

9-15 February
2026

NATIONAL LUNCHBOX WEEK 2026

National Lunch box Week

Communication Toolkit

Promoting enjoyable and nourishing lunchboxes for all.

National Lunchbox Week is an annual campaign championed by Nutrition Australia. Throughout the campaign, we're focusing on keeping lunchboxes practical, enjoyable and nourishing!

Involving children in lunchbox packing and promoting lunchtimes that foster connection and conversation helps build a positive relationship with food and eating.

We know that every lunchbox looks different, and our practical resources provide reassurance for parents and carers. Our lunchbox tips and ideas have been designed with different budgets, cultures, family resources and individual preferences in mind.

This National Lunchbox Week let's celebrate how every lunchtime is a chance to connect and nourish us!

Our key themes for the week are:


- Positive lunchbox experiences for children
- Keeping lunchbox packing simple
- Reassurance for parents and carers
- Budget friendly lunchboxes
- Getting kids involved
- Lunchtimes connect and nourish us

Use this kit to help share National Lunchbox Week messages


You will find a variety of social media messages and activity ideas that you can tailor for your setting and target group.



Scan to visit our website or follow us on social media

 [/nutritionaustralia](https://www.instagram.com/nutritionaustralia)

 [/nutritionaustralia.org](https://www.facebook.com/nutritionaustralia.org)

 [/company/nutritionaustralia/](https://www.linkedin.com/company/nutritionaustralia/)



Nutrition
Australia

www.lunchboxweek.org

Newsletter copy

Copy & paste the copy below into your newsletter or organisation e-DMs. [Click here](#) to download the Word version.

National Lunchbox Week is here!

(Insert organisation name) is proud to support National Lunch Box Week and help promote enjoyable and nourishing lunchboxes for all!

Each lunchbox is as unique as the person it belongs to, shaped by family culture, available resources, and individual preferences. During National Lunchbox Week, Nutrition Australia's suite of practical tips, helpful resources and simple recipes support families, carers and educators from all backgrounds in creating enjoyable lunchbox experiences.

We know that packing a lunchbox can sometimes feel daunting. Nutrition Australia's tips and simple options can reassure families and help make busy mornings more manageable. Most importantly, lunchbox packing isn't about perfection but finding what works for you and your family. Affordability matters, too, and with some practical ideas, nutritious lunches can be both satisfying and budget-friendly.

Lunchtime is more than a meal. It's an opportunity for children to build lifelong positive relationships with food and connect with friends. The heart of National Lunchbox Week is collaboration. Families, schools, early childhood education services, and health advocates share a common goal: for children to have nourishing, enjoyable meals that help them grow, learn and thrive.

Through National Lunchbox Week, we can help create lasting benefits for children by working together, sharing ideas and fostering inclusive spaces. Explore the National Lunchbox Week website for handy tips, recipes and inspiration: www.lunchboxweek.org

Newsletter Banner Images

[Click here](#) to download images.



Social media imagery options

Use the below images and text to create and share a post from your social media account.

[Click here](https://www.lunchboxweek.org) to download high quality images



Promoting enjoyable
and nourishing
lunchboxes for all



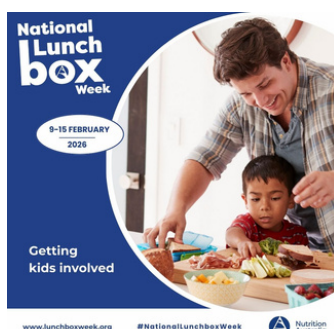
Promoting enjoyable
and nourishing
lunchboxes for all



Positive lunchbox
experiences for
children



Getting kid involved



Getting kids involved



Lunchtimes connect
and nourish us



Reassurance for parents
and carers



Keeping lunchbox
packing simple



Budget Friendly
Lunchbox Ideas

Social media text

Use the below text to create and share a post from your social media account.

[Click here](#) to download the word content.

Introducing National Lunchbox Week

This National Lunchbox Week, (insert school/ECEC/organisation) is promoting enjoyable and nourishing lunchboxes for all!

From the staple sandwich to creative food combos, every lunchbox is different. 🥪🍱

#NationalLunchboxWeek supports families, schools, early childhood settings, and communities through practical tips and ideas to suit all families.

Visit the website for more information: lunchboxweek.org

#NationalLunchboxWeek #NutritionAustralia

Reassurance for parents and carers

Every lunchbox is influenced by a family's resources, culture, time, and individual preferences. Let's create an environment where families feel confident about their choices and children enjoy their lunch.

Whether it's a simple sandwich or speedy leftovers, lunchbox packing is not about perfection.

Together, we can support families to pack enjoyable, pressure-free lunchboxes.

For plenty of practical lunchbox packing tips, including supporting children's unique needs and lunchbox preferences, visit: lunchboxweek.org

#NationalLunchboxWeek #NutritionAustralia

Budget friendly lunchboxes

Trying to keep school lunches tasty and affordable? 💰

Visit lunchboxweek.org for budget-friendly recipes and ideas like these:

- pita crisps
- crispy chickpeas
- pikelets
- basic muffins
- sandwich sushi

#NationalLunchboxWeek #NutritionAustralia

Lunchtimes connect and nourish us

This National Lunchbox Week, let's create meaningful lunchtime experiences for children, where both their bodies and minds are nourished!

Eating together gives children a chance to build relationships, chat, and enjoy the moment. 🗣️❤️

Every lunchtime is a chance to connect and nourish us!

Visit the website for more information on creating positive mealtimes: lunchboxweek.org

#NationalLunchboxWeek #NutritionAustralia

Keeping lunchbox packing simple

Simple is always a win - use fresh basics and quick combos!

Follow these 4 simple steps and you're good to go:

Step 1 - Start with a main item such as a sandwich, roll, wrap or leftovers.

Step 2 - Add a fresh fruit or vegetable snack.

Step 3 - Top up with a second snack such as cheese and crackers, yogurt or popcorn.

Step 4 - Finish with a water bottle.

Visit the website for more information on : lunchboxweek.org

#NationalLunchboxWeek #NutritionAustralia

Getting kids involved

Kids love getting involved... from helping with grocery shopping to packing their own lunchbox. These experiences help with feeling confident, included, and excited about food.

Adding something fun to their lunchbox like a special note or sticker can also brighten a child's lunchtime! ★

Visit the website for more inspiration: lunchboxweek.org

#NationalLunchboxWeek #NutritionAustralia



Printable posters

Use the below posters to display in your school or service. The QR code on each poster takes parents/carers directly to our lunchbox resources. [Click here](https://www.lunchboxweek.org) to download posters.

