



# Life Education Australia

2015/16  
Annual Review





Now, more than ever,  
children and young  
people must make safer  
and healthier choices.



**1/3**

of young people aged  
12-17 say they drink  
alcohol with the intention  
of getting drunk



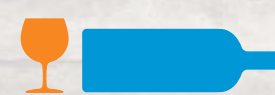
**1 student  
in every 4**

in Australian schools  
is affected by bullying,  
including cyber bullying



More than  
**40%**

of 17 year olds  
have smoked



**37%**

of 17 year olds  
had drunk  
alcohol in the  
last 7 days



**29%**

of 17 year olds  
have used drugs  
like cannabis and  
amphetamines

If bullied  
young  
people  
are up to



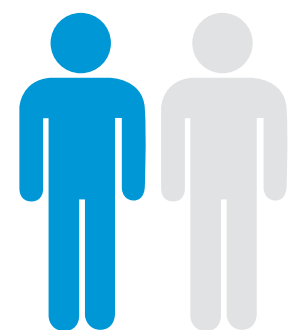
**9 times**  
more likely to have  
suicidal thoughts



**30%**

of young people  
aged 15-24 years  
are now overweight  
or obese



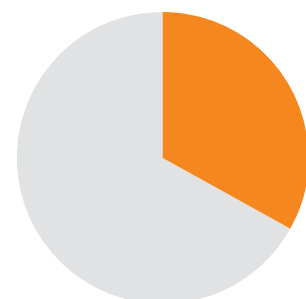


**1 in 2**

Australians have  
a chronic disease

Chronic diseases, like  
**CARDIOVASCULAR  
DISEASE,  
CANCER and DIABETES**

are the leading cause of illness,  
disability and death in Australia.



Almost

**ONE THIRD**

could be prevented by removing  
exposure to risk factors such as  
**smoking, high body mass,  
alcohol use, physical inactivity  
and high blood pressure.**



Despite the need,

**ONLY 1.5%**

of spending is dedicated  
to prevention.

\*As a proportion of total  
health expenditure.

## Chairman's Message

Life Education is the largest, most trusted and credible provider of health and drug education to Australia's children. Our staff, our volunteers and our supporters – together we share an unwavering commitment to these children – and our Mission to empower as many as possible with the capacities they need to make safer and healthier choices.

The need for this work is just as urgent today as it was when we started all those years ago at the Wayside Chapel in Kings Cross. In 2015/16 we delivered our program to more than 660,000 children in schools right across the nation. That's 70,000 children pa more than participated 3 years ago when we set a base from which we have since grown strongly.

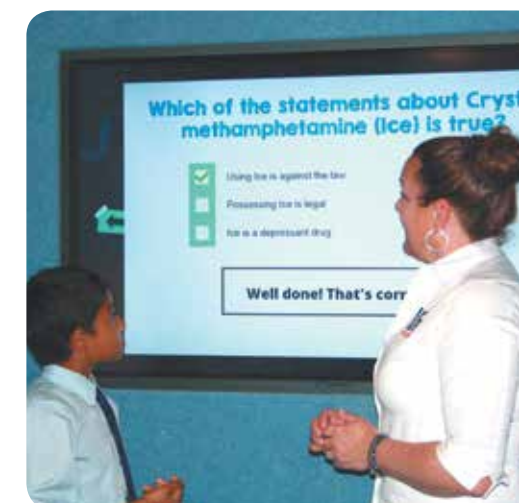
This performance clearly indicates that, when we have the opportunity to increase the delivery of our program, because we have the funding to do so, we are readily able to generate demand for it from schools.

Why? Because of the critical relevance of our work in these local school communities.

As you would appreciate, one of the highest priorities for parents in these communities is that their children grow up developing safe and healthy habits – that they develop the wellbeing necessary for them to live active and fulfilling lives. I have been associated with the work of Life Education for nearly 30 years. Our recent growth and development is some of the most meaningful and exciting that I have witnessed over this period. We are as well placed now as we have ever been to ensure this priority gets the attention it deserves.

An enormous effort goes into making this happen by our talented educators and staff. As a charity we also rely very heavily on the support of our volunteers, donors and sponsors. Thank you all for the contribution you have made.

