

Annual Report 2020



healthy-kids.com.au

About Healthy Kids Association

Healthy Kids Association is dedicated to empowering children and their families with knowledge about nutrition and healthy eating to make the best decisions for their health - now and for a healthy future.

We achieve impact by focusing on where children are learning about health and where they are making decisions about food and nutrition. This includes at the canteen, at school, and at home.

For canteens, we provide information, support and advice to ensure canteens are able to offer and promote high quality and nutritious choices to school students to fuel healthy bodies and minds.

For schools, we focus on supporting the creation of a healthy learning environment, with high quality information, resources, programs and advice designed to help schools deliver messages around nutrition. We make sure these messages get home through communication with parents and empower children to make changes in their own lives.

Our membership program is an integral part of delivering this support through canteens, schools and families.

We also drive change that will directly impact children and families by working with the Government, food industry and other health promotion organisations to promote our core mission and messages. We pride ourselves on working hand in hand with our partners to grow our impact.

While our key focus is on children and families in NSW and the ACT, Healthy Kids Association also works nationally to promote nutrition and healthy eating through our partnerships, particularly with the food industry.

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Our vision

For Healthy Kids Association to lead in the provision of practical nutrition solutions for children in schools, families and communities.

Our mission

To promote and influence healthy food choices for children.

Chairperson's Report

2020 starting uneventfully as students returned after the summer break.

We continued to pursue our mission to “promote and influence healthy food choices for children” and our vision to “lead the provision of practical food & nutrition solutions for children in schools, families & communities”.

Then in March 2020, the Coronavirus was declared a worldwide pandemic.

The resulting actions to contain the spread of the virus significantly impacted life as we know it. Healthy Kids was no exception and normal operations were severely impacted with school closures resulting in program delays, canteen closures, canteen staff stood down and office staff working from home.

Management and the Board met regularly over this period, focussing on staff safety and morale, the effective shutdown of canteens, supporting schools through the changes, the safe delivery of programs with impact, tight cashflow management, ensuring the realisation of government support programs and efficiently transitioning back following lockdown.

Despite this significant disruption, we continued to meet our deliverables for the NSW Department of Health, including continuing to provide secondary school support and delivering a successful Fruit & Veg Month program and Big Vegie Crunch event during Vegetable Week.

In addition, we ran a successful Product Registration campaign, with 32 companies registering 558 products which allowed us to publish a comprehensive printed 2021 Buyers' Guide for NSW schools and three online versions of the guide for NSW, ACT and other states. Some companies opted not to register this year as they tightly managed their costs to help mitigate lower revenues resulting from Covid-19.

