



# Annual Report 2021



[healthy-kids.com.au](http://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.

**Healthy Kids Association**  
healthy-kids.com.au  
info@healthy-kids.com.au  
(02) 9876 1300

Suite 1.02  
38 Oxley Street  
St Leonards NSW 2065  
Australia



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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

Healthy Kids Association is pleased to present this annual report for 2021.

I am proud of our team, who worked diligently to reduce the impact of COVID-19 on the organisation and to develop innovative solutions to the ongoing challenges presented by the pandemic.

After the turmoil brought about by financial uncertainty, lockdowns, and school closures in 2020, our organisation was well prepared to adapt and respond in 2021.

When Sydney was subject to a consecutive 107 days of lockdown in the middle of the year, our team responded - working remotely to continue delivering our services, responding to member needs, and adapting programs so they could continue to run. Schools and canteens were closed for extended periods which made this particularly challenging for both our team and the financial health of the organisation.

In 2021, the Ministry of Health reviewed the way it procures services, moving towards a more consolidated approach. This saw a significant reduction in funding to Healthy Kids, which provided the impetus for Healthy Kids to review the services we offer and our approach to the delivery of our mission.

## **Our Team**

In July 2021, we welcomed new CEO David Power, who brought to Healthy Kids a wealth of experience in leadership roles in not-for-profit organisations, and government relations. We also farewelled former CEO David Pratt, who having achieved his goal of setting Healthy Kids on a sound financial footing stepped down as CEO. We thank David for his commitment to Healthy Kids.

David Power has settled in well, focusing his first six months on building relationships with key stakeholders and developing new initiatives in response to changing circumstances and conditions. David has worked with the board and the team to identify new opportunities for Healthy Kids to further our mission in other areas of the education system - including out of school hours care - and moving into other environments where we can influence even more children to make good choices around healthy eating as we move into 2022.





### **Our Board**

Our board also took the opportunity to undertake a governance review to ensure we continued to have a well-functioning and effective board. I am very pleased with the strong and well-rounded board that is in place to oversee the vision of the organisation in the coming years.

Two long standing directors resigned this year, with Wendy Ward and Meghan Hemming stepping down from the board. Our thanks to them for their contribution over many years. We welcomed new directors, Sally Linwood, Marie Malica and Maree Ferguson.

I would like to thank all board members for their commitment and the valuable contribution they make to Healthy Kids.

We are excited by the opportunities we see for 2022.

**Patrick Eustace**  
**Chairperson**



# CEO's Report

It has been my pleasure to join Healthy Kids Association and to work with an extraordinary group of people.

Like most organisations in 2021, we faced a number of challenges due to the COVID-19 pandemic. These challenges directly affected Healthy Kids Association in a number of ways - revenue from canteens was impacted and we continue to face random canteen closures due to COVID-19. The organisation also evolved to a flexible workplace, finding new ways of working which will continue into the future. Once again, Fruit & Veg Month, Vegetable Week & The Big Vegie Crunch and our Product Registration Scheme and Buyers' Guides were all delivered successfully despite the disruptions to schools and food suppliers and I want to thank the staff for their efforts in making this possible.

Although the challenges will continue for some time, we see great opportunities for growth. In 2021 our team explored expansion of services into new sectors including out of school hours care and sporting club canteens - programs that will be implemented in 2022 and beyond. These programs will see our influence in children's nutrition expand beyond the traditional school canteen service and it is our belief that we need to engage with these sectors to ensure consistent messaging and education for as many children as possible.

In 2021, we also commenced upgrading our technology to improve our team's ability to work remotely, as well as planning for a new website that will include automation for the Product Registration Scheme and for members. This will position Healthy Kids Association for the future as an agile and digitally progressive organisation that places our member's needs first.

I want to thank our wonderful team for their commitment and passion as well as their willingness to engage with new initiatives. I would also like to thank the Board for their drive for continual improvement and best practice governance standards. It is inspiring to work with people that share a collective vision to make a difference to children's health and nutrition.

**David Power**  
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.

2021 was adversely impacted by COVID-19 in the first quarter and the impacts of the Delta variant which emerged in late June 2021 disrupted our canteen service and limited our opportunities to grow revenue in the nutrition advisory service. Fortunately, the Federal Government's JobKeeper (\$123,915), NSW Government JobSaver (\$57,722), a NSW Business Grant (\$15,000) and an ACT Business Grant (\$40,000) enabled Healthy Kids Association to keep our team intact and maintain all services throughout the 2021 financial year.

