



*Dear
Community
of
Supporters*

We thought 2020 was the extraordinary year! 2021 did not disappoint HFA on the challenge front. At the start of this year we were entering a year of hard COVID lockdowns the likes of which we had never experienced. Yet, whilst reliant on government support through JobKeeper and other programs, we still managed to commence our flagship initiative the SHIFT Healthy Lunch Kitchen social enterprise in March 2021. We continued with testing the appetite for 'Wellbeing communities' learning and leadership programs with a contemporary twist like social impact for public health master classes. We continued on the 'Wellbeing Scripts System Building' project with the Central Highlands Association of Neighbourhood Houses with success, engaging and introducing GPs and Neighbourhood Houses in a collaboration for wellbeing in central Victoria.

The consultancy arm of our little business was very quiet, the market was not thinking prevention or health promotion rather surviving and managing a pandemic. By the last quarter of this year we became our leanest since we commenced, down to around 1.0FTE for all HFA work. In the final quarter we started to gain traction in our funding submissions with several successful for SHIFT - Sustainable Healthy Integrated Food Towns. We also refreshed our purpose, branding, and communications which can be seen on our light and bright new website which tells the story of HFA and our evolving work. Speaking of which we have become clear on our contribution and business model as seen in our offerings of partner programs; consultancies for social impact; learning, and leadership programs; and our seeding of social enterprise for health and wellbeing.

After another year of the unknown, we remain strong and determined and are ready for the rise of the era of 'health and wellbeing'. One positive from the pandemic is our societies drive toward better health and wellbeing so we might well be positioned perfectly to support this transformation in our lives, organisations, and communities.

I am excited and optimistic about what 2022 will bring for HFA, we will continue to shape the future for health and wellbeing opportunities and outcomes, deep and lasting system change, innovation, and sustainable living for Australians.

Yours sincerely,



Dr Shelley Bowen
Founder & CEO

Annual Report 2020-2021.

HFA Programs of Work

Wellbeing Scripts Systems Building is in the second year of design and implementation. This innovative and exciting piece of work is in partnership with the Central Highlands Association of Neighbourhood Houses (CHANH), a network of 14 houses across the Central Highlands region of Victoria. The collaboration is building a system for ease of referral between doctors and Neighbourhood Houses for 'light' social prescribing activity.

HFA social media and communications has scaled rapidly this past year. We had a little staffing capacity to set up new, and drive social channels and develop strategy for our brand and community engagement. This was further boosted by the content emerging across our many projects.

HFA social media & communications highlights included:

- Our website refresh creating a brighter and lighter site with simple messaging, product, service, and project overviews.
- LinkedIn post engagement has stayed high performing well across all platforms.
- HFA's SHIFT content is highly engaging, we have over 200 SHIFT HLK/Young Growers Facebook group members, over 170 SHIFT/HFA database members, and over 200 on HFA Facebook, regularly shared by supporting organisations and followers.

Leadership & Learning Program. We designed and launched a new 'Creating Wellbeing Communities Series' framing our classes within wellbeing economy and community thinking. We developed several new master classes to test in the market.

The classes/programs are:

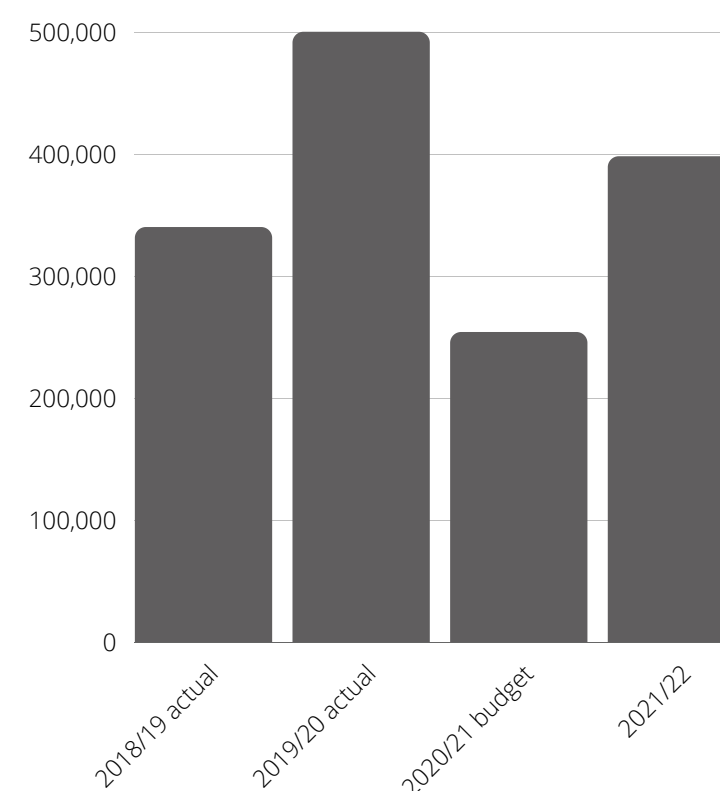
- Leading wellbeing workplaces & Organisations (3 classes)
- A modern day guide to health & wellbeing planning
- Leading empathy-based change for public health & wellbeing
- Social innovation for public health & wellbeing
- Re-imagining your social impact in public health.

We are offering bespoke programs for organisations to guide their health & wellbeing strategy in the 2022 financial year.

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 2020/2021: \$254k



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. This, our third year has been tough on the revenue front with our lockdowns due to the pandemic, but we managed a decent revenue to sustain HFA.

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

To read our full financial statements for 2020/21 please see or website www.healthfutures.org.au or search for us at the Australian Charities and Not-for-profits Commission <https://www.acnc.gov.au/>.

HFA Programs continued

Public Health / Population Health Internship. In collaboration with the University of Melbourne School of Population Health we have continued this successful role for a 2nd year. Kevin Mao, a medical student with a passion for public and preventive health is in this role. Kevin has been a long-term part of HFA, commencing as a volunteer for our first 18 months of operation.

HFA Consulting Projects

In this time of lockdown Health Futures Australia has managed two consultancy projects, as different to our longer-term partner program/consultancies like Wellbeing Scripts:

Latrobe Health Innovation Zone vision workshop commenced in October 2020 working with the Latrobe Health Assembly and Health Advocate and the many stakeholders including community members to re-think the strategic vision and strategic investment focus and direction for the Latrobe Health Innovation Zone in the Latrobe Valley. This projects duration was 12 weeks and included short dialogue interviews, a strategic workshop, analysis of themes and a short vision report, and a final sensemaking workshop with stakeholders. We were delighted to work on such an important initiative.

Clunes Wellbeing Innovation Lab: We embarked upon a 3-month Lab with the Neighbourhood House and community stakeholders at Clunes in Victoria from October to December 2020. The Lab included a series of community dialogue interviews, a themed synthesis report, three workshop sessions, integrated master classes (Changemakers, and Design and Discovery) and project mentoring and check-ins. It was a privilege to join Clunes for part of it's amazing journey of discovery - Clunes is one of the most active, intelligent, innovative, and capable communities supported by an extraordinary Neighbourhood House.



We have run 8 ideation and prototyping sessions with doctors, and Neighbourhood House managers in Bacchus Marsh, Ballarat, Clunes, and Creswick.

Everything starts with an introduction - where GPs often meet their Neighbourhood House Managers for the first time, the second step is understanding the plethora of activities that Houses run. The third step was to design an easy to use referral system that fits the local community context. We have prototyped several referral tools like flyers with QR codes, and lifestyle/social referral on prescription pads.

What does your happier, healthier lifestyle look like?

Talk to your doctor about supporting your wellbeing at your neighbourhood house.

Health Futures Australia operates on the land of the Dja Dja Wurrung and Wadawurrung people in Central Victoria. We acknowledge the Traditional Custodians of the land on which we work and live. We pay respect to Elders past, present and emerging. We recognise the significant importance of their cultural heritage, values and beliefs and how these contribute to the positive health and wellbeing of the whole community.