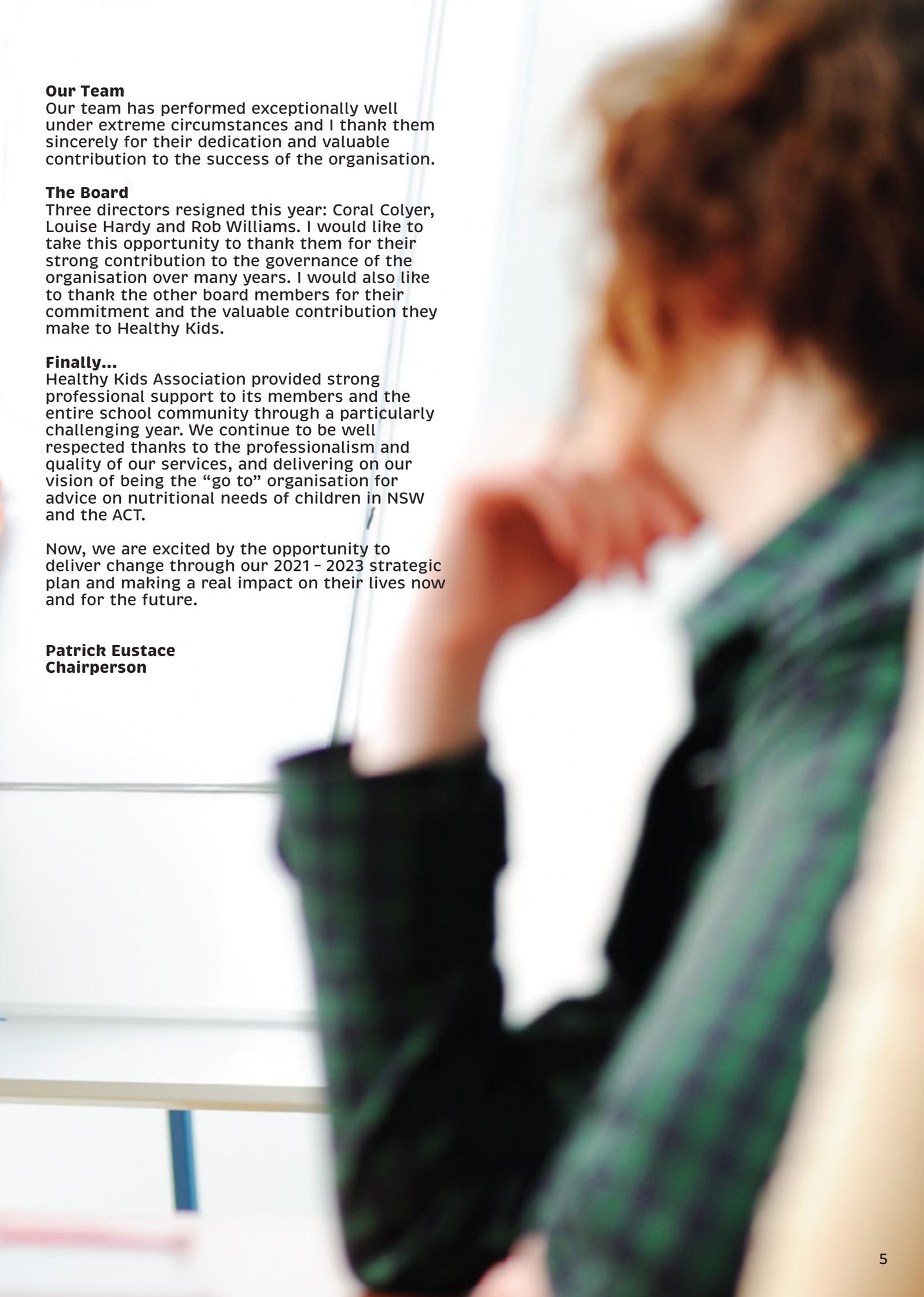
The “Adopt a School” program where Community Clubs pay the membership costs of schools, especially in low socioeconomic areas, continued with 16 grants received and adding 189 new members.

The Future

There will be some ongoing impact from the pandemic as the economy and our stakeholders restructure and organisations transition to the new “normal”. Management and the board have assessed these risks and we are well placed to manage these impacts.

The management team and board have been working on developing the strategic plan for the next three years and the focus is on empowering children and their families with knowledge about nutrition and healthy eating to make the best decisions for their health - now and for a healthy future.





Our Team

Our team has performed exceptionally well under extreme circumstances and I thank them sincerely for their dedication and valuable contribution to the success of the organisation.

The Board

Three directors resigned this year: Coral Colyer, Louise Hardy and Rob Williams. I would like to take this opportunity to thank them for their strong contribution to the governance of the organisation over many years. I would also like to thank the other board members for their commitment and the valuable contribution they make to Healthy Kids.

Finally...

Healthy Kids Association provided strong professional support to its members and the entire school community through a particularly challenging year. We continue to be well respected thanks to the professionalism and quality of our services, and delivering on our vision of being the “go to” organisation for advice on nutritional needs of children in NSW and the ACT.

Now, we are excited by the opportunity to deliver change through our 2021 - 2023 strategic plan and making a real impact on their lives now and for the future.