NSW Department of Communities and Justice provided \$53,000 to the Association under the Social Sector Transformation Fund. This money was applied to upgrade our computer equipment and invest in new digital service applications within the business such as a new reporting platform for canteens we operate. \$13,000 of this funding will be carried forward into the 2022 year.

The Board continued to review the financial results monthly with the CEO and ensured tight controls on costs continued in 2021.

The Association for the financial year ended 31 December 2021 had a surplus of \$11,371 on revenue of \$1,991,180 and Total Equity of \$580,129. The Association at the date of this Annual Report has adequate cash reserves to fund its operations.

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.

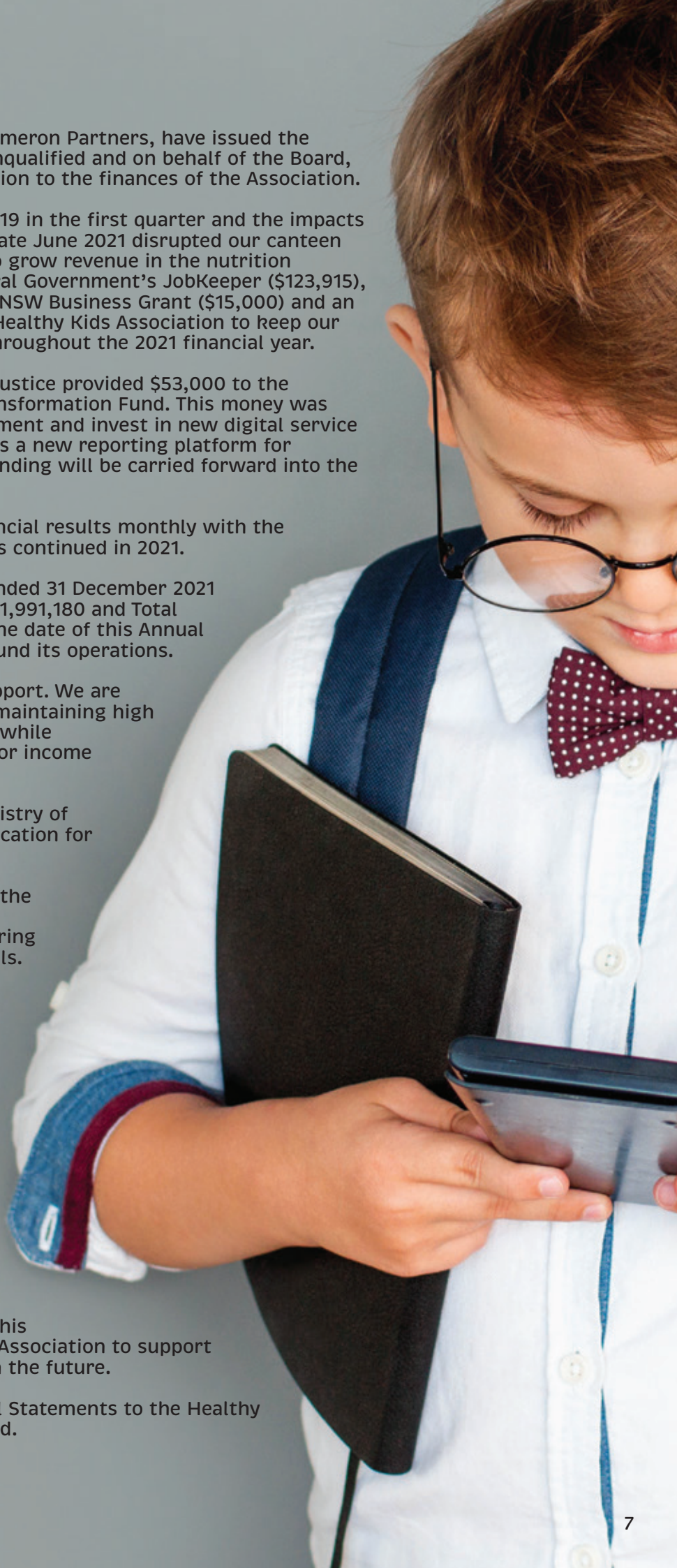
I would like to thank both the NSW Ministry of Health and the NSW Department of Education for their continued support of Healthy Kids Association. It is pleasing that the NSW Government and organisations such as the CSIRO recognise the specialty role that Healthy Kids Association plays in delivering nutrition and canteen services to schools.

