



*Jamie's*  
**MINISTRY OF FOOD**  
AUSTRALIA

STATE GOVERNMENT OF VICTORIA  
DEPARTMENT OF HEALTH & HUMAN SERVICES  
FINAL REPORT

1 MARCH 2012 – 30 JUNE 2015

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## 1. EXECUTIVE SUMMARY

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This report provides a progress update on the key deliverables, outcomes and achievements of the Jamie's Ministry of Food program operating as part of the Healthy Together Victoria initiative during the funding agreement period from 1st March 2012 until 30th June 2015.

From the outset, Jamie's Ministry of Food exceeded all program targets set under the agreement, in addition to acting as a driver to attract people to participate more broadly in other government programs. During the course of the agreement, 10,567 people enrolled in the program across Victoria, with 4,788 people enrolled in a 10 week course in Geelong and 5,779 people enrolled in the 5 week course on the Victorian Mobile Kitchen.

The Good Foundation worked closely with local councils and the Healthy Together Communities (HTCs) as part of each location visit, to ensure we were effective in reaching vulnerable and disadvantaged groups most at risk of chronic disease. An extensive stakeholder management plan was developed, with regular meetings held between The Good Foundation and HTCs in the six months leading up to the Mobile Kitchen's arrival. This was further supported by community information sessions delivered by The Good Foundation in each community and ongoing engagement with local community organisations. This resulted in excellent participation from identified target groups, in both Geelong and on the Mobile Kitchen, with concession card holders comprising 49% and 50% of enrolments respectively, and people with a disability comprising 9% of enrolments across both sites.

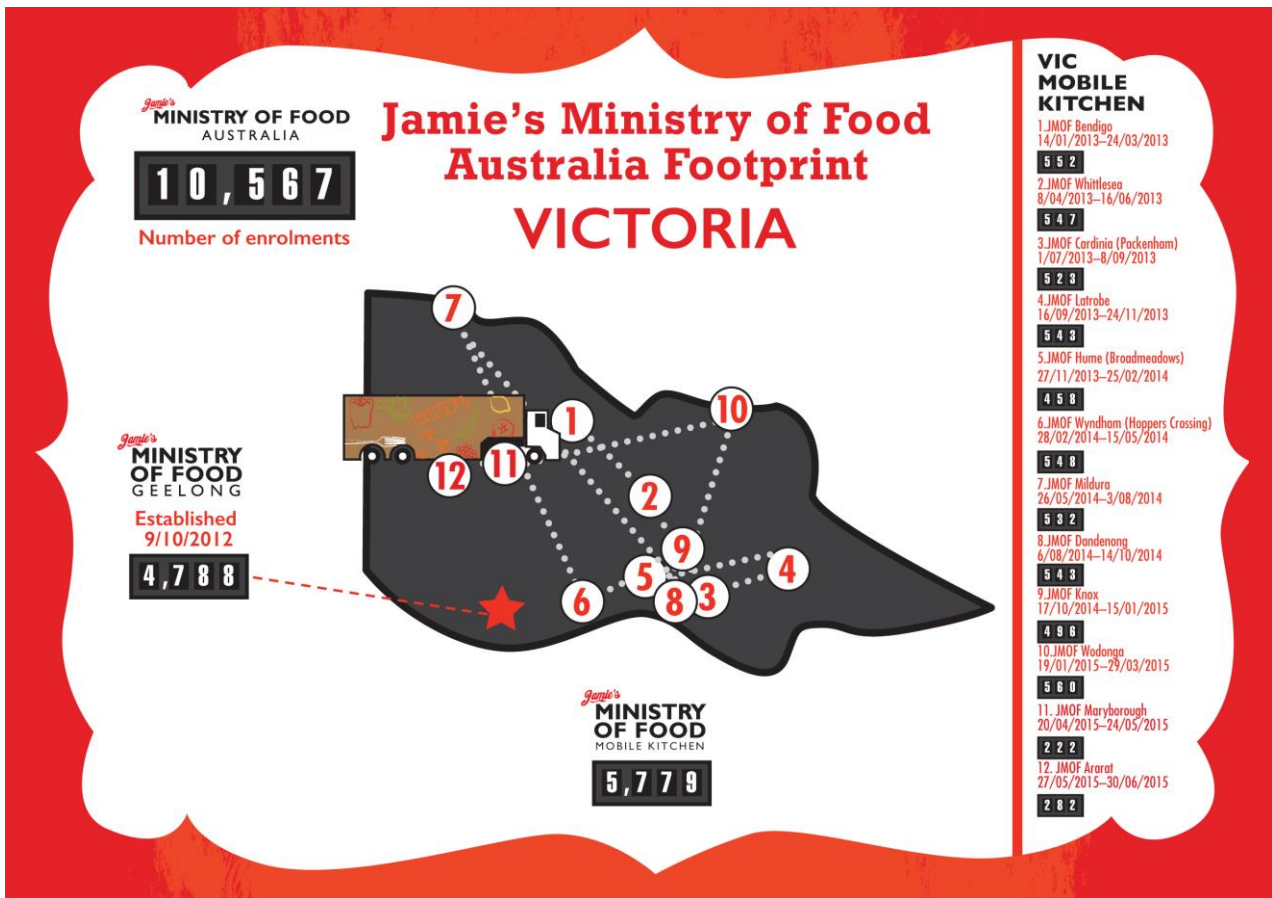
The Good Foundation was able to connect our participants in with their local HTC as part of the program, which ensured they were able to continue their health and wellbeing journey after completion of the program. The Good Foundation worked to drive participation in other activities organised by the HTCs, including gardening workshops, exercise classes, health checks and food swaps, as well as highlighting other opportunities within the Healthy Together Victoria program. Many of our volunteers and participants went on to become local Health Champions and our work with local schools and workplaces was used to leverage sign-ups for the Achievement Program.

Attendance has been outstanding with 84% of participants attending 7 or more classes out of 10 in Geelong and 83% attending 4 or more out of 5 classes on the Mobile Kitchen.

Demand for the program remains high with places at the Geelong Centre continuing to sell out well in advance even after 3 years of operation, and a recent visit to City of Melbourne also selling out with places only being released to the public 2 weeks in advance of courses commencing.

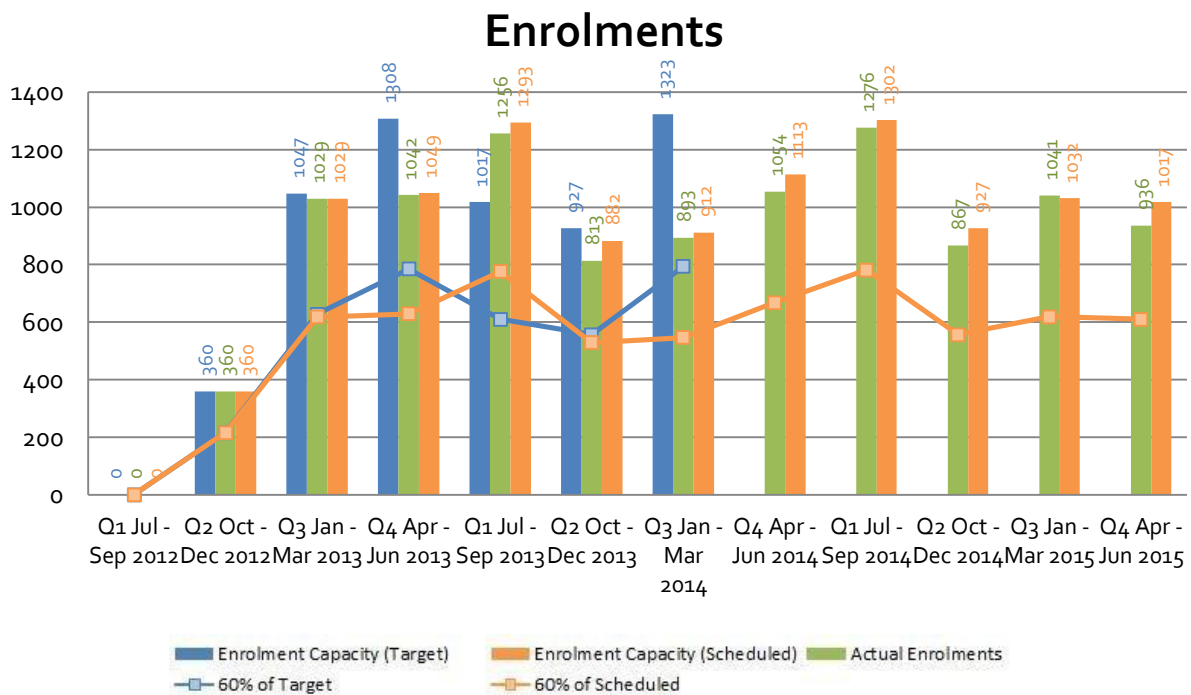
The partnership has been extremely effective in generating media exposure for other Victorian Government health and wellbeing initiatives as well as shining a light on the issues of diet related

disease and obesity through work on events and initiatives including Food Revolution Day, our “Connecting Communities to Cook” forum and our national “Search for a Pop up” competition.



