

infuse

STEEP YOURSELF IN INSPIRATION, INNOVATION & DEBATE

COVER STORY:

Good Food, Good Fun:

A Peek Inside Jamie's
Ministry of Food



MARCH 2018

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Megan Rossi

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Stop Sitting on the Social
Media Side Lines!

MARCH 2018

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Submit *your photos* to *Infuse*!

Dietitian Connection is now accepting submissions of original photographs to be featured in upcoming issues of *Infuse*. Snap a pic relating to any aspect of food, nutrition, and/or your work, then send it to: info@dietitianconnection.com

Infuse it with inspiration, innovation, creativity and, of course, your personality.





Letter from Your *Editor*

***Welcome to the third issue of Infuse!
And a special hello to those of you who
are in Brisbane for Dietitians Unite 2018 -
we're so glad to have you with us.***

Dietitians Unite 2018 is our pride and joy this time of year. The annual conference has grown from strength to strength, and our 2018 version tops all past events.

This year, we're offering three streams: clinical, business and foodservice. There are ten diverse presentations lined up, from ground-breaking dietitians to motivational speakers and successful entrepreneurs. Throw in our much-loved exhibition hall, and our famous goodie bags for attendees, and the only question becomes: if you're not at DU'18, how will you catch up on everything you've missed?

Speaking of catching up: we're thrilled to feature the legendary Jamie Oliver on our cover, and to catch up on the brilliant work he and his team are doing in Australia to promote good health and nutrition.

I had the chance to meet Jamie back in 2008 at a cookbook-signing event in New York, and I've never forgotten his kindly good humour. I confessed to him that (at the time) I was a Manhattan gal, with a tiny kitchen, who couldn't cook to save her life. No problem, he responded cheerily: "I'll just come over and teach you how to cook!"

Can you imagine?

***Cheers,
Laura***

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STEEP YOURSELF IN INSPIRATION,
INNOVATION & DEBATE

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Be There:

Jot these dates down in your diary

- Events in the DC colour are led by the DC team -

- Click on the box to learn more or visit www.dietitianconnection.com -

MARCH

2nd Dietitians Unite
2018 in Brisbane



5th International
Women's Day



18th Gut health podcast
with Megan Rossi
released



23rd 2018 Symposium
at the Melbourne
Convention Centre



APRIL

1st Easter



10th & 17th

Gut health webinars with
Megan Rossi & Joanna
McMillan released



12th Episode 2 of the
DC Journal Club
released



15th New podcast
with Amy from
JMOF released



APRIL continued

25th Anzac Day



MAY

9th Webinar - Delivering
a Dynamic TV interview
with Sue Mah &
Gina Sunderland



13th Mother's Day



20th New podcast
with Joanna
McMillan released



From the Desk

of Maree Ferguson

Founder & Director, Dietitian Connection



***D**o you have a word of the year? For 2018, our team set out to find a word that would capture what we wanted to achieve - a word that we could turn to for guidance if we found ourselves at a crossroads, or losing focus.*

We landed on “relationships”. In fact, we landed on it in the midst of a team-building workshop at Christmas, when we were creating floral wreaths.

Our floral instructor spoke passionately of the “relationship” that the various elements of the wreath had with one another - bold elements and subtle filler, sprigs of seasonal greenery and standout flowers. All, working harmoniously to create a single result: a glorious centerpiece.

We walked away with the word firmly stuck in our minds. Relationships are what the Dietitian Connection community is built upon: supportive and nurturing relationships with professional colleagues, that help us all grow and be inspired.

This foundation of relationships helps give us the courage to try new ideas, expand our thinking and gain expert insight when we make decisions. Relationships also go both ways, and enable us to support, motivate and encourage those who call upon us for help.

The end result? A rich network of relationships that work in glorious harmony to help you grow and flourish in your career.

So: “relationships” it is. Expect to hear more of this word from us as 2018 unfolds – and know we are ever grateful for the relationships we’ve built with all of you through DC.

Speaking of relationships...we firmly believe that, despite all of the incredible technology available today, face-to-face meetings remain crucial for relationships.

That’s why we began Dietitians’ Day – a small celebration of our profession – five years ago. It was a chance to bring dietitians together in person, so new connections could be forged and ideas shared. Today, this “small celebration” has evolved into Dietitians Unite, a packed room of eager attendees who are ready to share, be inspired and strengthen their network of relationships. We have three tracks this year – clinical, business and foodservice – and nearly a dozen incredible speakers from different walks of life.

I, for one, expect to wrap up the day with many new relationships forged, and existing relationships strengthened.

Thanks for being part of my web of relationships. DC wouldn’t exist without you.

Maree

“relationships”

P.S. As you all know, I am Jamie Oliver’s #1 fan, and the fact that he’s our cover story this month is a testament to the value of relationships. Go on, skip ahead now and read all about the incredible work his Ministry of Food has been doing in Australia.

*“Give a man a fish,
and you feed him
for a day.
Teach a man to
fish, and you feed
him for a lifetime.”*

--Author unknown



Cover Story:

Good Food, Good Fun: A Peek Inside Jamie's Ministry of Food

***I**t's no secret that we at Dietitian Connection are massive fans of Jamie Oliver. Yes, we love the simplicity of his recipes, but the bigger reason is this: Jamie is actively working to transform the public's eating habits through cooking education. "Actively" is the key word: instead of just talking the talk, he is proactively implementing and supporting programs that make a difference.*

In Australia, The Good Guys and The Good Foundation partnered with Jamie Oliver Limited in 2010, and launched the "Jamie's Ministry of Food" program. This cooking program has since won accolades - including VicHealth's Award for "Best Healthy Eating Program" - and has twice been independently evaluated [Deakin University, The University of Melbourne], with results showing that participants who complete the program 1) eat more veggies, 2) cook more from scratch and 3) eat fewer takeaways.

interview continues overleaf...



