Futures Institute
- David Cox, CSIRO
- Shadia Djakovic, Healthy Kids Association
- Tara Leong, Qualified Nutritionist
- John Simonetta, Perfection Fresh Australia
- Belinda Adams, Coastal Hydroponics
- Astrid Poelman, CSIRO

Fruit & Veg Consortium

The Fruit & Vegetable Consortium (FVC), formed under the administrative lead of Nutrition Australia Vic Division continues to organise a collective response to Australia's low consumption of fruit and vegetables. The FVC and its' member organisations continue to advocate for a "fresh approach" to increasing vegetable consumption, one that is urgent and requires sustained, collaborative, long-term national action in face of a deepening COVID-driven health crisis.



A major piece of work the Consortium focussed on in 2020-21 has been the preparation of a Business Case to define how best to go about establishing a program that increases Australian's low vegetable consumption. This has now been completed, and includes a detailed business case blueprint, incorporating a behavioural change strategy and a proposed funding and governance model.

The business case and blueprint outline the recommended approach to attracting investment and material support from interested industry, health and government stakeholders to establish a collaborative behavioural change program aimed at increasing consumption of vegetables in Australia. As well as outlining an evidence base and rationale

for the project, it is designed to aid implementation by providing a blueprint for the required governance and documentation including business plans, budgets and the creative brief to agencies. The FVC will in the coming months use this Business Case Report to attract supporters, new members and potential investors.

The FVC has also welcomed Justine Coates as its' inaugural Managing Director. Justine joins from Hort Innovation Australia and brings with her a wealth of experience in consumer marketing and horticulture.

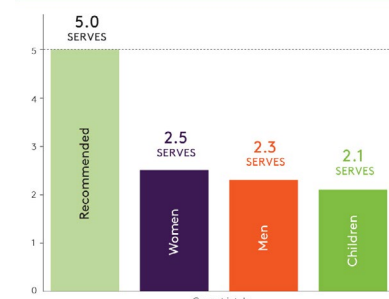
The FVC members have produced a powerful pitch video that summarises its' case for change and calls on government and industry to collaborate with the FVC to help Australians to eat more vegetables. The FVC has continued to raise its' profile with successful social media campaigns led across the Nutrition Australia-owned channels and supported across Consortium members' social media channels. Through campaign efforts and engagement with settings, the FVC now has over 250 supporters

and continues to grow its' followers across all social media platforms.

Nutrition Australia Vic Division has also redesigned the FVC website to showcase the newly developed Business Case and blueprint, and the pitch video. During 2020-21, the FVC website has had 2,935 visits and 2,365 unique visitors. www.thefvc.org.au

The next 12 months will see the FVC further evolve its' membership, with representation from all states and territories. The coming year will also see the FVC and its' member organisations focus on opportunities to pilot and test promising interventions that could be rolled out nationally to increase vegetable consumption.

Recommended vs current vegetable intake - Australia.



National Nutrition Week

Nutrition Australia urged Australians to 'Find your veg inspiration'

Against the backdrop of the emerging coronavirus (COVID-19) pandemic, the Try For 5 campaign aimed to inspire Australians to use the time at home to get inspired by vegetables and incorporate them in fun and creative ways.

Try For 5, Nutrition Australia's annual awareness campaign is celebrated during National Nutrition Week (11-18 October 2020). The focus of this year's campaign was 'Find your veg inspiration', with chefs, nutritionists, and influencers joining the campaign to provide practical tips, strategies and recipes to inspire all Australians impacted by the coronavirus (COVID-19) pandemic to get more veg in their diet.

This year, with COVID-19 causing disruption to our routines, National Nutrition Week was the perfect time to challenge Australians to eat more veg. Whilst Australians were working and schooling at home, panic buying, wearing masks, undergoing lock downs and having to adhere to social distancing measures, COVID-19 also saw more Australian families engaging in mealtime and spending more time in the kitchen. In fact, a majority of families reported eating dinner together each night and 1 in 3 Australians said they were learning to cook during lockdown.



“What COVID-19 provided was an opportunity to try more things in the kitchen. With more of us at home, it was the perfect time to address what we eat and start implementing some healthy habits that we can keep long term.

Australians are not eating enough vegetables. Only 7% of adults are meeting the recommended 5 serves of veggies a day. Low consumption has an impact on our physical and mental health and is critical as we cope with the COVID-19 pandemic.