### KEY STATISTICS

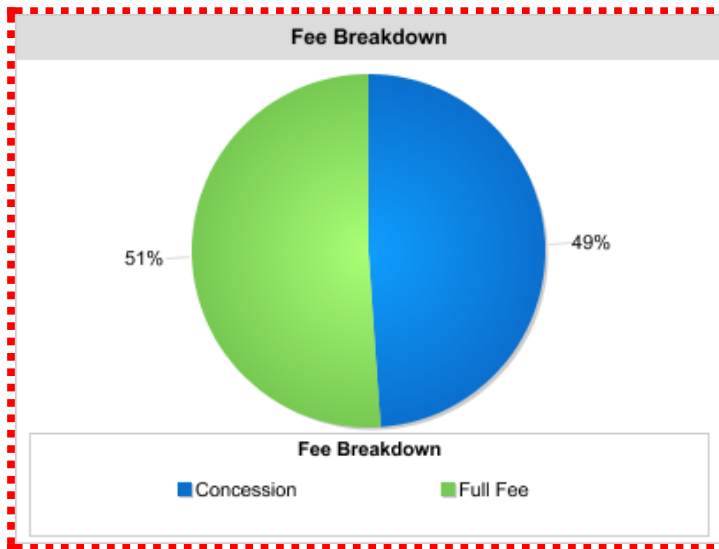
During the funding agreement there were 10,567 enrolments in the program in Victoria, with 4,788 enrolments in Geelong and 5,779 on the Mobile Kitchen.



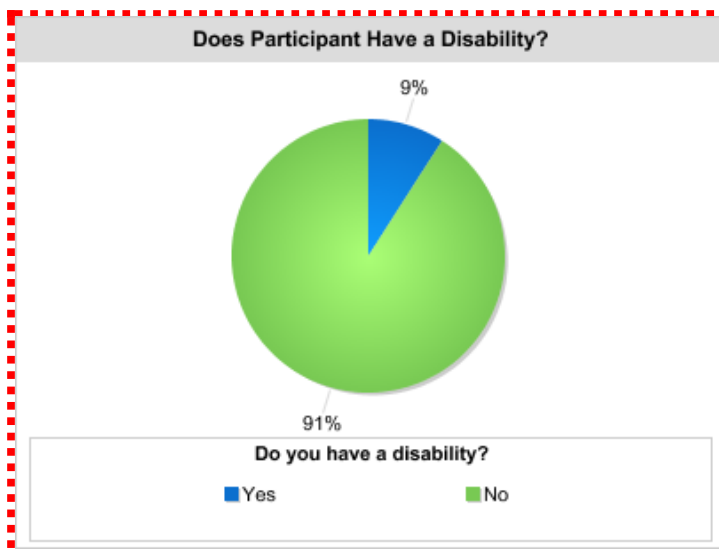
## 2. JAMIE'S MINISTRY OF FOOD GEELONG

### KEY STATISTICS

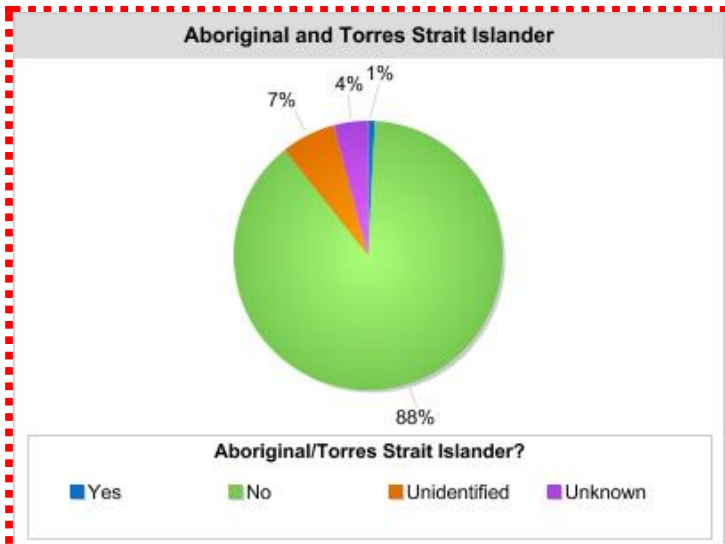
The following data refers to participants who have enrolled and commenced a course within the period 1 March 2012 – 30 June 2015 unless otherwise stated.



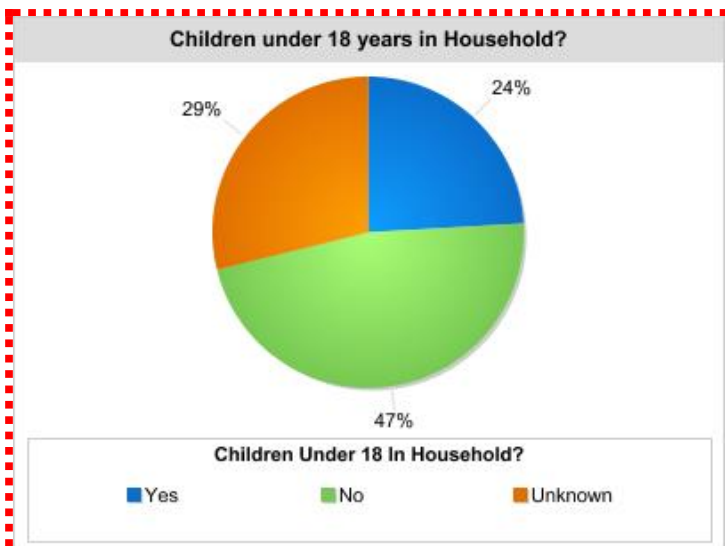
*Nb: Concessions apply to the following; holders of Health Care Card, Health Benefit Card, Seniors Card, Centrelink or Veterans Affairs Pensioner Cards, Full-time student card (aged 16 and under only), those aged 70 or over, classified as a War Widow by Veterans Affairs or a refugee.*



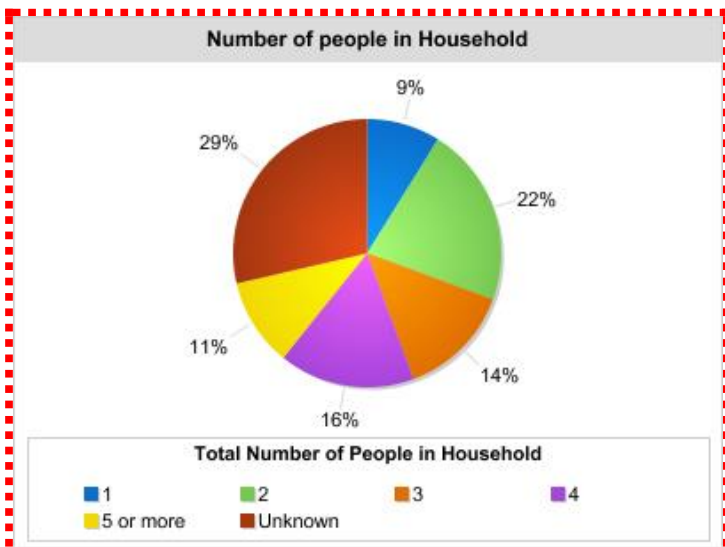
*The above chart covers participants from 1 August 2013 – 30 June 2015 only.*



