



nznutrition
FOUNDATION

Annual Report 2016

“ 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 2, 507 Lake Road
Takapuna, Auckland

Accountant

Johnston Associates
202 Ponsonby Road, Ponsonby
Auckland

Bankers

ANZ Bank, Takapuna

Auditors

Moore Stephens Markhams
Auckland



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 'Create a Family Meal Challenge' has continued to promote family meals 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. We are doing really well at connecting with members, associates and the general public online, with both our website and Facebook pages increasing in popularity. Versus the previous year, 50% more people visited the NZNF website each month. New channels of communication have also been introduced with the 5+ A Day Just Cook Snapchat challenge.

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 2015–2018

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

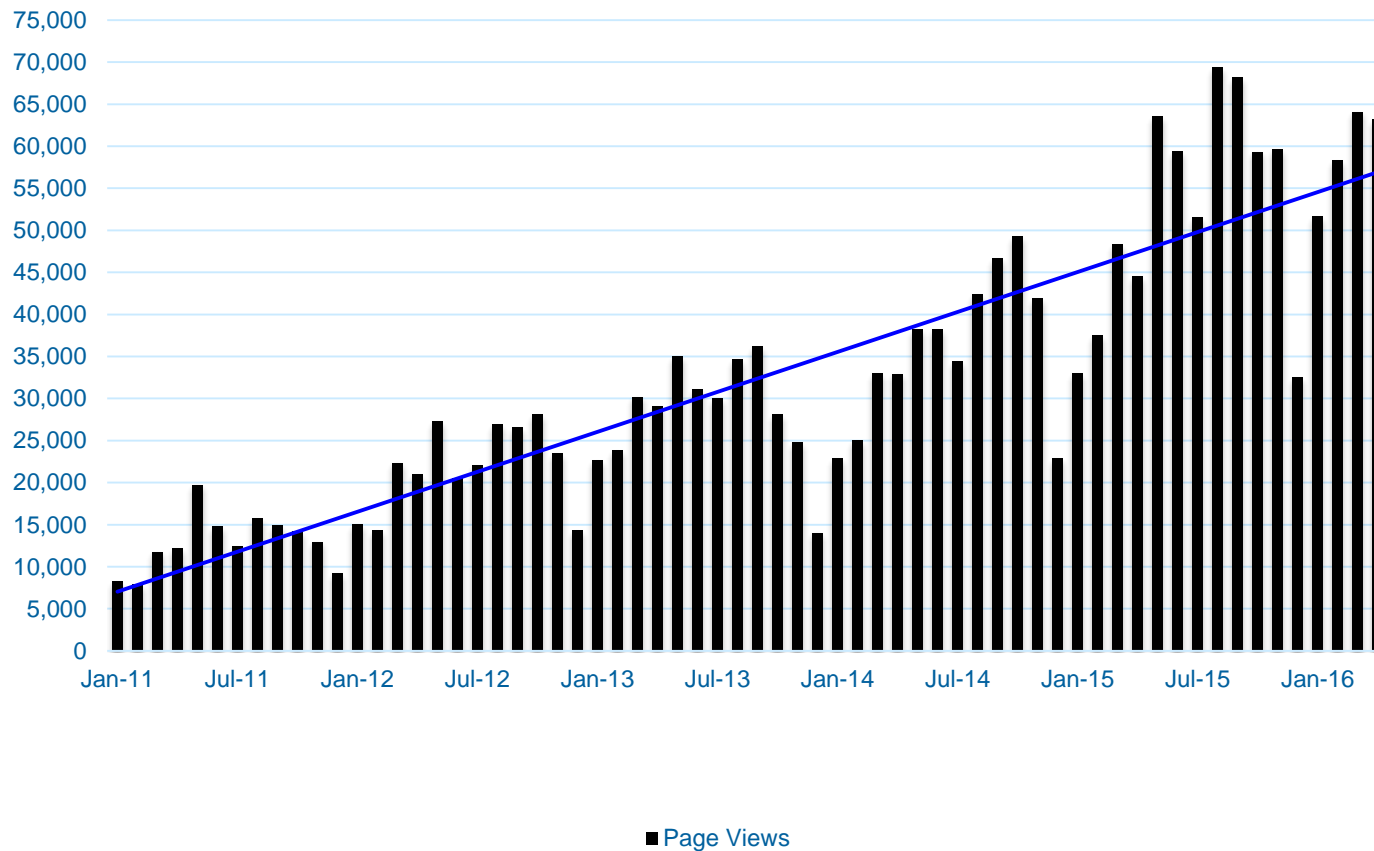
- Just Cook programme in schools and the community
- Healthy Ageing programme
- Nutrition Communication:
 - White papers
 - Social media and websites
 - Newsletters and E-news
 - Resources
 - Media presence
- Partner programmes
- Member marketing and services
- Students and Volunteer programmes

