

Final Report

Educating Health Professional about Australian Olive Products

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Boundary Bend Olives Pty Ltd

Project code:

OL17002

Project:

Educating Health Professionals about Australian Olive Products OL17002

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Summary

The Olive Industry Strategic Priorities identify a need for the industry to better disseminate research that details the health benefits of Australian products, specifically for healthcare professionals (HCPs). In delivering credible and well-received research messages to HCPs, an evidence-based approach is key. To meet this need, Boundary Bend Olives (BBO) developed the Olive Wellness Institute (OWI) – a comprehensive website which contains a wide variety of evidence-based resources. The OWI aimed to promote the consumption of olive products for health, and ultimately raise interest/usage of these products in Australia and globally. A key focus was to highlight the Australian certification program for Extra Virgin Olive Oil, and therefore increase awareness (and usage) of good quality local products. The specific target audience for this project was: HCPs, scientists, researchers, olive growers and processors, students of health-related disciplines and health-interested consumers in Australia.

To deliver the projects objective, the following activities were undertaken:

- Website development, launch and continuous improvements
- Comprehensive olive science database of published literature
- Regular website articles
- Comprehensive library or resources (e.g. infographics, podcasts, webinars, leaflets etc.), including a dedicated website section for Systematic Literature Reviews
- Attendance at HCP events (trade stands)
- Hosting HCP awareness seminars
- Industry engagement seminars
- Market research amongst HCPs

The key project output is the OWI website, and information/resources stored within the website. In addition, the market research results are key project output, showing the changes in attitude/behaviors over the project lifecycle. Overall, there was a significant increase from Wave 1 to Wave 2 in awareness amongst all HCPs. Key attitudes and likelihood to promote olive products have all increased.

This project has provided many opportunities to share olive science to the specific target audience. This project has only been active for 12 months and has gained significant traction. Based on the experience of BBO in conducting a commercial HCP program over the past 4 years, there is anecdotal evidence that a program needs to continually build over a minimum of 3 years in order to achieve behavior/attitudinal changes. It is therefore recommended that the project continues to build and gain traction over the next 3 to 5 years, to capitalize on outcomes and work to deliver key objectives for the Australian olive industry.

Keywords

Olive science; Health; Wellness; Extra Virgin Olive Oil; Olive Leaf; Olives; Olive Wellness, Mediterranean Diet.

Introduction

Healthcare Professionals (HCPs) receive rigorous education and training in their degree around the concept of evidence-based medicine (EBM), and for information to be perceived as credible, it must be presented with a sufficient, robust and peer-reviewed evidence base. As a result, to remove the barriers of perceived bias in commercially driven education messages, there is the need for an independently reviewed, credible and evidence-based platform, from which to share information about the health and wellness benefits of Extra Virgin Olive Oil (EVOO) and other olive products. In order to deliver credible and well-received health education to qualified Healthcare Professionals (HCPs), an evidence-based approach is key. To meet this need, in mid-2017, Boundary Bend Olives Pty Ltd (BBO) commenced a project called the Olive Wellness Institute (OWI) – a comprehensive website which contains a wide variety of evidence-based resources. The OWI is an independent, non-retail branded institute which houses a science repository on the nutrition, health and wellness benefits of olive products. The institute is guided by scientific experts that specialise in the nutrition, health and wellness benefits related to olive products.

Through securing Hort Innovation funding, the OWI was able to be more broadly expanded to ensure it worked to increase HCP education, subsequent usage and recommendation of olive related products. This project addressed three key areas of the Olive Industry Strategic priorities:

- 2.2 Commission or support, and disseminate, research that demonstrates the health benefits of Australian olive products
 - Compilation of research on health benefits of olive products with a specific focus on the Australian (rather than Mediterranean) population
 - A comprehensive library of health-related information on olive products that is easily accessed and fully referenced
 - Market research of health professionals to develop a profile of health perceptions of EVOO.
- 2.3 Ensure key industry marketing messages are backed by science and clearly and widely communicated to industry and pipeline customers
- 2.4 Investigate options to value-add Australian olive products.

