

Forest Lake Shopping Centre and Nutrition Australia Qld Well Living Initiative *Summary of outcomes - May 2018*

Well Living Initiative inclusions

- 8 x cooking demonstrations including taste testing for up to 50 attendees
- 4 x nutrition seminars with handouts for up to 50 attendees
- 4 x well living articles
- Health display resource kit
- 12 x fact sheets
- 2 qualified dietitians/ nutritionists and an assistant onsite on demonstration days
- Trusted and current expert dietary advice for customers



Benefits of the initiative

The benefits of engaging with Nutrition Australia Qld (trading as NAQ Nutrition) to deliver initiative may include (but are not limited to):

- ✓ enhanced health of the local area
- ✓ improved customer morale
- ✓ creating a unique wellness experience for customers resulting in increased traffic through the centre
- ✓ improved customer relations
- ✓ enhanced public image



Contact

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Snapshot of the initiative



Many customers attended the event on multiple occasions becoming 'regulars'.

When asked if they had tried cooking the recipes at home that they had seen, 100% of the responses were yes.

Most popular cooking demonstrations:

- Healthy body healthy mind
- Kickstart your day
- Cooking for one or two

Most popular seminar session:

- Superfoods or superdiets

8 cooking demonstrations delivered (average 25 customers seated per demonstration). More customers observed from afar.

4 nutrition seminars delivered

2750 information resources and recipes distributed

Average interactions with customers at resource stand
45 per day

Taste test of recipes made for
800 customers

Showcase of local retailers – the **Chop Shop, Forest Village Fruit and Vegetables and Wild Wings Poultry**



Schedule of services provided:

Saturday 5th May **10-11am - Cooking demonstration - Fast, fresh and fabulous**
Cooking fast and fabulous meals including recipes that are bursting with flavour and fresh ingredients.

12:00-1:00pm – Nutrition seminar – Boost your energy
Food and drink habits that boost energy levels versus those that drain them. Building balance into your diet.

1:30-2:30pm - Cooking demonstration - Eating for performance
Food ideas and sports nutrition tips for the recreational athlete

Saturday 12th May **10-11am - Cooking demonstration - Healthy body, healthy mind**
Be inspired by foods that make you feel good

12:00-1:00pm – Nutrition seminar – Reading food labels
Shopper’s guide to reading food labels and making healthy choices at the supermarket.

1:30-2:30pm - Cooking demonstration - Healthy food makeovers
We will share the secrets to making healthy dishes that taste better than the ‘not so healthy’ versions.



Saturday 19th May **10-11am - Cooking demonstration - Kick start your day**
Embrace the morning with these delightful breakfast or brunch dishes that are perfect for kick starting your day

12:00-1:00pm – Nutrition seminar – Superfoods or Superdiets?
What role do Superfoods have in our diet? Learn how to supercharge your diet.

1:30-2:30pm - Cooking demonstration - Cooking for 1 or 2
Learn delicious and simple recipes and meals to cook at home when cooking for 1 or 2.

Saturday 26th May **10-11am - Cooking demonstration - Fresh and fabulous dishes for the freezer**
Create tasty and satisfying vegetarian meals that will steal the show.

12:00-1:00pm – Nutrition seminar – Nutrition for children
The latest research and recommendation on nutrition for children and tips on how to get children to eat a wide variety of healthy food!

1:30-2:30pm - Children’s snack time
Learn tips of the trade in providing children with snacks that are you child that are tasty and healthy.