Achievements

- Ever increasing engagement with the public via our websites and social media
- Supporting community groups to build cooking skills nationally
- The successful use of new social media channels (Snapchat and YouTube) to engage with youth.
- Engaging directly with families through Rugby League Sports Club play groups.
- Senior Chef courses started in March 2016 across Auckland
- Increasing numbers of volunteers and nutrition students and the value of their participation

Activities and achievements (cont'd)

Page views per month to NZNF website



4 Highlights

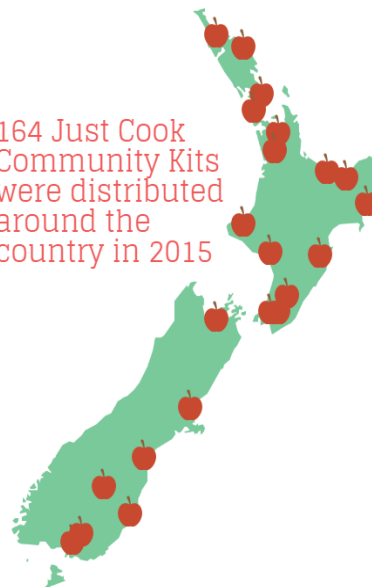
JUST COOK 2015

We continued to promote our **JUST COOK Create a Family Meal Challenge**.

Here are 2 of the category winners.



164 Just Cook Community Kits were distributed around the country in 2015



These were used in a variety of settings including sports clubs, NGOs, Green Prescription programmes and schools.

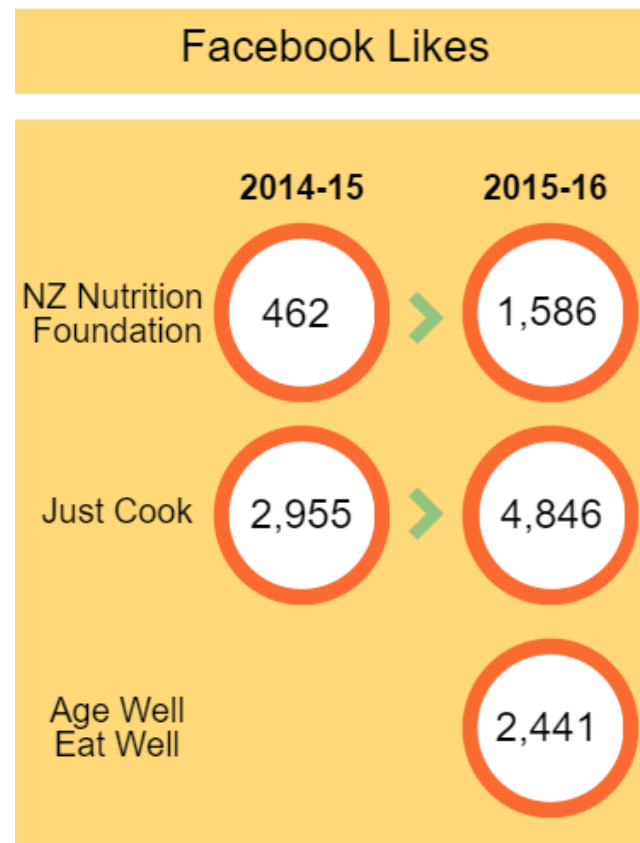
None of this would have been possible without the support of our partners

- | | | | |
|---------------------------|-------------|--------------------------------|------------------|
| ■ Alison's Pantry | ■ Eggs Inc. | ■ Sanitarium Nutrition Service | ■ Tip Top Bakery |
| ■ Beef + Lamb New Zealand | ■ Harraways | ■ Sunrice | ■ Wattie's |
| ■ Continental | ■ Maggi | ■ Tegel | ■ 5+ A Day |



4 Highlights (cont'd)

Nutrition Communication



4 Highlights (cont'd)

Nutrition Communication

In the Media

TV:

Good Morning, 4.30 Show, Breakfast for JUST COOK

TV3 News

- *Instagram and food*
- *Use of Snapchat for public health messages*
- *Diabetes Awareness*

Radio:

Radio Live Talkback – Food For Health

Multiple interviews for JUST COOK

Multiple comments on nutrition issues for ***Radio NZ, Newstalk*** and ***MediaWorks stations***

Print

Multiple comments for ***Next magazine, NZ Herald*** and other national and local publications.

5+ A Day Just Cook Snapchat Challenge

We introduced the challenge during the school holidays to encourage youth to get involved to use, prepare and eat more fruit and vegetables.



Mashed Potato is easy to make and serves as the base for many meals. We think it makes for a great mashed potato face as well!