The OWI initiative aimed to further promote the consumption of olive products for health and wellbeing, and ultimately raise interest and usage of these products in Australia and globally. One of the key focuses was to also highlight the Australian certification program for Extra Virgin Olive Oil, and therefore increase awareness (and usage) of good quality local products.

The overall project objective set was to utilise the OWI to deliver evidence-based information to a specific target audience – HCPs, scientists, researchers, olive growers and processors, students of health-related disciplines and health-interested consumers (e.g. fitness professionals, life coaches) in Australia – so that they can then positively influence the health and wellness of Australians through practically advising on how to include healthy olive products in their daily life.

Methodology

The below diagram details the methodology employed in this project:



Stage 1 – Research Pre-Wave

- During stage 1 of the project there was an initial undertaking of HCP market research, to ascertain the baseline level of knowledge and understanding in the specific target audience.
- This was conducted with a Sub-Contractor – MevCorp Research & Strategy and involved benchmarking of current awareness and understanding levels regarding key olive related topics, among target audiences.
- During this phase extensive planning and research was completed to ensure Stage 2 activities could commence to timelines.
- A Project Reference Group (PRG) was formalized at this stage, with quarterly meetings set, to enable regular feedback from relevant stakeholders.

Stage 2 – Launch Phase

- During the launch phase a comprehensive communications strategy was employed with the specific target audience. This was sub-contracted to VIVA! Communications.

Stage 3 – Development and Engagement Phase

- This phase included a comprehensive engagement, extension and communication plan to share the website with the target audience and drive this audience to the website and associated resources. This involved communication of activities to growers, through the Australian Olive Association (AOA) and other relevant avenues.
- A detailed and targeted Social Media Communications strategy was also developed and implemented during this phase. Digital engagement and communication activities were sub-contracted to The Social Science.
- The OWI website itself was continually improved and updated during this phase. All related website development tasks were subcontracted to Walter Analytics.
- Based on the proposed plan, awareness events and trade events were attended. This was completed and managed by the OWI team. It was identified by the Australian Olive Association (AOA) that the OWI could join them on field trips to growers. As a result, additional grower events were added to the schedule to help disseminate the project activities to olive levy payers.

Stage 4 – Research Post-Wave

- During stage 4 of the project there was a second wave of HCP market research, to ascertain the change in knowledge and understanding in the specific target audience.
- This was conducted with a Sub-Contractor – MevCorp Research & Strategy.

Stage 5 – Expansion Phase

- In this phase, the overall project was reviewed, and ongoing planning completed for the continued lifecycle of the OWI.

Outputs

The below outputs have been achieved across the project duration.

1. Project Documentation

As part of the project requirements the following documents were developed:

- Program Logic and M&E Plan (Appendix A)
- Project Risk Register (Appendix B)
- Stakeholder Engagement Plan (Appendix C)

2. Website Launch

The website launch and associated communication plan was completed in April 2018. A full report of activities and outcomes can be found at Appendix D.

3. Website Contacts & Subscribers

Current website contacts and subscribers is 4,837. Although only achieving 97% of the overall goal, the project now has an overall community (website subscribers, social media community) of 12,563. A key project learning is that the specific target audience want to learn via multiple mediums, and social media has been shown to be a specifically engaging platform for this project.

Appendix E shows a recent activity that resulted in a substantial increase in numbers.

4. Website Performance and Analytics (April 2018 –February 2020)

Website Analytics: April 1st 2018 - February 24th 2020

Users: 197,638 (112k the past 12 months)

Sessions: 233,590 (128k the past 12 months)

Pageviews: 333,335 (184k the past 12 months)

Google Search Breakdown: (Last 12 months)

107k Clicks, 3.58 Million Impressions.

We are seeing a steady upward trend which is expected given new content and Google favouring more authoritative websites in the past few algorithm updates.

