



nznutrition
FOUNDATION

Annual Report 2014

“ The Mission of the New Zealand Nutrition Foundation is to enhance the quality of life of all New Zealanders by encouraging informed, healthy and enjoyable food choices as part of an active lifestyle ”

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Directory

Nature of business

Nutrition education and promotion

Registered office

Level 3, 507 Lake Road
Takapuna, Auckland

Accountant

Johnston Associates
202 Ponsonby Road, Ponsonby
Auckland

Bankers

ANZ Bank, Takapuna

Honorary solicitor

Warren Templeton

Auditors

Moore Stephens Markhams
Auckland



1 Chairman's Report

In my first year as Chairman of the Foundation I have been impressed by the number, variety and wide scope of activities the Foundation carries out with very little funding and limited time. I am reminded of the saying 'that from tiny acorns, great oak trees grow'. JUST COOK is an example of a programme that in a few short years, with valuable support of funding partners, now includes a JUST COOK Academy, and development of a teaching unit including an innovative Virtual Supermarket.

The downside of successful programmes is that the larger they get, the larger the funding required also gets. A lot of time goes into applying for grants and approaching potential sponsors, often with little if any success. While the Foundation's mission is the ultimate goal, during this year, time has been put into considering how to make membership of the Foundation more attractive to both corporate and individual members, and ideas for generating an ongoing income stream, so that our efforts to encourage informed, healthy and enjoyable food choices can be bigger and better going forward.

To this end activities we are following up with include:

- Preparation of white papers on topical nutrition issues
- Working to increase our contacts database
- Development of an income generating website

I am hoping that in next year's annual report I can report that the 'acorn' adage holds true for our efforts in these areas and that we will have the funding to resource even better service for both our members and the New Zealand population.

I personally wish to thank:

- Foundation staff Sue, Sarah, Carmel, Carolyn and Jane for their cheerful and tireless efforts
- Student volunteers – your fresh approach is much appreciated and keeps us thinking
- Committee for Healthy Ageing, for your recognised expertise and contribution to a subject very relevant to the New Zealand population
- Scientific Advisory Group – for expert advice as required
- Council – for their enthusiastic input
- Hard working Executive Committee
- Both the Corporate and Individual Members for their ongoing support

And finally congratulations to our Scientific Director, Professor Elaine Rush, on being made a Member of the New Zealand Order of Merit (MNZM) for services to health – well deserved!

Tania Watson



2 Our strategic priorities 2012–2015

To promote and facilitate a healthy eating environment

To maintain and enhance the Foundation's reputation as a key influencer in the nutrition environment

To secure the Foundation's future through a sustainable business model



3 Activities and achievements

Activities

- Just Cook programme in schools and the community
- Healthy Ageing programme
- Nutrition Communication:
 - Nutrition week
 - Social media and websites
 - Newsletters and E-news
 - Resources
 - Media presence
- Partner programmes
- Awards
- Member marketing and services
- Students and Volunteer programmes

Achievements

- Senior Chef and Just Cook programmes addressed cooking skills of teenagers and older people and encouraged home cooking and family meals
- Through JUST COOK we supported a variety of local community cooking initiatives across the country, providing resources, sponsor products and supermarket vouchers
- Nutrition week addressed five key nutrition issues
- Website visitors and Facebook engagement continued to increase
- We partnered with corporate members on their initiatives, e.g.:
 - Eggs Inc. – endorsing a message
 - Unilever – Good Fork Week
 - Sunrice – launch of a new range

4 Highlights

JUST COOK 2013

We continued to promote our **JUST COOK Create a Family Meal Challenge**, which showed a pleasing increase in the number of entries compared with the previous year. We updated the **JUST COOK Interactive Kitchen**, trialled a workplace demonstration in partnership with the Diabetes Projects Trust and Fonterra Brands and tried to stir up some debate on the importance of cooking as a life skill.

Having sent out 20 **JUST COOK Community Kits** in 2012 we were delighted to send 106 in 2013. Events held using these kits included cooking classes, large community demonstrations, challenges and competitions, all with the aim of encouraging more home cooking using readily available, affordable ingredients.

A grant from the Youthtown Trust enabled us to pilot a school-based programme, the **JUST COOK Academy**, taking chefs into secondary schools to promote the message of cooking as a life skill and involving students in preparing simple affordable meals. The Academy was piloted in eight schools.