Tony Hasham AM  
Chairman





Life Education is Australia's  
**largest provider**  
of health and drug education  
to school children.



We work in over  
**3,900**  
schools and preschools  
across Australia



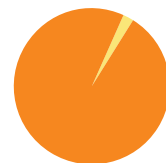
**660,000**  
school children participated  
in our program last year



**130**  
specialist  
educators



**95**  
mobile  
classrooms



**98%**  
of teachers  
recommend our program



Everyday  
**Life Education** helps  
children make safer  
and healthier choices

Since its inception in 1979,  
and **nearly 6 million** school children later,  
**Life Education** is still helping children  
make safer and healthier choices.

## How Life Education works

Life Education makes available to preschools and schools, and their students, *a unique experiential learning opportunity*. Delivered in part by our specialist **Educators**, on the school grounds, in our specially equipped mobile classrooms, using a suite of age appropriate digital and other content, in part by the **Classroom Teacher** who we support with resources to provide additional complementary learning in their classroom and in part by the **Parent** who we support with advice and resources to help them guide the healthy development of their children.



### Pre-School

Highly interactive and fun 45 minute sessions specifically tailored to children aged 3-5 covering topics including **the body, importance of physical activity, nutrition, sleep, safety and social skills.**

### Primary School

Longer sessions of 60 minutes or more, which are fun and interactive and suit an older audience [5-13yrs] covering **the body and body systems, the benefits of staying physically fit, nutrition, decision making, cyber-safety and information about medicines, tobacco and alcohol.**

### Secondary School

Interactive sessions up to 90 minutes designed to meet the needs of young people [13-15yrs] covering topics such as **tobacco, alcohol, illicit drugs, decision making and personal safety.**

The Life Education program builds awareness about a topic or issue, encourages reflection on how it affects students, provides students with knowledge and information they need to understand the topic/issue and develop the strategies and skills needed to apply what they have learnt to make safer and healthier choices every day.





## Our Program

Highly interactive and engaging educational sessions are delivered to students by professionally trained, specialist Educators employed by Life Education.

Our Educators consult with the Class Teacher before visiting a school, to understand the needs of each class and ensure the program is tailored to best meet these needs.