Patrick Eustace
Chairperson



CEO'S REPORT

2020 was undeniably a year we were not expecting. It was a year defined by upheaval, confusion and change. At Healthy Kids, our head office team, canteen staff, student interns and volunteers rapidly adapted to changing work environments; routines, projects and plans swiftly being reassessed to fit this “new normal”.

Whilst being unpredicted, these disruptions did not interfere with our team devoting their time to meet deliverables with NSW Health. It was a year in which we learnt and collaborated in innovative ways. Our head office team continued to deliver excellent campaigns like our Fruit & Veg Month and The Big Veggie Crunch and design Buyers' Guides and Members' Magazines for all the dedicated individuals within our network.

I would like to sincerely thank all members of our head office team, our canteen team, the board, our industry partners and school communities for patiently working through these changes, responding to our adapted routines and continuing to participate in Healthy Kids projects during this time. I feel immeasurably proud to have worked through 2020 with such a strong team.

Looking forward, we predict 2021 to be a year of positive change as we implement and deliver on the first year of our new three-year Strategic Plan. We will continue to pursue our mission to promote and influence healthy food choices for children whilst forging new relationships and growing our audience to maintain our respected and trusted image. Learning from 2020, technology will allow us to collaborate on a wider level. The option for events to be delivered online, meetings held over Zoom and resources made to be interactive, will increase the ease of access for all and broaden our partnerships.

We are eager to continue pursuing our projects and thinking ahead for how we can increase our positive impact. Healthy Kids resources, recipes and advice are trusted, and our people are respected.

Our fundamental goal is to empower children, families and communities with knowledge about healthy food and nutrition. This is what we endeavour to deliver now and into the future.

David Pratt
CEO

Treasurer's Report

The Association's auditors, RSM Bird Cameron Partners, have issued the Board with an audit opinion which is unqualified and on behalf of the Board, I make the following comments in relation to the finances of the Association.

The 2020 year was a mixed one with COVID-19 adversely impacting our ability to undertake a number of key activities, disrupted our canteen service and limited our opportunities to grow revenue.

Fortunately, the Federal Government subsidies of Cash Boost (\$100,000) and Jobkeeper (\$653,845) enabled the Association to maintain all staff throughout the 2020 financial year.

When the outbreak of COVID-19 began, the Board and management were quick to act and a number of cost saving measures, such as rent relief, were implemented and pursued. The executive board continues to review the financial results monthly with the CEO and ensures tight controls on costs continue.

The Association at 31 December 2020 had Total Equity of \$568,757 and adequate cash resources to fund the Association. The Federal funding that has been provided will enable us to continue our operations through 2021 despite expected continued disruption by COVID-19 to the economy.

Thank you to our members for your support. We are committed to meeting your needs and maintaining high levels of service to fulfil our contracts while constantly seeking new opportunities for income growth and diversification.

I would like to thank both the NSW Ministry of Health and the NSW Department of Education for their continuing support of Healthy Kids Association through grants and other funding. It is significant that despite NSW Ministry of Health moving to a contestable model of funding in 2016, they have recognised the specialty role that Healthy Kids Association plays in delivering nutrition and canteen services to schools, and has extended our recurrent funding until June 2022.

I would also like to thank the staff of the Association for their support and professionalism - their commitment to delivering quality service to our members and customers, and our accounting staff for preparing monthly accounts for the Board and for their diligence in providing day-to-day financial support to the CEO and the other staff.

COVID-19 is a significant challenge to all, yet our people continue to passionately pursue our mission to promote and influence healthy food choices for children. It is this passion that will build a more resilient Association to support you our Members.

I recommend our Audited 2020 Financial Statements to the Healthy Kids Association Membership be adopted.

Kathy Usic
Treasurer

2020 in review

Membership

In 2020, Healthy Kids Association provided support and guidance to over 800 active Healthy Kids members.

Our loyal membership comprises canteens, canteen leasees and small and large schools, as well as affiliates and individual members.