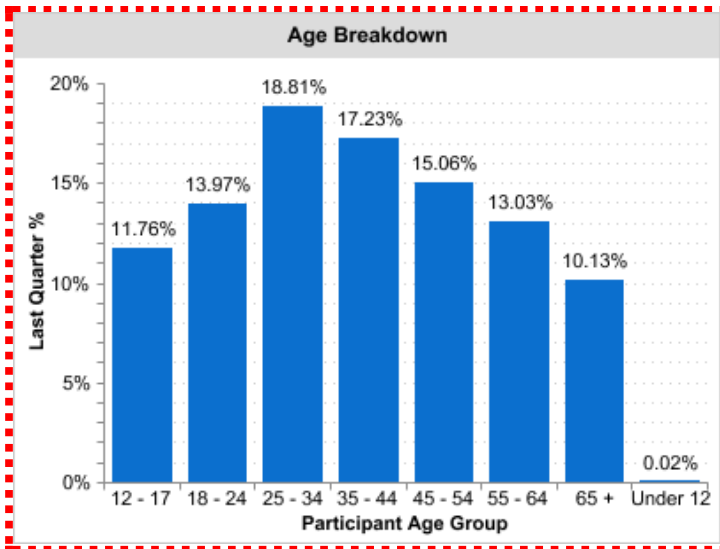
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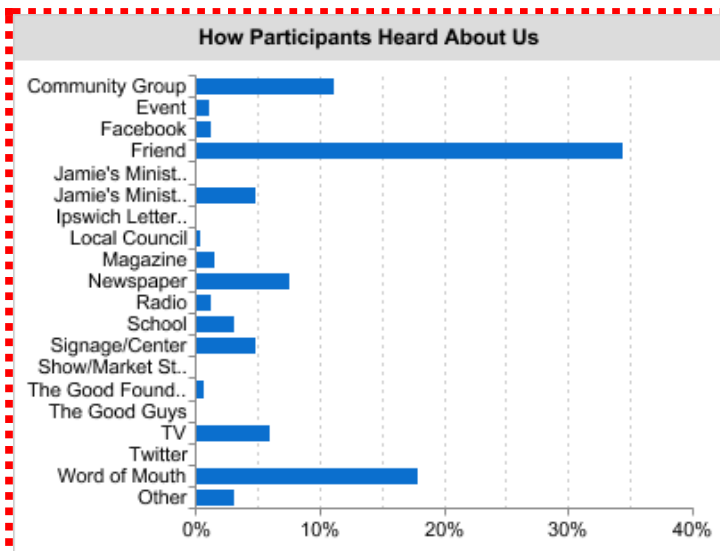
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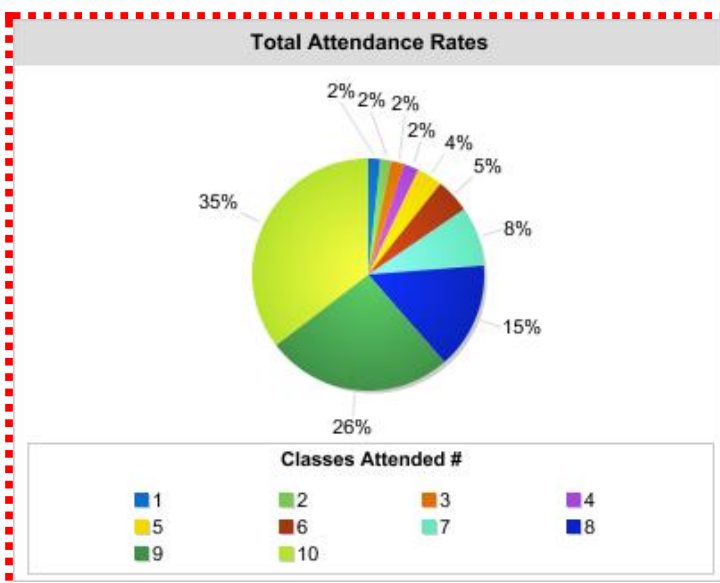
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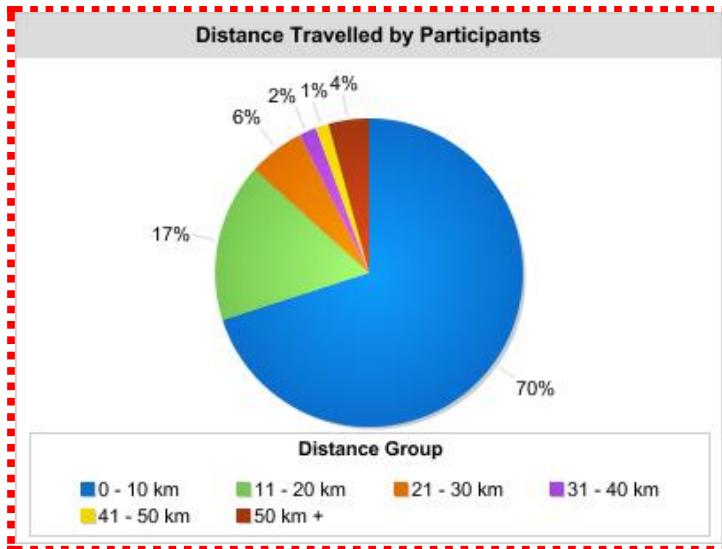


Participants who are under 12 are allowed to enrol if they turn 12 during the course.



Note: Jamie's Ministry... = Jamie's Ministry of Food team member; Jamie's Ministry... = Jamie's Ministry of Food website; Ipswich Letter... = Ipswich Letterbox Drop; Show/Market St... = Show or Market stand; The Good Found... = The Good Foundation website





## RESOURCES

The program has continually employed five full-time staff on a permanent basis across the funding period. The Good Foundation employed a balance of qualified chefs, nutritionists and home economics teachers within the staff profile and worked to recruit locally.

## VOLUNTEERS

From the day the Centre opened, there was a high demand for volunteer roles from the local community. Many of our volunteers have been within the Centre since its opening in 2012 and the team has been supported by an active volunteer workforce of 60 volunteers who provide over 150 hours of service each week. Volunteers are integral part of our program and become part of the Jamie's Ministry of Food family. Volunteers come from a broad spectrum of the community and are vital to the success of the program and its connection to the area.



### 3. JAMIE'S MINISTRY OF FOOD MOBILE KITCHEN

During the funding period the Mobile Kitchen visited all the HTC's across the State, supporting and educating 5,779 Victorians.

Community	Dates	Enrolments
Bendigo	14 January - 24 March 2013	552
Whittlesea	8 April - 16 June 2013	547
Cardinia (Pakenham)	1 July - 8 September 2013	523
Latrobe	16 September - 24 November 2014	543
Hume (Broadmeadows)	27 November - 25 February 2014	458
Wyndham	28 February - 15 May 2014	548
Mildura	26 May - 3 August 2014	532
Dandenong	6 August - 14 October 2014	543
Knox	17 October 2014 - 15 January 2015	496
Wodonga	19 January - 29 March 2015	560
Maryborough	24 April - 24 May 2015	222
Ararat	27 May - 30 June 2015	282

#### DESIGN



The Mobile Kitchen was designed to make participants feel welcome and comfortable so that they can make the most of the learning environment. Reflecting the Jamie's Ministry of Food philosophy; the design takes inspiration from the role both government and the community have historically played

in providing opportunities for communities to learn about cooking and fresh produce. There is significant focus on fresh produce, with heirloom vegetable seed packets used as artwork for internal walls. The recognition of Victoria as the home of the Mobile Kitchen is illustrated through the use of maps. These maps enabled the route to be recorded but also act as method of identifying and recognising the regional differences in food production. This creates local touch points for participants and mirrors the principles of the Victorian Healthy Eating Charter of utilising local and seasonal products that are accessible.

The exterior artwork promotes Jamie's Ministry of Food key messages:

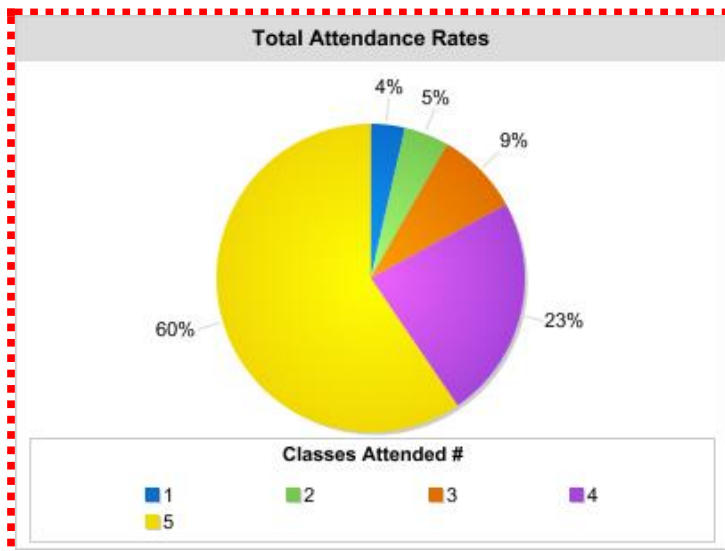
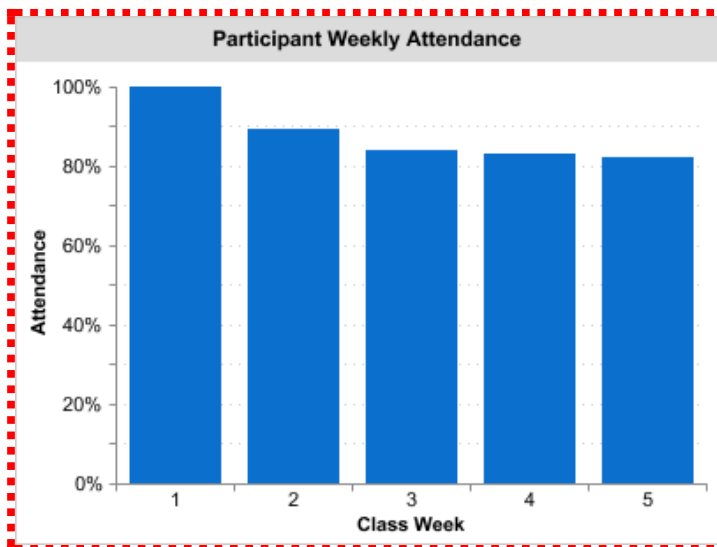
- KEEP COOKING SKILLS ALIVE
- BE INSPIRED
- LEARN GREAT RECIPES