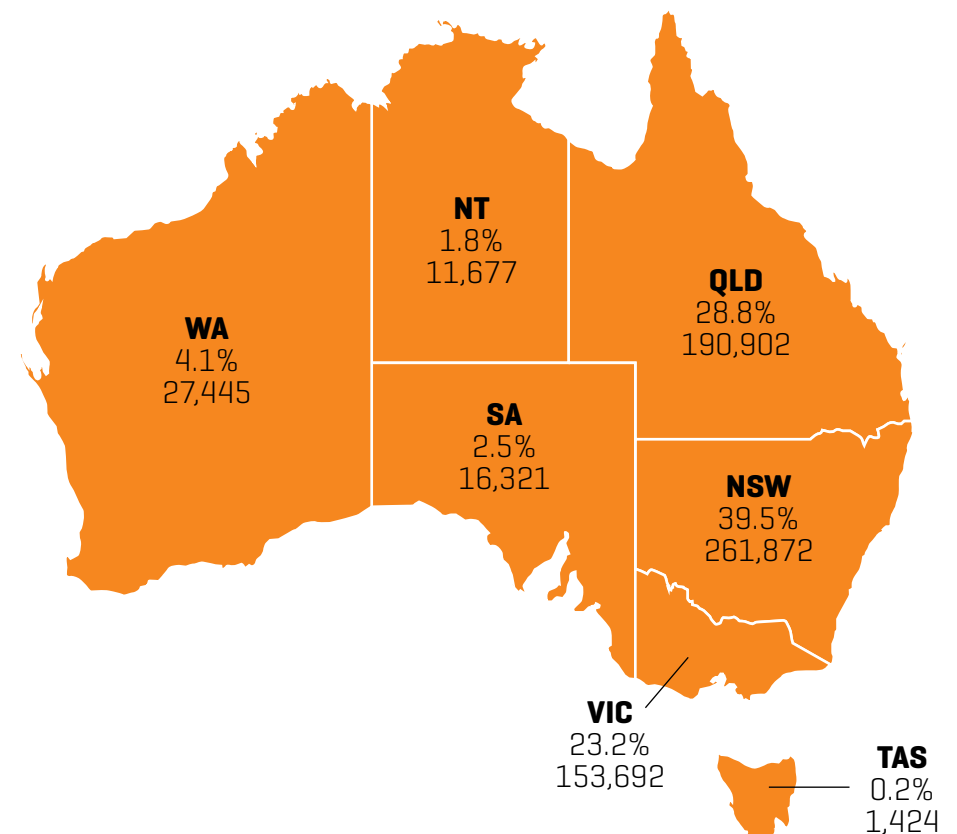
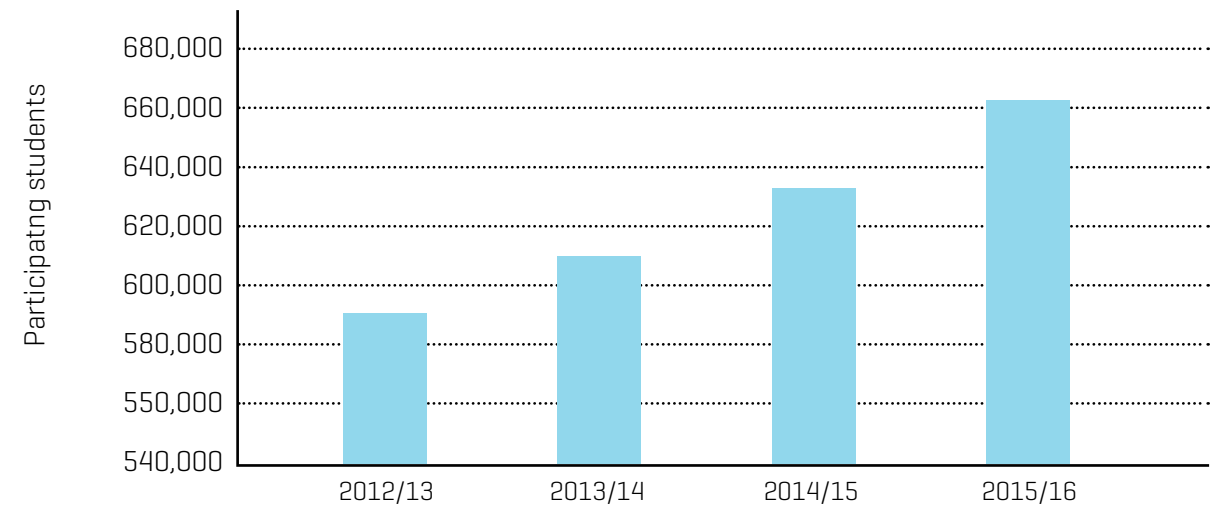
The Class Teacher is provided with an extensive range of curriculum-aligned resources to support the delivery of further educational sessions in the classroom.

Life Education delivers its program in schools using our mobile classrooms. This unique experiential learning space helps children retain what they learn.

## Program Delivery

We continued to generate strong growth in student participation in our program in 2015/16.

### Student Participation



In 2016/17 we expect to deliver our program to more than 700,000 school children across Australia.





**Nicotine**  
Nicotine occurs naturally in the tobacco plant and is addictive. Nicotine can make some smokers feel sick and have headaches.  
Commonly used in:  
Insecticides (Bug Killers)



# Snapshots of our program delivery

Working across all States and Territories, Life Education has delivered its program to children in some incredible communities across Australia and continues to reach more children each year to instil in them the confidence to make safer and healthier choices now and in the future.

In August 2015 the Deputy Premier of **NSW**, Troy Grant launched a refurbished Life Education mobile classroom from Dubbo West Primary School, which will operate across the Central West of the State. Mr Grant who is also an ambassador of Life Education, told the assembled children that he still has fond memories from when Healthy Harold visited his school and remembers the positive impact it had on his own education and life choices.

"I'm supportive of the good work that the educators do in this field and am pleased that the NSW Government could come to the table to help out with funding the upgrade of the fleet of mobile classrooms. I'm particularly impressed that Life Education in partnership with the NSW Government and the Disabled Children's Foundation, has installed a wheelchair lift to allow better access to the van and enable all children to enjoy its educational benefits" said Mr Grant.