I would also like to thank the staff of the Association for their support and professionalism, and their commitment to delivering quality service to our members and customers. I acknowledge 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 other team members.

COVID-19 was a significant challenge to all in 2021, yet our people passionately pursued our mission to promote and influence healthy food choices for children. It is this passion that will build a more resilient Association to support our members and other stakeholders in the future.

I recommend our Audited 2021 Financial Statements to the Healthy Kids Association Membership be adopted.

**Kathy Usic**  
Treasurer



## Membership

**In 2021, 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 knowledge base 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.**

# 2021 in review

# Fruit & Veg Month

Fruit & Veg Month 2021 ran from Monday 23 August to Friday 17 September (Weeks 7-10, Term 3).

2021 was declared the International Year of Fruits and Vegetables by the United Nation, so in 2021 Fruit & Veg Month was a celebration with a theme of Festival Fruit & Veg!

Overwhelmingly, coordinators believed that their school's involvement in the event had a positive impact on family fruit and vegetable consumption. Respondent comments also illustrated an increased involvement of parents in the event.

## Crunching the numbers

**666**  
schools

**166,489**  
students  
registered

That's  
**26%**  
of all eligible  
schools!

Despite the  
challenges of COVID-19  
restrictions  
**83%**  
of teachers  
used the classroom  
activities and more schools  
participated in the Whole  
School Activities  
than in 2020

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

# Vegetable Week & The Big Vegie Crunch

Vegetable Week & The Big Vegie Crunch 2021 ran from 15 March to 19 March (Week 8, Term 1). The Big Vegie Crunch event was held on Thursday 18 March at 10am.

Surveyed school coordinators believed the event resulted in changes in the amount and variety of vegetables students consumed at school.

## Crunching the numbers

**287**  
schools  
participated

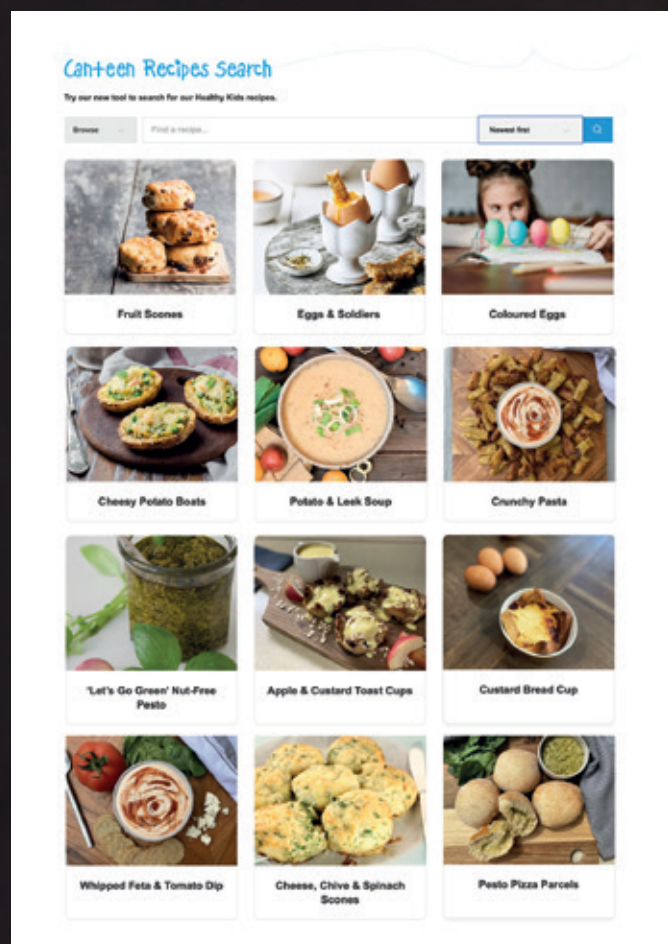
**61,684**  
students  
participated in  
The Big Vegie Crunch

**59%**  
of schools used the  
new resource -  
The Big Vegie Crunch  
Countdown Tool



## Canteen recipes

75+ new recipes created. These recipes were aimed at school canteens, parents and teachers and address the gap of healthier special occasion recipes and the are celebrate all cultures and backgrounds.