- Lucinda Hancock
CEO

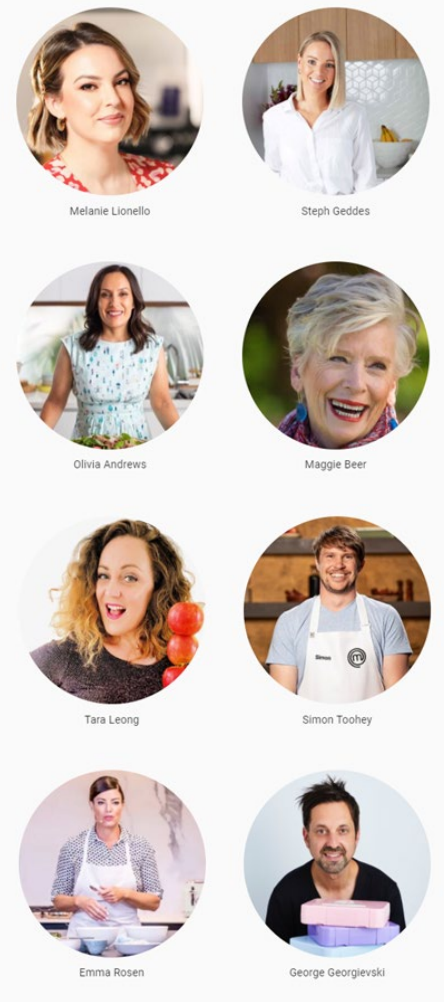
The campaign

To kick start the 'Find your veg inspiration' campaign, a new Try for 5 website was launched, hosting family-friendly recipes and kid-friendly resources aimed at helping families find creative ways to incorporate more vegetables into their daily diets.

In addition to the collection of vegetable-based recipes, Try for 5 also offered shopping, storing and cooking tips, as well as food waste recipes to help increase veg consumption and fight veg waste. Food waste in Australia is a massive issue, and one that affects not only the environment, but also consumers, growers and the economy. Currently, over 5 million tonnes of food end up as landfill each year, with the average household wasting 1 in 5 bags of groceries – roughly \$3,800 worth of food each year. What's more, almost half of all fruit and vegetables produced are wasted!

Joining the campaign to inspire Aussies to increase their veg intake was some of Australia's top chefs, nutritionists and influencers. Simon Toohey, MasterChef 2019 and 2020 finalist and co-founder of the Sustainable Earth Network joined 7 other veg-loving personalities to share their recipes and love of veggies. Others joining for the 2020 campaign: Melanie Lionello (From My Little Kitchen), Steph Geddes (Body Good Food), Olivia Andrews (Marley Spoon), Tara Leong (The Nutrition Guru and The Chef), The Lunchbox Dad George Georgevski, Emma Rosen (Food Creative) and Australian culinary icon Maggie Beer.

Each ambassador offered a range of veg-filled recipes, with a 'Recipe of the Day' showcased from each ambassador on the Nutrition Australia social media each day. Using this 'Recipe of the Day' as inspiration, Aussies were asked to cook the exact dish or their own vegetable-inspired meal and upload a photo to their social media. Called the 'Cook it, Shoot it, Share it, competition, each photo upload went into the draw to win a range of prizes donated from the Try for 5 sponsors or supporters.