Amy Smith, CEO of The Good Foundation

Images courtesy of The Good Foundation

Another The Good Foundation program is “Jamie Oliver’s Learn Your Fruit and Veg”, a curriculum of lessons and recipe plans imbued with fun. The program is aimed at teaching kids all about food: what it is, where it comes from and how it affects their bodies.

DC’s Maree Ferguson spoke with Amy Smith to learn more about what’s ahead for Jamie’s Ministry of Food, as well as Jamie Oliver’s Learn Your Fruit and Veg, in 2018 – and how dietitians can get involved.

Amy, congratulations on your new role. What will your guiding vision be for The Good Foundation’s Jamie Oliver programs?

People receive a lot of information about food. But not a lot is done to actually physically immerse them in an experience that’s joyful – and not judgmental – that results in great-tasting food.

With Jamie's Ministry of Food and Jamie Oliver's Learn Your Fruit and Veg, there's opportunity for us to reframe "healthy" for people, and have a lot of fun along the way.

What are your top priorities, as CEO of The Good Foundation?

Going Mobile

My first objective is to scale Jamie's Ministry of Food, and reach even more people.

Jamie's Ministry of Food has taught over 40,000 people how to cook from scratch since 2011. The people who've been through the courses are eating better, but they've also increased their sociability skills: they're connected, proud, sharing recipes - and more confident in cooking.

Jamie always talks about bringing cooking skills back, because it's a lost art. We're seeing the evidence of that. We're not just talking about "pretty cooking classes" - we're teaching people what food is.

So - "reaching more people", or being more mobile, means looking at different formats, such as pop-ups and collaborations.



Primary Schools/ Edible Education

My second objective is to address adolescent and childhood eating habits, at even a primary school level. Kids are coming from homes that are not cooking from scratch, and they don't understand how fresh fruit and veg can really power them. There's a massive opportunity for us to get edible education back on the curriculum.

In 2018, we also launch a pilot program in 20 schools, and happily, we've got a wealth of people who've applied to facilitate incursions in schools: introducing kids to seasonal ingredients, then teaching them, in fun ways, what to do with these ingredients and how to use them at home. The goal is to get two million kids eating half a cup more fruit and veg a day.

interview continues overleaf...

Indigenous Health & Isolated Adults

And thirdly, Indigenous health is a key objective for us, as well. I believe that our Ministry, with its hands-on approach, can make a massive difference in communities.

We've also undertaken a massive effort to connect people who are feeling isolated, through cooking. For example, we're doing some extraordinary pilots with Stockland in retirement villages and independent living. We've designed programmes that encourage older people to cook together, and it's making a massive impact. I'd love to roll this out nationally.



What's your favourite success story from the work that Jamie's Ministry of Food has done to date?

As you know, it's tough to prove long-term behavioural change. We were able to publish a paper, and show through research, that people who purchased and consumed more vegetables were more confident in cooking meals and spent less on takeaway foods. Their health markers also went up. I'm really proud of that.

What role do partnerships play for The Good Foundation?

One of the best things about this job is that I don't ever go into a meeting feeling like no one is interested or wants me there. It's about, how do we collaborate? How do we get aligned to deliver something where one plus one equals three?



Images courtesy of The Good Foundation

Woolworth's have been the most fabulous supporters. They've donated all the food for the pilot program, and they've donated all the ingredients for Jamie's Ministry of Food. We wouldn't have been able to put Australians through the program without that food. There are a lot of really good people behind this program who really want to see positive change in people's eating habits.

We're also looking at evolving into the health space through partnerships with organisations such as the Heart Foundation and Cancer Council. Food and mood, healthy heart cooking, gut health and diabetes are critical topics. I'd love to explore how we could collaborate and do some classes on those topics.

interview continues overleaf...



*Interested in
becoming a Jamie
Oliver's Learn Your
Fruit and Veg
Facilitator?*

Register your interest
here: [https://
portal.jamieoliverslyfv.com.
au/register/partnership/
infuse/](https://portal.jamieoliverslyfv.com.au/register/partnership/infuse/)

Images courtesy of The Good Foundation

How can dietitians get involved in promoting and supporting the work of The Good Foundation?

We'd like the program to be even more mobile than it is currently, so we're going to need to think about a national presence. I've got some very, very good teams, but by no means from a volunteer basis do I have enough to cover the country. I would absolutely love to hear from people who would like to get involved.

Many people have applied to be facilitators for Jamie Oliver's Learn Your Fruit and Veg program. The schools will absolutely love it, because it's not asking anything more from them. Then we can roll that program out nationally. That would mean we need a lot more facilitators. We would accredit them, and match them with the schools that they live near - and then really they're up and away. That would be fantastic.

Also, Prof. Helen Truby published a fantastic paper on creating long-term change in adolescents, and she absolutely proved that it did. I want to go even younger now, to really prove this - and to give governments what they really need, which is: does it work, and what does it need in order to be successful? I'd love to hear from dietitians who are working in this space.

Your background is in marketing leadership. How can dietitians better market themselves, to stand out in such a busy nutrition space?

Dietitians are probably the greatest secret weapons for the public. Yet people think, "I'll go to a dietitian when I get sick". Why don't people actually engage with dietitians before they get sick, and look at how they can help?

We've got to accept that nearly half of all Australians are experimenting in some way with some sort of dietary or lifestyle choice, whether it's because they are coeliacs or just believe that gluten-free is better.

Healthy doesn't just mean healthy weight any more -- it means so much more, on so many dimensions, from belief systems to your social status. It's a hugely different proposition than it was even ten years ago. So we need to accept that, but also remind people that they still need basic nutrition knowledge.

