



# Annual Report 2019-2020.

## HFA Programs of Work

**SHIFT social enterprise:** Health Futures Australia received funding from the Hepburn Shire and DHHS to 30 June 2020 to further scope Sustainable Healthy Integrated Food Towns (SHIFT) social enterprise, funding to 30 June 2020. We have produced a prototype food security, circular economy, and healthy food system model which HFA will continue working with the community from concept to funding and implementation.

**Wellbeing Scripts Systems Building** is an exciting program of work HFA is embarking upon with the Central Highlands Neighbourhood Houses, a network of 14 houses across the region. The collaboration is building a system for ease of referral between doctors and Neighbourhood Houses for 'light' social prescribing activity. The bulk of this project will be undertaken in 2020 and 2021.

**Leadership & Learning Program** -Transforming Self and Society for a Wellbeing Future. We developed and delivered four new master classes and one 2.5 day Prevention Immersion. The classes are: Changemakers-empathy Based Action; Wellbeing Through Design and Discovery; Imagining a Social Market for Health and Wellbeing, and Re-imagining Prevention Financing. Over 60 people participated in our programs so far, and all master classes have been adapted for online delivery. We have incorporated our programs into innovation labs as an approach to applied learning.

**HFA's Students and Volunteers Program** was launched. Developing supportive policy, we hosted a student of Masters of Psychology from the University of Queensland, Michael Xerub, for a placement in community health promotion. We have also had a wonderful volunteer with us for these 12 months - Kevin Mao, a biomedicine student at the University of Melbourne.

**HFA's vision, mission and branding strategy** was launched in November 2019 with a new look website, and logo going live. Setting our vision and mission as one which is constantly iterating, has been a challenge but for now we are there.

The SHIFT webpage was launched in September 2020 and has attracted an average of 10 views per day since its inception.

**HFA social media is scaling up rapidly** with Social Innovator Kate Weadon building and creating a social presence for the work of HFA, including the Prevention Lab in the Central Highlands of Victoria.

- HFA social media highlights included:
- HFA's work being featured on the Presencing Institute's online blog - Medium (October, 2019).
  - The website maintains an average of 15 visits per day
  - LinkedIn post engagement has stayed high performing at above 7% across all platforms.
  - HFA's SHIFT content is regularly shared by supporting organisations and followers.

**Prevention Financing - a new future.** Jon Anstey led the development of an Investment in Prevention Prospectus which stretches our possibilities for how to finance prevention into the future. This work has provided a proposition, detailing future options for prevention like hybrid structures, diverse capital, and social market creation.

**HOPE Dialogues** - HFA introduced the Hope Dialogue, a virtual prevention conversation series, in February 2020. The Hope Dialogues were introduced to capture aspirational and diverse perspectives across the wellbeing system. Hope dialogues drew immense interest and attendance rates.

Our featured global prevention changemakers include: Allyson Hewitt of MaRS Discovery District, Prof Terry Huang founder of CUNY Firefly Innovations, Dr Mark Yates of BIRCH, Tiffany Peter of The Obesity Collective and Dr Douraid Abbas - bariatric surgeon.

**Public Health / Population Health Internship** - with matching funding from the University of Melbourne, HFA launched its inaugural internship program.



*Dear  
Community  
of  
Supporters*

FWhat a dynamic 2019 -2020 it has been. At the start of this year we were experiencing that sense of fast becoming the social purpose organisation of our dreams. We had a number of projects in full swing, had launched a contemporary leadership and learning program, run a number of prototype methods to guide our future work, and had a number of streams of work in sight. Saying that this start-up phase of HFA has been challenging is an understatement. Setting up the organisation HFA, and balancing this with project management and delivery, has called for unwavering attention to a new vision and mission, and business strategy. Our capacity, capability and talent to deliver HFA is critical, working in a lean environment is not for everyone but for some it is the future, and they flourish.

The year has called upon a Before C, During C, and After C approach. The C is COVID-19. It would be remiss of me not to mention the potential 'wrecking ball' impacts of COVID-19 on our revenue streams. I observe a system in crisis which is paying no attention to a wellbeing economy or future, nor the power of primary prevention and population health. The way we build robust and thriving people, organisations, community, and society to weather the storm of multiple disruptions and pandemics is our business proposition, and the future purpose of our work at HFA.

Commencing in March (DC) we transitioned to operating fully online, our learning programs were delivered in online formats by the start of April 2021. Our work with communities continued through regional models, we engaged with 3 regional areas across Victoria which support 16 local government areas reaching over 2 million Australians in early platform design for prevention. We have prototyped some exciting interventions that lift organisations and communities into the new world that delivers on food security, circular economy, and healthy food systems. Food is increasingly the solution in our work. We have strengthened in a social innovation approach to prevention with new projects like Wellbeing Scripts with amazing community leaders - Neighbourhood Houses.