Top 5 Organic Search Countries: (241 Represented)

USA – 29k clicks

Australia – 16k clicks

UK – 8k clicks

India – 8k clicks

Canada – 4k clicks

Top Organic Keywords & Clicks

Extra Virgin Olive Oil benefits 6.3 K

Extra Virgin Olive Oil 5.5 K

Benefits of extra virgin olive oil 4.7 K

Olive leaf extract 2.8 K

Olive oil benefits 2.2 K

Is extra virgin olive oil good for you 2.1 K

Extra virgin olive oil uses 2.1 K

Olive leaf tea 2 K

Summary of top website content & # of page views

11 Health Benefits of EVO 96 K

Homepage 30 K

Olive Leaf Extract 28 K

About us 12 K

Olive Leaf Tea 10 K

EVOO vs Coconut Oil 7 K

The Mediterranean Diet Fodmap 7 K

Cooking with EVOO 6 K

Garlic in Low FODMAP 6 K

5. Articles

Articles were updated bi-weekly up until March 2019. Thereon, they were published on a monthly basis, as we work to improve the user flow through the website to take advantage of the large body of content.

<https://olivewellnessinstitute.org/articles/>

6. Resources

A summary of all resources developed across the project duration are below, with links to access:

- [Olive Leaf Extract booklet for Healthcare professionals](#)
- [Grades of olive oil infographic](#)
- [Cooking with Extra Virgin Olive Oil](#)
- [Coconut oil vs olive oil infographic](#)
- [Skin care infographic](#)
- [FAQ for growers](#)
- [Extra Virgin Olive Oil Poster](#)
- [Olive Leaf Extract Poster](#)
- [Health benefits of Extra Virgin Olive Oil leaflet](#)
- [Social media download 1 for Olive Leaf Extract](#)
- [Social media download 2 for Olive Leaf Extract](#)
- [Social media download 3 for Olive Leaf Extract](#)
- [Hydroxytyrosol Infographic](#)
- [The Science of Extra Virgin Olive Oil Presentation](#)
- [Cooking with Olive Oil Presentation](#)

7. Systematic Literature Reviews (SLRs)

These have all be uploaded with an interactive human body element added to the site here: <https://olivewellnessinstitute.org/systematic-literature-reviews/>

- [Blood pressure review](#)
- [Cognitive health and impairment review](#)
- [Inflammation review](#)
- [Cardiovascular disease review](#)
- [Depression and mental health review](#)
- [Metabolic syndrome review](#)
- [Weight and anthropometric measures review](#)
- [Cholesterol and blood lipids review](#)
- [Type 2 diabetes review](#)
- [Rheumatoid arthritis review](#)

8. Webinar Series

The Olive Wellness Institute has now delivered 6 webinars for healthcare professionals.

- November 2018: Extra Virgin Olive Oil – A Focus on the Most Current Evidence and a

Lifestyle Medicine Approach.

173 Live attendees. 166 views of recording since webinar date.

- February 2019: Olive Leaf Extract – A Clinical Overview – This webinar achieved professional development accreditation for Pharmacists and Herbalists/Naturopaths.

52 Live attendees. 1,500 views of recording since webinar date.

- April 2019: The Mediterranean Diet, Extra Virgin Olive Oil and Fertility and Pre-Conception.

43 Live attendees. 165 views of recording since webinar date.

- June 2019: Olive Leaf Extract and Immunity – A review of the current evidence.

25 live attendees: 339 views of recording since webinar date.

- August 2019: Nutrigenomics, the Mediterranean diet and Olive Oil.

57 live attendees. 86 views of recording since webinar date.

- October 2019: The role of Extra Virgin Olive Oil in improving clinical risk factors.

17 live attendees. 50 views of recording since webinar date.

9. Newsletters

Monthly newsletters have been sent as per the below summary:

Olive Wellness Institute May Newsletter	31 May 2018	New research proves that EVOO is the safest and most stable oil to cook with Garlic in low FODMAP diets Mediterranean diet has high anti-inflammatory potential and improves diet quality compared to conventional low-fat diet The olive – antimicrobial compounds Q and A with Advisory Panel Member Dr Simon Poole	Sent to: 370 Opened by: 238
Olive Wellness Institute June Newsletter	28 June 2018	11 Health Benefits of Extra Virgin Olive Oil That You Can't Ignore Showdown: What Is The Best Oil For Cooking? How does olive oil compare with coconut	Sent to: 554 Opened by: 302

