



Promoting and influencing healthy  
food choices for children

## Chief Executive Officer Candidate Information



May 2021



## The Opportunity

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- Strategic and operational leadership role in a for-purpose association
- Contribute to healthy nutritional outcomes for children and families
- Values-driven organisation, based in St Leonards

Healthy Kids is a health promotion charity and member organisation working with schools, canteens, government, health professionals, food companies and families to improve access to nutritious food.

This is your opportunity to drive its mission to educate children and families on healthy choices for a healthy life. This is a values-driven organisation with high standards of professionalism, accountability and ethical practice. Healthy Kids is an action-oriented environment with a strong external focus across a range of sectors.

Reporting directly to the Chair, you will build the profile and reputation of Healthy Kids to continue its influence on positive outcomes for children's nutritional health. In this multi-faceted role, you will take the lead on driving strategic direction, identify new business opportunities, provide high-level operational oversight and lead a team of committed professionals. You will engage with a wide range of external stakeholders, including those from health, education, government, schools, other NGOs and the food industry.

Essential to success in this role is your experience at a senior management level (preferably in the for-purpose sector) where you have developed strong capabilities in strategic thinking, operational planning and leading high-performing teams. You will bring excellent financial management skills and will understand how to mitigate risks to financial sustainability. Your exceptional interpersonal skills will enable you to engage skillfully with a wide range of stakeholders to maximise the reach and impact of the organisation. Working in this small organisation, you will have the flexibility to combine your strategic work with operational responsibilities.

## Interested?

Please send a covering letter outlining your interest in this role and how you meet the selection criteria along with your resume to Carol Lewis – [carol@thehumanequation.com.au](mailto:carol@thehumanequation.com.au)

Initial enquiries (confidential) to Carol Lewis on 0404 199 766 or by the above email.

## About Healthy Kids Association

Healthy Kids Association ('Healthy Kids') is a not-for-profit, non-government health promotion charity based in Sydney, Australia, dedicated to empowering children and their families with knowledge about nutrition and healthy eating to make the best decisions for their health – now and for a healthy future.

Healthy Kids achieves its impact by focusing on where children are learning about health and where they are making decisions about food and nutrition. This includes at the canteen, at school, and at home.



For canteens, Healthy Kids provides information, support and advice to ensure canteens are able to offer and promote high quality and nutritious choices to school students to fuel healthy bodies and minds.

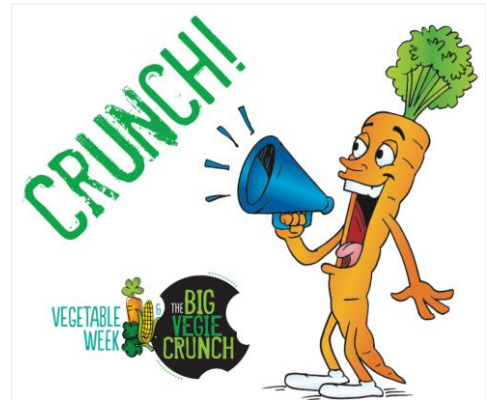
For schools, Healthy Kids focuses on supporting the creation of a healthy learning environment, with high quality information, resources, programs and advice designed to help schools deliver messages around nutrition. We make sure these messages get home through communication with parents and empower children to make changes in their own lives.

The membership program is an integral to delivering support through canteens, schools and families. Healthy Kids also works with the food industry to drive to directly impact children and families, government and other health promotion organisations to promote our core mission and messages. While the key focus is on children and families in NSW and the ACT, Healthy Kids also works nationally to promote nutrition and healthy eating through our partnerships, particularly with the food industry.

Healthy Kids is supported by a committed, skills-based board of volunteer directors, assuring sound governance and guiding the organisation's strategic direction.

