

MAGGIE BEER'S  
**BIG MISSION**



# The national treasure and food icon delivers aged care residents a new appetite for life

Spurred by shocking findings from a recent Aged Care Royal Commission which exposed extraordinarily high levels of neglect, social isolation and malnutrition in elderly Australians living in aged care, Senior Australian of the Year Maggie Beer OA leads an ambitious world-first social experiment. Captured in this series, Maggie and her team transform the meals and dining experience at an aged care home, restoring health and joy to the residents and carers.

Over 4 months, the series tracks Maggie and her team of experts. With her mantra 'make every mouthful count', Maggie works closely with a speech pathologist, a dietitian, and the home's Executive Chef, to introduce new recipes high in protein and full of flavour. Under the guidance of care change consultants, an occupational therapist and a registered nurse, the dining rooms are renovated to provide a beautiful environment. The shared garden is redesigned to encourage residents, families and staff to spend time outdoors.

Alongside this, the entire care model is re-vamped, taking best practice from existing care models and ways of working. A unique person-centred model of care is developed with a focus on the needs and abilities of each individual resident. Residents are encouraged to 'do more' with the introduction of resident roles, giving them purpose, dignity, increased social connection and tackling institutional loneliness.

With compassion, humour and heart, this critically important series shines a spotlight on a population segment often poorly portrayed or omitted altogether in media coverage. With an average cast age of 89 years old, and inspirational host Maggie Beer soon turning 80, the series puts older Australians front and centre.

**C21 International Format Awards 2024: Winner Best Host of a Format, Nominee Best Factual Entertainment**

**Australian Academy Cinema Television Arts (AACTA): Nominee Best Documentary or Factual Program**

HD 3 x 60'  
Artemis Media

**THE CONVERSATION**

# Our Impact



Our changes were enjoyed by

# 9,000

aged care residents



# One hundred and twenty

homes selected as part of our trainer mentor program

# 13

Chef Trainers employed nationwide



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

Barbara, aged care resident



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



# 4,673

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

Our 

# 26

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

# 7,130

students participated in our online learning modules



# 745,000

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



# 157

menu appraisals of aged care homes



# Eighty six

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

“I find your courses very valuable and enjoyable.”

Aged care cook



Our Professional Community had exclusive access to

# 47

 forum articles

# 21

newsletters produced for our Foundation Communities



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

# Media

'A heart soaring triumph...Overflowing with goodwill counter-balanced by sassy resident commentary worthy of *The Muppet Show's* Statler and Waldorf, *Maggie Beer's Big Mission* perfects the art of heart-tugging doco series at which the ABC excels.'

– **Screenhub**

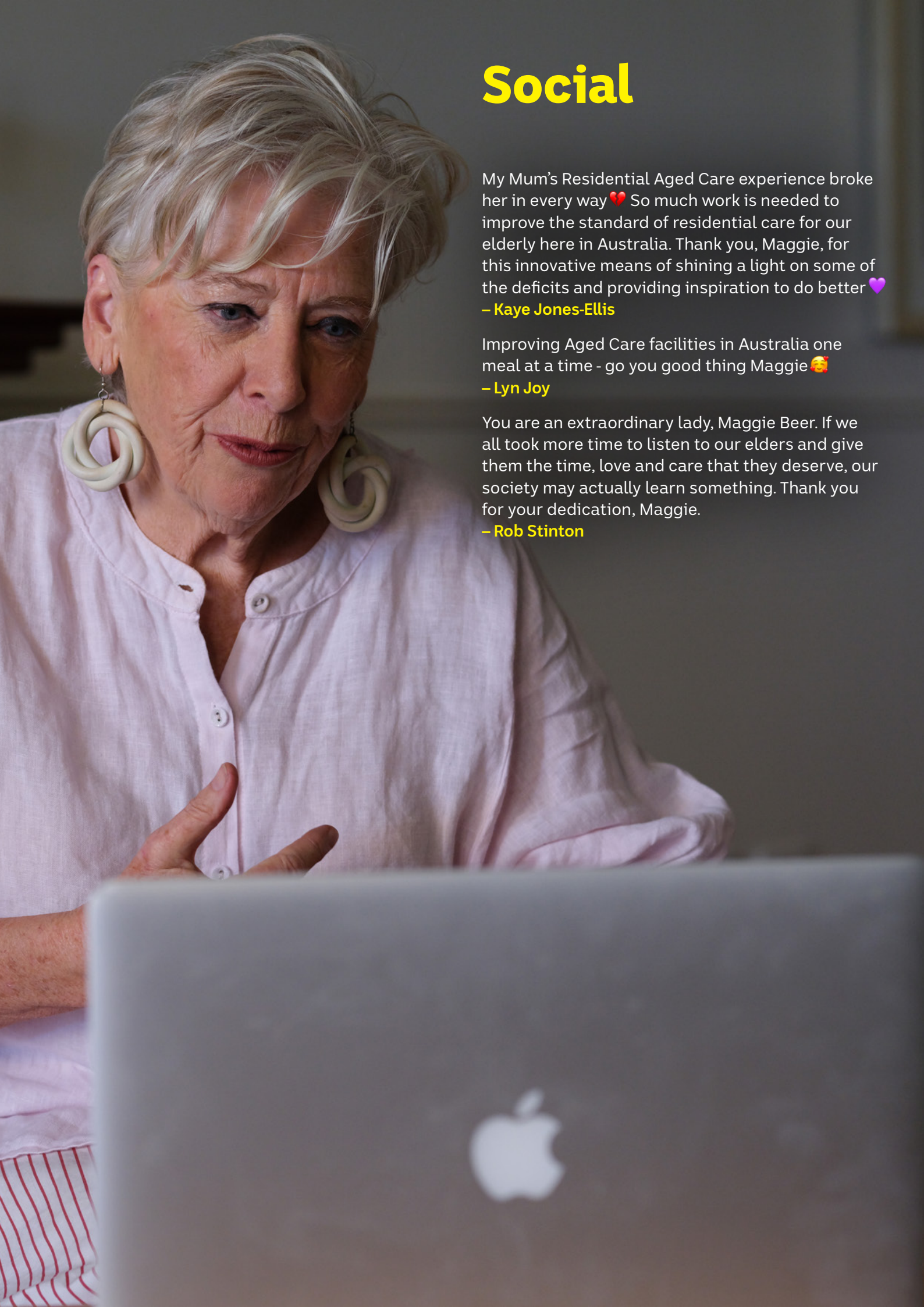
'It's a huge task and one that Beer takes on with gusto and her customary dazzling smile.'