		oil? The Mediterranean diet & FODMAPs Olive Wellness Institute Podcast Series – Edition # 2	
Olive Wellness Institute July Newsletter	30 July 2018	Website Feedback Survey The necessity of Extra Virgin Olive Oil for achieving health benefits with a Mediterranean diet Olive Leaf Extract – Review Series Effects of Adherence to a Mediterranean-style Diet and Healthy Lifestyle on Cognitive Functioning in Independently Living Older Individuals Healthy eating on a low FODMAP diet	Sent to: 635 Opened by: 301
Olive Wellness Institute August Newsletter	29 August 2018	Q and A with Extra Virgin Olive Oil Expert – Dr. Mary Flynn OliveNet™: A comprehensive database of olive-associated compounds Q and A with Advisory Panel Member Professor Russell Keast How does olive oil compare with coconut oil? The Mediterranean Diet and the Microbiome	Sent to: 1,035 Opened by: 513
Olive Wellness Institute September Newsletter	26 September 2018	A guide to common cooking oils Oleocanthal – A Phenolic Compound with Anti-inflammatory Action Vegetables – Blanch, Boil,	Sent to: 1,076 Opened by: 410

		<p>Steam or Fry...Which is Best?</p> <p>Olive Oil, the Mediterranean Diet and Heart Health – Recent Research Summary</p> <p>Grades of olive oil</p>	
Olive Wellness Institute October Newsletter	31 October 2018	<p>What's happening at the institute?</p>	<p>Sent to: 1,481</p> <p>Opened by: 501</p>
Olive Wellness Institute November Newsletter	27 November 2019	<p>Tips to Encourage People to Include Extra Virgin Olive Oil in their Diet - Jacqui Plozza</p> <p>Health and Wellness Benefits of Olive Products – Sarah Gray</p> <p>Olive based squalene – nature's alternative to shark derived squalene products for skin care - Sarah Gray</p> <p>We are on Instagram</p>	<p>Sent to: 1,982</p> <p>Opened by: 1,438</p>
Olive Wellness Institute December Newsletter	NO NEWSLETTER	NA	NA
Olive Wellness Institute January Newsletter	31 January 2019	<p>We are hosting a WEBINAR</p> <p>Olive Leaf Extract - A Clinical Overview – Ian Breakspear</p>	<p>Sent to: 1,994</p> <p>Opened by: 1,435</p>
Olive Wellness Institute February Newsletter	28 February 2019	<p>Our Most recent Blogs:</p> <p>The necessity of Extra Virgin Olive Oil for achieving health benefits with a Mediterranean diet. Healthy eating on a low FODMAP diet.</p> <p>NHAA Competition</p> <p>What's happening in February</p>	<p>Sent to: 2,032</p> <p>Opened by: 1,255</p>

Olive Wellness Institute March Newsletter	30 March 2019	We are hosting a FREE WEBINAR The Mediterranean Diet, Extra Virgin Olive Oil, Fertility and Pre-Conception – Melanie McGrice APD.	Sent to: 3,356 Opened by: 1,859
Olive Wellness Institute April Newsletter	30 April 2019	Most recent blogs: the Mediterranean diet and the microbiome. FODMAP: breaking up with garlic Pregnancy, fertility and EVOO.	Sent to: 3,596 Opened by: 1,871
Olive Wellness Institute May Newsletter	31 May 2019	Blog posts The upcoming webinar - Olive Leaf Extract immune webinar advertisement. Olive oil in the news Sensory analysis of EVOO	Sent to: 3,573 Opened by: 1,758
Olive Wellness Institute June Newsletter	27 June 2019	Our Most recent Blogs: OLE and bioavailability The recorded version of the recent Olive Leaf Extract immune webinar. Hydroxytyrosol	Sent to: 3,633 Opened by: 1,711
Olive Wellness Institute July Newsletter	31 July 2019	Recent Blog posts: Mediterranean diet and Cancer How the Mediterranean diet and Extra Virgin Olive Oil aid in the prevention and management of diabetes Mediterranean diet has high anti-inflammatory potential and improves diet quality compared to conventional low-fat diet	Sent to: 3,712 Opened by: 1,748
Olive	NA	Changed Newsletter send	NA

