



Annual Report 2022-2023.

HFA Programs of Work

Wellbeing Scripts Systems Building has been a three-year project 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.

Over July and August, 2022 we delivered several communications pieces emerging from Phase 1 of the Wellbeing Scripts project. These included blogs for the CHANH and HFA websites, and social media pages such as Wellbeing Scripts on Facebook and LinkedIn.



In July 2022 we commenced Phase 2 of the project with Western Primary Health Network (WPHN) funding. The purpose of this project was to gather insights and learnings from Phase 1 and engage broader stakeholders in designing a roadmap to scale-up wellbeing Scripts across the central highlands region of Victoria. We conducted four interviews with GPs, practice managers, and allied health practitioners; delivered a stakeholder co-design workshop; developed a synthesis report on insights and findings and a "Future Framework" to guide the scaling up of wellbeing scripts across Western Victoria.



HFA facilitated a co-design workshop involving CHANH and Western PHN in Geelong on 1 December 2022. The purpose of this workshop was to develop the Roadmap for 2023 for Wellbeing Scripts.



HFA social media and communications has continued this year with our social channels boosted through the SHIFT Healthy Lunch Kitchen and Young Growers Group on Facebook. For the first six months of the year our social channels were very active whilst the Healthy Lunch Kitchen was still operating. Things slowed in the latter six months of the year.

This FB Group focuses on menu update and promotions, kitchen happenings. We also have Instagram presence for both SHIFT and HFA.

We continue with approximately 320 Facebook group members, and over 600 HFA database members. We have created several HFA LinkedIn pieces over the year.

Dear Community of Supporters

This will be marked the year of experimentation, innovation, and decision-making for Health Futures Australia. The first six months of this year was hectic with delivery of a number of consulting projects, partner projects and the Healthy Lunch Kitchen social enterprise - school lunches and community meals. In our 'seeding of social enterprises' for health impact arm we have now spent 2 years prototyping and trialling a socially enterprising school lunch system. In the latter six months of this year we commenced the planning for expansion of HFA into the Northern Territory to provide a population health platform of support for systems change; and sought a new collaboration for our social enterprise efforts in the Healthy Lunch Kitchen. We placed the operation of the Healthy Lunch Kitchen 'on hold' in January 2023 as we sought a new commercial kitchen premises and new forms of collaborating as per the business case we developed for a community kitchen model with Regional Development Victoria Fast Track Innovation funding. Financial sustainability and impact remain the challenge for our social enterprise arm, in particular in our work in Victoria given the cost of living crisis and the trickle down effect of a state budget debt.

The consultancy arm of our little business was extremely busy at the commencement of this financial year as we delivered the development of the SHIFT Business Case and Investment Plans with significant funding from the previous year (2022) and the Regional Development Victoria's Fast Track Innovation Fund. A SHIFT Business Case, Investment Proposition and Facility Design were delivered for this project by 30 September 2022. On the prevention and population health consultancy front the Victorian market was not thinking prevention or health promotion or investing in 'wellbeing communities' rather fiscal restraint and economic management at an unprecedented level. We have remained incredibly lean and agile in our operations well under .3 FTE for all HFA paid work. That said, it was a stellar year again for support from our volunteer base, student placements and for our innovative work agenda.

After another year of experimentation and new business directions, I remain determined and optimistic that our HFA contribution is needed in 'health and wellbeing' in Australia, and the potential for Health Futures Australia's unique offerings to population health impact in Australia. Even in the toughest of financial times on all fronts for our organisation and for me personally, we have demonstrated innovation, and a 'think and do outside of the box' capability, and a willingness to not give up on pursuing impact rather than business as usual and being stuck in the system. With so much experience and ideas at our finger tips anything is possible in 2024. We won't give up on lasting systems change for health and wellbeing and our positive disruption approach to achieving this.

