TRYFOR5 MEDIA REPORT

NUTRITION AUSTRALIA

National Nutrition Week 13 - 19 October
Prepared by Nutrition Australia Victorian Division
OVERVIEW

Inspiring & empowering healthy eating for all Australians is the mission of Nutrition Australia, Australia’s peak nutritional body. One of their annual initiatives is Tryfor5 an awareness campaign run during National Nutrition Week encouraging Australians to increase their vegetable consumption, with this year’s theme “Embrace Your Veg Waste” which supports Australians to consume five serves of vegetables each day by learning to embrace their food waste.

OBJECTIVES

- Raise awareness & increase reach of Nutrition Australia & Tryfor5 campaign
- Strengthen relationships with NNW partners/sponsors
- Increase the number of Tryfor5 campaign supporters

TARGET AUDIENCE

- Primary household purchaser
- Female aged 28 - 50
- Secondary audience: family of primary purchaser

CALL TO ACTION

- Increase vegetable intake to 5 serves per day
- Use the whole vegetable, don’t discard aging veg and purchase imperfect veg where possible; all of which helps reduce food waste
VEGETABLE INTAKE IN AUSTRALIA

- Only 4% of Australians eat their recommended amount of vegetables each day. And only 1% of children and teenagers do. (Source)
- On average, we eat around half the recommended amount. (Source)

FOOD WASTE IN THE HOME

- More than one third of the average household’s rubbish bin contains food waste (Source)
- 1 in 5 grocery bags end up in the bin - nearly $4000 worth of groceries per household per year. (Source)

THE PROBLEM WITH FOOD WASTE

- Approximately 40 per cent of all food grown in Australia is wasted. (Source)
- Australia generated an estimated 7.3 million tonnes of food waste in 2016/17. (Source)
- The annual cost of food waste is estimated at $20bn to the Australian economy. (Source)
KEY ACTIVITIES

1. Build Tryfor5 website
2. Develop and disseminate Tryfor5 media kit
3. Social media campaign
4. Engage new & existing supporter organisations to amplify campaign messages
5. Develop copy for online publication & media release
6. Host an influencer event

HIGHLIGHTS AND SUCCESSES

Tryfor5 website:

- 3,013 unique visitors
- Top page visits:
  1. Home (2,915)
  2. Rachel’s top 10 tips (576)
  3. Eat more, waste less (565)
  4. Media & contacts (372)
- Top traffic sources:
  1. Direct traffic (2,449)
  2. Facebook (972)
  3. Google (735)

Tryfor5 media kit:

- Sent to 392 organisations & key influencers
SOCIAL MEDIA HIGHLIGHTS

Facebook
- 131,935 reach
- 71 posts
- 52 stories with highest unique open rate of 440 users
- 254 new followers
- Top post 10,172 people reached

Instagram
- 6,004 likes & comments
- 55 posts
- 154 stories with an average view of 437 per story
- 1,006 new followers
- Top post 3,578 people reached, 184 likes & 139 comments

Twitter
- 66K tweet impressions
- 51 tweets
- 452 profile visits
- 103 mentions
- 49 new followers
- Top tweet earned 3,037 impressions
- Top follower - Dr Sandro Demaio

LinkedIn
- 33.5K impressions
- 858 reactions
- 51 shares
- 428 unique page views
- 443 new followers
- Top post earned 3,331 impression

Earned
- 236 earned post (Facebook & twitter)
- Top post Bayer Australia 2.81M reach
COMPETITION

To celebrate the launch of Tryfor5, we partnered with Sheldon and Hammond and conducted 3 competitions throughout the campaign.

Results

- Kilner- 442 entries (Instagram 3 posts)
- Scanpan- 218 entries (Facebook & Instagram)
- Cuisinart- 422 entries (Facebook & Instagram)
- Total 1,082
- 332% increase of competition entries from 2018

Jodie Morgan

How does our family #embracevegwaste?

Sometimes it’s tricky if we’re relying on taste.

There’s always a limp veggie in our supply.

But reinventing those fellas is where my hopes lie.

Zucchinis and carrots always work best.

In a delicious baked slice, my family will attest.

Leftover chopped herbs with oil in ice trays,

Gives a handy supply for those wintery days.

Broccoli stalks give added crunch,

To your slaws and salads, perfect for lunch.

Surveying the fridge for the lost lonely veg,

That’s where I emphasise my ‘don’t waste’ pledge.

