



nznutrition  
FOUNDATION

# Annual Report 2015

“ 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. ”

# Table of contents

1 Chairman's Report

2 Our strategic priorities 2012–2015

3 Activities and achievements

4 Highlights

JUST COOK 2015

Nutrition Week

Nutrition Communication

5 Statement of financial performance

6 Corporate members

## Directory

### **Nature of business**

Nutrition education and promotion

### **Registered office**

Level 2, 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



**nz nutrition**  
FOUNDATION

# 1 Chairman's Report

Once again 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. JUST COOK has continued to promote family meals both in schools and the community and staff have been involved with several corporate member's initiatives.

Communication is the area where I consider the real ground to have been made in the past year. Our Food Not Nutrients Symposium with Dr David Katz as guest speaker definitely made a bigger splash than Foundation events usually do, and did a good job of promoting our message both to those attending and via media to the general public. We are also doing really well at connecting with members, associates and the general public on line with both our website and facebook page increasing in popularity, and large increases in e-subscriptions.

Sustainable funding continues to be somewhat less of a success for the Foundation, so a big thank you to all of our loyal supporters.

I personally wish to thank:

- Foundation staff Sue, Sarah, Andrea, Anna and Jane for keeping on keeping on
- Student volunteers – your fresh approach is much appreciated
- 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 on-going support

***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
- Member marketing and services
- Students and volunteer programmes
- Supporting corporate member's initiatives.  
For example
  - Nestle – support for Choose Wellness and Cook for Life
  - Food Truck Garage – recipe analysis
  - George Weston Foods – nutrition support for product launch
  - Eggs Inc. – literature review

## Achievements

- JUST COOK grows
  - 106 Community Kits sent out
  - More categories for the Family Meal Challenge
  - PR value \$40,700
  - My Food My Future teaching resource ready
- Benefits of Senior Chef programme shown to be sustained one year later.
- Nutrition Week seminar attracted 150 people and media attention on radio, print and TV.
- Social media engagement continued to increase.

# 4 Highlights

## JUST COOK 2014

- We continued to promote our **JUST COOK Create a Family Meal Challenge** with the addition of two new categories – seafood and pasta
- 106 Community kits were sent out. Activities included cooking classes and demonstrations, challenges, competitions and special events all with the objective of building home cooking skills.
- The JUST COOK Interactive Kitchen was upgraded to an Apple App. Android to follow.
- We worked in partnership with the Liggins Institute and National Institute of Health Innovation on My Food My Future.



My Food My Future a teaching module for the year 7-9 science curriculum version 1 was completed and presented at Professional Development hosted by the Liggins Institute.

Feedback from the teachers attending Professional Development informed the work on version 2 in 2014/15.

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

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





# 4 Highlights (cont'd)

## Nutrition Week – FOOD NOT NUTRIENTS

- Food not Nutrients was chosen as the theme for Nutrition Week 2014 to reframe the debate around the best approach to diet and well-being. Rather than talking about individual nutrients, keep the focus on food, then there is a lot of common ground in the various high profile, seemingly contradictory approaches to diet. Plenty of vegetables and whole foods....
- With the support of Sanitarium Nutrition Services we were able to bring Dr David Katz, Director of the Griffin Centre for Disease Prevention at Yale University to Auckland as keynote speaker at our Food not Nutrients Symposium
- The Symposium attracted 150 attendees including public health professionals, nutritionists, dietitians, food writers and food industry marketers, technologists and managers.
- The theme was picked up in the media over subsequent months and has underpinned much of our on-going work.



Go to: [www.nutritionfoundation.org.nz/news-and-hot-topics/latest-news/10531-NZNF-Nutrition-Week](http://www.nutritionfoundation.org.nz/news-and-hot-topics/latest-news/10531-NZNF-Nutrition-Week)

Food not Nutrients Symposium would not have been possible without the generous support of **Sunrice, AUT University, 5+ADay and Sanitarium Nutrition Services**

# 4 Highlights (cont'd)

## Nutrition communication

**At breakfast update meetings**, members were updated on topical food and nutrition issues by New Zealand experts.

- The facts on sugar – Dr Lisa Te Morenga, University of Otago
- Foods for the Healthy Ageing Market – Professor David Cameron-Smith, University of Auckland
- Sports Nutrition – weekend warriors vs high performance athletes – Jeni Pearce, High Performance Sport NZ
- Future Trends in Food and Innovation - AUT

**White papers completed:**

- The role of eggs in the diet
- The role of dietary fibre
- Dietary fats & oils
- Probiotics & health

**We've reached record numbers of consumers across our digital communications.**

[www.nutritionfoundation.org.nz](http://www.nutritionfoundation.org.nz): Visits increased 46% from the previous year to 213,000, an average of over 17,700 per month.