Wellness Institute August Newsletter		out to beginning of month. (starting October) To showcase Podcasts released.	
Olive Wellness Institute September Newsletter	03 September 2019	OWI podcast launch email. Showcasing what the podcast is about, the trailer of the podcast and links to the podcast recordings.	Sent to: 3,830 Opened by: 2,146
Olive Wellness Institute October Newsletter	1 October 2019	3 Most recent podcasts with links. 2 most recent Blog posts: 1.Potential of Olive Products to Reduce Inflammation. 2.OliveNet: a comprehensive database	Sent to: 3,742 Opened by: 1,709
Olive Wellness Institute November Newsletter	6 November 2019	Promoting world olive tree day 26 th November. Podcast promotion and links Article features: EVOO for achieving health benefits. Olive Leaf Extract and Bioavailability.	Sent to: 3,958 Opened by: 2,003
Olive Wellness Institute December Newsletter	16 December 2019	Podcast promotion and links Article/blog features: Tips for health professionals and volume recommendations. EVOO cooking research.	Sent to: 4,154 Opened by: 1,627
Olive Wellness Institute January Newsletter	13 January 2020	Podcast promotion and links Article/blog feature: Mediterranean diet and fertility. Feature link to World congress on oils and fats symposium.	Sent to: 4,263 Opened by: 2,372
Olive Wellness Institute	4 February 2020	Podcast promotion and links	Sent to: 4,350 Opened by: 1,716

February Newsletter		Article/ blog features: EVOO and Men’s health Systematic literature review – cardiovascular health.	
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10. Social Media

Social media activities continue to expand and disseminate the messages. A full consolidated report of activity from April 2018 to March 2019 can be seen at Appendix F.

11. Australian Olive Association (AOA) road shows

Based on feedback at the PRG meetings, there was a need to engage with growers at a face-to-face level. As such, the AOA invited the Olive Wellness Institute to provide a project presentation at the Integrated Pest Management road shows in 2018 and 2019. A summary of these events is below.

Event Name /Location / Date	Topics presented	Guest presenter s	Target audience	Number of attendees
Bright Field Day 1/2/19	About OWI How the Website benefits Growers and Processors Event Kits available	Abby Dolphin	Olive growers and processors	20
Mornington Field day 3/2/19	About OWI How the Website benefits Growers and Processors Event Kits available	Abby Dolphin	Olive growers and processors	30
New Norcia Western Australia	About OWI How the	Abby Dolphin	Olive growers and	15

Field day 15/2/19	Website benefits Growers and Processors Event Kits available		processors	
Olio Bello Margaret River Field Day 17/2/19	About OWI How the Website benefits Growers and Processors Event Kits available	Abby Dolphin	Olive growers and processors	30
Toowoomba Field Day 3/11/18	About OWI How the Website benefits Growers and Processors Event Kits available	Abby Dolphin	Olive growers and processors	12
Halls Gap Field day 16/11/2018	About OWI How the Website benefits Growers and Processors Event Kits available	Abby Dolphin	Olive growers and processors	20

12. Market Research Activities

Two waves of market research were conducted over the project duration. Full reports can be accessed via Appendices G & H.

- Summary of Wave 1 versus Wave 2 of Market Research in HCPs:
 - o Overall: There was a significant increase from Wave 1 to Wave 2 in awareness amongst all HCPs. Importantly, key attitudes and likelihood to promote olive products have all increased, in many cases significantly, among those HCPs who are aware of/ or are exposed to the OWI.

Area	Wave 1 Results	Wave 2 Results (All HCPs)	Wave 2 Results amongst subset who were exposed to OWI/ aware of OWI
Awareness of OWI	8%	21%	100%
Believe that olive products are beneficial for general health	100%	94%	100%
Believe that olive products are beneficial for heart health	96%	96%	100%
Believe that olive products are beneficial for reducing Type 2 Diabetes	68%	71%	85%
Believe that Extra Virgin Olive Oil (EVOO) is suitable for cooking	72%	77%	91%
Those very likely to recommend EVOO to patients/clients	80%	81%	95%
Those very likely to recommend Olive Oil to patients/clients	27%	36%	36%
Those very likely to recommend Olive Leaf Extract to patients/clients	37%	39%	62%
Those very likely to recommend olive products to patients/clients* (*Aggregate of EVOO, Olive Oil and Olive Leaf Extract)	77%	82%	95%

13. Levy Payer Survey

As per the M&E plan, olive levy payers, being a key project stakeholder are being surveyed at present. To date, 75 responses have been received. Appendices I and J detail the responses to date.