– **Sydney Morning Herald**

'Watching Beer and her team stand up for people who deserve so much more...makes for a very worthwhile experience.'

– **Who Magazine**





# Social

My Mum's Residential Aged Care experience broke her in every way 💔 So much work is needed to improve the standard of residential care for our elderly here in Australia. Thank you, Maggie, for this innovative means of shining a light on some of the deficits and providing inspiration to do better 💜

– Kaye Jones-Ellis

Improving Aged Care facilities in Australia one meal at a time - go you good thing Maggie 🍴

– Lyn Joy

You are an extraordinary lady, Maggie Beer. If we all took more time to listen to our elders and give them the time, love and care that they deserve, our society may actually learn something. Thank you for your dedication, Maggie.

– Rob Stinton

# Episodes



## Episode One

It's Maggie Beer's first visit to the aged care home, and she's diving straight in — meeting residents, tasting the food, and getting a feel for daily life. But early health and wellbeing data reveals a pressing issue: nutrition needs a serious boost. Maggie steps up with her signature approach — fresh, flavourful cooking that packs a nutritional punch.

She teams up with sustainability expert Josh Byrne to reimagine the outdoor spaces, while consultants Elizabeth and Julie unveil a plan to transform mealtimes with a more inviting buffet-style dining experience. Maggie also calls on the Federal Aged Care Minister to witness the changes firsthand.

In the kitchen, she modifies her spinach frittata to suit residents with chewing and swallowing difficulties and introduces the team to a nourishing, protein-rich chicken stock made from scratch. Later, Maggie presents her findings to CEO Chris, and when the standard lukewarm lunch is compared to her warm, freshly baked alternative, the residents' reactions give Maggie real cause for concern.

# Episodes

## Episode Two

Maggie's food revolution is gaining momentum — starting with the most important meal of the day. The kitchen serves up her hearty porridge recipe, and 89-year-old Merle is the first to give her verdict.

As Maggie's experiment unfolds, staff and management undergo training in a more holistic, person-centred approach to care, while the kitchen team learns the art of creating texture-modified meals that don't compromise on flavour.

New activities breathe life into the home, and exciting plans are revealed to revitalise the courtyard, balconies, and dining areas.

In the kitchen, Maggie shows cook Maria how to whip up a protein-rich cake from scratch — an instant hit at morning tea. Alongside Chef Sas, she continues testing new recipes, with the standout dish of the week being her crowd-pleasing Marmalade Pork Belly.

But not everyone is convinced. At a planning meeting for the upcoming breakfast buffet, doubts emerge from some staff and management — will Maggie's bold vision really work?



# Episodes

## Episode Three

The experiment is at the halfway mark — and the pressure is building. With the Federal Aged Care Minister's visit fast approaching, the team races to roll out every improvement on time. But as the stakes rise, so do the cracks in the system.

