NATIONAL NUTRITION WEEK 2025



Communication Toolkit

Inspiring a connected and nourished Australia

National Nutrition Week is an annual campaign championed by Nutrition Australia.

Our theme of inspiring a connected and nourished Australia encourages us to slow down, share, and appreciate food - from where it comes from to the enjoyment of eating together

Food is more than fuel. It's a story, a tradition, a connection.

Use this kit to help share our **Nutrition Week messages**

We have a variety of social media messages that you can tailor for your setting or target group.

Key Messages for 2025

- Food connects us to culture, community, and nature.
- Eat with Gratitude appreciate where food comes from, the effort behind it, and the journey from earth to plate.
- Enjoy Eating Together sharing meals nourishes us socially, culturally, emotionally and physically.
- Mealtimes Matter encourage conversation and connection, from the playground or workplace to the dinner table.
- Grow, cook, share Food brings us together. Plant something, cook with family and friends, or get children involved.
- Nourish the Moment slowing down, tasting and enjoying each mouthful.



Scan to visit our website or follow us on social media

www.nutritionaustralia.org



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Newsletter Copy

Copy & paste the copy below into your newsletter or organisation e-DMs.

<u>Click here</u> to download the Word version.

National Nutrition Week is here!

From 13 - 19 October 2025, Nutrition Australia invites Australians of all ages to celebrate the role of food in connecting and nourishing us. Once again, our theme of inspiring a connected and nourished Australia encourages us to slow down, share mealtimes, and appreciate food from where it comes from to the enjoyment of eating together.

Food is more than fuel. It's a story, a tradition, a connection. Whether you're at the dinner table with family, on a picnic rug with your little ones, at a café with friends, in the school yard with peers, or sharing lunch with workmates - every meal is an opportunity to connect.

This week, we invite you to celebrate the many ways that food nourishes us:

- Food connects us- to culture, community, and nature.
- Eat with Gratitude Appreciate where food comes from, the effort behind it, and the journey from earth to plate.
- Enjoy Eating Together Sharing mealtimes nourishes us socially, culturally, emotionally and physically.
- Mealtimes Matter encourage conversation and connection, from the playground or workplace to the dinner table.
- Grow, cook, share Food brings us together plant something, cook with family and friends, or get children involved.
- Nourish the Moment slowing down, tasting and enjoying each mouthful.

For inspiration and resources, visit Nutrition Australia's National Nutrition Week page and follow us on Facebook, Instagram, and LinkedIn.

#ConnectedandNourished #NNW2025 #NutritionAustralia

Newsletter Banner Images

Click here to download images.









Social Media Imagery Options

Use the below images and text to create and share a post from your social media account <u>Click here</u> to download high quality images

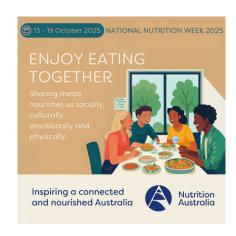






















13-19 October 2025 NATIONAL NUTRITION WEEK 2025

Social Media Text

Use the below text to create and share a post from your social media account. Click here to download the word content.

General Post

It's National Nutrition Week (13 - 19 October)! This year we're celebrating how food connects and nourishes us try slowing down, sharing mealtimes, and appreciating food. Whether it's a BBQ with mates, a picnic with your kids, or a simple dinner at home, every meal is a chance to connect.

#ConnectedandNourished #NNW2025 #NutritionAustralia

Eat with Gratitude

Appreciate the journey of food - from earth to plate. Visit your local market, thank a farmer, compost food scraps, or cook with ingredients you've grown yourself. Gratitude deepens our connection to what we eat and those around

#ConnectedandNourished #NNW2025 #NutritionAustralia

Create Mealtimes that Matter

Eating with others transforms food into connection. Encourage conversation at mealtimes and take a break from screens - sit at the table or share a meal outdoors. #ConnectedandNourished #NNW2025 #NutritionAustralia

Enjoy Eating Together

festivals to street catchups - sharing a meal nourishes us socially, culturally, and emotionally. Where are you connecting? Dinner table, picnic rug, café, school yard, workplace lunch, outdoor table, dining hall, BBQ, cultural festival, fishing trip, campfire cooking. #ConnectedandNourished #NNW2025

From family dinners to workplace lunches, cultural

#NutritionAustralia

Food Connects Us

Food connects us to culture, community and our world around us. Invite the people around you to share their food stories, memories or traditions. #ConnectedandNourished #NNW2025 #NutritionAustralia

Families & Community

Start a small tradition - gratitude before meals, taking turns cooking, or sharing highlights of the day. Grow, cook, share: Plant herbs or grow some simple veggies, cook with friends or family, and get the kids involved whenever you can! #ConnectedandNourished #NNW2025 #NutritionAustralia

Schools & Early Childhood

Give children time to sit, enjoy, and appreciate their food with friends. Create eating environments that encourage conversation and connection. #ConnectedandNourished #NNW2025 #NutritionAustralia

Older People

Reconnect with the joy of food. Share a favourite recipe, cook together, or enjoy a meal with friends. #ConnectedandNourished #NNW2025 #NutritionAustralia