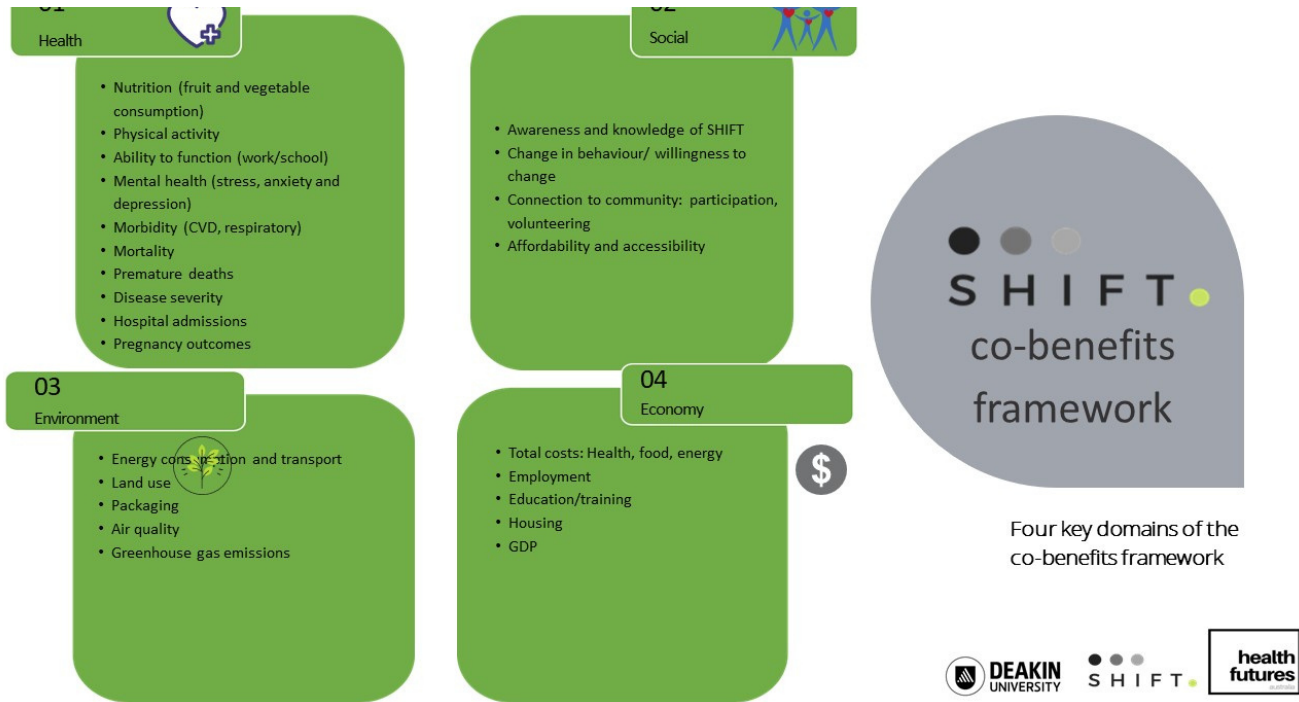
we see a wellbeing future for everyone.



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.

Our commitment to student learners

HFAs Students and Volunteers Program has been a huge success this year. We have hosted several students and volunteers. Judy Tran a Masters of Health Economics student from Deakin University Health Economics spent 6 months with HFA developing "Measuring the co-benefits of Sustainable Healthy integrated Food Towns". We have also had a wonderful volunteer recently graduated from Monash in Health Science Beth McAlpine, and Arron Tran a Medical Student from the University of Melbourne assisting with research and data collection.



Our flagship initiative - SHIFT social enterprise

Sustainable Healthy Integrated Food Towns - SHIFT - remains our flagship initiative. It is an emerging social enterprise and circular economy in the Hepburn Shire, powered by Health Futures Australia, and conceptualised over the past two years via project groups called "Healthy Together Labs" across the Hepburn Shire.