That's where dietitians come in. Dietitians remain the source of truth, and in delivering that "truth" they could be a bit more Jamie-esque: "Give it a try...here are things that you need to know before you do...here are the things to kind of experiment with and be aware of."

Jamie is expected to come out again next year to Australia. What topics do you hope to discuss with him on his next visit?

I'd like to discuss with him on how best to get edible education back on the curriculum, and how we can actually then help schools evolve.

I'd also like to talk about how Ministry can evolve to address some of the biggest health issues that we've got in Australia, while collaborating with partner organisations.

We've successfully run the program in two indigenous communities, so I'd also love Jamie to visit our indigenous areas, so we can discuss how to approach the model slightly differently going forward.

interview continues overleaf...



What have you learned from Jamie that is transforming you as a leader?

Jamie's sense of humour is fantastic. I want to advance that sense of humanity and humour.

This means trying to make things easier, not harder; appreciating that people have enough to do already; and understanding that skill gaps simply mean those skills need to be taught, in a positive way. Jamie teaches in a way that is so engaging that people who would never even have thought of cooking want to do it.

I love Jamie, and everything he stands for, because he is all about simple, enjoyment, taste, colour – and helping people to feel people proud and confident.

Can you share any tips from him for cooking at home?

Think: very practical.

What I like about his new cookbook, 5 Ingredients, is that it's great if you're on a budget. Plus, there's no waste. You can do it without a lot of fancy heating and cooling and all that sort of stuff. And the ingredients are all readily available, in most urban Australian locations.

Many of the recipes have obviously been created with Jamie's nutrition team, so you know that they are going to be balanced.

Bottom line: the book's recipes tick the box of, "I want it, I want it now and I want it to look good!"

GET IN TO WIN!



We're giving away a copy of Jamie's new 5 Ingredients book to one lucky reader.

Image courtesy of Penguin Random House

TO ENTER, simply email info@dietitianconnection.com by **15 March** with one sentence on why you think this book will transform your home cooking.

(Please use subject line: 5 Ingredients, and include your name, phone number and email in the body of your email.)

Good luck!

LEARN MORE: Follow Jamie's Ministry of Food online (click the link):



facebook.com/JMOFAustralia/



[@jmofaustralia](https://www.instagram.com/jmofaustralia)

facebook.com/JamieOliverLYFV/



linkedin.com/company/the-good-foundation-and-jamie-s-ministry-of-food/

Interested in becoming a Jamie Oliver's Learn Your Fruit and Veg Facilitator?

Register your interest here: <https://portal.jamieoliverslyfv.com.au/register/partnership/infuse/>

A note from Jamie:

With a brand new book recently hitting the shelves, Jamie tells the readers of *Infuse*, in his own words, what it's all about.

“To say I’m excited about this new book, and the gorgeous TV show that goes with it, is an understatement.

Not only is every recipe both quick and easy, but every single one uses just five key ingredients, cleverly combined to deliver maximum flavour, with minimum fuss. The recipes are short, and I’ve included a visual ingredients key on every recipe in the book to take you from business on one side, to gastronomic delight on the other with those all-important beauty shots.



I know that quick and easy dishes are always going to go down well, but the most surprising thing for me when working on these recipes was that with only five ingredients to play with, the process became a total masterclass in restraint.

And I have to say, I think this is my most approachable book and TV show yet, not just for beginners, but for great cooks too. No matter how experienced we are, being reminded to stick to fewer ingredients and let simplicity and deliciousness sing out is a wonderful thing!

For me, this is about getting back to basics and empowering everyone to enjoy cooking from scratch, whatever the occasion. I’ve tried to cover all the bases: fabulous ways with proteins; bigging up brilliant veg; making salads exciting; creating stress-free, tasty fish dishes; celebrating humble pasta; and helping you kick your rice and noodle game into action.

So guys, happy cooking, and please share your finished dishes using #Quickandeasyfood”

#quickandeasyfood

Best Foot Forward:

Entrepreneur Caroline McCulloch of FRANKiE4

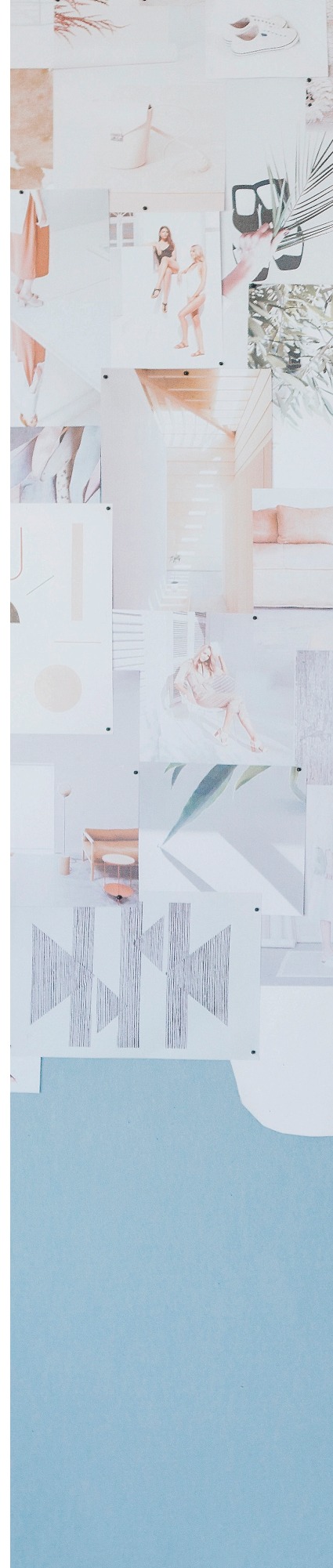
“What happens to a dream deferred?” asked poet Langston Hughes. “Does it dry up, like a raisin in the sun?” Caroline McCulloch wouldn’t know.