[www.facebook.com/nznutritionfoundation](https://www.facebook.com/nznutritionfoundation): Likes increased 138% during the year, to >450/ month, Visits increased 300%, to >500/ month

**e-subscriptions** increased

Quarterly newsletters: >2500

Fortnightly e-updates: 470

Quarterly Bulletins (Nutrition for healthy ageing): 475

We invited **partner organisations'** members to subscribe to our publications. 200 have accepted so far, from Dietitians NZ, Nutrition Society of NZ, NZIFST, HETTANZ, and NZ Guild of Food Writers.





# 5 Statement of financial performance

	2015 (\$)	2014 (\$)
<b>Revenue</b>		
Donations, grants and sponsorship	85,256	109,500
Seminar income	11,310	1,529
Membership subscriptions	95,617	93,705
Interest and dividends	16,069	19,671
Project income brought forward	132,120	190,086
Other income	4,513	-
	<b>344,885</b>	<b>414,491</b>
<b>Expenses</b>		
Employment expenses	166,993	140,121
Projects direct costs	107,160	80,966
Seminar expenses	62,976	1,125
Contractors	29,532	20,285
Accountancy & audit	11,829	9,824
Depreciation	1,403	1,724
Administration & operating costs	41,737	48,953
Project income carried forward	-	132,120
	<b>421,630</b>	<b>435,118</b>
<b>Net surplus (deficit)</b>		
	<b>- 76,745</b>	<b>- 20,627</b>

## Our Council

### Executive Councillors

- Tania Watson (Chair)
- Sue Pollard (CEO)
- Nichola Hart (Secretary) (resigned September 2014)
- 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
- Anna Mrkusic (resigned February 2015)
- Simone Rosentreter

**Completed three-year term at 2014 AGM:**

- Anny Dentener
- Soana Muimuiheata



# Statement of Financial Position

	2015 (\$)	2014 (\$)
<b>Current assets</b>		
Current investments	186,925	363,816
Accounts receivable	10,750	28,750
Sundry debtors	639	-
Accrued interest	1,546	1,632
ANZ 00 account	84,483	52,058
<b>Total current assets</b>	<b>284,343</b>	<b>446,256</b>
<b>Non Current assets</b>		
Property, plant and equipment	1,581	2,983
Term investments	29,143	54,143
<b>Total Non current assets</b>	<b>30,724</b>	<b>57,126</b>
<b>Total assets</b>	<b>315,067</b>	<b>503,382</b>
<b>Current liabilities</b>		
Accounts payable + GST	11,192	14,077
<b>GST</b>	<b>3,126</b>	<b>2,511</b>
Holiday pay accrued	4,250	5,432
Project income in advance	24,000	132,140
<b>Total liabilities</b>	<b>42,568</b>	<b>154,160</b>
<b>Net assets</b>	<b>272,499</b>	<b>349,222</b>
<b>Equity</b>		
Accumulated funds	-	19,242
Salary fund	272,499	330,000
<b>Total equity</b>	<b>272,499</b>	<b>349,242</b>

**A deficit** was authorised for the 2014-15 budget to ensure we did not compromise the core strategic priorities of promoting a healthy eating environment and improving our reputation. However our third priority – to secure the future through a sustainable business model – is proving challenging and will take longer to achieve.

So, in **2015-16** we are putting more effort into achieving new ways of doing business to complement what is still working. We are continuously grateful to our loyal members, who have kept us going over the years.

**Sue Pollard, CEO**



# 6 Corporate members

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

**Websites** [www.nutritionfoundation.org.nz](http://www.nutritionfoundation.org.nz)  
[www.justcook.co.nz](http://www.justcook.co.nz)

**Facebook** [www.facebook.com/NZNutritionFoundation](https://www.facebook.com/NZNutritionFoundation)  
[www.facebook.com/justcooknz](https://www.facebook.com/justcooknz)

**Email** [info@nutritionfoundation.org.nz](mailto:info@nutritionfoundation.org.nz)

**Phone** +64 9 489 3417

**Fax** +64 9 489 3174

**Office address** Level 2, 507 Lake Road  
Takapuna, Auckland

**Mailing address** P.O Box 331 366  
Takapuna, Auckland 0740