The results of the survey broadly show:

- 67.57% of respondents were aware of the Olive Wellness Institute.
- 92% of respondents believed the Olive Wellness Institute to be a worthwhile initiative.
- 93.15% of respondents would like to see the Olive Wellness Institute continue.

14. Awareness events

Four awareness events were completed across the project duration. A summary is below:

Event Name /Location / Date	Topics presented	Guest presenters	Target audience	Number of attendees
Awareness Event 1 Melbourne	Overview of OWI Advisory Panel Key features for naturopaths and dietitians/nutritionists	Sarah Gray Jacqui Plozza Abby Dolphin	Healthcare professionals	26 healthcare professionals
Awareness Event 2 Melbourne	Overview of OWI Production of EVOO Cooking with EVOO Health benefits of EVOO	Abby Dolphin	Natural medicine students and academics	10 Students and academics
Awareness Event 3 Brisbane	Overview of OWI Advisory Panel Key features for naturopaths and dietitians/nutritionists	Jacqui Plozza Abby Dolphin	Healthcare professionals	18 Health Professionals
Awareness Event 4 Wagga Wagga	Australian Olive Association Annual Conference OWI Advisory Panel	Professor Catherine Itsiopoulos	Growers and processors	150 Growers, processors

	Key resources for growers and processors			
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15. Healthcare Professional events

In order to attend Healthcare Professional Events, a suite of event materials was developed. Full details of these can be found at Appendix K.

Five events have been attended (as a trade exhibitor). Overall, 4,188 Healthcare Professionals were interacted with as a result of these events. A summary of these events is below:

Event Name /Location/ Date	Messages conveyed at trade stand	Target audience	Number of attendees
Australian Society of Lifestyle Medicine	About OWI Olive leaf tea Olive science overview Extra Virgin Olive Oil Health Benefits	Integrative healthcare professionals	550
The Wellness Show	Overview of OWI Olive Science Olive Leaf Tea	Healthcare professionals	2000 Healthcare professionals
Nutrition Society of Australia Event	About OWI Olive leaf tea Olive science overview Extra Virgin Olive Oil Health Benefits	Nutritionists	250 Healthcare Professionals and Researchers
Australian Natural Therapies Association (ANTA) seminar Sydney	About OWI Olive Science Cooking with Extra Virgin Olive Oil	Naturopaths	90 Naturopaths
Naturopaths and Herbalists Association of Australia	About OWI Olive Science Launch Sample	Naturopaths	500 Naturopaths

(NHAA) Conference Melbourne	EVOO label Sponsoring Ian Breakspear Research on Olive Leaf Extract which was presented at this conference.		
Olive Wellness Institute Biggest Morning Tea 14 May 2019	Q&A style panel with Sarah Gray as host and Dr Simon poole and Tassos Kyriakides answering question related to the health and science of EVOO.	Dr Simon Poole Tassos Kyriakides	60 Health professionals
Olive Wellness Institute health presentation lunch - The Old Clare 15 May 2019	Ian Breakspear presented his research on Olive Leaf Extract chemical comparison. Tassos Kyriakides presented on the Yale olive institute and the collaboration of OWI. Dr Simon Poole presented on the history, health benefits and scientific significant of EVOO and the Med diet.	Dr Simon Poole Tassos Kyriakides Ian Breakspear	20 Health Professionals
Harvest event at Boundary Bend Estate 16 May 2019	Ian Breakspear presented his research on Olive Leaf Extract chemical comparison. Formal discussion with all advisory panel members on the future goals of OWI	Ian Breakspear <i>advisory panel</i>	18 Health Professionals and Advisory Panel
ICCMR (international congress of complementary medicine research) 7-10 May	Ian Breakspear presented his research on Olive Leaf Extract chemical comparison. Abby Dolphin creating awareness of OWI with materials and resources available on OWI.	Ian Breakspear Abby Dolphin	300 Naturopaths and Herbalists