Send us a snap by 12pm Thu 8 Oct of a face you make from mashed potato and any other fruit or vegies. We'll enter you to win a \$25 Prezzy card or movie passes



Lettuce leaves are perfect for holding all sorts of delicious things.

Send us a snap of your Lettuce cup holding some veggies or fruit before 12pm Fri, 9 Oct and we'll enter you to win a \$25 Prezzy card or movie passes



4 Highlights (cont'd)

Corporate Members Activities

- It has been a busy and interesting year working with our Corporate members. We have
 - Worked with members to ensure the media had access to evidence based information on topics like;
 - Cholesterol in eggs
 - The nutritional value of nuts
 - Eating well to maintain health in winter
 - Fad diets
 - Removal of sugar from processed foods
 - Made relevant new product information available through our databases
 - Reviewed products and nutrition guidelines
 - Reviewed specifications for product development
 - Reviewed food labels

4 Highlights (cont'd)

Healthy Ageing

Two Christmas themed “Senior Chef” Masterclasses were delivered at the Auckland Central YMCA.



4 Highlights (cont'd)

Students and Volunteers

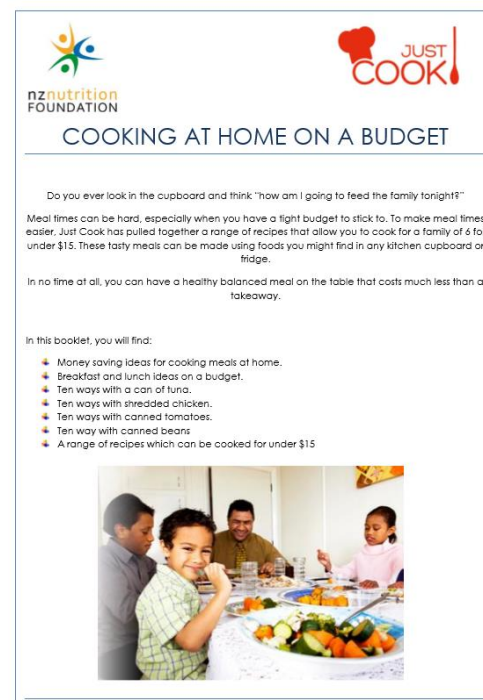
The Foundation hosted five students from two Auckland Universities.

Three Massey University dietetic students developed a “tool kit” to use with the New Zealand Rugby League Playgroup parents to help build and support home cooking skills.

Two students from the School of Population Health developed a series of nutrition seminars for the OSCAR and never2old YMCA programme facilitators.



Volunteers prepared literature reviews, wrote content for our websites, drafted white papers and helped with packing of the Just Cook Community Kits.



5 Statement of financial performance

Revenue/Expenses	2016 (\$)	2015 (\$)	Financial position	2016(\$)	2015 (\$)
Revenue			Assets		
Donations, fundraising and other similar revenue	28,695	25,256	Current assets		
Fees, subscriptions and other revenue from members	177,482	155,617	Bank accounts and cash	55,014	84,483
Revenue from providing goods or services	7,300	143,430	Debtors and prepayments	16,505	10,750
Interest, dividends and other investment revenue	7,913	16,070	Other Current Assets	114,108	8,910
Other Revenue	911	4,513	Total current assets	185,628	104,143
Total Revenue	222,301	344,886	Non-current assets		
Expenses			Property, plant and equipment	861	1,581
Volunteer and employee related costs	248,758	244,778	Investments	29,143	209,343
Costs related to providing goods or service	94,201	171,536	Total non current assets	30,004	210,923
Other expenses	4,634	5,317	Total assets	215,631	315,066
Total Expenses	347,593	421,630	Liabilities		
Surplus/(Deficit) for the Year	(125,292)	(76,744)	Current liabilities		
			Creditors and accrued expenses	58,467	38,318
			Other current liabilities	9,958	4,250
			Total Current Liabilities	68,425	42,568
			Total Liabilities	68,425	42,568
			Net assets	147,206	272,498
			Accumulated funds		
			Reserves	147,206	272,498
			Total Accumulated Funds	147,206	272,498

Our Council

Executive Councillors

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

Elected Councillors

- Tania Watson (Chair)
- Simone Rosentreter
- Sarah Ley (resigned July 2016)

6 Corporate members

- Antares Restaurant Group
- Beef + Lamb NZ
- Eggs Inc.
- Fonterra Brands
- Frucor
- George Weston Foods
- Goodman Fielder
- Harraway's
- Heinz Wattie's
- Kellogg
- McDonalds
- Nestle NZ
- NZ Pork
- NZ Sugar
- Poultry Industry Association of NZ
- Progressive Enterprises
- 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
<http://agewelleatwell.com/>

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www.facebook.com/justcooknz

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