We commenced this year with a powerful SHIFT Business Case (June 2020) in hand. Without any dedicated funding at the start of this year we co- designed with our community SHIFT Design and Sustainable Financing teams the implementation of and project detail for BIG SHIFT. By BIG SHIFT we mean the vision for a multi-system facility providing farm gate sales, aquaponics producing fish, vegetables and herbs; biogas for energy; and a healthy lunch kitchen initially servicing schools within the shire.

We decided to build the system component or project by project. Our first was to develop a 'prototype' for the SHIFT Healthy Lunch Kitchen. In the first week of December 2020 at the Daylesford Primary School - Council meeting, our proposal to commence the Healthy Lunch Kitchen in Term 1 2021 was endorsed.

We developed a SHIFT fundraising Prospectus and held a small event with potential donors and supporters and received our first seed funding from the Daylesford Foundation and Rijk Zwaan. We developed our social media platform - Instagram and Facebook pages and groups, and the content for a refreshed HFA website. We started to write, what would ultimately be dozens of funding submissions to set up and deliver a nutritious lunch service to local schools through social enterprise.

In December 2021 emerging from yet another lockdown we presented the proposal for a Healthy Lunch Kitchen to operate in partnership with the Daylesford Primary School to provide nutritious and affordable lunches to children at school, starting with Daylesford Primary and the opportunity to adapt and use the old school canteen as a commercial kitchen. The proposal was accepted and it was a green light to go for February 2021. A further COVID lockdown prevented our start in early February, we were delayed to early March. The SHIFT Healthy Lunch Kitchen officially commenced on 4 March 2021.

The Healthy Lunch Kitchen (HLK)



We finally opened the HLK in the first week of March 2021. The previous 6-months were spent designing the policy and procedures, staffing and operations, as well as the menu, and setting up seasonal supply chains from our local farmers. We also modified the Daylesford Primary School old canteen into a commercial kitchen. Our generous donors and supporters contributed needed resources to get started. We are so grateful to the Daylesford Foundation, Rijk Zwaan Australia, Westpac Foundation, Kathy Hancock, and Mitch Duncan - Duncan Hotels.

Just days before the Kitchen commenced we undertook a child nutrition baseline survey, supported by Deakin University with 158 out of a possible 253 responses for students at Daylesford Primary School - that is a return rate and data for over 60% of the school student population.



"Great job ladies! Your food is always so delicious, my daughter really enjoys her lunch order", HLK customer

The Kitchen - We are working to change the local food system by creating a new demand through nutritious school lunches. HFA's kitchen team of cooks plan the seasonal menu, source local produce, and prepare the food each week for the students at Daylesford Primary School, Victoria.

Within our first 3 months of opening, at the end of Term 1 2021 we had reached 60% of the students at Daylesford Primary School with a healthy meal. We had created two jobs in the kitchen for amazing local people, and were being supported by a band of volunteers. We had set up 6 supply chains from local farms.

We saw our new SHIFT Healthy Lunch Kitchen Facebook group gain over 150 members rapidly, comprising largely parents. Our challenges were many, There was no 'off the shelf' example of a social enterprise kitchen in the school student lunch market for us to replicate, we had to go it alone. Before the end of Term 2 2021 we were experiencing our 4th lockdown which caused disruption as schools were closed, no schools meant no lunches. Despite these unprecedented setbacks, we prevailed and lunch orders continue to grow.



SHIFT Young Growers

"We (young people) want opportunities to stay in the Hepburn Shire, more career and learning pathways" was a repeated message we heard throughout our engagement with the community and in the design of SHIFT. Employment was always going to be at the centre of the enterprise, but could we design a food system that provided learning, and amazing job opportunities in the innovative space of sustainable aquaponics, hydroponics, digital/tech agriculture, and social enterprise/business?

By June 2021 we had written several funding submissions for a Young Growers project to link young people with producers and Rijk Zwaan to immerse in the growing of fresh food. We also included the experience of spending time in the Healthy Lunch Kitchen - a cooking school program.

Success! the Westpac Foundation, Bennelong Foundation, FRRR and VicHealth saw great promise in this idea too - we were successful in \$70,000 worth of funding to deliver a new Young Gowers project to commence in July 2021.



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.



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