After completing training in Elizabeth and Julie's compassionate model of care, staff begin applying their new skills on the floor. Meanwhile, the home has undergone a striking transformation — renovations are finished, and the new buffet is finally open. Residents are responding positively, relishing both the fresh food and the freedom of choice.

But behind the scenes, the kitchen is still in turmoil. The shift from processed foods to fresh, made-from-scratch meals is proving difficult for a team unprepared for such a dramatic change.

With tensions high and outcomes uncertain, all eyes turn to the Minister's upcoming visit. Will the changes impress? And when the research data is revealed, will it prove Maggie's mission has made a real difference?





# Key Talent

## MAGGIE BEER



Maggie Beer is an Australian treasure, with a career spanning across farming, food production, as well as television presenting and food writing. Maggie's appearance on the hit ABC programme *The Cook & The Chef* cemented her place as one of Australia's most well-known food personalities, and her line of products is a much-loved range for Australian gourmets.

Of all the accolades given to Maggie, being chosen as Senior Australian of the Year in 2010, and then South Australian of the Year 2011, have been two enormous highlights of a truly busy life. In addition to these achievements, Maggie was thrilled to be appointed a Member of the Order of Australia (AM) for her service to tourism and hospitality on Australia Day in 2012.

In 2013, Maggie received a Doctor of Business honoris causa from Macquarie University. In 2014, Maggie was thrilled to find herself starring on a postage stamp as one of the winners of the Australia Post Australian Legends Award. Australia Post initiated the award in 1997 to honour living Australians who have made a unique contribution to our way of life, inspired the community and influenced the way Australians think about themselves and their country.

Her appearances on television have been numerous, with the most notable being her involvement with *MasterChef Australia*, setting new ratings records for the episodes she featured in. Maggie's latest television venture sees her join Matt Moran as co-hosts of *The Great Australian Bake Off*.

Adding an extra string to her bow, in 2014 Maggie established her own foundation; Maggie Beer Foundation, to provide the pleasure of a good food life for all, regardless of age or health restrictions. The welfare of those in aged care facilities has been an ongoing concern of Maggie's for a long time and she is so happy to finally have found the time and people to support her passion. In fellowship with her board of industry leaders, professors and health advisors, Maggie has made it her personal mission to share her innate knowledge of what good food can do for everyone's state of mind; a truly nourishing mix, so much greater than the sum of its parts.

Maggie's hope for every Australian to have a good food life leads her to work on many levels, with the hope of encouraging everyone (young, old and in between!) to enjoy quality, seasonal cooking every day.

# Production Company

ARTEMIS MEDIA



Artemis Media, formerly Artemis International, provides television content for national and international distribution and exhibition in all forms of visual media. They specialise in thought-provoking, entertaining television for Australia and the international market and are renowned for making stories that inspire, delight and inform.

Artemis is passionate about their programs and believe they can genuinely make a difference. Artemis is rich in ideas, innovative in approach, sometimes playful in outlook, and uncompromising in their sense of purpose.



# Key Creatives

## Celia Tait Executive Producer

Celia Tait is managing director of Artemis Media, based in Fremantle, Western Australia. Celia has worked as a writer, producer, director and executive producer and has won national and international awards for her work.

Artemis produces 'stand out' factual TV for domestic and international networks and is renowned for stories that inspire, delight and inform, and which can have social impact, including *Saving Andrew Mallard*, *The Dream House*, *Don't Stop the Music*, *Storm in a Teacup*, *Australia's Health Revolution with Dr Michael Mosley*, *New Leash on Life*, *Every Family has a Secret*, *Australia's Sleep Revolution with Dr Michael Mosley*, and multi award winning *Ningaloo Nyinygulu*, written and narrated by author and conservationist Tim Winton.

Celia is a member of the IAGC (Industry Advisory Group Committee) that advises the Screenwest Board, and is a committee member of Screen Voice, an association for Australian independent screen producers, and a SPA member. In 2023 she received the 'Outstanding Contribution to the Industry' award at the WA Screen Culture awards. In 2025, she was the winner of the second AIDC Southern Light Award for outstanding contribution to nonfiction screen, digital and/or audio media.

# Key Creatives

## Laki Baker Series Producer & Director

With over 30 years' experience in the television industry, Laki Baker is a highly respected and credentialed producer and director, who has worked with some of the biggest companies in broadcast television. Among them EndemolShine, ITV, BBC and Warner Brothers, to the Australian Broadcasting Corporation and all the commercial free to air networks.

The breadth of her experience is vast, having worked on everything from *MasterChef*, *Australian Survivor*, *Getaway*, and *Farmer Wants a Wife* to women's World Cup football and cricket, among other major sporting events.

Laki and Maggie Beer have a working relationship that spans 15 years, having first worked together on *MasterChef - Series 1*. Laki's food knowledge and experience is extensive having worked on many food related programs and once, owning a cafe.

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