Who knows what late 2020 and 2021 will bring for HFA, we will continue to shape the future for health and wellbeing opportunities and outcomes, deep and lasting system change, and sustainable living.

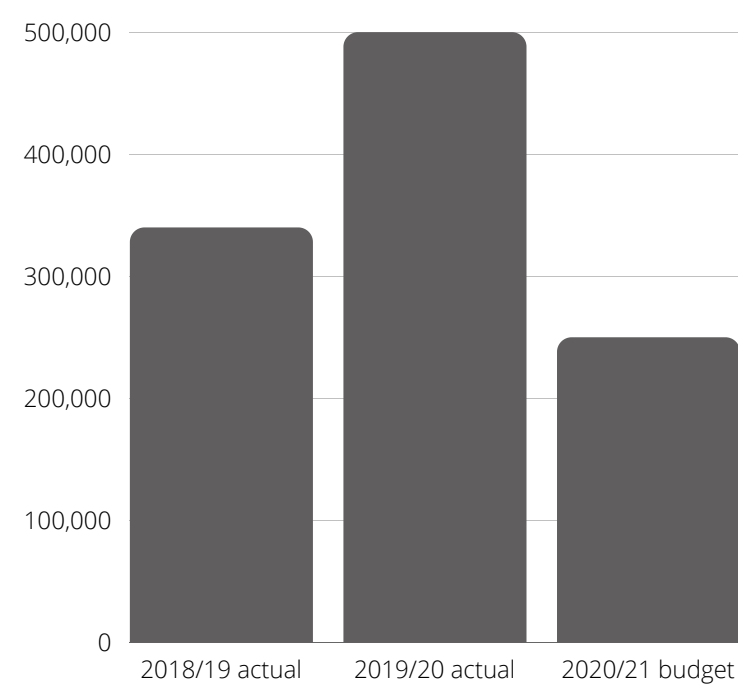
Yours sincerely,

Dr Shelley Bowen  
Founder & Managing Director

## Financial Report

Now in its third year of operation, HFA Ltd is an Australian public company, incorporated as a company limited by guarantee holding ACNC charity registration as a health promotion charity whose subtype is advancing health by promoting healthy living at a national population level. HFA has Deductible Gift Recipient status (DGR1).

### Total HFA Ltd revenue for 2019/20: \$498k



As a start-up social enterprise HFA models financial good governance to support its capacity to pioneer the future for co-designing the portfolio investment architecture for relevant sustainable social enterprises.

100% of profit is reinvested in prevention programs and financially sustainable social enterprises.

To read our full financial statements for 2019/20 please search for us at the Australian Charities and Not-for-profits Commission <https://www.acnc.gov.au/>.

## Awards

During this year the Managing Director was a Westpac Social Change Fellow which enabled a significant investment in leadership in social innovation to propel HFA into the future. This involved a study tour to the US and Canada to spend time with the California Endowment Fund, City University New York, Prevention Institute, the Wellbeing Trust, and the MaRS Discovery Centre in Toronto over September and October 2019. Further complimented by returning to the US in February 2020 to complete the Stanford Executive Program in Social Entrepreneurship. This was complimented by significant leadership development, mentoring and network creation in Australia, and continuous support from the Westpac Foundation.

## HFA Projects

In just 18 months of becoming a legal entity Health Futures Australia has managed:

**Central Highlands Prevention Lab, Phase 2:** \$400,000 project was finalised in April 2020, delivering an Investment Proposition for Prevention: A Champions for Change Initiative, A Leadership Ballarat and Western Region - Obesity Prevention Design Sprint; An Evaluation; A suite of Lab Branding and Communications e.g. website, facebook page; media pieces, iCare digital pledge campaign; a Prevention Leadership and Learning Program, and the Wellbeing Scripts initiative.

**Enliven and Prevention South East Group:** Building Australia's Healthiest Region project continued through to November 2019, delivering community stakeholder interviews, a Synthesis Report; a Stakeholder Workshop held at South Eastern Water to codesign the future effort; and an Investment Proposition for Prevention for the South Eastern Region.

**Eastern Region of Melbourne:** Building Australia's Healthiest Region. DHHS funded via Inner East Primary Care Partnership, developing and delivering Leadership Forums; Learning Journeys; deeper engagement of business and industry and participation in a Prevention Summit December 2019.

**Transport Accident Commission TAC.** HFA was engaged to do some preparatory work with the engagement team on deep human-centred design with communities



**we see a wellbeing future for everyone.**



We power prevention leadership with changemakers, organisations, communities and governments to design deep and lasting systems change for health and wellbeing. We seed, incubate and accelerate ideas, enterprises and a market that impacts health and wellbeing.

