



Sandro Demaio Foundation

Annual Report 2019



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About SDF

The Sandro Demaio Foundation (SDF) is a not-for-profit that finds ways to unlock the health promoting power of food for all Australians. The work lies at the intersection of innovation, disruption and purpose. This is articulated by way of large-scale events, policy and political lobbying, public health entrepreneurship and programmatic work.

Our vision

An Australia where everyone has access to a healthy, sustainable, nutritious and equitable food system.

Our mission

To inspire and empower Australians to make positive changes to their health, their environment and their community through food.

Our objectives

Acting as a catalyst for policy reform, providing thought leadership through events, offering a fresh voice in health promotion, and delivering disruptive and innovative projects.

Our principles

- Agile
- Bold
- Collaborative
- Evidence-informed
- Innovative
- Disruptive



Executive Director report

Well what a year it has been!

Over the past 12 months, we have delivered two big and bold festivals, engaged in new collaborations and partnerships, worked hard to advocate for new policy, and developed innovative ways of doing health promotion

festival21 was our most successful event to date, with 18 hours of free programming, featuring over 100 speakers, delivered to more than 2000 attendees. Led by a compelling line-up of local and international thought-leaders in the fields of health, environmental science, arts, design, education, policy, advocacy and ethical business.

I wish to thank my brilliant, inimitable colleagues, Imogen Thomas and Roberta Nelson for their outstanding and extraordinary work this year. Core to SDF's values is our appreciation of volunteers and I would like to acknowledge their tireless and committed efforts. SDF wouldn't exist without you.

I'd also like to thank our partners, who are just as passionate about transforming the healthcare and food system landscape as we are.

The Foundation's focus over the next few years will be on building SDF so that it is a sustainable and resilient organisation that will continue to grow over the coming years. We can't wait to share what we have in store for you in 2020.

Natalie Molino
Executive Director

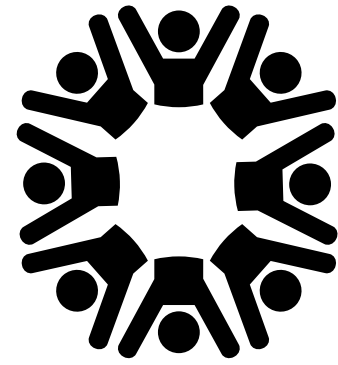
2019 snapshot



5,500+ total audience



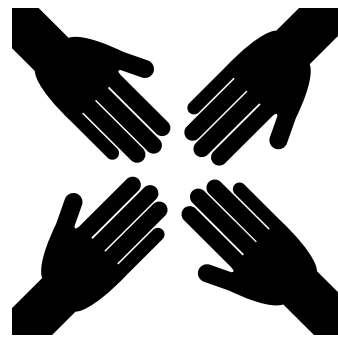
>100 speakers



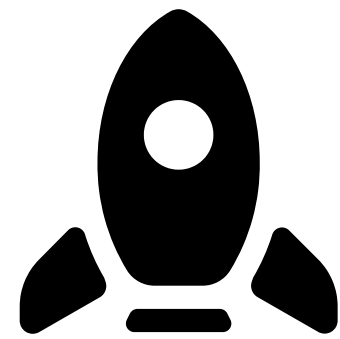
38 workshops



30 hours programming



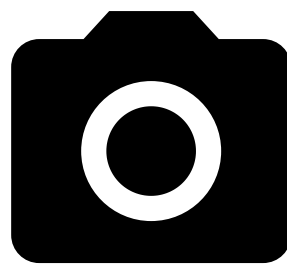
200 volunteers



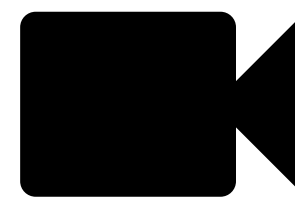
5 startups & NFPs in the Hub



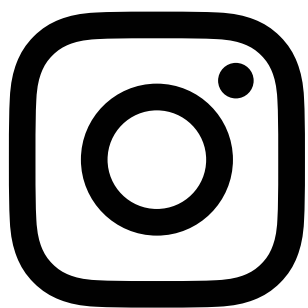
2 festivals



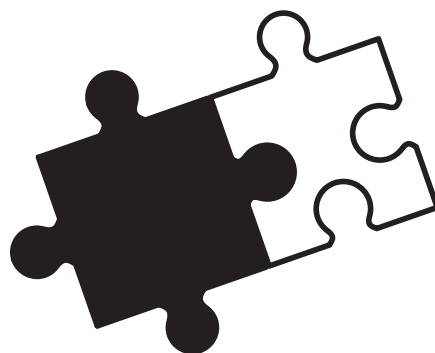
1 National Geographic Photo Camp



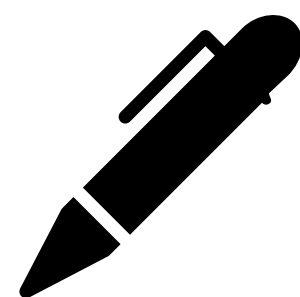
6 films created



2049 followers



>100 partners



>20 articles

2019 highlights

festival21

On 1-2 Feb 2019, festival21 took place at the historic Meat Market in Melbourne, Victoria. festival21 was a dynamic, zero-waste, free celebration of food, and the power it has to create positive impact. Through a series of talks, films and workshops, visitors were compelled to consider their relationship with food, and the effect it has on the future of community, climate change and population health.