Membership provides access to Healthy Kids Online (our comprehensive knowledgebase full of advice, resources, educational tools and activities), two editions of the Healthy Kids Members Magazines delivered to your door each year, regular eNewsletters, recipes, an exclusive invitation to webinars and events (including free entry to the Healthy Kids Expo) free advertising for all canteen positions vacant across our website and social media platforms, access to exclusive partner offers and more.

COVID-19 support

Undoubtedly the defining characteristic of the year, COVID-19 presented unique challenges for schools and canteens with lockdowns, school closures, rising costs, decreased availability of food and updated hygiene requirements.

The Healthy Kids Association team responded to this challenge, providing regular advice and guidance to schools and members.

Schools received step by step guides for closing and reopening canteens, reducing food waste, stepping up hygiene practices and ensuring menus would continue to meet the Strategy even during times of reduced food supply and lower staff numbers.

When schools were closed we created a bunch of nutrition resources for our website to be used by kids, parents and teachers during home school.

Fruit & Veg Month

Fruit & Veg Month 2020 ran from Monday 31 August to Friday 25 September and, despite the uncertainties of 2020, was still a very successful event thanks to the theme “Planet Fruit & Veg”.

Overwhelmingly, coordinators believed that their school’s involvement in the event had a positive impact both during the event and into the future.

Crunching the numbers

658
schools

160,971
students
registered

That’s
25%
of all eligible
schools!

Families of
at least
14,000
students received
resources for use
at home

Vegetable Week & The Big Vegie Crunch

Vegetable Week & The Big Vegie Crunch 2020 ran from 2 March to 6 March with The Big Vegie Crunch being held on Thursday 5 March at 10am.

Parent feedback was very positive and surveyed coordinators believed that involvement in the event does result in changes in students’ vegetable consumption.

Crunching the numbers

224
schools
participated

44,134
students
participated in
The Big Vegie Crunch



Fruit & Veg Month and Vegetable Week & The Big Vegie Crunch are funded by NSW Health.



Canteen surveys

Healthy Kids was on a mission to uncover insights that would help us to gain an accurate snapshot of canteens across NSW and ACT, enabling us to tailor our advice and membership resources to the real world circumstances of different school canteens. We uncovered some fascinating statistics. Here are just a few. Find our more at healthy-kids.com.au.



Engagement

We pride ourselves on our high quality media and content, which is published and regularly accessed via our website, social media and magazines.

Crunching the numbers



Secondary School Support Service

The focus for our Secondary School Support Service was to provide extra support to Government schools which had not yet met the Strategy by the end of 2019.

Crunching the numbers



Supporting LHDs

Our team developed and delivered a series of programs designed to help and support Health Promotion Officers in Local Health Districts across NSW. This included:

- HPO Professional Development Day
- Profitability train-the-trainer workshops
- Webinars and training modules

Product Registration Scheme & Buyers' Guide

Despite the challenges of 2020, the food industry continued to embrace Healthy Kids' trusted Product Registration Scheme.

Crunching the numbers



For many schools, the canteen is a key source of food and one of the most important vehicles for guiding the independent choices that students are making about nutrition. For families it is increasingly relied upon for multiple meals each day and large numbers of children now consume breakfast, morning tea and lunch at school. This means the canteen can provide up to 50 per cent of a child's nutritional intake on school days. That's why it is more important than ever for schools and their canteens to be empowered as a vehicle for healthy eating and learning - helping students to form and develop healthy habits from a young age.

Canteen Business

In 2020, Healthy Kids Association operated canteens in 2 NSW schools and 8 ACT schools, as well as providing a canteen service to 11 ACT hub schools



Healthy Kids Association 2021-2023 Strategic Plan

Over the next three years from 2021 to 2023, Healthy Kids Association will implement a new strategic plan focused on empowering children, young people and their families with knowledge about nutrition and healthy eating to make the best decisions for their health - now and for a healthy future.



Strategic pillars

Our three-year plan has been built on three strategic pillars, which underpin each of our activities and objectives.