This grant is also supporting a new initiative, the development of a teaching unit, in partnership with the Liggins Institute and the National Institute for Health Innovation (NIHI), both from the University of Auckland. The purpose of the teaching unit is to teach young teenagers the value of cooking as a life skill and the benefits of cooking at home, using NIHI's innovative Virtual Supermarket as a tool to engage students.

None of this would have been possible without the support of our partners

- | | | | |
|---------------------------|--------------------------------|--------------------------|--------------------|
| ■ Beef + Lamb New Zealand | ■ Kenwood | ■ San Remo | ■ vegetables.co.nz |
| ■ Continental | ■ Maggi | ■ Tegel | ■ Wattie's |
| ■ Eggs Inc. | ■ potatoes.co.nz | ■ The Healthy Food Guide | ■ Youthtown |
| ■ Harraways | ■ Sanitarium Nutrition Service | ■ Tip Top Bakery | |



4 Highlights (cont'd)

Nutrition Week

In 2013 the Foundation launched New Zealand's first Nutrition Week. From 23–27 September, New Zealand Nutrition Week addressed key issues affecting the health and nutrition of all New Zealanders. In spite of the distractions of the America's Cup we achieved good coverage on TV, radio and print media. We aimed to remove some of the myths around nutrition and food choices and provide user friendly information that all New Zealanders can apply to their everyday lives.

Throughout Nutrition Week commentary and insights on each topic were provided by Elaine Rush, Professor of Nutrition at AUT University and Scientific Director of the NZNF and Associate Professor Richard Gearry, University of Otago and Medical Director of the NZNF, as well as Foundation staff.

Fact sheets on some of the issues covered ('Gluten free Fever', Treats vs. snacks', 'Superfoods', 'Ageing well with good nutrition' and 'Back to basics – the importance of cooking and family meals') can be accessed from our website.



Go to: www.nutritionfoundation.org.nz/news-and-hot-topics/latest-news/10531-NZNF-Nutrition-Week



4 Highlights (cont'd)

Senior Chef programme

International research has shown that cooking programmes for older adults have benefits in increasing knowledge, confidence, and motivation to make changes to improve their nutritional status, as well as social benefits from the activity and interaction with others.

In February through to May of 2014, the Foundation ran a pilot programme of two courses of Senior Chef. Of the people undertaking the courses, the majority were male, some of whom lived alone or were caregivers in their home. Others were motivated to develop cooking skills as a pre-emptive measure.

Our evaluation showed an increase in skill and confidence in cooking and self-assessed knowledge of food and nutrition by the participants, who also reported an increased intake of fruit and vegetables per day.



4 Highlights (cont'd)

Students, students everywhere!

In the past, the Foundation has occasionally hosted nutrition students on placement. This year, we have been fortunate in hosting seven students from three universities during their industry experience.

We feel having students at the Foundation is a win-win for all – the students are exposed to the nutrition workplace and gain valuable professional skills, with our limited resources it may not be possible to have this work done otherwise, and we have enjoyed the viewpoints and interaction with fresh young minds.

Hacer Tekinkaya was studying dietetics at the University of Auckland. While at the Foundation she worked with the Committee for Healthy Ageing to review the nutrition adequacy and costing of the shopping list resource for older adults. She wrote about the 2013 Dietetic Conference for our newsletter, and authored the 'in season' piece on behalf of NZFAVA in December's Healthy Food Guide.



University of Auckland students, Lauren Whitworth and Saphiya Zaza, with NZNF staff, Sue Pollard and Carolyn Cairncross

At AUT University third year students undertook a co-operative experience working at an organisation for two days a week in their final year. **Gareth Cogan** reviewed our social media presence, improving and contributing to our Facebook page. Gareth also undertook a project with Pakuranga College students in early 2014, looking at the influence of fast food outlets in close proximity to the school and running a participatory cooking demonstration.

Also from AUT, **Leah Marelic** was active researching topics for our website, most notably assisting with sports nutrition articles for Tegel. They supported the Iron Maori triathlon series in 2014, providing nutrition tips on their website for participants training for the event. Leah's project for 2014 was to explore eating on a budget for large families and develop an educational resource.

Four students from the School of Population Health at the University of Auckland carried out projects in semester two. **Lauren Whitworth** and **Saphiya Zaza** conducted a literature review and interviewed experts in the area of sugar and the New Zealand diet – a current hot topic for the general public and nutrition professionals. **Katie Philpott** and **Shama Kukkad**y researched best practice for websites offering nutrition information and carried out a survey of NZNF website users.