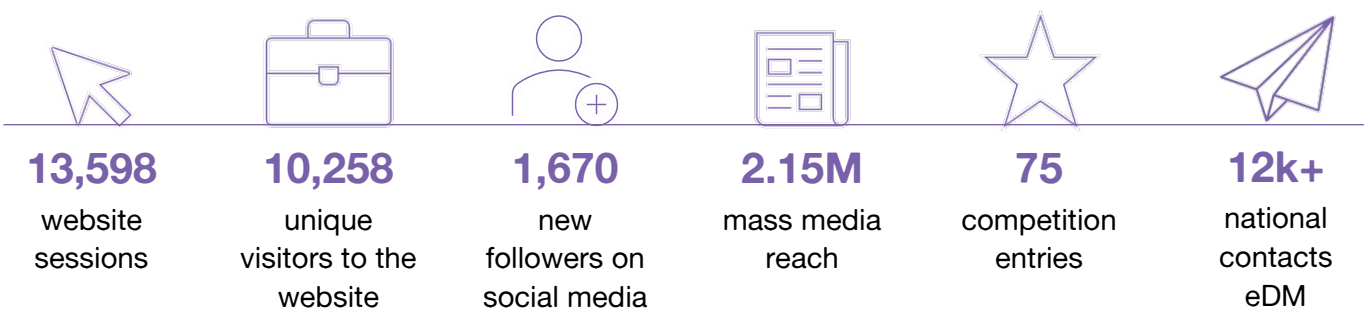


Try for 5 Success

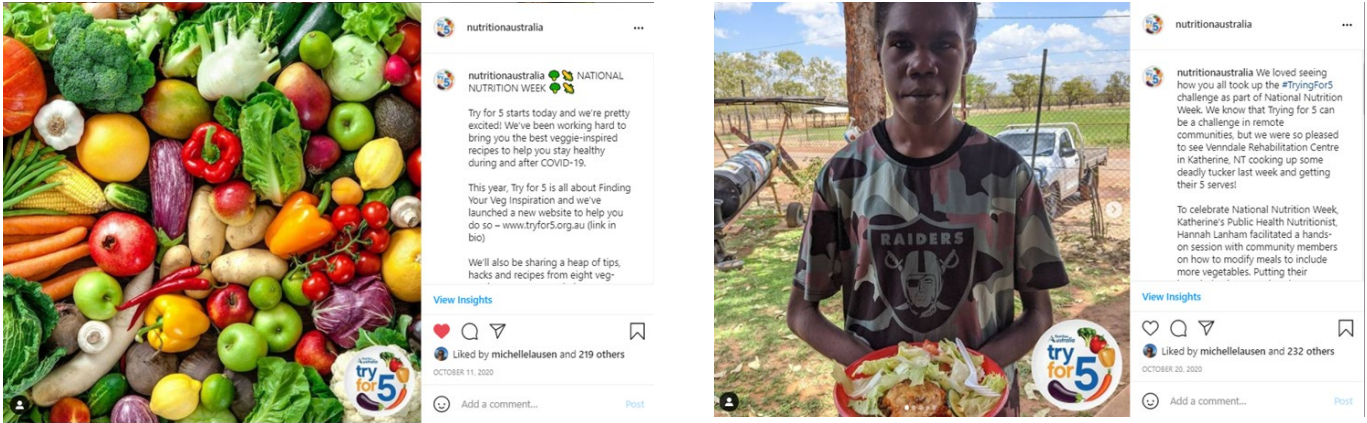
Together with sponsors, supporters and ambassadors, Nutrition Australia Vic Division reached over 2.15 million Aussies during National Nutrition Week. The website reached 360% more users than the previous year (2019-20). The campaign included 76 social media posts, 75 competition entries, and features in IGA national magazines, AUSVEG and WIN 6pm NEWS Canberra.

The Try for 5 partners and supporters included AUSVEG, OzHarvest, Marley Spoon, Cobram Estate and The Good Foundation, Eat Well Tasmania, A Better Choice, Tasty Chips & Vegetables and Sanitarium Health Products.

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



Social media

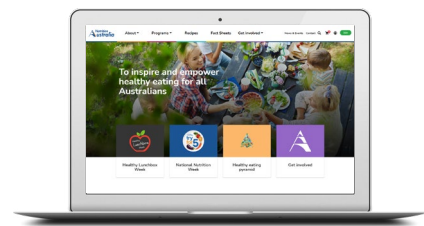


Media & communications

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

Communications highlights

National website



499,440 visits

382,369 users

Social media

Growth across all platforms in the last 12 months:



29,276

followers on
Facebook
(up 7%)



13,599

followers on
Instagram
(up 8%)



12,389

followers on
LinkedIn



12,611

followers on
Twitter
(up 42%)



Media highlights

Nutrition Australia Vic Division had over 208 media mentions including online media, print media and radio.

Fruit & Vegetable Consortium

- [Aussie veg intake: “We need to act now” - 24 June 2021](#)
- [‘One in a generation’ opportunity to invest in a happier, healthier, wealthier Australia. - 23 June 2021](#)
- [CSIRO signs on to Fruit & Vegetable Consortium - 19 August 2020](#)
- [Aussies need to buy more veggies to meet guidelines - 1 July 2020](#)

VegKIT

- [Queensland Country Hour – ABC Radio 10 June 2021](#)
- [Less than one week to go to Hort Connections 2021: ‘Celebrating the International Year of Fruits and Vegetables’ - 1 June 2021](#)
- [VegKIT project: increasing children’s vegetable intake and supply chain initiatives - 26 May 2021](#)
- [Kids can get a taste for vegies in the mother’s womb: CSIRO scientists - 17 March 2021](#)
- [Researchers highlight the need to strengthen dietary infant feeding guidelines - 11 March 2020](#)
- [VegKIT aims to help parents help kids eat vegetables - 7 December 2020](#)
- [VegKIT aims to boost children’s vegetable intake with free ECEC educator resources - 14 October 2020](#)
- [Food-focused phone apps help families - 25 September 2020](#)