Yours sincerely,

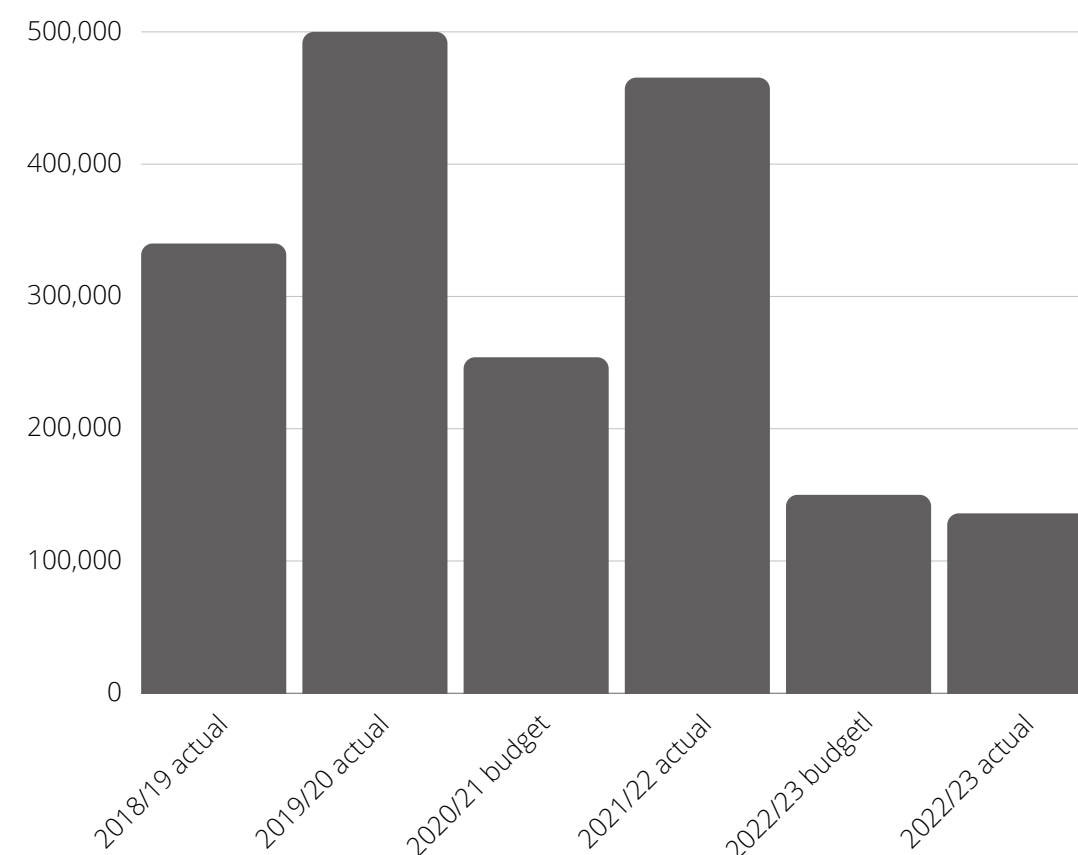


Dr Shelley Bowen
Founder & CEO

Financial Report

Now in its fifth 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 2022/2023: \$135,989



As a start-up charity HFA models best practice financial governance in pioneering a sustainable portfolio of investment for the organisation including a social enterprise arm - the Healthy Lunch Kitchen.

This, our fifth year has been our toughest on the revenue front in a post COVID recovery and economic downturn period, particularly in Victoria. We have delivered a range of consultancy services and operated a social enterprise for this financial year managing a baseline of funding to sustain HFA.

100% of our profit is reinvested in prevention programs and financially sustainable social enterprises like SHIFT, Sustainable Healthy Integrated Food Towns in the Hepburn Shire.

To read our full financial statements for 2023/23 please see our website www.healthfutures.org.au or search for us at the Australian Charities and Not-for-profits Commission <https://www.acnc.gov.au/>.

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 Programs continued

SHIFT Business Case and Investment Proposition. In 2022 Health Futures Australia was awarded funding from the Victorian governments Fast Track Innovation Fund, administered by Regional Development Victoria with our deliverables carried over into the 2023 financial year. We established a SHIFT Advisory Group comprising membership from: Regional Development Victoria, Daylesford Foundation, Hepburn Shire Council, Rijk Zwaan, community members, and the consultants delivering the project. The Advisory Group met on five occasions over the projects 5-month duration.

The project delivered three critical pieces of work to guide the future directions of the Sustainable Healthy Integrated Food Towns (SHIFT) initiative:

- Sowing the Seeds: BUSINESS CASE for Sustainable Healthy Integrated Food Towns Ltd
- Sowing the Seeds: INVEST MENT PROSPECTUS for Sustainable Healthy Integrated Food Towns Ltd
- SHIFT PTY LTD - SHIFT HEALTHY KITCHEN & FARM FACILITY DESIGN

The business proposed for the future of SHIFT comprises two arms:

- SHIFT HEALTHY FARMS: which develops and manages a portfolio of integrated aquaponics / hydroponics facilities across regional Victoria that produce sustainable, healthy fish and vegetables enabling communities to shift eating habits from other meat products including beef and chicken. S
- SHIFT HEALTHY SERVICES: which promotes health and wellbeing by developing and delivering education, data, operational, and branding services to support local communities to understand how to integrate a healthy diet into daily living. SHIFT HEALTHY SERVICES supports communities to establish or 'start-up' and run COMMUNITY HEALTHY KITCHENS that prepare and distribute healthy food.



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 future. 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

Student Placements in Population Health. We hosted two 4th-year medical students from the University of Melbourne, co-supervised by our Board Chair, Professor Rob Moodie and CEO Dr Shelley Bowen. Our two students were: Bethany Chong and Louis Monaghan.

The two student-led projects were:

- A narrative review: what are the barriers to transitioning to a circular economy? (Bethany)
- Stakeholder Perspectives on Circular Economy Practices: A Qualitative Study of a Healthy School Lunches Social Enterprise (Louis)

We are incredibly thankful to the two students - Bethany and Louis for their ground breaking research proposals to guide SHIFT. Further thanks to Gordon Noble, the consultant and expert in sustainable financing and circular economy who developed the SHIFT Business Case and Investment Proposition for attending the student presentations and contributing to expert feedback.

