

CONTRIBUTING TO THE COMMUNITIES

Ausnutria recognises that being a responsible business goes beyond direct economic contribution. As part of our advocacy to promote health and well-being for all, the Group's community programs target local communities that cannot afford or have limited access to nutritious dairy and healthcare products. The Group responds to the needs by capitalising on its inhouse expertise and resources under the collaborative effort of various business units and overseas subsidiaries.



To this end, Ausnutria U-Foundation was launched in 2018 to advocate social responsibility and promote social harmony in a systematic manner, focusing its work on poverty alleviation, disaster relief, and improve public health. During the celebration of Ausnutria's tenth anniversary of public listing, the Group pledged to contribute RMB100 million in cash or in-kind donations to the community in the coming ten years through Ausnutria U-Foundation. With the immense support from the Group, Ausnutria U-Foundation proudly upholds social responsibility and is planning to partner with charitable organisations and individuals to push forward community efforts in a fresh and impactful way.



📍 Celebration of the 10th Anniversary of Ausnutria's public listing.



📍 Ausnutria injected RMB100 million into Ausnutria U-Foundation for its community programs in the coming ten years.

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SUPPORTING THE HEALTHY GROWTH OF TIBETAN CHILDREN

Led by the Ausnutria U-Foundation, Hyproca Bio-Science BU once again joined forces with the Health Science Centre of Peking University to introduce the program “Tundra Rose Public Welfare Project (格桑花公益行)”, hoping to reinforce the partnerships among non-profit institutions, universities, and enterprises for better maternity and infant care in the poorest areas in the PRC.

For the third year in a row, the program continued to partner with the Red Cross Society of Xizang and the Tibet University to organise a charity and intellectual exchange tour to Tibet in Year 2019. The initiative provided opportunities for a team of professionals to deliver talks and initiated extensive discussions in hospitals, clinics and other medical and healthcare institutions, focusing on topics such as scientific research, social services and public awareness on nutrition and health. Throughout the 11 days of visits to several counties and towns of Tibet, the initiative sought to cultivate local medical practitioners, ultimately enhancing the Tibetan healthcare system for mothers and infants.



“Nourish Tundra Rose with Nutritional Masterpiece. A project to Improve the Nutritional Health of Mothers and Infants in Tibet by Ausnutria U-Foundation (营养匠心 让格桑花美丽绽放—澳优U基金格桑花西藏母婴营养提升计划)” commenced in August 2019.



Ausnutria U-Foundation and Hyproca Bio-Science BU donated RMB12 million, in cash and in Neolac infant formula, to the Red Cross Society of Xizang for the coming ten years to support the local healthcare system.



Ausnutria and Tibet University signed an agreement to conduct scientific research on the feeding patterns and nutritional and growth status of children aged 0-6 in Tibet, hoping to provide scientific data for poverty alleviation.

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FOSTERING AWARENESS ON PUBLIC HEALTH

The Chinese government introduced the fifth National Nutrition Week (全民營養週) in May 2019 as part of the National Nutrition Plan (2017-2030). Echoing the initiative, Kabrita launched a public health campaign to promote maternal and infant nutrition and health. Hundreds of leading nutritionists and maternal and infant medical practitioners attended the inauguration event. Over 200 hospitals and 18,300 practitioners also joined via live broadcast. An animated video was shown at the event to promote a healthy diet among the public, followed by a creative play to raise the awareness on “health in all through decent diet and daily consumption of vegetables”. Throughout the campaign, intellectual exchanges, science consultation sessions and a seminar on the nutritional benefits of milk proteins to infant’s gut health were held.

Professor Wang from Nanjing Medical University shared the benefits of goat milk to infant health.



Experts gathered at a seminar to exchange ideas and knowledge on milk proteins and infant’s gut health.

RUN FURTHER FOR BETTER HEALTH

The 2019 Changsha International Marathon took place in October, of which Kabrita was named the official designated dairy supplier for the second consecutive year. The annual race has attracted an overwhelming participation of 24,000 runners from 15 different nations. Ausnutria is proud to support the race with the aim to promote a healthy and nutritious lifestyle and foster a marathon spirit. Various “Kabrita Cheer Points” booths were set up to provide free sports gear and refreshments, motivating every single runner to run further, and more healthily and passionately.



Ausnutria set up “Kabrita Cheer Points” to encourage runners through the demanding miles.



Ausnutria’s Kabrita team took part in the marathon in support of Changsha’s gala event.

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GIVING CHILDREN A HELPING HAND

In Australia, the Group has sponsored the Royal Children’s Hospital Foundation in multiple community fundraising events in the past years, with the same vision to transform healthcare for children and young people. The Group has also donated formula milk of its own brand, Oz Farm, to children through the foundation. Additionally, the Group pledged to provide monetary sponsorship to the foundation, aiming to support nutrition outpatient services for children with cancer.

CULTIVATING THE DEVELOPMENT OF RURAL STUDENTS

Ausnutria donated over RMB400,000 worth of premium cow milk formula products to Hunan Wispring Education Development Foundation, aiming to support the personal development and education of rural students through the Hong Hui County Training Camp (弘慧鄉村訓練營) held in July 2019. The chairman of the Group, Mr. Yan Weibin, and his wife visited the students in the Hong Hui County and encouraged all to cherish the leadership skills and knowledge learnt.

ADVANCING REGIONAL ACADEMIC EXCELLENCE

In October 2019, Ausnutria entered into a strategic agreement with Nanchang University for an in-depth cooperation in scientific research, talent training, ideological and political alliances, student internships, and scholarship schemes for the coming 3 years. In particular, the Group sponsored RMB150,000 to support the scholarship scheme, hoping to cultivate a learning environment that provides students with practical opportunities.

MAKING CHARITABLE EFFORTS COLLECTIVELY WITH EMPLOYEES

Ausnutria Netherlands introduced an employee-led charitable initiative, where employees are welcomed to submit their ideas to help local children and selected initiatives will be given a budget for execution. Ausnutria believes that when employees are given more ownership of the initiative, they will be more motivated to participate in community programs. This year, thanks to the active participation by employees, the Group has supported various shortlisted proposals. Among those, Ausnutria donated to the Tobias Sybesma Foundation in the Netherlands in support of research projects that aim to cure brainstem cancer. The foundation was named after a 12-year old boy who died of brainstem cancer.



The Group made donations to the Tobias Sybesma Foundation on behalf of its employee.

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