- 1. Trusted:** To build the profile of Healthy Kids Association as a credible and trusted source of information.
- 2. Connected:** To build relationships with research academics, Government and other health groups to align our work with the health-driven goals of our partners and stakeholders.
- 3. Digital:** To reshape our organisation based on technological initiatives and a strong digital transformation strategy to improve our delivery and amplify our messages.

Outcomes & impact

We achieve outcomes for children and families by working every day to:

Promote healthy food choices by facilitating and supporting access to multiple practical touchpoints with nutrition education in canteens and schools.

Which leads to:

The empowerment of children, young people, families and communities, with increased knowledge and acceptance of healthy food choices.

With a long term impact on:

Healthy food habits, healthy lifestyles, longer life expectancy, reduced obesity + better ongoing access to vital nutrition and information for communities across metro and regional areas, including those who experience disadvantage.

Strategic drivers



Strategic activities

Our expert team of dietitians and nutritionists works alongside our communications and canteen teams to deliver high impact programs and activities.

Driving change in partnership with NSW Health

- ▶ Curriculum-aligned NSW school programs including Vegetable Week and Fruit & Veg Month
- ▶ School Support & advice lines for primary and high schools in NSW
- ▶ Nutrition advisory and nutrition-based resources developed and provided by our team of dietitians
- ▶ Providing support to LHDs and the food industry

Driving change for schools, canteens and families

- ▶ High quality content and community engagement through our website, social media, members magazines and other channels
- ▶ Supportive membership program with resources, tailored advice and access to dietitians
- ▶ Operation of a Canteen Business which provides our team with a unique understanding of canteen operations
- ▶ Biennial Healthy Kids Expo bringing schools, canteens and industry together

Driving change with the food industry

- ▶ Product Registration Scheme
- ▶ Canteen Buyers' Guides
- ▶ Nutrition advisory service

Healthy Kids Association works to support the NSW Health objective to reduce child overweight and obesity rates.



Strategic partnerships

Our partners and stakeholders are vital to driving our activities and achieving our goals.

NSW Ministry of Health
NSW Department of Education
NSW and ACT schools
HKA Members
Local Health Districts in NSW
Food industry
CSIRO
and many more

Measuring success

We will measure the success of our strategic plan through five broad KPIs.

- 1. Revenue growth:** To ensure our organisation is financially sustainable and delivering value to stakeholders, as measured by increases in new and existing revenue streams and keeping our costs low.
- 2. Membership growth:** To increase our membership coverage and provide value to members by ensuring our messages, advice and support are reaching as many children as possible.
- 3. Food Industry engagement:** To measure our influence within the food industry, and impact on children's nutrition.
- 4. Media and social media engagement:** To measure our reputation, credibility and influence on children's nutrition across Australia.
- 5. Recognition of our people:** To build our value as a partner and to deliver on our mission, our people will be recognised for their passion, extensive nutritional knowledge and promotion of healthy eating through strong communication.



Our People: Meet the board



Patrick Eustace Chairperson

Our chairman has held senior finance and business leadership positions in blue-chip organisations internationally across multiple industry sectors, including over 20 years in food manufacturing. Patrick brings to HKA broad finance, governance and commercial experience including extensive experience in performance improvement and transformation.



Fiona Fleming Vice-Chairperson

Fiona is an experienced corporate and regulatory affairs professional with a proven ability to work in a fast-paced, challenging environment. She has 30 years' experience in the food industry in the areas of dairy, seafood, cereal-based foods, smallgoods, tea, simmer sauces and pastes, ingredients and infant formula. Fiona currently runs a boutique consultancy working across a range of areas.



Dr. Kathy Chapman Secretary

Kathy has extensive experience working in NGO and charity sector in public and health promotion, including as Executive Director at Cancer Council NSW where she used her significant experience to set and deliver on strategy for health promotion and prevention programs. Already armed with a Bachelor of Science and Master of Nutrition and Dietetics, Kathy also recently received a PhD from University of Sydney. Kathy brings additional expertise in marketing and public relations, government relations and advocacy.



