



## Introducing Vikki Leng fresh food advocate

Vikki Leng has built a career of real substance across the spectrum of the food industry over more than three decades. Her passion for enjoying life and her love of people, food and writing led her to a career as an author, adult educator, campaign and event manager, food consultant, food stylist, entertaining and inspiring presenter and strategic communications and marketing consultant specialising in fresh produce.

She trained in food and nutrition and started her career as a secondary school teacher and adult educator before working at the Victorian Food & Nutrition Project for five years. Armed with a thorough understanding of the complexities in the various sectors of the food industry, Vikki went on to develop her business *Vikki Leng Enterprises*.

*Vikki Leng Enterprises* uses a comprehensive and integrated approach to strategy and program development, management and delivery. Vikki derives great satisfaction from engaging with people and building teams of positive like-minded people who work together to deliver great results.

Vikki came to public attention in the 1980's as "Vikki the Vego" and has since written and co-written 15 cookbooks and healthy eating manuals and numerous materials to support a diversity of fresh produce campaigns.

## Services

- **Strategic marketing** campaign development and management following a systematic approach from strategic and operational planning to implementation, evaluation and reporting
- **Captivating communications** including e-newsletters and e-books, website content, brochures, fact sheets, reports and point-of-sale materials
- **Creative cookbooks** from concept to launch (both e-cookbooks and hard copy)
- **Exciting concepts**, themes and activities for your campaigns and events
- **Media and public appearances** that are engaging, entertaining and informative

## The Vikki Leng Enterprises Approach

- To skilfully balance strategic thinking and solid planning with creative, practical and meaningful implementation.
- To deliver a range of services in a fun, creative way that promotes inclusiveness, ownership and sustainability and brings people along on an enjoyable journey.
- To provide a personalised approach to target the specific needs of our clients.
- To consistently deliver high quality services and excellent value for money.
- To ensure thorough consultation and open communication with all parties.
- To nurture and build mutually beneficial partnerships and networks to guide and support strategy development and deliver great results.
- To continuously innovate and evolve in step with sociological, market and industry trends.
- To engage, enthuse and empower others.
- To always strive for excellence.

**vikki leng**  
Enterprises

## Snapshot of Achievements

Clients of Vikki Leng Enterprises have included private enterprise, the corporate sector, charitable and not for profit organisations, non-government and government agencies.

### Strategic Marketing, Promotions and PR

Vikki has created strategic communications, marketing and promotions programs for Australian grower groups including Australian Mushroom Growers, Australian Asparagus Council and Victorian Cherry Association. She has also supported promotional campaigns for Aussie Avocados, Australian Pears, Queensland Strawberries, Queensland Pineapples and Australian Stone Fruit.

### Australian Mushrooms

Working with Australian Mushroom Growers Association for more than a decade Vikki Leng managed an extensive media relations campaign in Victoria, conducted a succession of entertaining, engaging and informative shows for the public, and orchestrated a series of boutique events for invited guests. Vikki also helped develop innovative and strategic communication and marketing programs across a range of sectors including retail, foodservice and education.



### Australian Asparagus

Vikki Leng developed and managed the Australian Asparagus Council's successful national integrated marketing program for 12 years resulting in a substantial increase in domestic sales of Asparagus. This included media relations, website development, e-cookbook, retailer program, Spearheading Health with Asparagus nutrition and health report, fact sheets, recipe development and photography, and point-of-sale materials.



Visit [www.asparagus.com.au](http://www.asparagus.com.au)

### Exciting others about cooking and food - Creative Cookbooks & Media

Vikki Leng burst onto the food scene as "Vikki the Vego" in the eighties, bringing with her a new fun approach to cooking. Since then Vikki has not lost any of her enthusiasm and has gone on to produce 15 popular cookbooks and healthy eating manuals accompanied by a stream of memorable TV, radio and public appearances reaching millions of Australians.

*Making a positive difference in people's day-to-day lives is a passion of Vikki's and her audiences appreciate her generosity of spirit and enthusiasm for sharing her knowledge, experience and expertise.*



### Translating Policy Into Practice

Vikki enjoys bringing people together to pool their skills and maximise their efforts. During her five-year appointment at Deakin University's Victorian Food and Nutrition Program, she enjoyed working with a diverse team of health professional, catering managers and chefs to develop, implement and evaluate the innovative and comprehensive Catering Improvement Program (CIP).

Vikki commenced the development of CIP by first establishing a support and advisory network of professionals from the food industry, foodservice, public health and education sectors.

Vikki and her team went on to produce a comprehensive resource kit of cookbooks, videos, how to manuals, training modules and a needs assessment package. A key element in the success of CIP was face-to-face engagement of the catering, health and management teams at client sites.

Vikki is equally comfortable working at both a strategic and a practical level and excels at translating public policy into practical and meaningful implementation that brings about positive change.

Contact Vikki Leng

E: [vikki@vikkileng.com.au](mailto:vikki@vikkileng.com.au) W: [www.vikkileng.com.au](http://www.vikkileng.com.au)

 [instagram.com/vibrant\\_vegetarian](https://www.instagram.com/vibrant_vegetarian)

 [facebook.com/vikkilengenterprises](https://www.facebook.com/vikkilengenterprises)