She took the bold, scary step of turning a business dream into reality - with much success.

Caroline is the director of, and designer behind, FRANKiE4 footwear for women. If you know - and love - the brand already, you’re definitely not alone: FRANKiE4 has nearly 47,000 fans currently on Instagram, and almost 60,000 on Facebook.

This is because, since its launch in 2010, FRANKiE4 has achieved what so many shoe brands before it could not: it’s turned the “comfort shoe” on its head. You see, Caroline wears two more hats [we’re up to four, if you’re counting!]: she’s also a podiatrist and physiotherapist. This health-professional cred sets her footwear line apart, and helped her to create the perfect shoe: supportive, comfortable AND fashionable.

interview continues overleaf...





FRANKiE4 has achieved what so many shoe brands before it could not: it's turned the 'comfort shoe' on its head.

Image courtesy of Caroline McCulloch

It's a case study in successful entrepreneurship: identify a gap in the market, envision how to fill the niche, launch your product – and land an eager, receptive and loyal audience. The FRANKiE4 brand is on track to turn over \$10 million this financial year – enough said.

We chatted with Caroline recently to learn how she put her best foot forward.

[Caroline, what inspired you to create your FRANKiE4 brand?](#)

Despite my health-professional background, I've always had a love of fashion. When treating patients, it was difficult to refer them to comfort footwear styles I wouldn't want to wear myself – it felt hypocritical. But it was undeniable: footwear with the right support and cushioning alleviated foot symptoms. Patients always reported better treatment results with the right shoes under their feet.



Images courtesy of Caroline McCulloch



“Patients always reported better treatment results with the right shoes under their feet.”

As a podiatrist and physiotherapist, footwear couldn't be separated from my treatment if I was to provide the best care to my patients. I needed to get their foundation (footwear) right. But the options of comfort shoes were ghastly. The day a patient nearly cried when I showed her some comfort shoes that would be great for her treatment, I decided to see if I could design my own styles.

How did you turn your idea into reality?

I ran a footwear store within our podiatry clinics for seven years prior to developing FRANKiE4, so I had a good handle on women's preferences in footwear. To get my idea off the ground, I called a shoe manufacturer in Sydney, told him my idea - and met him the following week. About 10 prototypes later, and lots of wear testing, I signed off on my first two styles to sell in our podiatry clinics. Selling directly to my patients was the perfect way to gauge feedback and tweak my designs.

What is the biggest obstacle you've faced along the way to success - and how did you overcome it?

My husband and I met with a well-regarded businessperson who advised us to walk away from FRANKiE4, saying it wasn't a viable business; there was no such thing as a successful privately owned footwear business; and the bigger footwear companies would cripple us.

interview continues overleaf...



I could appreciate why: at that stage, FRANKIE4 was operating at a loss, and sucking every cent of profit out of our podiatry clinics. But I distinctly recall this person telling me that if I continued with FRANKiE4, we would be so broke, we would have to sell my son Max's high chair.

I cried that night...a lot. I felt embarrassed and stupid that I spent so much time on something that was ultimately putting my family at financial risk. My husband told me to have faith in my shoes, and to think of all the positive feedback we receive from our patients.

I woke at around 2 a.m. that morning, and scribbled from top to bottom, on a white board, all the numbers/ costs, ideas, strategies and forecasts that would give me confidence to keep going with this brand. When my husband woke, I went through it with him. We high-fived, rolled our sleeves up and kept going.

It's safe to say today that Max's high chair is safe and the business is profitable.



How do you continue to innovate and keep ahead of the field?

My footwear is all about hiding the support and cushioning in what looks like a fashion shoe. So I'm ALWAYS looking at women's feet. Market research is an everyday occurrence for me: finding women that present well, and seeing what type of styles they are wearing, help me consider my next styles.

Being innovative is perhaps the easiest part of my job. I am never satisfied with the range, and I'm always looking for ways to improve. It just means each season is always better than the last. I'll quit the day it isn't.





Images courtesy of Caroline McCulloch

How did you build such an ardent fan base?

In my opinion, if your product is excellent, this is the safest marketing strategy. I don't even have a marketing manager - I manage the marketing with my [very competent] team, and it's good fun. We are providing a product that women want and are happy with.

interview continues overleaf...



Images courtesy of Caroline McCulloch



“I’m building a strong team that is capable, competent, can work independently and believes in my dream.”

How do you find balance in your busy life?

With help, and lots of it! I quit the guilt, and I embrace all the help I need to stay calm and happy while I keep all of these balls in the air.

Starting my day with the most important people to me keeps life feeling balanced. With a 4-year-old [Rose] and a 6-year-old [Max], we're up at 6 am. With our two dogs, we all pile in the car, stop at the bakery for scones and coffees, and head to the park for a Frisbee fling. It's our morning ritual, and a great way to start the day just as 'us'.

I also keep balanced by having the right team at work. I’m building a strong team that is capable, competent, can work independently and believes in my dream. Armed with that sort of crew, I can delegate, delegate, delegate. I then allocate my own time wisely on the areas of the business that need my direct focus – and slap myself on the wrist if I catch myself spending time on something that one of my staff can do!

LEARN MORE:

To see Caroline’s FRANKiE4 brand in action: (click the link):

<https://frankie4.com.au>



facebook.com/frankie4.footwear



@frankie4footwear



frankie4shoes



@FRANKiE4SHOE



FRANKiE4channel



Connect with Caroline on LinkedIn:
<https://www.linkedin.com/in/caroline-mcculloch-9b6a1830/>

Rising Star:

Meet Gut-Health Guru Megan Rossi

She's a rising star in dietetics, and living the dream: working on ground-breaking gut health research in London, educating her passionate following of thousands on social media - and even hobnobbing with Princess Anne at award ceremonies! Meet Dr Megan Rossi, RD - or, as she's known on Instagram, @theguthealthdoctor.