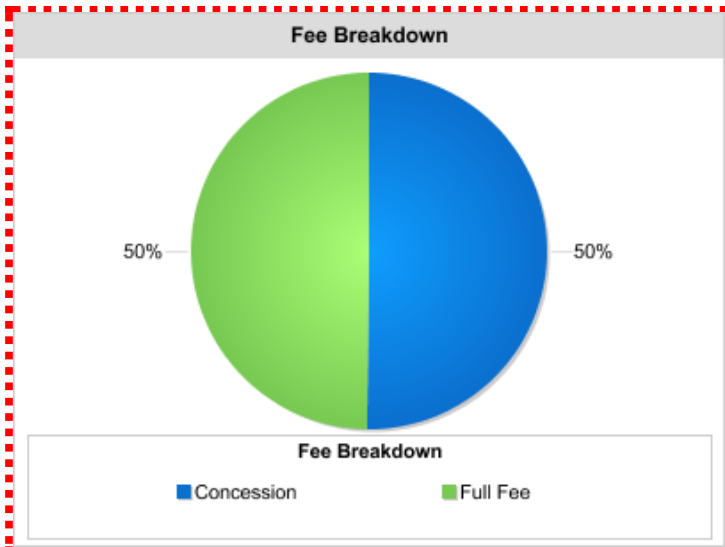
- ANYONE CAN LEARN TO COOK
- GET BACK TO BASICS

This provides important identification and helps to raise awareness of the program and its aims. The logos of our Founding Partner, The Good Guys, and Government Partner, the Victorian Government, received prominent placement on both sides of the vehicle.

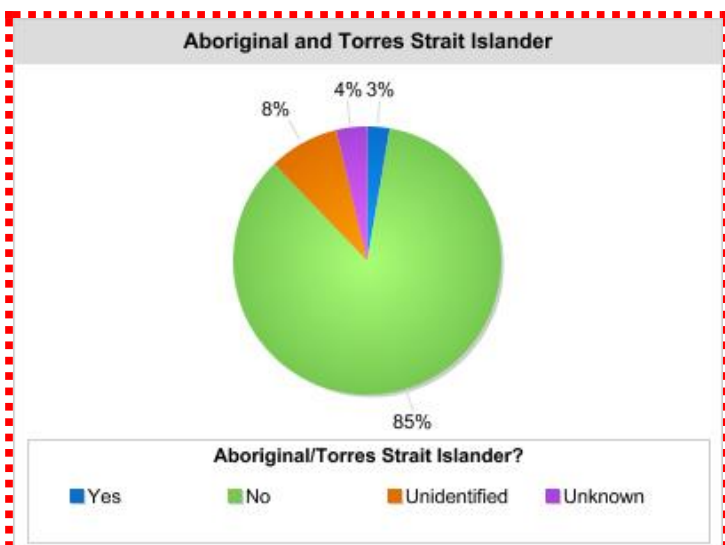
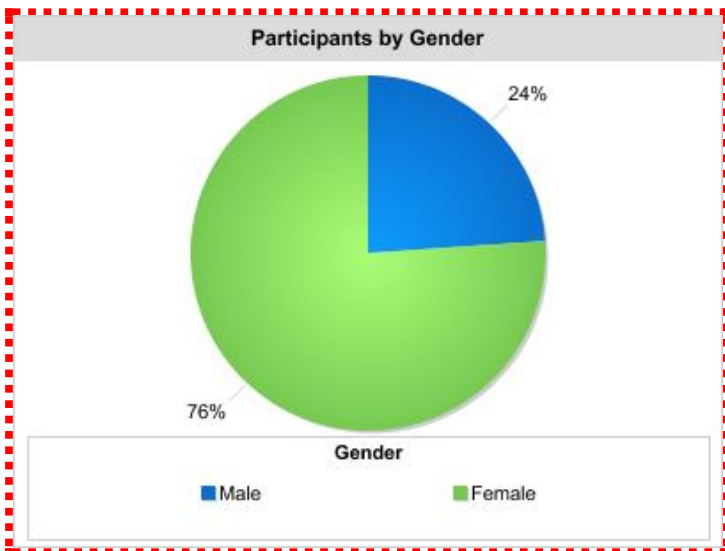
### KEY STATISTICS

Key statistics refer to participants who have enrolled and commenced a course on the Mobile Kitchen between 1 January 2013 – 30 June 2015, covering participants across all Mobile Kitchen visits.

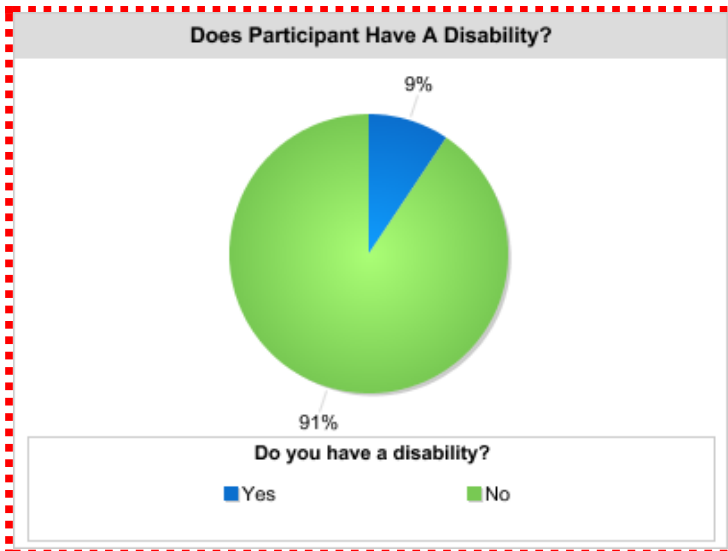




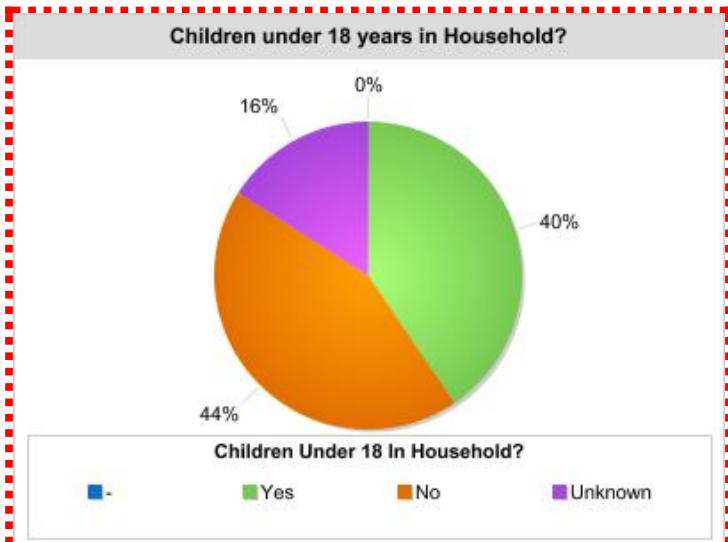
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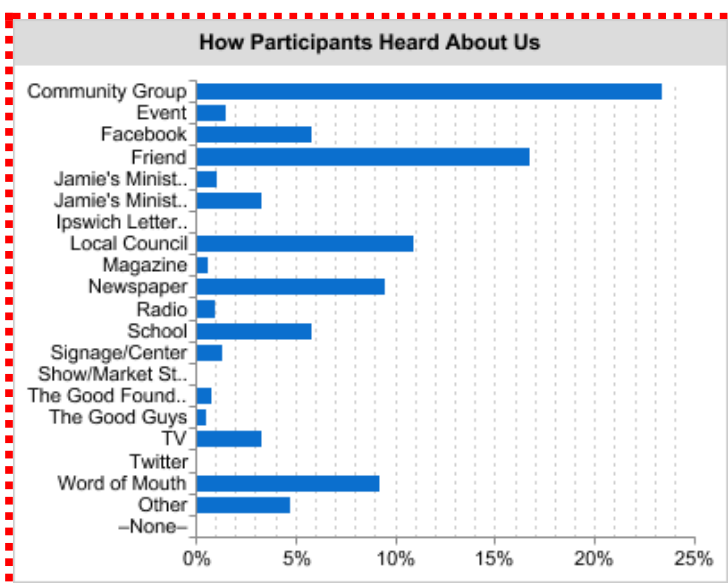
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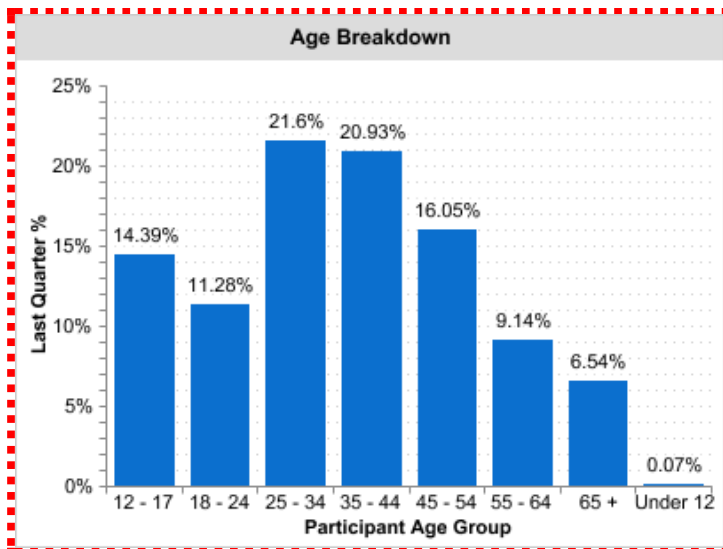
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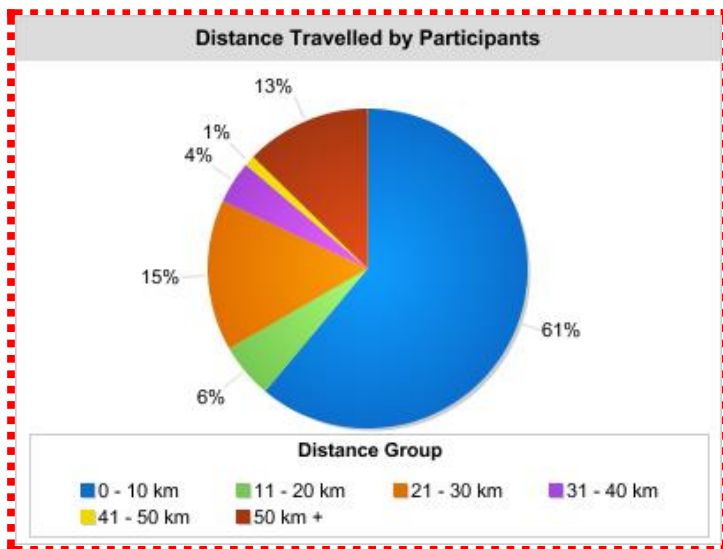
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Note: Jamie's Ministry... = Jamie's Ministry of Food team member; Jamie's Ministry... = Jamie's Ministry of Food website; The Good Found.. = The Good Foundation's website



