

2024

We inspire healthy, lasting change

Annual report 2023 to 2024



Health Futures Australia (HFA) is a health promotion charity and social enterprise

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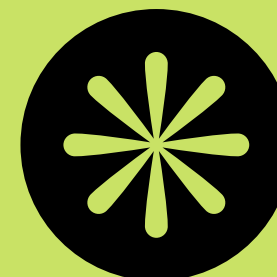
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From the CEO

Dear stakeholders,

How do we do so much with so little? Is a question I often ask and have asked each year of HFA's operation. This year we were particularly stretched on the revenue front as we transitioned and strengthened aspects of our business and kept the organisation moving and made some significant strides forward in the final months of the financial year. It has been yet another extraordinary year for Health Futures Australia, with a focus on delivering the final 6 months of the Healthy Lunch Kitchen prototype across the Hepburn Shire to building the main revenue arm of the business our 'consultancy for good'. Early consulting partnerships have formed, with new clients and relationships emerging in this year including with VicHealth, TRACKS Indigenous Service, Remote Indigenous Parents Australia (RIPA), Life Education Australia, and Respect Victoria.

Our flagship social enterprise the SHIFT Healthy Lunch Kitchen began testing commercial products and services including Pasta for a Purpose pop-ups and wholesale lines. The SHIFT Cooking School for Health and Wellbeing was further developed and tested ranging from a focus on healthy ageing, social connection, and school holiday 'Kids in the Kitchen' programs across four rural communities in Victoria. We paused school lunches to more deeply investigate future business models, and the possible scaling required and expansion to Ballarat in response to community and school requests and increasing food insecurity at schools, and across the community.

We launched Health Futures Central Australia to provide a platform for health promotion and primary prevention partnerships. We developed an MoU with Flinders University, and provided two training courses at their Alice Springs campus to a wide range of community and government organisations working in the area. We offered a third course online which attracted more Northern Territory-wide participants.

We are one of the few public and population health dedicated social enterprises, and systems thinking and change-making organisations with a **capacity to consult** in Australia. We have a unique capability to sense-make when it comes to complexity, innovation, and policy to place-based approaches. This sets HFA up nicely for a prosperous 2024-2025!

Yours sincerely



Dr Shelley Bowen

CEO - Health Futures Australia



Company Information



www.healthfutures.org.au

Company Name:

Health Futures Australia

Date of Incorporation:

2018

Business:

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.

Projects and Programs

Healthy Lunch Kitchen
Young Growers
Wellbeing Scripts
Learning and Leadership
SHIFT Social Enterprise

Services

Consulting for good practice
Leadership training & support
Masterclasses and workshops
Partners programs
Fundraising



Health Futures Central Australia launches!

We launched Health Futures Central Australia to provide a platform for primary prevention partnerships and activity. Considerable work went into developing a Memoranda of Understanding with Flinders University with HFA volunteer Jacinda Roberts (Alice Springs based) and HFA's CEO Dr Shelley Bowen both being provided with appointments to Flinders (Jacinda as an employee and Shelley as a Senior Lecturer).

A Leadership and Learning program was launched commencing with provision of three training courses, two in-person and one online. The courses were:

- Social innovation for public health and wellbeing (in-person)
- Changemaking for public health and wellbeing (in-person)
- Developing and measuring your social impact in health (online)

Approximately 40 people participated in these courses representing a wide range of organisations from the community, university, health services, and government sectors.



Consultancy and partner programs

At the commencement of 2024 HFA strengthened its consultancy arm of the business becoming a **'consultancy for good'** in light of our social enterprise certification with Social Traders.

We produced a products and service brochure and commenced promotion across a range of channels including LinkedIn, Facebook and the HFA email database. Several new partner relationships emerged for HFA.

Early in 2024 **Life Education Australia** contracted HFA to undertake an evidence review of health promotion and pedagogy, and develop directions - a theory of change logic model to guide the organisations thinking and planning with a view to the future.



health futures
australia

An introduction to who we are and what we do, please reach out, we are super keen to work with you and change the world one step at a time (or lots of steps at once!)

What's different about us?
Not only do we support you in healthy change, we also donate **100% of our profit** from consultancy services back into our work in seeding social enterprises for health and wellbeing impact.

WE SEE A WELLBEING FUTURE FOR EVERYONE. INSPIRING HEALTHY CHANGE

About us
Health Futures Australia is a health promotion charity and a registered social enterprise working to ignite and inspire Australia's leadership to create a nation of wellbeing communities. We believe in creating a wellbeing economy, and the contribution of wellbeing communities and organisations to this vision.

We are focused on systems thinking and systems change. We do all we can to support you/your teams journey to impact.