Kathy Usic Treasurer

Kathy is an accomplished health professional and commercially-minded business leader with over 35 years' experience in education, FMCG and the health promotion / not for profit sectors. Kathy currently leads the Glycemic Index Foundation, a not-for-profit organisation owned by the University of Sydney and the Diabetes NSW ACT (Australia).



Katrina Weir

With more than 18 years of public relations and communications experience, Katrina is a health and communications expert with extensive expertise in stakeholder engagement and account management. She was a co-founder and director of Reed Weir Communications and during this time was the recipient of several public relations awards. This is Katrina's third term on the board.



Wendy Ward

Wendy runs her own canteen business called "Classroom Catering", currently leasing canteens in around 20 primary schools across Sydney's Western Suburbs. Through this role and experience, she brings to the HKA board a wealth of knowledge on canteen operations, food safety, government policy, and school engagement.



Dr. Megan Hemming

Megan's professional background is in the research and development sector with more than 12 years at CSIRO and the Australian National University. She has held roles in strategic leadership, stakeholder and customer relationship management and operational management and currently runs her own career coaching practice. She also brings hands-on school canteen experience, having played an instrumental role in bringing a primary school canteen into profitability and sustainability during her time as President of the school's P&C.



David Pratt
Chief Executive Officer

Keith Shelvey
Chief Financial Officer

Dietetics Team

Shadia Djakovic
Senior Project Manager -
Schools and Community

Grace Brunton
Senior Project Manager

Katie Booth
Senior Project Manager -
School Programs

Jewel Maule
Project Officer -
Schools and Community

Elly George
Project Officer -
Schools and Community

David Chung
Project Officer -
Finance and School canteens

Emily Monro
Secondary School Support Officer

Business Support Team

Veronica Robertson
Marketing and Communications
Manager

Kuswaty Muljono
Finance Officer

Christine Forsyth
Partnerships Manager

Sue Bell
Administration

Evie Green
Administration, Communications
and Membership Coordinator

Canteens Team

Jacqui Gowan
Canteen Business Manager

NSW

Anzac Park Public School
Megumi Sherwin
Caroline Donovan
Mahiko Wong

Roseville College
Michele Stockley-Smith
Tania Selvakumaraswamy
Cindy Chow
Nikki Bignell

ACT

Alfred Deakin High School
Debbie Tobin
Kelly Satler
Jackie Allen
Sue Dowse
Pam Perry
May Webb

Calwell High School
Kerry Logan
Lucia Di Piacido

Charles Weston Primary School
Hazel He
Simone Haigh

Dickson College
Irene Sazaklidis
Naomi Johnson
Basia Dobrowolska

Lyneham High School
Felicity Ayodele
Jenny Laundess
Anne Williams

Mount Stromlo High School
Brett Kingston
Irena Vukosa

Palmerston District Primary
Kathrin Baldwin
Mel McDonald
Susan Sajler

Red Hill Primary School
Will Kukkonen-Shortt
Helen Wootton
Eunice Chin



Our people: Team 2020

Thanks to our partners and supporters

NSW Health
NSW Health Local Health Districts
NSW Department of Education
All of our members
CSIRO
Cashless
The Association of Independent
Schools of NSW
Catholic Schools NSW

Companies who participated in the
Healthy Kids Product Registration
Scheme

Clubs and grants

Wests Campbelltown
Country Club Gledswood Hills
Wagga RSL and Commercial Club
Norths Collective
Goulburn Soldiers
Goulburn Workers
East Maitland Bowling Club
Cessnock Leagues Club
St George Dragons
Club Forster
Forster Bowling Club
Orange Ex-Services' Club
Lismore Workers Club
Lithgow & District Workmens Club
City of Sydney RSL & Community Club
Club Merrylands Bowling Group
Canada Bay Club
Port City Bowling Club
Club Burwood RSL
Club Catalina
Queanbeyan Australian Football Club Ltd
Shellharbour Workers Club
Mittagong RSL Club
Moss Vale Services Club





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