Participants who are under 12 are allowed to enrol if they turn 12 during the course.



## RESOURCES

The program employed four full-time staff on a permanent basis across the funding period. The Good Foundation worked to have a balance of qualified chefs, nutritionists and home economics teachers within the staff profile. Emma Hannah, the Mobile Kitchen manager, worked with the Mobile Kitchen for its entire 2 ½ years of operation. Two current Food Trainers were recruited after volunteering with the volunteer program.

## VOLUNTEERS

In each location the HTC's assisted with the recruitment of volunteers for the program. This approach was designed to ensure councils could target key stakeholders for participation and recruit people who could continue to work with health and wellbeing projects after the departure of the Mobile Kitchen.



*Volunteers in Wyndham celebrating International Volunteer Week*

In each location an average of 46 volunteers were sourced, who provided between 50 and 60 hours service each week to support program delivery.

The Good Foundation conducted Volunteer Information and Induction Sessions in all locations to provide appropriate training and briefing to all volunteers, prior to their commencement and prided itself on offering a fun and rewarding volunteer

opportunity. We also ensured all our volunteers were well fed!

Many of our volunteers went on to continue to volunteer on other council programs and signed up to become Health Champions within their communities.

## 4. COMMUNITY AND STAKEHOLDER ENGAGEMENT

### HEALTHY TOGETHER VICTORIA



On 6 March 2012, Jamie Oliver came to Victoria to announce the partnership between the Victorian Government and The Good Foundation to deliver Jamie's Ministry of Food across Victoria and launched the Victorian Healthy Eating Enterprise (VHEE).

Jamie Oliver congratulated the Victorian Government on their commitment to this project and declared at the announcement that the work underway in prevention in Victoria was among the best he has seen and was leading the way.

### Jamie cooks up a new menu for Victorians

BENDIGONIANS are tipped to receive Jamie Oliver cooking classes as a way of reducing the city's soaring obesity epidemic.

Figures show Greater Bendigo residents are some of the fatter in the state, with 56.9 per cent of locals overweight or obese.

As such, Bendigo has been chosen as one of the city's for a State Government trial program.

The government will work with local schools, the City of Greater Bendigo council and Bendigo Community Health to work out what programs will work best for the city.

The Bendigo Health started the Better Health Club to help the government deliver its program efficiently, and to help promote a healthy lifestyle.

As part of the government program, Mr Oliver and Health Minister David Davis launched Mr Oliver's Ministry of Food program as part of the Victorian Healthy Eating Enterprise.

The Coalition Government is partnering with The

Good Foundation to set up Jamie's Ministry of Food, a cooking and nutrition education program, in Victoria," Mr Davis said.

"This will include a fixed cooking school and mobile kitchen to deliver healthy cooking classes in 14 local government areas.

"Jamie's Ministry of Food will provide cooking courses for more than 10,000 Victorians, as well as cooking demonstrations to inspire people to get back to basics."

The Good Foundation was set up in 2010 to focus on programs and projects that promote good health and nutrition, with the first priority program being Jamie's Ministry of Food Australia.

Jamie's Ministry of Food is a community focused program that teaches basic cooking skills and good nutrition to non-cooks to improve their quality of life and health.

The site of the first Ministry of Food in Victoria will be announced in the coming months.

Mr Davis said Jamie Oli-

ver's Ministry of Food will form one part of the new Victorian Healthy Eating Enterprise to promote a vibrant healthy eating culture in Victoria.

"We are working together to tackle obesity by improving consumption of fruit and vegetables and enjoyment of healthy foods, while also lowering consumption of unhealthy food, sugary soft drinks, salt and saturated fats," he said.

Other state wide initiatives will include the Healthy Food Charter, the Victorian Healthy Eating Advisory Service and an Achievement Program to support good practice in schools, early childhood settings and workplaces.

Jamie's Ministry of Food Ambassador Ian Curley, will help champion the cause on the ground and spread the healthy eating message.

Other Victorian-based chefs will be recruited to become healthy eating champions and sign up to the Healthy Food Charter.

During the partnership regular planning meetings were held between The Good Foundation and the Department of Health and Human Services to oversee the implementation of the partnership. The Good Foundation also participated in the VHEE. Invitations were extended to the Victorian Government to participate in the a range of events held during the agreement including annual events delivered across Victoria for Food Revolution Day; the event for the National Search for a Pop-up Jamie's Ministry of Food; the Connecting Communities to Cook forum; and the Food Revolution Events held at the Sydney Opera House in 2015.

### HEALTHY TOGETHER GEELONG

Geelong was nominated as the preferred HTC for the establishment of the permanent Centre by the Department of Health and Human Services.

Demand for the program in Geelong has been extremely strong since the opening, with places continuing to sell out months in advance even after almost 3 years of operation.

The Geelong Centre team worked closely with local community organisations to ensure enrolments from key demographic groups, including people with disabilities and the unemployed. In the lead up

to the opening of the Centre a number of community information sessions were delivered to establish relationships with local organisations, who were also invited participate in “sneak peek” one off classes to introduce them to the program and our team and over the past three years the Centre has developed strong relationships with a range of local organisations including Diversitat, Encompass, Barwon Youth, Pathways and Mackillop Family Services.



*Shelley, a Pathways participant, with Food Trainer Hamish.*

The ability of the Centre to reach the target audience has gone from strength to strength as the relationships have developed, and the Centre was proud to achieve a concession participation rate of 60% in the last quarter of the funding agreement. The Good Foundation has also forged strong links with local high schools, with the program being incorporated as a permanent feature on the school curriculum of local schools for the past two years.

The team in the Geelong Centre have worked to promote Health Together Geelong and related health and wellbeing initiatives as part of operations.

The Geelong Centre signed up for the Achievement Program and participated in regular events including the Premier’s Active April and attending workshops as offered.

The Good Foundation has included information on Healthy Together Geelong in the participant packs and has invited the Healthy Together Geelong team to attend team meetings and brief the staff on local events and programs to enable them to share the information with participants. The Good Foundation has displayed and handed out other council materials to participants, for example, the Geelong Active Travel Maps walking maps and resources associated with the Live Lighter campaign.

Sign-up sheets provided by Healthy Together Geelong have been made available in the Centre and participants were asked to provide their details and information on other health and wellbeing initiatives they were interested in participating in. Healthy Together Geelong used the forms to build a database and contacted participants to provide them further information on Healthy Together Geelong and recruit them for participation as Health Champions, for the Achievement Program and in local programs including other community kitchens, exercise programs and gardening workshops.