DC's Maree Ferguson gave Megan her first job, as a dietitian at Brisbane's Princess Alexandra Hospital. She earned her PhD in gut health at the University of Queensland before making the move overseas to London.



Image courtesy of Megan Rossi

Today, Megan works as a research associate at King's College London, and has a gut health clinic on Harley Street. She is also working with Leon Restaurants on a UK-wide gut health initiative.

We love watching young dietitians grow and become successful, so we were thrilled to chat with Megan recently.

Megan, why did you decide to become a dietitian?

I've always been in love with food – the flavours, as well as the community feel. My mum is a science teacher, so from a very young age we were experimenting with things like bicarb soda and little volcanoes. She instilled in me quite an inquisitive mindset, which is a key asset in research. So, bringing the love of food and love of science together, the clear career journey was to be a dietitian.

interview continues overleaf...



“...from a very young age we were experimenting with things like bicarb soda and little volcanoes.”



Images courtesy of Megan Rossi

“My mentors encouraged me to look outside of Australia, saying that it’s good to go away...get different experiences, and then come back.”

How did your PhD shape your journey?

My PhD was one of the most rewarding things I've ever done. I'd just finished my dietetics degree with QUT, and got a call on Christmas Eve (from Maree) offering me a job. It was one of the best days of my life. I then worked for a year and a half at the Princess Alexandra Hospital, and had a taste of research, and thought, "Yes, this is what I want to do."

I launched into my PhD with associate professor Katrina Campbell and Dr David Johnson. We looked at whether we could improve gut health in people with chronic kidney disease, in a way that would reduce some of the uremic toxins circulating in their blood by adding things like pre- and probiotics. And, excitingly, it was a positive trial.

Why did you move to London?

My mentors encouraged me to look outside of Australia, saying that it's good to go away from your initial PhD research group, get different experiences, and then come back. Then I got a taste of things over here in London, and it was hard to come back! London is a concentrated hub of the wellness world, and there are a lot of entrepreneurs here, so it's inspiring.

Tell us about your current research, and why you chose to focus on gut health.

I work with Prof Kevin Whelan's group in the diet and gastrointestinal health. I see gut health as the future of our health, and Professor Whelan's group was world-renowned as experts in that area. But I wanted to move into areas which would affect more people, such as Irritable Bowel Syndrome. So, that's one of my main areas of research - looking at different nutrition-based therapies in IBS.

I also work on Inflammatory Bowel Diseases, looking at different dietary interventions. Another element of my King's research is looking at healthy people: how to improve the health of their diet through nutrition therapies, and how food can improve our gut health.



interview continues overleaf...

Can you share any of your findings?

We're looking at more of the mechanistic aspect of diet, and how we can look at new therapies that are food-based.

As we know, the low FODMAP diet is not good for our gut microbiota in the long term. One of my colleagues, Dr Heidi Staudecher, looked at adding probiotics into a low FODMAP diet, for her PhD. People on a low FODMAP diet took a probiotic every day, and she found that it prevented some of that negative decline in their gut bacteria.

Another project we're working on is looking at different types of dietary fibres in people with IBS. Certain fibres can trigger gut symptoms, leading to a lot of people excluding fruit and vegetables, which can be a vicious cycle. We're looking at whether we can combine different fibres to increase tolerability and have the long-term effect of supporting the gut microbiota. We've teamed up with experts to give people acute doses of different types of fibre, then scan their gut to see how much gas and small bowel water is produced after having that dietary fibre, as well as the core symptoms. There's a lot of potential there.

I've also led research on whether we can predict response to dietary intervention in IBS by measuring different elements of people's faecal samples. Hopefully soon we will be able to say something like, "Based on your stool analysis, you've got 60% chance of responding to a low FODMAP diet, so let's try it." It's personalised nutrition.

Where do you see gut health going in the next decade or so?

Again, personalised nutrition! Also, we need to be smarter about the use of probiotics. Each strain of probiotic has a very different function. So, we need to be more specific with our prescription. But at the minute we don't have all that research, and the strains are quite limited from manufacturers. Watch this space - that's where it will head.

How important do you think having a PhD has been to your success?

It's set me apart from other people looking at gut health and given me credibility that other people might not have gotten. But it certainly is not essential. If you don't have the passion for research, certainly don't spend three years doing it.

interview continues overleaf...



Image courtesy of Megan Rossi

What are some of the opportunities for up-and-coming dietitians in the next decade?

When I first started dietetics, the number of business people and entrepreneurs was very few. In the next five to ten years, it will become quite the norm. With that also comes the risk that people lose some of their credibility with becoming an entrepreneur. Sometimes we need to take a step back and say, "The research isn't quite there yet, so let's not oversell it."

You recently received a prestigious award for your work – and Princess Anne gave it to you personally. Tell us about this!

The award was from the British Nutrition Foundation; we received funding to look deeper into the mechanisms of how the low FODMAP diet works. Princess Anne is one of their patrons. Meeting her was surreal. I got to chat one-on-one with her in advance of receiving the award, and she was so personable. I was nervous, and thought, "I have to be very proper", but Princess Anne was cracking jokes!

Living in London, have you met Jamie Oliver yet?

Not yet, but Jamie Oliver reached out to me on Instagram, and since then we've had quite a few conversations. I know that our paths will cross; he's such an inspiring person!