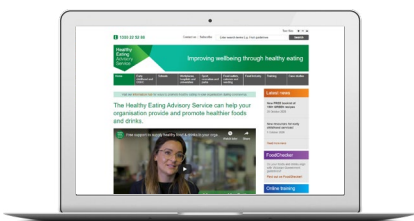
Try For 5 campaign

11-17 October 2020

- [Healthy Head Start for workplaces this National Nutrition Week - 13 October 2020](#)
- [Try for 5 this National Nutrition Week - 12 October 2020](#)
- [National Nutrition Week: Try for five - 11 October 2020](#)
- [National Nutrition Week – Try for 5 - 6 October 2020](#)

HEAS highlights

Website



40,761 visits

31,723 users

Social media

Growth across all platforms in the last 12 months:



1,519

followers on
Facebook
(up 49%)



1,231

followers on
Instagram
(up 34%)



1,931

followers on
LinkedIn
(up 55%)



912

followers on
Twitter
(up 55%)



Media

18 news stories, blogs and media releases.

Highlights for the year include:

- [Latrobe Regional Hospital bolsters its healthy eating efforts, Achievement Program/CCV](#)
- [Healthy choices a winner for LRH, Latrobe Valley Express](#)
- [Latrobe Regional Hospital has been given the green light for healthy eating, Achievement Program News](#)
- [Sugary sports drinks – not the stuff champions are made of, Prevention Blog](#)
- [Healthy eating with the Healthy Eating Advisory Service \(HEAS\), Deakin Nutrition blog](#)
- [Working towards a national approach to healthy eating in childcare, Deakin Nutrition blog](#)
- [New HEAS resources on introducing children to new foods in education and care settings, QARD Weekly](#)
- [Fun and engaging ways to get ‘fussy’ kids eating healthy food!, The Sector](#)

Conferences and presentations

- BLG Heart Health Forum, Northern District Community Health
- Smiles4Miles Annual Induction day, Smiles4Miles
- A sparkling recovery or fizzling out, Australian Beverage Council
- Facebook FoodChecker tutorial pilot (Live), HEAS
- MAV Health and Social Planners Forum (municipal public health and wellbeing planning), MAV
- MAV Health and Social Planners Forum (focus on healthy eating), MAV
- Deakin Dietetics Research Partnership Event, Deakin
- Victorian Healthy Eating Enterprise Implementation and Action Roundtable, Department of Health
- Nudging sport and recreation to promote Water in Sport, Nourish Network
- Aquatics Recreation Victoria Regional Conference 2021, ARV
- Virtual OSHC Conference 2021, Community Child Care
- East Grampians Healthy choices forum, East Grampians PCP
- HealthShare Industry Briefing, Victorian Government
- Dietitians Australia Conference, Dietitians Australia
- National Nutrition Network - ECEC- Knowledge Exchange Sessions, National Nutrition Network





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. Our volunteers gave us hundreds of hours of valuable time in 2020-21. 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:



Dairy Australia	Edith Cowan University	Dept Health and Human Services
Flinders University	VicHealth	Dept Education and Training
Deakin University	SAKGF	Heart Foundation
OzHarvest	Zouki	Jamie's Ministry of Food
AusVeg	Cancer Council Victoria	The Good Foundation
Hort. Innovation	Melbourne Market Authority	Alfred Health
CSIRO	Health & Wellbeing Queensland	Western District Health Service
Deloitte	Department of Health Queensland	YMCA
		Olive Wellness Institute

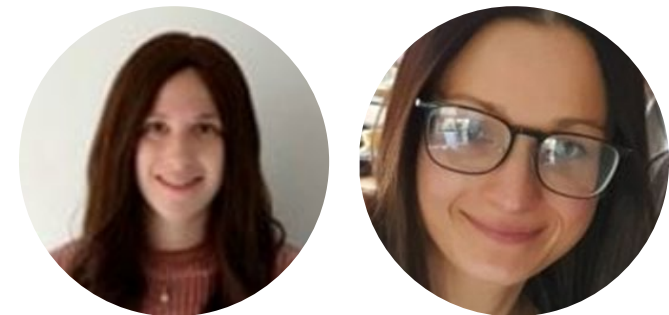
Student article

Through our Master of Dietetics at Deakin University, we were lucky enough to engage with HEAS, in partnership with Nutrition Australia.