We support efforts Australia-wide, operating virtually and from two branches in Central Victoria and Central Australia. We offer a wide range of products and services:

- **Consultancy 'for good'** from strategy and innovation to evaluation and impact
- We **partner in change** and leadership projects
- We provide **Leadership and Learning** training programs
- We develop **social enterprises** for health impact.

Reach out for a conversation or proposal to work together: engage@healthfutures.org.au

Social Traders CERTIFIED SOCIAL ENTERPRISE
Business for good

REGISTERED CHARITY
engage@healthfutures.org.au





Consultancy and partner programs

HFA was successful via Request for Quotation and contracted by the **Victorian Health Promotion Foundation** - VicHealth to review the foundational 2001 Leading the Way resource, and undertake a desktop review of contemporary policy, legislation, guidelines, and practices to provide the detailed content for an updated 'Leading Healthy Communities' 2024 resource .

We continued to work with **TRACKS Integrated Services and Remote Indigenous Parents Australia (RIPA)** in the Northern Territory. HFA designed the process and facilitated stakeholder engagements/workshops to design RIPA's future in supporting remote families and communities in the school community relationship and experience.

HFA designed and facilitated several stakeholder engagement sessions, produced Harvest Reports, and developed a Theory of Change for RIPA.



Our flagship initiative – SHIFT Social Enterprise



The building of a herb and vegetable garden was a highlight, with Rijk Zwaan, a local to global vegetable seed producer providing volunteers to work with Healthy Lunch Kitchen to build the herb and vegetable garden beds outside of the East Street Kitchen in Daylesford, Victoria. This was made possible by a grant from the ANZ Community Foundation for which we were very grateful.

The Healthy Lunch Kitchen (HLK) focused on some early testing of a different model for providing school lunches. This involved popular items that could be pre-made, such as the famous spinachy cheesy triangles, (with 3 serves of veg) and the healthier sausage roll. We worked with the Clunes Neighbourhood House to test some school lunch days using these products.

We provided HLK volunteer training in the art of dough making given our shift to making our own healthy spelt pastas and breads for schools lunches, and Pasta Pop-Ups. We are very thankful to the East Street Kitchen and Ryan Andrijich for providing this training and the RACV for the commercial pasta machine.

Our challenges in access to a registered commercial kitchen remained. We were grateful for access to use of the East Street Kitchen over a 6-month period. Long-term use of a commercial kitchen, remains one of the most significant barriers for a socially focused kitchen enterprise. in start-up phase.



Our flagship initiative – SHIFT Social Enterprise

Pasta and Pizza for a Purpose

Thanks to a wonderful grant from the RACV we were able to purchase a commercial pasta machine for the HLK. The purpose was to test a new possible commercial products and services line 'Pasta for a Purpose'. The intent being to produce our own nutritious pastas given that one of the largest sales items in our Healthy Lunch Kitchen school lunches is spelt pasta and Napoli and vegetable sauce. Pop-ups and wholesale lines commenced development and testing this year. Two Pasta and two Pizza for a Purpose Pop Ups were run offering spelt pasta, tomato and roasted vegetable sauce, and healthy veggie loaded pizzas.

We paused school lunches to more deeply investigate future business models, in light of both escalating costs (wages and ingredients) and cost of living impacts on families. The HLK had also reached saturation point needing to investigate and prepare to possibly scale-up and expand to Ballarat in response to community and school requests and increasing food insecurity at schools (and across the community).



Our flagship initiative – SHIFT Social Enterprise

Cooking Schools for Health and Wellbeing

The SHIFT Cooking School for Health and Wellbeing was further developed and trialled ranging from classes with a focus on healthy (vegetables) and seasonal produce for healthy ageing, cooking for one on a budget, social connection, and school holiday 'Kids in the Kitchen' programs across four rural communities in Victoria. We ran 12 cooking schools this year in the Hepburn Shire in direct response to the local need identified by the community for basic cooking schools. HFA responded with a wide range of classes, all with a healthy twist, delivered in Clunes, Creswick, Hepburn Springs, Daylesford, and Trentham.



12 cooking schools held across the Hepburn Shire



Healthy pasta, pizza, snacks- making workshops



Over 60 children & 30 adults attended in 2024

Financial Report

FY2024 total revenue actual was \$177,485, estimated was \$180,000.

Now in its sixth 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).

To read our full financial statements for 2023/24 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/>.

Reinvested profit

100%

in prevention programs and financially sustainable social enterprises like SHIFT, Sustainable Healthy Integrated Food Towns in the Hepburn Shire



Total HFA Ltd revenue for 2023/2024: \$177,485