LEARN MORE:

To keep updated on the latest gut health news, connect with Megan on social media, or visit her website: (click the link):

www.drmeganrossi.com



facebook.com/Dr Megan Rossi



@TheGutHealthDoctor



@TheGutHealthDoctor

Referenced works:

- Heidi's paper: <https://www.ncbi.nlm.nih.gov/pubmed/28625832> (Probiotics and LFD in IBS)
- Megan's paper: <https://www.ncbi.nlm.nih.gov/pubmed/28993261> (Predicting response to diet)
- Hypno vs LFD paper: <http://onlinelibrary.wiley.com/doi/10.1111/apt.13706/full>



Marketing Tips from a *Digital Prodigy*

Dr Megan Rossi RD APD
Nutritionist

It's a nutrition leader's marketing dream: 47,200 followers on Instagram [@theguthealthdoctor] who enthusiastically engage with your content, tagging and commenting up a storm. Megan Rossi's not only a rising star in dietetics, but also an influencer in marketing and communications.

Here are her top tips on maximising your reach:

1 *Translate science into fun and easy-to-understand messages for the public.*

I just imagine that I'm talking to some of my girlfriends who aren't science-based, and think about how they would want to be communicated to.

2 *Get a life offline.*

I've gained a large following because I've been doing heaps of different talks over the past year, and collaborating with other influencers who then give me a shout-out on Instagram. So, it's not about just focusing on your Insta account - you need to get out in the public. Go offline. Be human.

3 *Be open to collabs and partnerships - including those made through social media.*

My partnership with Leon restaurants began through good old Instagram! Leon is so forward-thinking, and it just shows. They see gut health as not just a trend that's transient, but as the future of health. They wanted to roll out gut health in their restaurants via menu development, as well as educating the public. It's a dream collaboration.



Featured Recipe

Sweet Potato Fish Cakes with Slaw

SERVES: 4 | PREPARATION: 40 MINS

Ingredients -

500g sweet potato, peeled, cut into 2cm cubes
500g firm white fish fillets (such as hoki or ling)
1 medium onion, finely chopped
2 garlic cloves, crushed
2 teaspoons lemon zest
1/2 teaspoon dried oregano
1/3 cup (65g) wholemeal couscous
2 teaspoons reduced-salt soy sauce
1 tablespoon lemon juice
1 tablespoon olive oil
400g bag supreme coleslaw
lemon wedges, to serve



Recipe courtesy of Australian Healthy Food Guide magazine.
For more recipes, visit healthyfoodguide.com.au

Directions -

1. Steam, boil or microwave sweet potato for 8-10 minutes, or until just tender; drain well. Transfer to a bowl, mash roughly with a fork and set aside to cool. Meanwhile, steam or grill fish for 6-8 minutes, or until just cooked through. Set aside to cool, then flake fish with a fork.

2. Meanwhile, spray a medium non-stick frying pan with olive oil and set over medium heat. Sauté onion for 5 minutes, or until softened. Add garlic, lemon zest and oregano; cook, stirring for 1 minute or until fragrant. Set aside to cool.

3. Meanwhile, place couscous in a medium heatproof bowl. Pour over 1/3 cup boiling water and stir to combine. Cover couscous and set aside to steam for 3 minutes. Then fluff and separate grains with a fork. Transfer couscous to a large plate.

4. Place cooled sweet potato, fish and onion mixture in a large bowl. Season with cracked black pepper and stir until well combined. Using your hands, shape mixture into 8 x 2cm-thick patties. Press each fish cake gently into the couscous to coat on both sides.

5. Meanwhile, whisk soy sauce and lemon juice with 1 teaspoon olive oil in a large salad bowl. Add coleslaw and toss to combine; set aside.

6. Heat the remaining oil in a large non-stick frying pan over a medium-high heat. Pan fry the fish cakes for 2-3 minutes each side, or until golden brown. Serve fish cakes with coleslaw and lemon wedges.

NUTRITION (PER SERVE)

Energy (kJ) 1,329, Protein (g) 25.7, Fat: Total (g) 6.6, Saturated (g) 1, Carbohydrates (g) 35.3, Sugars (g) 11.8, Dietary Fibre (g) 6.5, Sodium (mg) 230, Calcium (mg) 92, Iron (mg) 2.5

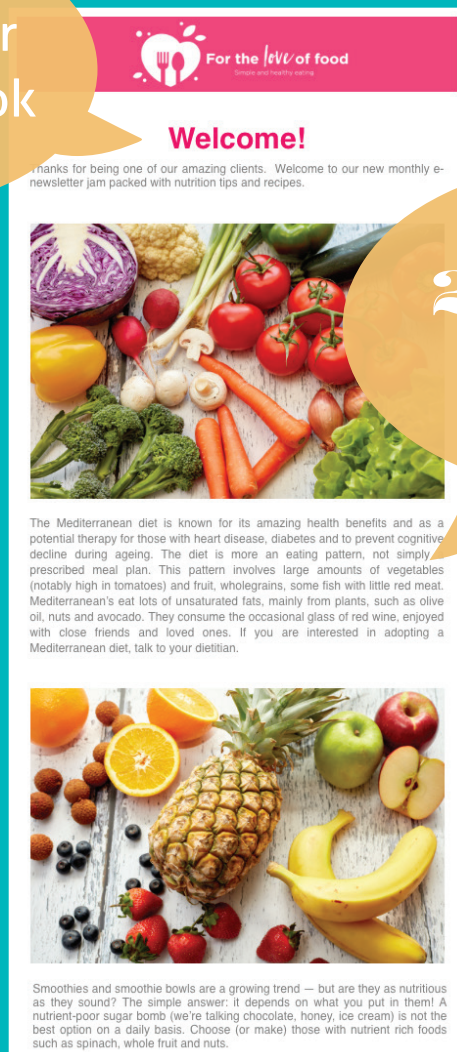


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3. Hit Send





The Savvy Nutrition Leader:

Stop Sitting on the Social Media Side Lines - Join In (and Win!)

by **Kate Agnew,**
Marketing and Communications Director, Dietitian Connection

Social media often gets a bad rap. It can be a massive time waster, from viral stories to trending hashtags, cat memes and more.