The Good Foundation has offered a number of free one off classes and demonstrations to Healthy Together Geelong each year, which were to use as networking opportunities for key stakeholders including local schools and health workers. Healthy Together Geelong used the events to leverage sign-ups for the Achievement Program and as Health Champions, as well as taking the opportunity



to combine the classes with presentations and discussions on relevant issues, such as childhood nutrition.

The Centre also participated in local events including the annual Taste of Geelong Festival, where the team delivered free community demonstrations focussed on healthy eating and nutrition.

### HEALTHY TOGETHER COMMUNITIES – MOBILE KITCHEN ENGAGEMENT

The Good Foundation worked closely with each HTC in the lead up to the arrival of the Mobile Kitchen to ensure disadvantaged and vulnerable groups most at risk of chronic disease were targeted for participation in the program.

A formal planning meeting was scheduled between 22 and 20 weeks out from the arrival of the Mobile Kitchen between The Good Foundation, the Department of Health and Human Services, the HTC and key council staff to discuss the visit and set the targets and objectives of each Mobile Kitchen visit.

Each visit had a slightly different focus in terms of the demographic the HTC was aiming to target, the issues they wanted to highlight within the community as part of the visit and the activities they wanted to run in conjunction with program delivery. For example, the CALD community and recently arrived migrants were a key target demographic in Healthy Together Dandenong and the Mobile Kitchen team worked with interpreters across 7 classes for that visit to assist with this aim. For Healthy Together Mildura, working with people with disabilities was a key focus, while in both the Healthy Together Grampians Goldfields and Healthy Together Wyndham young people were a key demographic. In each location The Good Foundation worked to adapt class delivery to accommodate these needs wherever possible and worked with organisations to ensure participants were supported by the appropriate carers, guardians or interpreters.

As part of each visit, The Good Foundation delivered community information sessions in the local area to engage local community organisations. The key aims were to spread awareness of the program, provide objectives and the benefits of participation and to facilitate targeted recruitment of participants most at risk of chronic disease, namely people with disabilities, the unemployed, the CALD community, low income families, Aboriginals and Torres Strait Islanders and young people. Between 1 and 3 sessions were delivered by The Good Foundation in each community and bookings were opened up to community organisations ahead of the release of places on sale to the general public to make the program as accessible as possible.

Engagement with community groups during the program delivery was fantastic and “passing it on” was a big focus of visits. For example, in Ararat the East Grampians Health Service arranged for a parent from each school in the area to attend classes and these participants have committed to

becoming health champions for the school. They then had the responsibility of passing on the hints and tips to other parents within the school community through a range of activities.



*Mayor Paul Hooper enjoying his farfalle carbonara with evolution tomato salad after class*

Engagement with key HTC stakeholders was a key focus of program delivery and The Good Foundation worked with HTCs to ensure key community influencers were invited to engage with the program, whether as participants, volunteers or through media opportunities. For example, in Ararat, The Good Foundation worked closely with Healthy Together Grampians Goldfields to leverage the Mayor's commitment to healthy lifestyles for maximum media exposure. We worked jointly on a number of targeted media opportunities highlighting healthy eating in the lead up to the Mobile Kitchen's arrival, garnering great exposure for Healthy Together Grampians Goldfields and associated programs. The Mayor and CEO of Ararat also participated in the program as volunteers, sharing a role and supporting the all access class that is delivered to participants with mobility issues who cannot access the Mobile Kitchen.

A main focus of the Department of Health and Human Services was to "leverage" Mobile Kitchen visits and The Good Foundation worked with HTCs to assist with this objective wherever possible. HTCs delivered a range of activities and programs around a Mobile Kitchen visit and the Mobile Kitchen team promoted them to participants for maximum take up and to assist participants to extend their health and wellbeing journeys. A range of activities were delivered across the visits including establishing community gardens around the Mobile Kitchen, delivery of gardening workshops and food swaps, healthy art installations, school art and gardening competitions, healthy cookbook displays in libraries, health checks and even weekly exercise classes that were held outside the Mobile Kitchen to coincide with the end of classes.



*Community garden boxes outside the Mobile Kitchen in Knox, featuring scarecrows from the local schools competition*

As in Geelong, The Good Foundation included an information sheet in all participant packs on the local HTC and associated health and wellbeing initiatives. Each HTC was invited to brief the Mobile Kitchen trainers on local events and programs to enable them to share information with participants and flyers on council activities were displayed and handed out on board the Mobile Kitchen.

The Good Foundation printed sign-up sheets provided by the HTC, which were made available in week 5 of the course. Participants provided their details and indicated which other health and wellbeing initiatives they were interested in. HTCs used the forms to build a database and recruit people for participation as Health Champions, for the Achievement Program and inform them about future health and wellbeing initiatives.

## ENGAGEMENT WITH KEY COMMUNITY ORGANISATIONS

The Good Foundation developed strong relationships with other key organisations working State-wide in the fields of community cooking, nutrition and community health to ensure a collaborative approach to program delivery that has resulted in the best outcomes for the communities where the program is delivered.

The Good Foundation worked collaboratively with Community Kitchens and referred HTCs, participants and volunteers interested in establishing community kitchens to this organisation for assistance and support.



*Food Trainer Laura in Knox with participants from the local Men's Shed in Knox.*

The Good Foundation worked closely with Second Bite and Foodbank to redistribute excess produce from the program and minimise waste, and with Home Economics Victoria to ensure recruitment of staff with appropriate teaching and nutrition backgrounds and to facilitate engagement with local schools. The Good Foundation also worked with Men's Shed Victoria to increase participation by men in the program.

## PROGRAM ADAPTATION

In each location The Good Foundation worked with local community organisations to adapt the program as much as possible to ensure it meet the needs of disadvantaged and vulnerable participants with additional needs.

The group booking process was developed early on to facility large bookings by community organisations and make it as easy as possible for them to offer additional supports to participants, such as transport, child care and interpreters.

Due to the steps at the entrance for the Mobile Kitchen, it is not accessible for people in wheelchairs and who have mobility issues. As a result The Good Foundation has worked with local councils in each location to secure an alternative teaching space that is fully wheelchair accessible where one class

can be delivered as part of each visit. The class has run in each location since it was introduced and has offered additional targeted opportunities for engaging with stakeholders with mobility issues as it is supported by additional marketing and communication strategies to engage participants.

The Good Foundation worked with Vision Australia in both the Geelong Centre and on the Mobile Kitchen on how to adapt the program to the needs of blind participants and make our sites as accessible as possible. Our Food Trainers worked with Vision Australia, seeking advice on how to adapt the class and move away from a demonstration based class to a verbal class where participants passed ingredients around the training bench and worked with other senses, including smell and touch, to assist them to prepare the dishes. A number of classes have been delivered for blind participants, including in Dandenong where 2 guide dogs joined the team on the Mobile Kitchen.

The teams have also developed strong skills working with the CALD community and delivering classes with the support of interpreters. In particular, in Dandenong the team delivered 7 courses with the assistance of interpreters, once of which was supported by two interpreters working in Farsi and Dari.

### **PASS IT ON**

The Good Foundation was required to deliver a "Pass It On" forum under the Implementation Plan attached to the Funding Agreement, with the aim of engaging with key community leaders in the food and nutrition space who may be interested in continuing with their own community kitchen program post a Mobile Kitchen visit.

An initial forum was planned for delivery in Wyndham, however, was unfortunately cancelled at the request of Council as it coincided with the announcement by the Federal Government of cuts to the National Partnership for Preventative Health Agreement, which created a period of uncertainty around program delivery.

The Good Foundation subsequently approached Healthy Together Dandenong to deliver the forum in conjunction with the Mobile Kitchen visit to the region. On 10th October 2014, The Good Foundation delivered a forum in Dandenong under the banner of *Connecting Communities to Cook*. The forum was hosted by Healthy Together Dandenong to coincide with the public consultation form on the City of Greater Dandenong's Draft Food Strategy, during the final week of the Mobile Kitchen visit in Dandenong.



The forum was designed for community members and advocates who may already be running a community kitchen or garden program or interested in starting one in their local community. The aim of the *Connecting Communities to Cook* forum was to harness the enthusiasm generated by the recent Mobile Kitchen visits to HTC's and build on the momentum. All HTC's were invited to attend the forum and to extend the invitation to local advocates from their communities that engaged with the Mobile Kitchen and who they thought would like to continue with their own community kitchen program in the future.

The forum included speakers from TGF, Community Kitchens, 3000 acres and Cultivating Communities and offered hints and tips on delivering a community kitchen or garden program tailored to meet their specific community needs.

Over 50 people attended the forum on the day, including staff and key stakeholders from Healthy Together Dandenong, Healthy Together Knox, Healthy Together Grampians Goldfields and Healthy Together Cardinia. The HTC's in attendance provided positive feedback to TGF, stating the combination of speakers were inspiring and motivating and that the forum contained a lot of practical advice that they could share with their respective communities.