Our placement was largely focused on a research project which aimed to evaluate the use of communities of practice. A Community of Practice is a collection of individuals that work together and build professional relationships by discussing ideas, concerns and participating in activities based on their similar areas of interest. In particular, we aimed to build the capacity of health promoters in sport and recreation centres to support the implementation of the Victorian Government’s Healthy Choices guidelines.

We are both passionate about working in public health nutrition, so were thrilled at the opportunity to work with a leading organisation such as HEAS, and to gain insight into the amazing work that they do. It was also very rewarding to work on a project that we knew would benefit HEAS and inform their conduct of future communities of practice. Over the course of our seven-week placement, our Nutrition Australia supervisor and the HEAS team provided varied and diverse experiences for us to engage in. Through the completion of our placement project and experiences gained from collaborating with various HEAS team members, we were able to develop numerous skills that can be applied to our future practice.

Additionally, working with the HEAS team provided us valuable insight into the barriers faced by health promoters in the implementation of Healthy Choices guidelines in the sport and recreation space, and the support offered by HEAS to help address these barriers.



Ricky Gelman
Master of Dietetics,
Deakin

Della Duric
Master of Dietetics,
Deakin

Our placement experience working with HEAS over the past seven weeks has been fantastic. The team were incredibly welcoming and created an environment that ensured we felt comfortable and supported. Our placement supervisor and the fellow HEAS team members were always available to offer feedback and provide guidance when needed. Overall, our placement provided us with a diverse range of experiences that offered invaluable insight into public health nutrition, specifically policy and guideline implementation. We are sure that anyone lucky enough to undertake placement with the HEAS team will take away as much as we did from the experience.

Through the completion of our placement project and experiences gained from collaborating with various HEAS team members, we were able to develop numerous skills that can be applied to our future practice.

Directors

Board

 Chair John Wills, GAICD	 Deputy Chair Pauline James	 Treasurer Dean Laurence, FAICD	 Director Andrew Jaworski	 Director Maria Robbins GAICD
 Director Shaun Jarvis	 Director Prof. Sarah McNaughton, APD	 Director Teri Lichtenstein, APD	 CEO Lucinda Hancock AN, MAICD	

Dean Laurence resigned as NAVIC and National Board Member and NAVIC Treasurer in February 2021.


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	9	9	9	7	-	-
Pauline James	9	9	-	-	5	5
Dean Laurence	6	6	4	4	-	-
Shaun Jarvis	9	8	-	-	5	4
Andrew Jaworski	9	7	-	-	-	-
Teri Lichtenstein	9	8	-	-	-	-
Sarah McNaughton	9	9	-	-	-	-
Maria Robbins	9	8	9	9	5	5

Financials


In 2020-21 we invested in




Business development



IT for all staff to work remotely



New product development



Advocacy

		June 21	June 20
Income	2	2,775,646	2,370,569
Expenditure			
Accountancy, Audit and Other Professional Fees		192,181	161,432
Employee Related Expenses		1,777,859	1,637,717
Consultants Program		205,915	171,139
Occupancy Costs		21,782	47,540
Marketing and Promotions		10,029	55,987
Rent		4,205	65,602
Website Services		224,561	184,470
Catering and Food Ingredients for Programs		2,023	4,922
Travel & Motor Vehicle Expenses		6,247	42,175
Publications and Information Resources Expenses		29,728	6,515
IT and Related Expenses		25,325	15,206
Gifts		2,840	1,191
Insurance		2,134	5,615
Depreciation		7,052	4,092
Bank Charges		1,191	1,023
Sundry Expenses		22,972	306
		2,536,044	2,404,933
Surplus/(Loss) before Income Tax		239,602	(34,364)

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www.nutritionaustralia.org



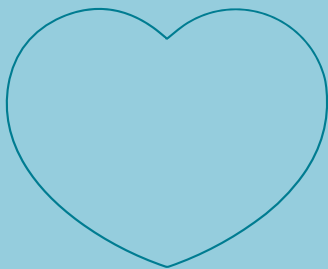
Become a member



Make a donation



Become a volunteer



Thank you to everyone who helps us deliver our mission of inspiring healthy eating.

Every year we rely on your support and you once again generously gave your time and resources.