But there's no question: social media can deliver many positives when used by nutrition leaders for professional purposes. (See our sidebar story for just a few of these reasons!)

So if you've been sitting on the side lines when it comes to using social media for business, it's time to get serious -- and get involved.

article continues overleaf...

Here are our top tips for maximising its potential:



Pick the most relevant platforms

Facebook, YouTube, Instagram and Twitter have the most active users, and Instagram is the fastest growing platform. But within these platforms, certain niche audiences dominate (e.g. Instagram and snapchat are predominantly millennials). So, choose the platforms that will help you reach the key audiences you care about the most. Visit: <https://www.socialmediatoday.com/social-networks/top-social-network-demographics-2017-infographic> for an infographic on the various platforms and who's hanging out where.



Keep your profile on point

When you set up your profiles on social media, ensure your image/branding, name, credentials and a description of your business and brand is clear. It's an extension of your professional self.

Benefits to using social media for business purposes

- ✓ You can join existing conversations, where people are already "hanging out", and provide credible nutrition information;
- ✓ Showcase your talents;
- ✓ Promote your business;
- ✓ Stay on top of current news and trends;
- ✓ Form relationships with like-minded professionals, clients and potential clients;
- ✓ Ask questions; and
- ✓ Have productive and constructive discussion with other professionals.



Prioritise what you see first

Don't just follow and like pages that you want to keep an eye on. Go one step further: Facebook gives you the option to prioritise pages, groups, etc. that you want to see first. This is a great way to make sure you don't miss important updates.



Join groups

On Facebook, there's a myriad of topic-specific groups - including specific dietitian groups. These forums - often private, and with selective membership - create more intimate, focused communities, build support networks and enable informed discussions with like-minded colleagues. Also, be sure you check the '**rules of engagement**' for each group, so you don't offend. Facebook group rules have become the "social norms" of the virtual world.



Share

When it comes to sharing content on social media, here are some pro tips:

- **Share / repost / retweet content from other pages.** This helps you build a community, introduces you to people who may not already know you and saves you time! Just make sure this content aligns with your brand and your values. Of course, don't forget to credit the original author.
- **Plan your posts, either on a weekly or monthly basis** (and leave some free days for sharing). [Hootsuite](#) and [coschedule](#) are amazing planning tools.
- **Interact with people by liking, commenting and sharing.** After all, it is social media.

Reference:

- 71% of internet users are currently social media users (Statista, 2017)

Legal Corner:

All About Employment Contracts

by Andrew Gardiner



T *There's nothing better than a positive, happy workplace that runs smoothly.*

But sometimes issues with your employer do happen, and so it's smart to protect yourself. One way to do this is to ensure you have an employment contract in place.

An employment contract can protect your finances, reduce your stress, assist your working relationship with your employer and serve as a 'living' document that can change as your relationship with your employer changes.

With this in mind, here are five key elements to look for in an employment contract:

1.

Probation Period

A probation period can provide clear guidelines if, for the wide-ranging reasons in your employment contract, your agreement needs to end. This keeps everyone on the same page as to expectations.

2.

Job Description

What is it that you will do? You certainly don't want to hear, "You're not doing your job". A clearly defined job description in an employment contract is a great start. Also, set out what is required to fulfil the job. For example, your employer has an expectation that you are to travel to the branch office, or to the hospital, as required. But you lose your drivers' licence. Could you then be sacked, in that scenario?

3.

Money, Money, Money

You have in your mind an agreed-upon figure – but the employer has another figure. Also, just because your employer is paying you a certain amount does not mean that an award may not apply. Your employment contract should be able to deal with awards, and be clear as to what payments you are entitled to.

Specifically, your employment contract should state what was agreed on, in terms of:

- a. *Salary.*** Is this amount inclusive of super?
- b. *A bonus.*** Are bonuses being paid? When? On what basis? Is this measurable? Are bonuses discretionary? If they are linked to your employer's business's performance, is the employer prepared to give you financial records?
- c. *Holiday-leave loading.*** Does an award apply?

4.

Termination

If your new job is not working out and it's time to move on, how much notice do you need to give? Do the aforementioned awards apply? Can you be put on 'gardening leave', or be paid out? Ensure these conditions are spelled out clearly in your employment contract.

5.

Restraints

To protect yourself, ensure there's no confusion when you leave as to what assets belong to the employer, and what you can and cannot do in your next job.

Your employment contract should set out, clearly:

- What information is confidential (client details, for example);
- The restraints that you would be under, and for how long; and
- Clear parameters around any damages that you would suffer if the above is breached.

The above guidelines serve as a starting point as you seek employment and enter into working relationships with employers. Of course, the general lawyer disclaimer applies: always consult a lawyer for professional advice.

Guest contributor Andrew Gardiner is a Queensland-based solicitor with more than two decades of experience.

Sunsol

10⁺ natural muesli

with more than 10 delicious ingredients

Sunsol 10+ natural muesli is a great way to start a busy day. Their wholesome breakfast range has 7 nutrient-rich blends to choose from all crafted here in our own back yard in Australia.

Considering mueslis are the fastest growing breakfast cereal category in Australia*, there's never been a better time to try all the goodness that nature has to offer.

Here are 10 reasons why we think Sunsol 10+ should be the choice for any healthy breakfast table:

- ☀ Their mueslis are high in fibre and protein and low in fat, sugars and sodium;
- ☀ They are a great source of low GI carbohydrates and are suitable for vegetarians and vegans;
- ☀ They blend more than 10 ingredients in every pack, which is a whole lot more than most;
- ☀ They have a range of 7 delicious nutrient-rich muesli blends;
- ☀ They contain all the benefits of natural wholegrains, fruits, nuts and seeds;
- ☀ All their mueslis have a Health Star Rating of 4 to 5;
- ☀ They craft their natural, great tasting muesli blends right here in Australia;
- ☀ Sunsol is proudly Australian owned and operated by Select Harvests;
- ☀ Australia's largest vertically integrated nut and health food company;
- ☀ And have been crafting muesli for over 20 years;
- ☀ Great on it's own and versatile in many breakfast recipes like this one...



