



OUR IMPACT

2025

MAKING EVERY BITE COUNT

Maggie Beer Foundation Impact Report 2025

Welcome to our first annual impact report.

It's unthinkable that, in a country like ours, substantial numbers of older Australians are at risk of malnutrition. Good food is fundamental to ageing well, for essential nutrition, for belonging and purpose, and for socialisation and sensory stimulation.

For more than 10 years, the Maggie Beer Foundation has pursued life-changing impact for people living and working in aged care to lift the standard and enjoyment of food.

We advocate for the central place of good food for older people living at home and in aged care homes, and we do this in collaboration with older people, carers, researchers, foodies, aged care teams and clinicians.

Working beside aged care leaders, chefs, cooks and kitchen staff, we deliver our Maggie Beer Foundation training programs, with the shared goal of uplifting food so that it is enjoyed and eaten, supports choice and meets individual nutritional, cultural and health needs.

We use our opportunities in popular media, with government and with the research community to elevate the understanding and priority of the relationship between food and well-being.

We strive to make a difference. With that goal in mind, we are proud to present our first annual impact report.

Jane

Jane Mussared
CEO



AFTER YEARS OF EATING OR TRYING TO
EAT WHAT WAS PRESENTED IT IS SO
ENCOURAGING TO RECEIVE A MEAL THAT
NOT ONLY LOOKS APPETISING BUT IS
ALSO TASTY AND NICELY PLATED.

THANK YOU ALL FOR GIVING ME BACK
MY APPETITE. I NO LONGER FEEL LIKE
JUST ANOTHER NUMBER, BUT THAT SOMEONE
CARES ABOUT ME AND ALSO TAKES PRIDE
IN THEIR WORK

WITH SINCERE HEARTFELT THANKS
FROM RACHAEL J

“Mum looks forward to her meals now and has put on weight in the past 10 days so happy days! Keep up the good work!”

Anita, family member

“Their (residents’) spirits have been lifted by this, particularly with the focus on food, because they all love their food.”

Ruth, daughter of aged care resident



“Thank you because without the small yet vocal steps you are making, nothing will change.”

Mary-Ann, family member

Our Impact



Our changes
were enjoyed by

9,000

aged care residents



One hundred
and twenty

homes selected as part of
our trainer mentor program

13

Chef Trainers
employed
nationwide



“I think it’s a very very good idea. Everybody
will be so happy I think and not so lonely.”

Barbara, aged care resident



We are building a community
of people who will help us
tackle malnutrition among
older people living at home



4,673

people make up our
Professional Community,
a growing tribe of people
passionate about aged
care food

Our 26



Learning Hubs reached
176 aged care homes
with 200 aged care
staff participating

7,130

students participated in
our online learning modules



745,000

views of Maggie Beer’s
Big Mission
(by September 2024)



157

menu appraisals of
aged care homes

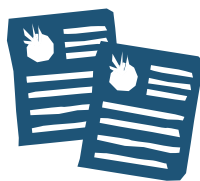


Eighty six

scalable recipes make up
our growing searchable
library, complete with
nutrition and texture
modification information
devised for older people
needing aged care

“I find your courses very valuable
and enjoyable.”

Aged care cook



Our Professional
Community had
exclusive access to

47 forum
articles



21

newsletters produced
for our Foundation
Communities



Our advocacy covered topics
ranging from accredited
training for aged care cooks
and chefs to the importance
of nutrition in preventing falls

Patron

Her Excellency the Honourable Ms Sam Mostyn AC,
Governor General of Australia

Board

Jon Clarke (Chair), Maggie Beer AO, Robyn Hayward,
Beverly Smith, Aditi Dhawan, Petrina Baker, Professor
Alison Coates, Professor Susan Kurrle

CEO

Jane Mussared

Creating
an
appetite
for life

We acknowledge our government funding

Federal Government Department of Health and Aged
Care for its funding of the Improving Food in Aged Care
through Education and Training program.

SA Government through Skills SA for funding our
partnership with TAFE SA to deliver Professionalising
Skills for Good Food in Aged Care.

The Maggie Beer Foundation relies upon the
extraordinary generosity of our donors to increase
our reach and impact. In 2024, we received the
following amounts over \$2,000:

Ahrens	\$50,000
Garry and Anne Edwards	\$30,585
The Louise, Baillie Lodges Spirit of Mateship	\$20,150
Anonymous Donation	\$12,000
Hugh & Brigid Robertson	\$10,000
Dick and Pip Smith Foundation	\$10,000
Royal Adelaide Show Ladies Lunch	\$7,103
McLeod Family Foundation	\$5,000
Jon Clarke Advisory	\$2,000
CMV Group Foundation	

The Foundation is also grateful for the substantial and
ongoing contributions made by our founder, Maggie Beer
AO, through her time and expertise and the donation of
proceeds from speaking engagements and book royalties.

"We are very happy with the change.
The residents are very happy...
They can have what they want...
They feel more independent."

Sam, Carer

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The Foundation acknowledges the Kaurna people of the
Adelaide Plains as the traditional custodians of the land our
headquarters occupy and we acknowledge all Aboriginal
nations throughout Australia. We honour Aboriginal peoples'
continuing connection to Country and pay our respects to
Elders past, present and emerging.

