



13-19 October 2025

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.




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Nutrition Australia



#connectedandnourished

Newsletter Copy

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

[Click here](#) 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
[Click here](#) to download high quality images



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.

<p>General Post</p> <p>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.</p> <p>#ConnectedandNourished #NNW2025 #NutritionAustralia</p>	<p>Eat with Gratitude</p> <p>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 us.</p> <p>#ConnectedandNourished #NNW2025 #NutritionAustralia</p>
<p>Create Mealtimes that Matter</p> <p>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.</p> <p>#ConnectedandNourished #NNW2025 #NutritionAustralia</p>	<p>Enjoy Eating Together</p> <p>From family dinners to workplace lunches, cultural festivals to street catchups - sharing a meal nourishes us socially, culturally, and emotionally.</p> <p>Where are you connecting? Dinner table, picnic rug, café, school yard, workplace lunch, outdoor table, dining hall, BBQ, cultural festival, fishing trip, campfire cooking.</p> <p>#ConnectedandNourished #NNW2025 #NutritionAustralia</p>
<p>Food Connects Us</p> <p>Food connects us to culture, community and our world around us. Invite the people around you to share their food stories, memories or traditions.</p> <p>#ConnectedandNourished #NNW2025 #NutritionAustralia</p>	<p>Families & Community</p> <p>Start a small tradition - gratitude before meals, taking turns cooking, or sharing highlights of the day.</p> <p>Grow, cook, share: Plant herbs or grow some simple veggies, cook with friends or family, and get the kids involved whenever you can!</p> <p>#ConnectedandNourished #NNW2025 #NutritionAustralia</p>
<p>Schools & Early Childhood</p> <p>Give children time to sit, enjoy, and appreciate their food with friends. Create eating environments that encourage conversation and connection.</p> <p>#ConnectedandNourished #NNW2025 #NutritionAustralia</p>	<p>Older People</p> <p>Reconnect with the joy of food. Share a favourite recipe, cook together, or enjoy a meal with friends.</p> <p>#ConnectedandNourished #NNW2025 #NutritionAustralia</p>