

Maggie Beer Foundation Strategic Plan 2025 - 2027

Purpose We inspire, advocate for and educate older Australians and those who support them to source, prepare and provide food that is delicious, enjoyable and full of flavour and goodness

Vision Together we will uplift the quality of life of older Australians (and particularly those needing aged care) through the joy and nourishment of healthy, tasty food.

Theme #1 – Develop and deliver training to upskill Cooks and Chefs

1.1 Funded Projects	Deliver <i>Improving Food in Aged Care through Education and Training</i> grant to an excellent standard for completion by March 2026 and win extended, expanded funding
1.2 Identify training gaps	Address the education of aged care cooks and chefs
1.3 MBF Professional community	Moderate and grow a professional network for aged care cooks and chefs

Theme #2 – Uplift the food experience of older people living at home and in aged care homes

2.1 Stakeholder engagement and partnership	Grow and enable an alliance of supporters of the Maggie Beer Foundation and its cause
2.2 Recognition of better practice	Recognise better practice among aged care providers and aged care cooks and chefs
2.3 Emerging agendas	Identify emerging agendas in food to support the wellbeing of older people
2.4 New programs and enterprise	Identify new opportunities for training, programs and services including through government, corporate or philanthropic funding and partnership

Theme #3 – Advocate with credibility and impact

3.1 Profile and credibility of MBF Brand	Promote the Maggie Beer Foundation and its cause
3.2 Food in aged care	Influence understanding of food as we age through community, media, experts, politicians, and persons of influence.
3.3 Research	Facilitate and support research to create the evidence that will drive policy and culture change in relation to food and the food experience for people needing aged care.

Theme #4 – Building value and viability

4.1 People	Support the talents and contributions of the MBF Community
4.2 Financial viability	Secure recurrent, reliable, and diversified funding to ensure the Foundation is self-sufficient and sustainable
4.3 Governance	Ensure public trust and confidence, and sustainability, through sound governance and administration
4.4 Risk	Proactively identify, assess and mitigate risks to protect the Foundation's mission, reputation and sustainability
4.5 Quality	Continually improve the quality of programs, services and operations to ensure that the Foundation delivers positive outcomes for older Australians