In NSW alone more than 260,000 students in over 1200 schools take part in the preschool, primary and secondary programs each year. "I encourage schools across NSW to take up the opportunity and make use of this important educational facility by participating in the Life Education program" said Mr Grant.

The first weekend in March 2016 saw our **Victorian** team deliver the Life Education program to a group of Indigenous young people attending Bluelight's first Koori BLAST Camp in Maldon.

The program received overwhelmingly positive feedback. Karen Burns, Bluelight Operations Manager in Victoria said "The Life Education program was absolutely perfect for our audience and Zoey and Tom [our Educators] did a great job catering to all of the different ages that we had in the van. I am positive that the kids were engaged, they were asking and answering lots of questions."

In **Queensland** we are now able to deliver our program in Roma for the first time ever and the community of Mt Isa can now access the Life Education program again for the first time in 13 years!

This is thanks to two brand new mobile classrooms now operating in North West and South West Queensland. These mobile classrooms are fifth wheelers – so called because the horizontal fifth-wheel coupling provides the link between the van and the towing vehicle – better enabling us to get out into remoter parts of the state where the children would otherwise miss out on our program.

A typical school term in the **Northern Territory** can see our Educators travel over 7000km, visiting schools in both larger regional communities as well as smaller more remote communities.

With the onset of the dry season, our Educator packed up the 4WD and headed south from Darwin, visiting Barunga, Manyallaluk, Beswick and Bulman community schools before an end of week stopover in Matarnaka that saw lessons delivered before getting involved in the Friday evening school disco. Then the 1000 km drive to Alice Springs in time to participate in the Alice Springs School of the Air MINI School. This was the first time many children have met Healthy Harold as they live on remote stations all over Central Australia. Healthy Harold takes the opportunity to participate in the annual Sports Carnival.



Then it's off to Yirrara College, a boarding school in Alice Springs attended by young people from communities all over the Territory. Life Education was provided the opportunity to work with Years 7, 8 and 9 students delivering our tobacco and alcohol modules and discussing with these students strategies around making good choices and sharing their dreams and aspirations on what they want to achieve. The students explore how choices can affect them and what they want to do in the future.



After 2 weeks working in schools in Alice Springs it's time to head north. A 3 day drive got us to Ngukurr on the banks of the Roper River in southern Arnhem Land for a week of lessons and lots of extracurricular activity.

**A passing comment from a teacher who has been teaching in the area for 32 years, "You teach good things in a good way".**



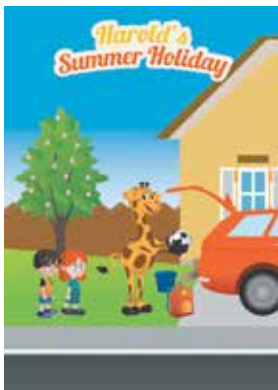
# New in 2015 / 16

## New Preschool Program - Healthy Harold, Healthy Me

In Term 3 2015 we launched our new preschool program, Healthy Harold, Healthy Me.

This innovative new program supports pre-schoolers learning and development through the opportunity to engage in play-based, experiential and interactive experiences to foster their health, safety and wellbeing - building on their mental, physical and social foundations.

Healthy Harold, Healthy Me offers 3 Modules:



**Being Safe - Harold's Summer Holiday**  
Road, sun, water, medicine safety.



**Becoming Healthy - Harold's Healthy Play Day**  
Healthy food, hygiene, physical activity, sleep.



**Belonging and Connecting - Harold's Thankful Heart**  
Gratitude, thankfulness, friendships, caring for others.



**Healthy Harold Healthy Me** embeds key components of all the Early Years Learning Framework and incorporates the requirements of the National Quality Framework and National Quality Standards.

Sessions are delivered in Early Years centres to children 3 - 5 years by our specialist educators and extended with accessible on line - pre, post and take home activities, for educators, parents and students, to use in both the classroom and home environment.



We have also launched a free, fun, interactive app featuring Healthy Harold. With 6 fun and challenging mini games, young children can learn and share with their parents about being safe, healthy and belonging and connecting [feelings, gratitude and thankfulness].