Memorable Moments

During this year the Managing Director was a Westpac Social Change Fellow which enabled a significant investment in leadership in social innovation to propel HFA into the future. This involved a study tour to the US and Canada to spend time with the California Endowment Fund, City University New York, Prevention Institute, the Wellbeing Trust, and the MaRS Discovery Centre in Toronto over September and October 2019. Further complimented by returning to the US in February 2020 to complete the Stanford Executive Program in Social Entrepreneurship. This was complimented by significant leadership development and mentoring.

Health and wellbeing for all, or anyone?  
What’s it going to take?

Vignette: Shelley’s 2019 Westpac US Fellowship tour

I feel truly privileged to be a Westpac Social Change Fellow – supporting my not-for-profit and for purpose world and existence now to go forth, learn and do my part in leading and supporting leadership for a better Australia, and network creation in Australia, and continuous support from the Westpac Foundation.

I have landed in the US – why you might ask? What on earth could I learn from the US when it comes to public and population health? A great deal is my response and experience so far. At the mid-way point of a 20-day immersion in the US and Canada – I reflect on the emergent messages worthy of thought for our future public and population health effort in Australia. I came to the US because the insights into entrenched and layered complexity, philanthropy and endowment funding, and innovative ways are unsurpassed to the constant expectation that government fund prevention efforts as is the case in Australia – which keeps us on the short-term project funding wheel which simply isn’t working. Maybe I could glean what it takes to shift this system that is being held in place by the very many who are a part of it – charged with the policy, leadership, research and practice to improve the wellbeing (including me!). It’s no-ones fault – it’s the very nature of systems, try intervening in them and they bounce right back into their usual shape and form. We tend to compete and be set up to do this in Australia -we need to understand this isn’t a zero sum game.

Which brings me to true transformation of the system – but which system?

The food system? The health system? The planning system? Or just the big-whole system impacting our health and wellbeing?  
The work of the California Endowment Fund – Building Healthy Communities Program, and the innovative approach to learning and the betterment of public health as real players in the system at CUNY School of Public Health, to the market entrepreneurs whose products are entwined with purpose, to the messages adorning the streets of New York (‘It’s time to get back to the way humans ate before industry ruined food’), to participation in the student climate strike in NYC on September 20 – how might we do better in Australia at prevention?

How might we do better in Australia at Prevention?

- Don’t give up on government, still keep at it – good people can work that system, just find them (yes I have just spent almost a decade in government but still have hope)
- I see it’s up to us to show and lead the way, us being the people who live in communities, who are parents, employee or employers, THERE IS NO PREVENTION CAVALRY ON IT’S WAY
- join with the momentum of the climate movement, as the Lancet states climate change, obesity, and under-nutrition are a syndemic – multiple pandemics, highly interrelated – calling on our big thinking on intervening.
- Re-imagine the system, and a sense of the “we” and “us”, together in that system\*
- Build agile prevention entrepreneurs and changemakers everywhere we can
- Make our work the re-design of the resourcing of the system and work toward this different framing, building numbers and narrators and curators of change.
- And if too hard to re-imagine our system for health and wellbeing – then refuse plastic wherever you go and plant trees whenever and wherever we can, and do it together!

Shelley  
(September 2019, Westpac Fellowship US Tour)

Building Back Better

#buildbackbetter  
#wellbeingcommunities

We may be new, but we are aiming big and already starting to deliver. Whilst informed by prevention and population health theory and science, we are committed to the UN Sustainable Development Goals (SDGs) which strive for a better and more sustainable future for all. The SDGs are a call to action to promote a thriving world and planet, recognising that ending poverty and inequality must go hand-in-hand with strategies that build economic growth and address a range of social needs including education, health, social protection, and job opportunities, while tackling climate change and environmental protection. More important than ever, the goals provide a critical framework for climate mitigation, bushfire and COVID-19 recovery, our mental health and wellbeing, and most importantly for designing a wellbeing future for all.

We believe in:  
Community being the unit of transformation  
Creative collaboration  
Disruptive but empathic practice  
Whole system leadership is required  
A deep change – systems approach is needed  
Human centred design  
A localised wellbeing economy, community approach

Health Futures Australia is a health promotion charity working to improve the health and wellbeing of Australians with a vision to build and create healthy and thriving organisations, communities, and society. HFA seeds, incubates, and accelerates ideas and enterprises that impact health and wellbeing.



“Being a Westpac Social Change Fellow was the most surprising, enlightening, and transformational experience of a lifetime, you enter with an idea and a dream and emerge ready to be one of the nation’s inspiring social changemakers”  
- Shelley Bowen



“We must do better at improving health and wellbeing in our nation, and indeed the globe, we need to act now with unprecedented energy, empathy and disruption, our window is here, and the world can’t wait”  
- Shelley Bowen



“How do we finance through healthy public policy ..... realise that investing in the wellbeing of people as places as the font of a healthy economy, font of healthy people, as gardens to grow healthy people in”  
- Tyler Norris, CEO Wellbeing Trust of America