Sunsol's Almond Butter, Banana and Cinnamon Smoothie bowl

To make, blend until smooth:

- 2 Frozen Bananas (Chopped)
 - 1/2 Cup Coconut Water
 - 4 Pitted Medjool Dates
 - 1/4 Cup Almond Butter
 - 1/4 Cup Sunsol 10+ Almonds, Cashews, Macadamias & Walnuts
 - 1/2 Tsp Ground Cinnamon
 - Top with Pitaya Powder, Strawberries, Raspberries & Coconut
- Enjoy!

- ✓ **GOOD** source of dietary fibre
- ✓ **NO** artificial colours or flavours
- ✓ **SOURCE** of protein



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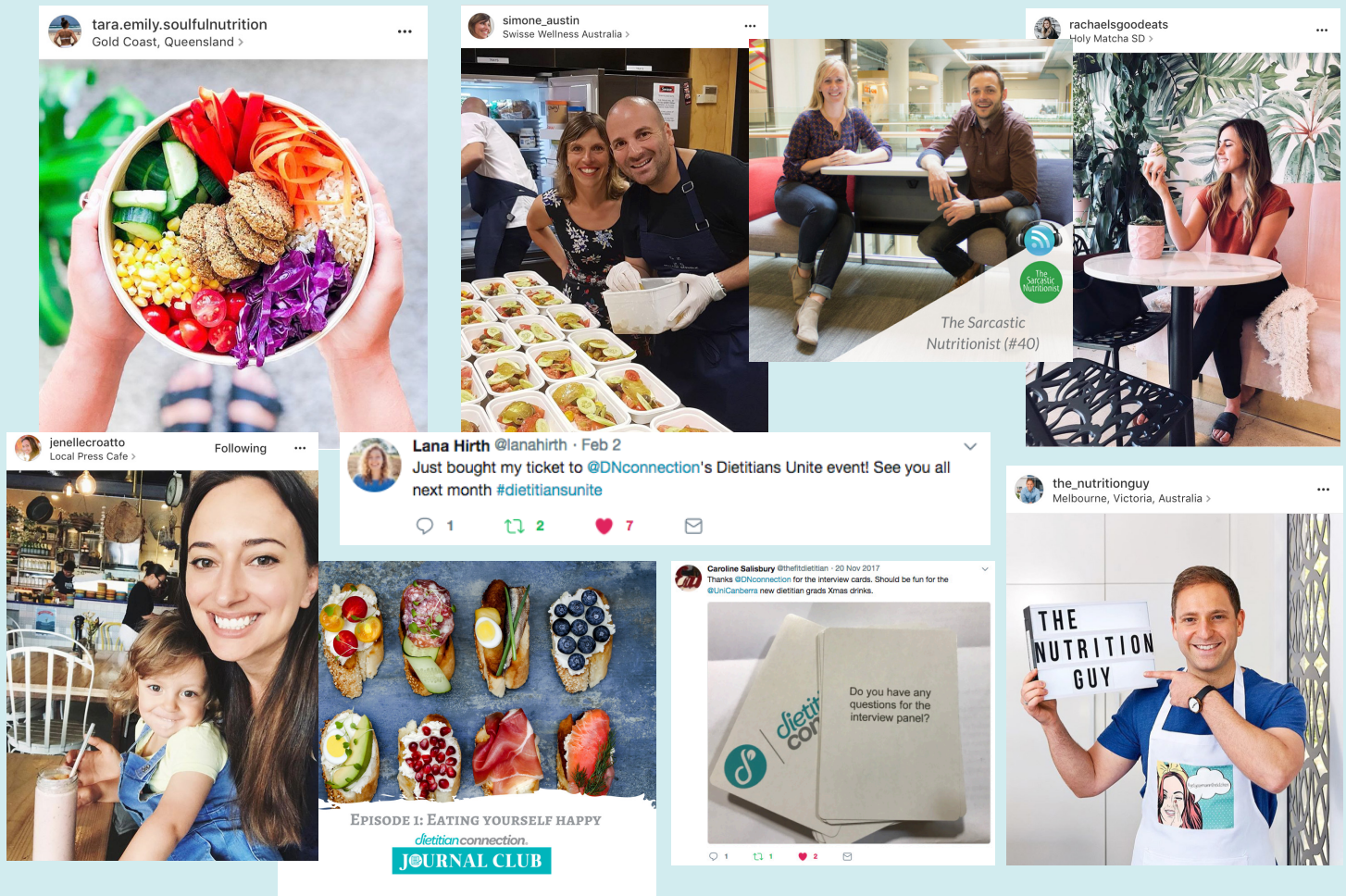
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Recent Events



December:

the DC team came together for an incredible floristry class [and holiday lunch!] to celebrate all of the milestones we achieved in 2017.



Even better, we took home beautiful Christmas-themed wreaths, a memento of a day well spent.



February:

we attended the In Business, In Health conference, and left so inspired by the many amazing speakers, from Tara Diversi to Glenn Mackintosh, Leanne Ward, young entrepreneurs and more.



We also enjoyed the incredible line-up at the Entrepreneur's Summit, including keynote speakers Aaron Sansoni and Janine Allis, founder of Boost Juice.



Tag us to be included in a future issue of *Infuse*. Don't forget hashtag #DCinfuse

One GENUINE
≡new≡
Relationship
IS WORTH
a *fistful*
of BUSINESS CARDS

Susan Cain, author of "Quiet: The Power of Introverts
in a World That Can't Stop Talking"