AOA conference 17-19 October	Presentation on the progress, key achievements and updated resources available from OWI	Abby Dolphin	150 Olive Growers and Processors
Nutrition Society of Australia 2-5 December 2019	Podcast promotion and listening area. How to look for a good quality EVOO – OWI labelled bottles for delegates.	Sarah Gray	250 Health professionals and researchers

16. Generic EVOO samples

Based on feedback at the September PRG meeting, Olive Wellness Institute branded Extra Virgin Olive Oil samples have been created, for dissemination at healthcare professional events and engagements.

Below is the designed artwork (which was reviewed by Hort Innovation):



Outcomes

The project outcomes are below (as per the M&E plan) with an update on the project status to date:

- Intermediate outcome 1: Increased recognition of the body of scientific evidence related to olive products:
 - The body of scientific evidence has been disseminated through OWI, and distributed in varying formats (e.g. website content, articles, infographics, videos) throughout the project
 - Current number of articles on Olive Science Database: 842.
 - Current number of OWI articles published: 53.
 - The 2nd wave of market research shows a great growth in awareness of the OWI platform, which is a significant task in raising the overall recognition of the body of scientific evidence related to olive products:
 - Overall awareness of the Olive Wellness Institute amongst healthcare professionals is at 21%, from a base of 6% at wave once completed in May 2018.
 - Awareness of Olive Wellness Institute has more than doubled since wave 1, with more than 1 in 5 HCPs having heard of Olive Wellness Institute when prompted, in wave 2.

- Intermediate outcome 2: Healthcare professional practice and behavior change with relation to olive products:
 - A significant amount of engagement has been undertaken with healthcare professionals in order to provide education and training about olive science.
 - Outreach efforts have been particularly focused on healthcare professionals, thus our audience is predominantly made up of these professionals:
 - Current number of healthcare professional events attended: 11
 - Current number of healthcare professional awareness events completed: 4
 - Current number of subscribed members to OWI: 4,837
 - Current number of social media followers: 7,726
 - Positive behaviour and attitudinal changes in healthcare professionals can be demonstrated by the results of the 2nd round of market research:
 - Naturopaths continue to have higher belief in the benefits of OLE, in wave 2, while those aware of Olive Wellness Institute are also more likely to perceive the health benefits of OLE.
 - Those aware of Olive Wellness Institute are directionally more likely to promote EVOO.
 - Those aware of Olive Wellness Institute are more likely to think EVOO/OO suitable for cooking.
 - Those aware of Olive Wellness Institute are also more aware of EVOO's overall benefits.
 - Those aware of Olive Wellness Institute are 58% more likely to promote OLE (62% vs 39% for the average HCP).

- End of project outcome: An increase in the specific target population recommendation and promotion of olive products to Australian consumers:
 - The combined project efforts have been working towards this end of project outcome.
 - The market research results detailed above and, in this report, indicate that this project has gone a significant way in increasing the recommendation and promotion of olive products by the specific target population in only 12 months of operation.

Monitoring and evaluation

Overall, the project operations and outcomes have been very pleasing, and have involved extensive activities and outcomes for levy payers, industry stakeholders and the specific target audience.

As per the Project M& Plan, a summary of key metrics is below:

Key Evaluation Questions

Question	Project-specific Question	Project Outcomes
Effectiveness		
To what extent has the project achieved its expected outcomes?	To what extent has the project increased the % of the specific target population who recommend and promote olive products to Australian consumers	<p>As identified in the two waves of market research with the specific target population (Appendices G and H), those exposed to the OWI showed the below change from wave 1 to wave 2:</p> <p>Likelihood to recommend/promote EVOO to patients/clients – Growth from 80% to 95%.</p> <p>Likelihood to recommend/promote Olive Leaf Extract (OLE) to patients/clients – Growth from 37% to 62%.</p> <p>Likelihood to recommend/promote olive products to patients/clients* – Growth from 77% to 95%.</p> <p><i>* Aggregate of EVOO, OO or OLE.</i></p>
Relevance		
How relevant was the project to the needs of intended beneficiaries?	To what extent has the project met the needs of industry levy payers?	<p>As identified in the Olive Levy Payer Survey results (Appendices I & J):</p> <p>67.57% of respondents were aware of the Olive Wellness Institute.</p> <p>92% of respondents believed the Olive Wellness Institute to be a worthwhile initiative.</p> <p>93.15% of respondents would like to see the Olive Wellness Institute continue.</p>