**In 2017 school year we expect approximately 40,000 preschool children to participate in this unique new program.**



# New in 2015 / 16

## Redevelopment of the Foundation to Year 2 program content

Throughout 2016 we developed five brand new modules for students in the junior primary school age range, supporting learning in relation to body knowledge, food and nutrition, the benefits of physical activity, hygiene, personal safety, and relationships.



### MY BODY MATTERS

Foundation

Harold and his friends want to look their best for photo day at school, but discover that things don't always go to plan. This module focuses on things children can do to keep themselves healthy including:

- the importance of personal hygiene
- choosing foods for a healthy balanced diet
- benefits of physical activity and sleep
- ways to keep safe at home, school and in the community



### HAROLD'S FRIEND SHIP

Foundation / Year 1

After building a model spaceship at school, Harold and his friends, Boots and Red venture into an imaginary world in outer space. As the adventure unfolds children explore:

- how to build friendships and care for others
- feelings and emotions
- safe and unsafe situations and early warning signs
- safe places and people to turn to for help



### READY, STEADY, GO

Year 1

Harold and his friends are ready for their big race at the school athletics carnival. Or are they? When one member of their relay team doesn't show up, what will they do?

This fun, engaging narrative provides opportunities to discover:

- benefits of physical activity
- safety strategies in different environments
- how our body reacts in new situations
- what our body needs to be healthy including a nutritious diet, water and sleep



### SAFETY RULES

Year 1 / Year 2

Harold and his friends have gone camping, but when someone gets injured on a hiking expedition, how will they look after each other and make it back to camp? This module helps children to problem solve and focuses on:

- recognising safe and unsafe environments
- how to care for others
- behaviours that maintain friendships
- places and people who we can go to for help



### GROWING GOOD FRIENDS

Year 2

Harold battles to figure out what to give his grandma for her birthday, until his friends, Boots and Red step in and offer some good ideas. This animated story takes us to familiar surroundings where students can:

- explore what health messages mean
- identify safety signs
- recognise how physical activity and nutrition contribute to a healthy lifestyle
- explore how positive relationships benefit our health and wellbeing

**In the 2017 school year we expect approximately 200,000 students aged 5 to 8 years old to participate in these modules. Complementary online resources have also been developed to support their teachers and parents.**

## Development of a new upper primary drug program

We received a \$470,000 grant from the Department of Health to develop an upper primary module focused on legal and illegal drugs, inclusive of Ice.



### DECISIONS

Years 5 - 6

This module offers a choice of content on legal drugs or legal and illegal drugs. Students explore the decision making process and improve decision making skills by looking at choices, consequences, responsibility, facts, and influences.

- what is a drug and how drugs are classified
- effects of drugs on the body
- analysing health messages about drugs in the media
- messages around non-use – normative data – dispelling myths
- influences on decision making – family, peers, media, culture, financial, legal
- strategies and skills to be safe

The new Decisions module is a contemporary response to a community need which will support upper primary students to develop an understanding of the impact of alcohol and other drug use, build their capacity to make responsible, safe and informed decisions, and develop their ability to manage challenging situations effectively. The new module will facilitate teaching, learning and discussion around legal drugs such as medicines, caffeine, tobacco and alcohol, as well as illegal drugs such as cannabis and methamphetamines. This education will be factual, age appropriate, and preventive in nature, reflecting best practice in the delivery of school drug education.

**In 2017 school year we expect approximately 50,000 upper primary school aged students to participate in this new module. Complementary online resources have also been developed to support their teachers and parents as well.**





# Program Evaluation

Our program seeks to build in students the awareness, knowledge and motivation as well as the strategies and skills they need to make safer and healthier choices.