## Overview of Healthy Kids' Programs

- Healthy Kids works with school canteens across NSW and the ACT, assisting them to deliver healthy food menus that meet government guidelines and strategies. Members receive phone and email support in order to get canteens on the right track.
- Every two years, Healthy Kids hosts its annual Healthy Kids Food Exhibition and Training day. This event gives food industry the opportunity to display their approved products, and canteen managers and workers the chance to sample new products.
- Healthy Kids' *School Canteen Buyers' Guides* are mailed to schools Australia-wide each year. These guides are a thorough list of food products that we have assessed (and are therefore part of the *Product Registration Scheme*) and that meet the relevant nutrition criteria of that state/territory.
- Healthy Kids works with governments to implement programs that encourage healthy food choices, such as *Vegetable Week* and *The Big Veggie Crunch* and *Fruit and Veg Month*.
- Healthy Kids communicates with parents through its newsletter, Facebook page and Twitter account.
- Healthy Kids offers easy, healthy ideas for parents to use at home. Its team of on-staff nutritionists publish articles regularly on parent websites to further its reach.
- Healthy Kids partners with food companies, sports programs and other organisations to deliver healthy eating messages through their channels.



## Position Description

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### Role Overview

The CEO of Healthy Kids Association provides the strategic and operational leadership of the organisation. The CEO is required to execute the mission of the organisation; identify and implement the strategic directions and opportunities; oversee the daily operations; develop new business opportunities; inspire and motivate staff; and ensure financial sustainability. A large focus of the role is to build the profile and reputation of Healthy Kids Association in order to positively influence children's nutritional health.

### Responsibilities

#### Strategic Leadership

- Provide vision, strategic direction and leadership in the implementation of Healthy Kids Association's mission and objectives.
- Grow the membership and influence of the Healthy Kids Association
- Deliver impact for all key stakeholders.
- Lead and develop the culture of the Healthy Kids Association to ensure the high performance of a cohesive team.
- Act as media spokesperson on issues related to children's nutrition and the work of the Association.

#### Stakeholder Management

- Engage with key stakeholders and organisations, including the health and education government sectors, private and independent schools, non-government organisations, academic partners, and food industry, to further the aims of the Healthy Kids Association.
- Build the profile and reputation of the Healthy Kids Association with both stakeholders and the broader community.

#### Organisational Management / Operational Delivery

- Manage and develop the team to enable them to provide superior service to all members and stakeholders, performing according to agreed standards to deliver on the Healthy Kids Association Strategic Plan and funded projects.
- Ensure that resourcing and expertise are in place to deliver the strategic plan and that Healthy Kids Association has the capacity to scale in line with the plan.

#### Financial Sustainability

- Be responsible for the financial management of Healthy Kids Association and meet finance-related targets.
- Oversee the preparation and monitoring of annual budgets, monthly forecasts and financial reports.
- Identify new funding sources for Healthy Kids Association.
- Ensure government-funded contracts and school canteen leases are delivered to a high standard.

## Governance

- Ensure adherence to appropriate policy and regulations in providing Healthy Kids Association services to members and other stakeholders.
- Ensure compliance with all regulatory Work, Health and Safety standards.
- Monitor and manage any risks across the organisation.
- Provide support to the Board of Healthy Kids Association, and ensure the Board is properly informed such that it is able to monitor and govern the direction and activities of Healthy Kids Association effectively at all times.

## Role Dimensions

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|--|---------------------------|
| Number of employees reporting directly | 6                         |
| Number of employees, including CEO     | 43                        |
| Income & Expenditure (2020 Budget)     | Approx \$2.2 million each |
| Membership                             | 777 as at end 2020        |

## Selection Criteria

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### Qualifications

- Tertiary qualifications in a relevant field such as public health, business management and/or relevant experience.

### Essential Knowledge, Skills & Experience

- Previous experience in a senior management role.
- Demonstrated high level strategic and operational planning skills, including implementation to deliver on agreed objectives.
- Proven experience in leading, developing and motivating teams.
- Sound financial understanding and experience developing annual budgets and monitoring monthly P&L, Balance Sheet and Cash Flow performance.
- Experience in achieving financial sustainability and managing risks.
- Experience working in partnership with government agencies.
- A strong track record in developing productive partnerships with stakeholders to achieve their optimal engagement and commitment.
- High level communication skills to influence, motivate and inspire.
- Values driven, highly professional, action-oriented, accountable and demonstrates high ethical standards.

### Desirable Knowledge, Skills & Experience

- Previous experience working in public health and nutrition fields.
- Previous experience in the “for purpose” sector and understanding of the workings and challenges of a membership-based organisation.
- Previous experience as a media spokesperson.
- Experience in advocating and negotiating with government.
- Experience in program evaluation.

## How to Apply

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