## 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

**7,800+**  
Followers on  
Facebook

**1,400+**  
Followers on  
Twitter

**10,000+**  
Emails in our  
database

**595,000+**  
Visitors to our  
website in 2021

## 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

Terms 1 & 2:

**113**  
schools

**35**  
schools who have  
received support from us  
passed a menu check in 2020

**514**  
No. of support calls/emails  
with school canteens

## 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:

- Profitability train-the-trainer workshops
- Webinars and training modules

## Product Registration Scheme & Buyers' Guide

Despite the challenges of 2021, the food industry continued to embrace Healthy Kids' trusted Product Registration Scheme.

### Crunching the numbers

**6**  
Registered products  
mid-year 2021

**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 2021, Healthy Kids  
Association  
served over 136,000  
meals**



# 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

Supporting  
CANTEENS

Supporting  
SCHOOLS

Supporting  
MEMBERS

Supporting  
FAMILIES

Supporting  
INDUSTRY

Driving  
CHANGE

# 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.



## **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).



## **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.



## **Maree Ferguson**

Maree is the Founder and Managing Director of Dietitian Connection, which provides professional development opportunities for dietitians worldwide. With prior experience as the Director, Nutrition and Dietetics Department at Princess Alexandra Hospital and Senior Research Scientist at Abbott Laboratories, Ohio, USA, Maree's extensive nutrition knowledge, strategic direction and leadership experience is highly valuable as an HKA Board Director.



## **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.



## **Marie Malica**

As the CEO of the Clinical Oncology Society of Australia, Marie brings comprehensive knowledge of business and project management, corporate governance, sales and marketing to the HKA Board. She has experience both in corporate and charitable Health industries, having managed Cancer Council NSW's research programs and clinical trials for seven years in addition to three years' management experience at Prince of Wales Hospital, overseeing research ethics and governance.

**Sally Linwood**

Sally is an experienced corporate lawyer, specialising in corporate governance. She has over 15 years' experience gained at a leading global law firm, in a policy role with the Australian Institute of Company Directors and in-house with an ASX-listed company. As a previous Pro Bono Case Manager with Cancer Council NSW, Sally additionally offers relevant legal experience in the Health Promotion sector.

**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.



## Canteens Team

**Jacqui Gowan**  
Canteen Business Manager

### NSW

#### **Anzac Park Public School**

Leeann Armstrong  
Akiko Brown  
Makiko Wong  
Yuki Haruhara

#### **Middle Harbour Public School**

Michele Stockley-Smith  
Lily Renauf

#### **Cammeray Public School**

Ayako Goodger

### ACT

#### **Alfred Deakin High School**

Tegan Norris  
Pam Perry  
Thelma Baker

#### **Calwell High School**

Lucia Di Piacido  
Nicole Neethling  
Nicole Harris

#### **Charles Weston Primary School**

Simone Haigh  
Tanya Cruickshank

#### **Campbell High School**

Melynda McDonald  
Logan Steed  
Lyneham High School  
Felicity Ayodele  
Jenny Laundess  
Anne Williams  
Jade Laundess

#### **Mount Stromlo High School**

Brett Kingston  
Irena Vukosa  
Peta Correa  
Gavin Haywood

#### **Palmerston District Primary**

Kathrin Baldwin  
Kristin Tessier

#### **Red Hill Primary School**

Suzi Sajler  
Helen Wootton

#### **Lanyon High School**

Kelly Sattler

#### **Majura Primary School**

Irene Sazaklidis  
Sarah Halasa

**David Power**  
Chief Executive Officer

**Keith Shelvey**  
Chief Financial Officer

## Dietetics Team

**Shadia Djakovic**  
Senior Project Manager -  
Schools and Community

**Kate Ticehurst**  
Project Officer -  
Schools and Community

**Elly George**  
Project Officer -  
Schools and Community

**Katie Booth**  
Senior Project Manager -  
School Programs

**David Chung**  
Project Officer -  
Finance and School canteens

## Business Support Team

**Veronica Robertson**  
Marketing and  
Communications Manager

**Kuswaty Muljono**  
Finance Officer

**Evie Green**  
Administration,  
Communications and  
Membership Coordinator

# Our people: Team 2021



# Thanks to our partners and supporters

NSW Health  
NSW Health Local Health Districts  
NSW Department of Education  
All of our members  
CSIRO  
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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