Process appropriateness		
How well have intended beneficiaries been engaged in the project?	Have regular project updates been provided through linkage with the industry communication project?	As per the Project M&E plan, the following project updates have been conducted, providing full awareness and transparency to all relevant stakeholders: Milestone Summary Reports Provided to Hort Innovation: 6-month Report Provided to Hort Innovation. Project Reference Group Meetings. Project SIAP meeting attended in December 2019 and presentation conducted.
To what extent were engagement processes appropriate to the target audience/s of the project?	How accessible were extension events to target specific group?	Regular project updates were provided to the Australian Olive Association database via Friday Olive Extracts emails, and industry magazine. See Appendices L,M,N & O for examples. In addition, the Australian Olive Association Road Show activity provided an opportunity to engage with levy payers and provide them with project outputs to use at their local sites.

Evaluation

Key Evaluation Questions	Data collection requirement / Source and method	Project Outcomes
To what extent has the project achieved its expected outcomes?	Number of social media followers and engagement Monthly reports from The Social Science	Social media numbers: 7,726
How relevant was the project to the needs of intended beneficiaries?	Satisfaction levels of levy payers with project outputs Project survey / questionnaire distributed end 2018	As identified in the Olive Levy Payer Survey results (Appendices I & J): 67.57% of respondents were aware of the Olive Wellness Institute. 92% of respondents believed the Olive

		Wellness Institute to be a worthwhile initiative. 93.15% of respondents would like to see the Olive Wellness Institute continue.
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Recommendations

This project has provided many opportunities to share olive health and wellness science messages to the specific target audience. In addition, the project staff have worked closely with members of the Australian olive industry, to ensure that all project outputs have been available to them. This project has only been active since April 2018, and it has gained significant traction over that time period. Based on the experience of Boundary Bend Olives in conducting a Cobram Estate Healthcare Professional program over the past 4 years, there is anecdotal evidence that a program needs to continually build over a minimum of 3 years in order to achieve behaviour and attitudinal changes. It is therefore recommended that the project continues to build and gain traction over the next 3 to 5 years, to capitalize on outcomes and work to deliver key objectives for the Australian olive industry.

Refereed scientific publications

Chapter in a book or Paper in conference proceedings

Breakspear, I. 2019. Olive leaf in cardiovascular care: a phytochemical comparison of extracts in the Australian. In marketplace. In: Australian Journal of Herbal and Naturopathic Medicine. Naturopaths and Herbalists Association of Australia. Volume 31, Issue 1, 2019. P 29.

See full presentation at Appendix P.

Intellectual property, commercialisation and confidentiality

No project IP, project outputs, commercialisation or confidentiality issues to report. Updated IP register provided with report.

Appendices

- Appendix A - Program Logic and M&E Plan**
- Appendix B - Project Risk Register**
- Appendix C - Stakeholder Engagement Plan**
- Appendix D – Website Launch Activities**
- Appendix E – Website Subscriber Activity – Dietitian Connection**
- Appendix F – Consolidated Social Media Report**
- Appendix G – Wave 1 Market Research**
- Appendix H – Wave 2 Market Research**
- Appendix I – Levy Payer Survey Results Overall**
- Appendix J – Levy Payer Survey Results - Detailed**
- Appendix K – HCP Event Materials**
- Appendix L – Friday Olive Extracts – October 18**
- Appendix M – Friday Olive Extracts – December 18**
- Appendix N – Friday Olive Extracts – February 19**
- Appendix O – Friday Olive Extracts – April 19**
- Appendix P – Ian Breakspear Presentation**
- Appendix Q – Updated IP Register**