## FOOD REVOLUTION DAY



*Food Revolution Day 2015 in Geelong*

encouraging kids and adults across the world to join in and The Good Foundation celebrates with kids cooking classes in all Centres and Mobile Kitchens with the aim of promoting food education as an essential element to all children's education.

Food Revolution Day is a day of global action celebrated by the Jamie Oliver Foundation in the UK and The Good Foundation to keep cooking skills alive. It's about celebrating the importance of cooking good food and raising awareness of how it impact's health and happiness with a particular focus on young people. Each year Jamie Oliver hosts an online cooking lesson

In 2014, kids across the world participated in a massive cook off to make the Rainbow Wrap and smash the world record for the most number of people cooking the same recipe at once. In 2015, communities gathered together to make the Squash it Sandwich.



*Making the Squash it Sandwich in Geelong, 2015*

The events were used by HTC's as an opportunity to leverage schools for further sign ups for the Achievement Program.

Each year, The Good Foundation contacts all HTC's to advise them of the event and provide a kit to enable each community to host their own events. The Good Foundation also contacts Healthy Together Geelong and the HTC hosting of the Mobile Kitchen on Food Revolution Day to nominate local Achievement Program schools to participate in events at the Centre and on the



*In 2015, seven local schools participated in Food Revolution Day in Maryborough*

The events were a great success, enjoyed by the children who participate and resulted in mass media coverage for the event, the communities and highlighted issues including childhood nutrition, fruit and vegetable consumption and obesity.

## EVENTS WITH JAMIE OLIVER

The Good Foundation delivers the program across Australia under licence from Jamie Oliver Enterprises Limited in the United Kingdom. The agreement to deliver Jamie's Ministry of Food across Victoria did not include engagement opportunities with Jamie Oliver. However, whenever Jamie Oliver advised The Good Foundation he was visiting Australia, The Good Foundation lobbied for visits to the Geelong Centre and the Mobile Kitchen to be incorporated into his itinerary.

The press conference with the Victorian Government on 6 March 2012 to announce the partnership and launch the VHEE resulted in excellent media exposure for all programs involved.

The Good Foundation was proud to again host Jamie Oliver in Victoria on Tuesday 25th March 2014, with visits to the Geelong Centre and on the Mobile Kitchen located in Wyndham. These visits were highly successful in shining a light on the operation of the program across the State and generating coverage on the issue of obesity and chronic disease.

Jamie Oliver agreed to host a cooking class in the Geelong Centre for a range of past participants and volunteers. En route to the Centre, time permitted a surprise visit to visit the Mobile Kitchen on

location in Wyndham. Jamie Oliver met with staff on the Mobile Kitchen for a tour and, prior to leaving, met with local residents and Council staff who had gathered at the Mobile Kitchen. The Good Foundation received positive feedback from the Council around the impromptu visit, in particular around the interest it generated in the Mobile Kitchen and the program, and the positive media that resulted.

Jamie Oliver then enjoyed his first visit to the Geelong Centre, where he conducted a cooking class for 11 former, present and future participants and volunteers followed by a brunch with staff, volunteers and local dignitaries in celebration of Jamie's Ministry of Food. The Victorian Minister for Health, the Hon David Davis MLC, and the Federal Minister for Health, the Hon Peter Dutton MP, were invited but unfortunately could not attend as it was a parliamentary sitting day.

The event was successful in:

- raising awareness about Jamie's Ministry of Food campaign and its objectives;
- raising awareness of the achievements of Jamie's Ministry of Food in conjunction with Healthy Together Victoria;
- showcasing the success of the program and the effectiveness of the partnership with the Victorian Government;
- raising awareness about the Jamie's Ministry of Food Centre in Geelong; and
- celebrating and acknowledging the work of Jamie's Ministry of Food staff, volunteers and partners.



*Alicia Peardon, CEO TGF, Laura Anderson, Chair TGF, Jamie Oliver, Shelley Bowen, DHHS, and Oliver Carton, Company Secretary TGF*

Jamie Oliver had the opportunity to engage with staff from the Department of Health and Human Services and Healthy Together Geelong at the event enabling a discussion about the success of Jamie's Ministry of Food as part of Healthy Together Victoria. In addition, a video prepared by the Victorian Minister for Health on the success of Healthy Together Victoria to date was passed on to Jamie Oliver's team. The Good Foundation

received positive feedback from Council following the visit, in particular around the interest it generated in the entire program as a result. The media also continued to highlight key messages around healthy eating and the impacts of diet related disease.



*Participants in the cooking class with Jamie Oliver in Geelong*

## 5. EVALUATION

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### PROGRAM EVALUATION

Deakin and Melbourne Universities were contracted by CEIPS to conduct an independent evaluation of the program in Victoria. A copy of the final evaluation report was provided by Deakin University and CEIPS to the Department of Health and Human Services and The Good Foundation on 30 June 2015.

The evaluation investigated the impacts of the 5 week program on the Mobile Kitchen and the 10 week program in Geelong. Data collection for the Mobile Kitchen program was conducted from October 2013 to March 2015 and covered six of the 12 Healthy Together Victoria communities hosting the Mobile Kitchen, namely: Geelong, Greater Dandenong, Hume, Latrobe, Mildura and Wyndham.

Given budget constraints and the focus on conducting a rigorous evaluation of the mobile kitchen program, the decision was made to place less emphasis on the evaluation of the fixed kitchen program. The results of this evaluation were also able to be compared with the evaluation of the program in Ipswich, QLD, which also offers a 10 week program from a fixed Centre. Data collection for this component occurred over a four month period from June to September 2014.

At the request of the Department of Health and Human Services, the primary outcome of interest for this Victorian evaluation was the change in confidence to cook using fresh and healthy foods. This represents a point of difference to the Ipswich evaluation, where change in cooking confidence and in vegetable consumption were both primary outcomes.

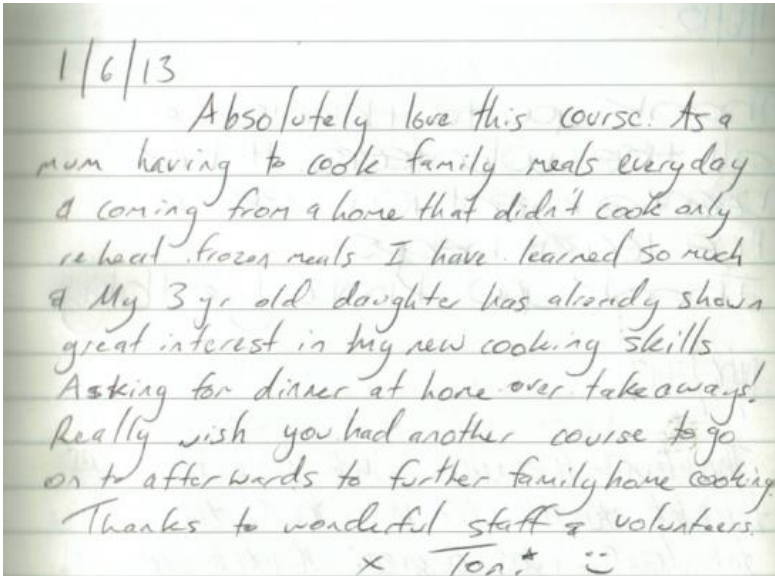
Secondary outcomes included change over time in self-reported measures of (i) mean fruit and vegetable intake (serves per day), (ii) mean weekly take-away/fast food intake, (iii) frequency of



cooking the main meal from basic ingredients, (iv) nutrition knowledge, (v) attitudes towards cooking, (vi) willingness to try new foods and (vii) enjoyment and satisfaction of cooking. Secondary outcomes also included change in psycho-social measures such as (viii) global self-esteem, (ix) social connectedness in relation to cooking and eating and (x) a change in participants' total expenditure on food.

## RESULTS

The Good Foundation is incredibly proud of the results of the evaluation.



The evaluation of Jamie's Ministry of Food in Victoria found positive personal impacts for participants. Both the Mobile Kitchen and Centre programs reported positive sustained impacts in cooking confidence, healthy eating behaviours and improved self-efficacy in their ability to prepare a healthy meal quickly and cheaply. Qualitative reports of program experiences provided insights into the reasons for the changed behaviours demonstrated in the quantitative findings

with participants reporting increased capacity to provide healthy, diverse, affordable and quick meals for their families.