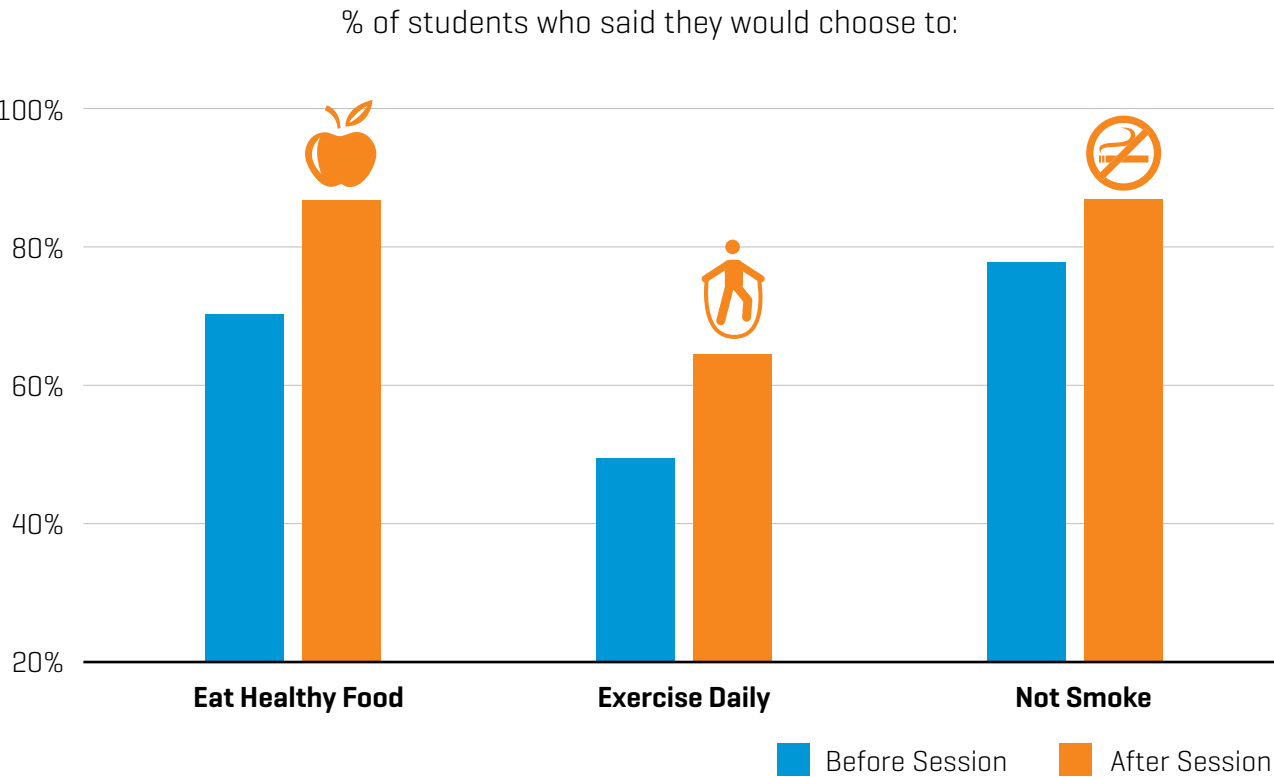
Late in 2014 we released the results of an evaluation based on data collected from 5,246 students in 53 primary schools across NSW, QLD, VIC, SA, WA, and NT. This was conducted one to two weeks after students participated in the Life Education session.

*This evaluation demonstrated that the Life Education program works to strengthen the ‘predisposing factors’ that can help children and young people to make safer and healthier choices.*

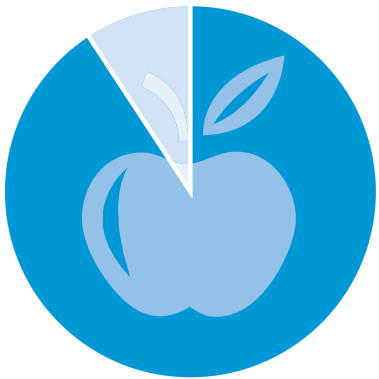
Late in 2015 survey data was collected from 8,658 students in Year 4 and over in 136 schools in Queensland before and after their participation in sessions covering healthy eating, physical activity, smoking, and alcohol.