They will always be used for slow cooked sauces.

Curries, thick soups and other hearty courses.

Feelings and stuff are bokashi bound.

A perfect topping to our herb growing ground,

Bruce my dear, here’s my thoughts on disposal,

I know you’ll agree on my ‘less-waste’ proposal.

Our Nanna’s bless them, know what to do,

Embracing less waste is my mantra tool!
MEDIA RELEASE

Increased national reach via Fairfax and News Corp with 163 articles generated over the campaign period.

Media Releases:
1. AUSTRALIANS URGED TO ‘EMBRACE VEGETABLE FOOD WASTE’ FOR NATIONAL NUTRITION WEEK 2019 (For reach see table below)
2. AUSVEG URGES CONSUMERS TO EAT MORE VEG AND EMBRACE THEIR VEG WASTE FOR NATIONAL NUTRITION WEEK (2,185,275 reach/130 articles)

<table>
<thead>
<tr>
<th>Publication</th>
<th>Reach</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Herald Sun (Vic)</td>
<td>3,072,448</td>
</tr>
<tr>
<td>The Daily Telegraph (NSW)</td>
<td>3,239,842</td>
</tr>
<tr>
<td>The Advertiser (SA)</td>
<td>1,493,902</td>
</tr>
<tr>
<td>The Courier-Mail</td>
<td>1,720,565</td>
</tr>
<tr>
<td>Body &amp; Soul</td>
<td>728,119</td>
</tr>
<tr>
<td>IGA (various online publications)</td>
<td>1M+</td>
</tr>
<tr>
<td>News.com.au</td>
<td>15.8M+</td>
</tr>
</tbody>
</table>
CAMPAIGN AMBASSADORS/SPONSORS

Strategic relationships developed with new and existing supporter organisations to amplify campaign messages resulting in in-kind campaign contributions.

BAYER
Principle partner

SHELDON & HAMMOND
Partner

MARLEY SPOON
Supporter

FOOD RESCUE ORGANISATION; FARESHARE
Supporter

OLIVIA ANDREWS
Brand Ambassador

RACHEL POTTER, THE WASTE FREE CHEF
Brand Ambassador

LIFE EDUCATION
Life education developed and posted a series of Tryfor5 social media posts using the Life Education mascot Harold the Giraffe

THE GOOD FOUNDATION; JAMIE’S MINISTRY OF FOOD
Supporter
High profile nutrition ‘influencers’ and key stakeholders attended an event @Vive Cooking School in Sydney.

Attendees were provided with information on Nutrition Australia and the Tryfor5 campaign, cooking demonstrations, presentations on increasing vegetable intake and insights into food waste solutions.

Influencers supported the campaign by sharing via their social channels throughout the event & during National Nutrition Week.

<table>
<thead>
<tr>
<th>Influencer</th>
<th>Details</th>
<th>Followers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Simon Toohey</td>
<td>Masterchef 2019 contestant</td>
<td>16k</td>
</tr>
<tr>
<td>Jimmy Wong Eats</td>
<td>Masterchef alumni</td>
<td>10k</td>
</tr>
<tr>
<td>Alexa Cheng</td>
<td>Rainbow Nourishments</td>
<td>151K</td>
</tr>
<tr>
<td>The Good Foundation</td>
<td>Jamie’s Ministry of Food</td>
<td>&lt;1,000</td>
</tr>
<tr>
<td>Teresa Cutter</td>
<td>The Healthy Chef</td>
<td>101K</td>
</tr>
<tr>
<td>Healthy Food Guide</td>
<td>Monthly magazine</td>
<td>330K (print &amp; social)</td>
</tr>
<tr>
<td>Prevention</td>
<td>Bi-monthly lifestyle magazine targeted at women 35yrs+</td>
<td>440k total (print, online &amp; social)</td>
</tr>
</tbody>
</table>
SUMMARY

- Increased earned media reach via Fairfax & News Corp publications nationwide (13% increase number of articles & 220% increase reach from 2018)
- 1,752 new followers across all social media platforms
- 332% increase of competition entries from 2018
- Decreased engagement of Instagram posts Note: algorithm changes to Facebook & Instagram and discontinuation of 'like' views reduced engagement (in-line with platform wide trends)
- Instagram stories engagement increased
- Introduction of Facebook stories success increased overall engagement
- Increased partner and campaign ambassador engagement from 2018
- Overall, the 2019 Tryfor5 campaign was successful in meeting the campaign objectives