## KEY FINDINGS

The key findings of the evaluation are as follows:

- The results demonstrate that Jamie's Ministry of Food has a positive increased effect on participants' cooking confidence in both mobile kitchen and fixed kitchen programs.
- Six months after completion of the Mobile Kitchen program, participants were consuming almost one serve more vegetables (0.81 serves per day more) compared to the Victorian state-wide average. Participants were also consuming over half a serve more fruit per day (0.61 serves per day more) compared to the Victorian state-wide average. Geelong Centre participants were also consuming more fruit and vegetables per day after completion.
- Both the mobile and fixed kitchen programs resulted in improvements in participants' belief in their ability to prepare meals quickly and cheaply.
- Participants in both the mobile and fixed kitchen program made positive improvements over time in the areas of cooking attitudes, knowledge and behaviours and food purchasing

behaviours. However, the improvements in these areas for participants who attended the mobile kitchen program were not statistically different to the control group over time. The potential reason for this is because participants attending the mobile kitchen program received only half the program dose (five weeks) compared to participants attending the fixed kitchen program of ten weeks.

- Results from the mobile kitchen program indicate significant impact on participants' cooking confidence and self-reported healthy eating.
- Results appear to have been replicated between states. Findings from the fixed centre in Geelong are consistent with those found in the fixed centre in Ipswich. There appears to have been successful transferability of the ten week program between states.
- The qualitative study provided insights into changes in participants' self-image and behaviours following participation in the program. Findings suggested that self-image in

*My name is Gustavo, I work for Neami Thomastown a Community mental health organisation and I volunteered for the Thursday afternoon session.*

*Our organisation had a few of our clients participate in this group. I observed our clients to genuinely enjoy the sessions each week; I noticed as the weeks progressed each of our clients showed improvement in engagement, interaction and most importantly in confidence. A couple of our clients fed back that they had enjoyed so much that they had attempted the recipes at home and looked forward to the following week's session.*

relation to attitudes to cooking and eating and perceived capacity to cook and provide for families can be changed.

The evaluation concluded that it was demonstrated that Jamie's Ministry of Food Victoria has been successful in achieving its primary outcome of increasing cooking confidence. It was also found to make significant and sustained improvements to fruit, vegetable and take-away food consumption. It was experienced by participants as enjoyable, affirming and for many transformative. Both the delivery models reiterated the results shown in the Ipswich evaluation, however to a lesser extent in the mobile kitchen delivery model.

Results appear to be influenced by confounding factors which may relate to community activities occurring concurrently in the area but also reinforces that a longer program length is potentially more successful in embedding and sustaining behaviour change.

Both programs resulted in statistically significant improvements in vegetable and fruit consumption, with the increase in average vegetable consumption by half a serve on by Mobile Kitchen participants still evident six months later. The increase in vegetable intake is a particularly important finding in light of current trends in declining vegetable intake across Australia. There is growing evidence of the protective benefit of increased vegetable intake for the prevention of certain

diseases such as coronary heart disease and stroke and research conducted by VicHealth has shown that if Australian's ate an additional serve of vegetables per day health care costs would be reduced by \$35 million per annum, or by \$71 million per annum if the increase was an additional two serves per day.

loved the classes i enjoyed  
cooking with Laura! i learnt new  
techniques (how to chop with large  
knives) me and mum (Zakia) have  
started cooking healthy meals for  
our family. All the meals were  
awesome.  
Thank you!  
from Tayyibah + Zakia.

The results of the evaluation have been supported by the testimonials of participants left in comment books in the Centre and on the Mobile Kitchen, which speak to the broad range of benefits. Participants noted that they not only increased confidence in the kitchen and increased fruit and vegetable consumption but had positive opportunities to

engage with the local community and the opportunity to develop stronger connections with friends and family. Jamie's Ministry of Food evaluations have proven to not only increase skills, knowledge and confidence but have a profound effect on community connectedness.

## SYSTEMS EVALUATION

A second, broader evaluation was conducted by CEIPS to investigate the impact of the Jamie's Ministry Of Food program as an 'event in the system' at a state and local level and the opportunities it provided to leverage additional activity and contribute to systems change.

The evaluation concluded that Jamie's Ministry of Food had a far reaching impact on the system through a number of mechanisms. Jamie's Ministry of Food was found to:

- amplify attention on the food system and through that the preventive health system;
- intensify the attention and policy impetus on the state and local food system;
- expand "networks of influence" by engaging with political figures and organisations;
- align resources and promote related initiatives by harnessing the excitement created by the Jamie's Ministry of Food program;
- strengthen political and health networks by engaging influential figures who were able to develop and promote the prevention agenda;
- created leveraging opportunities to amplify attention on the food system, expand "networks of influence" by engaging with political figures and organisations and build and strengthen new networks in local communities;
- create opportunities to align resources and promote related initiatives by harnessing the excitement and momentum created by the Jamie's Ministry of Food program.
- encourage and facilitate the adaptation of HTC practice;
- promote the new HTV branding and a platform for engagement;

- enhance work already taking place in HTC's;
- align and link components of the food system;
- increase the profile of the HTC's that hosted the Mobile Kitchen;
- generate media attention to important health promotion messages such as promoting healthy eating and healthy lifestyles.

This evaluation demonstrates the broader benefits associated with the program beyond program delivery and impact on individual participants. Engaging with a program with a strong and respected international brand presence resulted in a degree of stakeholder engagement, participant interest and media coverage that would not typically accompany a community based program, delivering broader and far reaching benefits for government and maximising value for money.

## 6. MEDIA, MARKETING AND COMMUNICATIONS

The Good Foundation worked with both the Department of Health and Human Services HTC's to produce a range of marketing materials and create media opportunities over the duration of the funding agreement.

Participant packs featured information on the local HTC's, including statistics, contact information and details of other programs and health and wellbeing opportunities on offer.

The Good Foundation invited HTC's to conduct briefing sessions for our staff on local programs and projects so staff could raise them with participants in class. This approach saw a great referral of participants into other HTC programs and activities.

The Good Foundation was also active on social media, promoting and engaging in local and state wide campaigns including Live Lighter and Active April.

The Good Foundation generated media stories on the program and its role as part of Healthy Together Victoria, as well as on the broader issues of chronic disease, obesity and nutrition. Media



stories were generated through a range of activities including announcement releases and media opportunities relating to Mobile Kitchen visits; participant profile stories; collaboration with HTC activities, invitations of Council staff; participation in local events such as Taste of Geelong; participation in national and international events including Food Revolution Day; and visits by Jamie Oliver to Victoria.

During the life of the agreement, the total PR value of the media generated by The Good Foundation amounted to \$25,715,964.00.

## **7. FINANCIAL REPORT**

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An auditor's report for the financial year 2014-2015 will be provided upon completion by the auditor.

## **8. CONCLUSION**

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The Good Foundation has exceeded all targets set by the Victorian Government under the funding agreement.

Over the past three years, Jamie's Ministry of Food has taught 10,567 Victorians how to cook simple, nutritious and affordable meals and had a positive impact on their health and the health of their friends and family. The program has introduced participants to the benefits of eating fresh, home cooked meals and increases their daily vegetable consumption, contributing to their ongoing health and wellbeing and playing an important role in the prevention of chronic disease.

The Good Foundation is proud of the results of the evaluation, that demonstrate the impact of giving people the practical skills to make their own change and that access to practical, hands on cooking classes can have a lasting impact on the way people eat and the quality of the food they consume.

The Good Foundation has invested considerable effort into targeting vulnerable and disadvantaged groups within communities across the State, and worked with local councils to highlight the issues of obesity, chronic disease and nutrition and upskill local volunteers and council staff to continue to the work of the program after the Mobile Kitchen departed.

In addition, Jamie's Ministry of Food has played a central role in the delivery and implementation of Healthy Together Victoria, driving participation in other local health and wellbeing programs and raising awareness of the program through joint media and marketing campaigns.

## 9. WORKING GROUP COMMITTEE DETAILS

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A wonderful course that taught me cooking & helpful tips regarding foods & cooking techniques, quick ways to prepare, and how simple, easy & fun it is to eat healthy. Looked forward to coming each week.  
Kelle

Thank you for the bottom of my heart. I started the lesson last but not that first by cooking (a claw) heated cooking, chow & used joss/sacklin to cook - I pot cooking. Now I'm interested in cooking, cooking more healthily & looking forward to preparing healthy & fresh meals for my bubbs & hubby & Jasika.



Really enjoyed myself and learned a lot. It has triggered an interest in cooking and eating healthy. Thank you to all of the staff for a great experience. Mana ☺



Totally awesome course that teaches great portion controls, nutritional tips & generally healthy eating. Thanks to the amazing staff who are always ready to answer our questions. Thanks so much.  
Kyril

Healthy cooking, cooking and having a blast. Thank you for sharing such simple recipes that make us think twice about having crappy cheap fatty take away.

Life changing - my 14 y.o totally loved the techniques & recipes - rave, rave, rave. Will spread the word how helpful ministry cooking is. Thank you. ☺



I have enjoyed every class so far. It has ignited the passion again for healthy cooking. Would love to go on and learn more in an advanced class.

Thank you to all involved in James's Ministry of food. What an excellent course for the feeling community. I have gained alot - excellent recipes, great cooking tips & knowledge of healthy eating options. I hope to see the course continue!  
Sarah.