4 Highlights (cont'd)

Award winners



Jessica Bowden

2013 New Zealand Nutrition Foundation & Kellogg New Zealand Nutritionist Development Award

Jessica Bowden was the 2013 recipient of the **New Zealand Nutrition Foundation & Kellogg New Zealand Nutritionist Development Award**. For the past two years, Jessica has been employed by Oceania, New Zealand's largest aged care provider. A new graduate in 2011, she was offered full time employment after successfully completing a short-term project for Oceania. Jessica Bowden now wants everyone working in the aged care sector to benefit from what she has learned. She is using the \$5,000 grant to develop an on-line nutrition programme for aged care workers, which will be promoted by the Foundation and available on our website.



Alanah Harvey

2013 Secondary Schools Nutrition Breakfast Hero

This year we were delighted to launch, in partnership with Kellogg's, the **2013 Secondary Schools Nutrition Breakfast Hero Competition**. Year 12 and 13 students were asked to tell us why breakfast is important to them and how they would inspire their non-breakfasting peers to change their habits.

Students were encouraged to use different media and present a compelling, evidence based argument. The winner, **Alanah Harvey** from Te Awamutu College, entered an extensive multimedia plan including advice from well-known cartoon characters Minions, magazine content, a Facebook page, a sepiia page on the history of breakfast companies, a diary, a blog and last but certainly not least, recipes.



5 Statement of financial performance

Revenue/Expenses	2014 (\$)	2013 (\$)
Revenue		
Donations, grants and sponsorship	50,500	34,276
Membership subscriptions	93,705	103,790
Other income	21,200	20,509
	165,405	158,575

Expenses		
Administration and Operating expenses	52,832	75,917
Depreciation	1,724	2,343
Employment expenses	104,121	116,549
Contractors	20,285	17,964
AGM expenses	7,069	4,698
	186,031	217,471

Deficit - **20,626** - **58,896**

Projects	2014 (\$)	2013 (\$)
Just Cook		
Income	229,215	180,740
Expenditure	109,789	525
<i>carried forward</i>	119,426	180,215

Healthy Ageing		
Income	12,588	4,939
Expenditure	6,228	2,351
<i>carried forward</i>	6,360	2,588

eMark		
Income	7,283	8,436
Expenditure	949	1,153
<i>carried forward</i>	6,334	7,283

Surplus carried forward **132,120** **190,086**

Financial position	2014 (\$)	2013 (\$)
Current assets		
Current investments	363,816	423,986
Accounts receivable	28,750	40,345
Accrued interest	1,632	1,922
ANZ 00 account	52,058	43,781
Total current assets	446,256	510,034

Non-current assets		
Property, plant and equipment	2,983	2,648
Term investments	54,143	75,007
Total non current assets	57,126	77,655

Total assets **503,382** **587,689**

Current liabilities		
Accounts payable + GST	16,588	16,739
Holiday pay accrued	5,432	5,538
Income received in advance	-	5,458
Projects	132,140	190,086
Total liabilities	154,160	217,821

Net assets **349,222** **369,868**

Equity		
Accumulated funds	19,242	39,868
Salary fund	330,000	330,000
Total equity	349,242	369,868

Our Council

Executive Councillors

- Tania Watson (Chair)
- Sue Pollard (CEO)
- Nichola Hart (Secretary)
- Professor Richard Gearry (Medical Director)
- Professor Elaine Rush (Scientific Director)
- Logan Granger (Treasurer)
- Vikki Lee Goode (PR Director)

Elected Councillors

- Tania Watson (Chair)
- Jenny Yee Collinson
- Sarah Ley
- Anny Dentener
- Soana Muimuiheata
- Anna Mrkusic
- Sally Watson
(resigned February 2014)



6 Corporate members

- Antares Restaurant Group
- Beef + Lamb NZ
- Eggs Inc.
- Fonterra Brands
- Frucor
- George Weston Foods
- Goodman Fielder
- Hansells
- Heinz Wattie's
- Horticulture NZ
- Kellogg
- McDonalds
- Mondelez International
- Nestle NZ
- NZ Pork
- NZ Sugar
- Poultry Industry Association of NZ
- Prolife Foods
- Sanitarium Health Food Company
- Subway
- Sunrice
- Tegel Foods
- Unilever
- United Fresh/ 5+ A Day
- Wrigley

Websites www.nutritionfoundation.org.nz
www.justcook.co.nz
www.emark.co.nz

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