festival21 snapshot

- 2000+ attendees
- 100 speakers
- 18 hrs of programming
- \$25,000 raised for social enterprises
- 18 workshops
- 4 original films
- 13 photographic works
- 100% upcycled or borrowed setup
- 100% recyclable or compostable food options

EAT Lancet launch

On 1 Feb 2019, SDF hosted the global launch of the EAT-Lancet Commission on Food, Planet and Health. The EAT Lancet examined the question 'Can we feed a future population of 10 billion people a healthy diet within planetary boundaries?' The launch was part of a series of more than 30 global launches from London, to New York, Addis Ababa and Oslo. The Melbourne event featured Craig Reucassel (War on Waste), Fabrice DeClerck (EAT, Science Director) and Prof. Anna Peeters (Director of the Institute for Health Transformation, Deakin University) to an audience of 600.



Food Systems Dialogues

On 1 Feb 2019, SDF hosted the Asia Pacific launch of the Food Systems Dialogues (FSD). Curated by World Food Prize 2018 laureate and former Special Adviser to the United Nations Secretary General, Dr. David Nabarro, the Melbourne FSD brought together 100 important actors across all sectors of Australian food systems to take part in facilitated round-table discussions. The curated event provided a valuable platform to discover shared opportunities for action across sectors.

National Geographic Photo Camp

The National Geographic Photo Camp teaches young people in diverse communities around the world how to use photography to tell their own stories, explore the world around them, and develop deep connections with others. Through Photo Camp, world-class National Geographic photographers provide students with personalised, immersive training on both the technical aspects of photography and camera equipment, and the effective use of photography to reach audiences.



In Melbourne, Nat Geo Photo Camp partnered with SDF and twenty youth from underserved communities to investigate through their lenses how food systems in their city can be sustainable and accessible.

The students exhibited their work to their community, family, and friends during a final show at the Foundation's headquarters, and their photography was on display as part of festival21.

Women in Leadership

Women in Leadership is an event series hosted by SDF and Fed Square. The inaugural event hosted Helen Clark (former PM of NZ and former head of UNDP) in an 'in conversation' event with Maddison Connaughton (Editor, Saturday Paper) to a sold-out crowd of 450 at Deakin Edge in September 2019. Helen is the patron of the series and in 2020, the series will convene another four dynamic, high-profile female leaders in conversation with award-winning journalists.



Health Promotion

SDF supported the content creation of 11 articles for NIB Health Insurance Fund. This included the development of articles such as 'How obesity ups your chronic disease risk and what to do about it,' 'Is it time we rethink the amount of alcohol we drink', '5 ways to make your dinner cheaper and quicker than takeaway', 'The ground breaking link between mood and food' and 'Heart disease prevention: the health benefits of a Mediterranean diet.'

Little Food Festival

The Little Food Festival was a celebration of all the ways young Victorians can address three of the greatest global challenges – climate change, health, and social connection – through the language of food.



On 25-26 Sep 2019, the Little Food Festival took place at the historic Federation Square, in Melbourne. The Little Food Festival was a collaboration with Fed Square and Monash University and was a vibrant and playful exploration of the food we eat. Activations included composting stations, native food and eco-warrior workshops, cooking demonstrations and more. More than 2000 families attended the Little Food Festival over the two days.

In Good Health podcast

In 2019, SDF began recording its 6 series podcast In Good Health. The podcast examined how we can eat for better physical, mental and social health and the way your choices at home can affect someone on the other side of the world. The podcast is set to launch in March 2020.



Preventative Health Innovation Hub

SDF has begun to develop, launch and create a flagship innovation hub to support and scale early-stage businesses and innovations in the preventive health space, nationally. This programmatic area of work will kick-off in March 2020.

Partnerships

SDF wishes to thank all our partners for their incredible support in bringing our projects and events to life. We treasure these relationships and look forward to working with them again in 2020.

MAJOR PARTNERS



HERO PARTNERS



Partnerships

HERO PARTNERS



Partnerships

KNOWLEDGE PARTNERS



Our people



L - R: Founder - Alessandro Demaio, Executive Director - Natalie Molino, Festival Director - Imogen Thomas.

The work of the Foundation would not be possible without the incredible support of our tireless volunteers. We would like to thank the following:

- Edwin Kwong
- Claudia Gascoyne
- Lauren Mettam
- Lauren Sedger
- Hannah Morrice
- Dan Briggs
- Juliette Wittich
- Andrea Andric
- Cindy Tran
- Amy Browne
- Kaitlin Reid
- Roberta Nelson
- Jess Eddy
- Jason Van Greiken
- Kelly Lane
- Katie Shiff
- Amanda Kennedy
- Micaela De Luca
- Dan Mirmilstein
- Ashlee Bailey
- Gundeep Sohanpal
- Alex Gillespie
- Tom Bailey
- Tom Wren
- Reb Mery
- May Lee
- Jack Furey
- Edward Cliff
- Aaron Yin
- Erin Radford
- Jocelyn Tran



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