Our flagship initiative - SHIFT social enterprise

Sustainable Healthy Integrated Food Towns 'SHIFT' - remains our flagship initiative. SHIFT is an emerging social enterprise and circular economy in the Hepburn Shire, powered by Health Futures Australia as a 'prototype' healthy food system intervention.

There are two parts to the SHIFT vision, one for the Healthy Lunch Kitchen, Young Growers program, and SHIFT Cooking School for Health and Wellbeing. The second part is a much bigger vision for a multi-system facility providing commercial scale aquaponics producing fish, vegetables and herbs; biogas for energy. Both systems connect in a healthy food circular economy.

We decided to build SHIFT project by project. Our first was to develop a 'prototype' for the SHIFT Healthy Lunch Kitchen which was launched in March 2021 in partnership with Daylesford Primary School (DPS). For the past two years we have been developing the prototype for socially enterprised school lunches and a scalable model that has multiple social, health and environmental impacts.



Merry Christmas!



The SHIFT - Healthy Lunch Kitchen (HLK)



At the commencement of this financial year we had on-boarded six schools in the Hepburn Shire (that is 50% of our primary and secondary schools in the Shire): Daylesford Primary, Yandoit Primary, Daylesford Dharma School, Hepburn Primary, Trentham Primary and St Michaels Primary School. We served up over 3,000 healthy lunch items from natural yogurt and local fruit cups, to healthy veggie nachos, and spelt pasta with veggie loaded Napoli sauce. Further we served up over 200 healthy community meals to test the market for affordable and nourishing meals each week for families.

In December 2022 we embarked on fundraising by producing a range of Christmas items, including Hepburn Crispbreads and Robyn's Famous Granola, selling them at the Twilight Markets in Daylesford and through local food retailers.



HLK super cooks - Sallie and Robyn talking about the Healthy Lunch Kitchen with the Daylesford U3A



In December 2022 it was decided by the kitchen team and HFA Board to suspend our operations at the Daylesford school canteen premises given the need for a commercial kitchen if the kitchen was to continue and diversify its revenue streams in 2023-2024.

In scoping possibilities for a kitchen premises a number of generous offers were made by organisations in the community, with the most likely being the Hepburn Golf Club Kitchen. Ultimately a later connection and opportunity created with the East Street Kitchen became available and we set to developing an MoU and business case for operations of a "Kitchen Collab". We have spent several months in developing business ideas and models and will commence product testing in the new financial year with the intent of generating a commercially viable business. This business is likely to be "Pasta for a Purpose" retailing and wholesaling a wholegrain and spelt pasta line. The RACV Community Foundation have generously funded the Kitchen to purchase a commercial pasta machine.

By the end of this financial year we had moved into East Street Kitchen premises.



The SHIFT Cooking school for health and wellbeing

With funding support from the Hepburn Shire Council we embarked on testing the Cooking School and provided 4 classes in Creswick, Clunes, Hepburn-Daylesford and Trentham in early 2023 in partnership with Clunes, Creswick, Daylesford and Trentham Neighbourhood Houses. 35 people participated in the classes themed "Cooking for one on a budget", with a focus on dumpling and ravioli making.



SHIFT Young Growers

This program is modelled to provide work and learning experiences in a healthy food system for young people. At the start of this financial year we had completed another prototype for a Young Growers program which incorporated work experience at local organic farms, and Rijk Zwaan (vegetable seed producer) as well as in the Healthy Lunch Kitchen. In July 2022 we commenced the inaugural SHIFT Traineeship an apprenticeship in healthy food systems. Gabi Kaye was one of our Young Grower program graduates who commenced the Traineeship and a Horticulture Production certificate with Cotafe. Gabi has subsequently transitioned into a Green Internship with CERES in Melbourne which is an absolutely wonderful outcome of the Young Growers program and testament to Gabi's amazing capability.

Health Futures Australia also has a wonderful program fully prototyped for ongoing implementation with a viable financial model the remaining challenge and opportunity.



Grants and fundraising. We sold raffle tickets at the famous Friday night raffle at the Farmers Arms Hotel in Daylesford which generated approximately \$1,800 over 4 Friday nights. This funding was directly used to support our many projects. With the Farmers Arms we also tested a SHIFT co-contribution to a meal item on their menu. A local strawberry dessert attracted a \$5 donation to SHIFT, this also contributed some funding to our operation of programs and demonstrated an innovative and sustainable way to build regular donations for a charity.



Thank you Kevin

For always being a volunteer and our inaugural HFA Population Health Intern, you have helped us with so much whether it is our e-commerce system for the Healthy Lunch Kitchen, HFAs website, grant submissions, or project delivery - what a fine young Doctor you will be (already are).

Alice Springs and the NT May 2023

17 to 24 May was spent in Alice Springs scoping the possibilities for a role for HFA in Central Australia so as to boost a preventive population health approach. This week involved a range of stakeholder meetings and the delivery of a workshop funded by Dieticians Australia to practicing dietitians across the Northern Territory. The 'Leading food system change' workshop ran for 3 hours and focussed on systems thinking and the leadership required for food systems change



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