*This evaluation demonstrated, amongst other things, that the sessions delivered by Life Education are effective in developing students’ disposition to adopt safer and healthier behaviours, with most students expressing positive attitudes towards the adoption of safer and healthier behaviours because of what they had learned in the session.*

The more module-specific key findings of this evaluation were as follows:



## Program Evaluation continued:



**90% of students** thought that they would be more likely to **eat healthier** because of the session



**85% of students** thought that they would be more likely to be **physically active** because of the session



**90% of students** thought that they would be less likely to **smoke** because of the session



**86% of students** thought that they would be more likely to make safer decisions about **alcohol** because of the session

**This evaluation demonstrated that the education sessions we deliver play a valuable role in helping schools to strengthen the capacities in students that predispose them to make safer and healthier choices.**



# Fundraising

## Business partnerships

We continue to enjoy a strong, mutually beneficial relationship with a small number of business partners:



We are also grateful for the pro-bono support we receive from:



## Trust and Foundations



# Fundraising

## The Life Education Foundation

The Life Education Foundation, established in mid-2015, raises funds to support the ongoing development and growth of the Life Education program. The Foundation was launched at a special reception hosted by their Excellencies, The Governor-General of the Commonwealth of Australia, General the Honourable Sir Peter Cosgrove AK MC [Retd] and Lady Cosgrove, at Admiralty House in early September 2015



Since then we have announced details of the Foundation’s inaugural fundraising campaign - the Millions of Choices campaign - and the successful raising of in excess of \$1,500,000 to date thanks to the very generous support of the Founding Donors to the Foundation - Dick and Pip Smith, the Mapp family, Harry Triguboff, Marcus and Caroline Blackmore, Paul Wheelton and Garry Browne.

In 2015/16 the Foundation contributed approximately \$500,000 to Life Education Australia in support of both content development as well as promotion projects. The Foundation will be a long term and strategically significant source of grant funding to Life Education, supporting initiatives consistent with its focus on growth in reach, enhanced impact, and financial sustainability. The Foundation will not provide funding for Life Education’s general day-to-day operating costs.

The Trustee of the Foundation is a newly incorporated company, Life Education Foundation Limited. The Directors of the Trustee are Tony Hasham AM, Paul Wheelton OAM, Paul Siviour, Christopher Mapp, and The Hon Justice David Yates – all current or past Directors of Life Education Australia. The Foundation has no staff. We thank the partners and staff of Corrs Chambers Westgarth for their pro bono legal advice and support in establishing the Foundation.



# Fundraising

## Australian Government

The Department of Education has been a long term financial supporter of Life Education Australia, and in particular the work of our National Office. In 2015/16 we received a \$200,000 grant from the DOE for this purpose. Unfortunately, in 2016/17 this grant funding from DOE will reduce to \$100,000, being the last in a declining stream of grant payments made in recent years.

Life Education Australia has received once-off project-type funding from the Department of Health. A \$1 million grant received in 2014/15 was made available for on-distribution to our State and Territory affiliates to support their growth in program delivery. \$60,000 of this grant was retained by Life Education Australia and recognised in the 2015/16 financial year.

We also received a \$470,000 grant from the Department of Health to develop an upper primary module focused on legal and illegal drugs, inclusive of ice. This project has now been completed. This DOH funding and the associated project costs will be recognised in the 2016/17 financial year.

## Events

Our annual gala event, the Gold Harold Dinner, provides us the opportunity to honour outstanding individuals who in their own very special way have contributed to the healthy development of Australia's children.

This year, with the support of the likes of the Honorable Dame Marie Bashir AD CVO, Ita Buttrose AO OBE, and Professor Tom Calma AO, we celebrated the outstanding efforts of this year's winners - Harold Mitchell, Dr Chris Sarra, Lisa Wilkinson, and Professor Gordian Fulde.



We acknowledge the support of our Gold Sponsors of the 2016 Gold Harold Dinner:

BLACKMORES®



educational  
experience™  
your learning resource partner



As well as our Silver Sponsors:

Elanor





# Board of Directors



Tony Hasham AM  
[Chairman]



Andrew Bennetto



Shaun Bonett



Garry Browne AM



The Hon Alan G Cadman OAM



Helen Karabassis



Professor  
Geoff Masters AO



Tommi Husband



Mike McAuliffe



Peter Morgan



Clare Payne



Paul Siviour



Lynette Thurnham



The Hon Justice  
David M Yates

# Our Team



David Ballhausen  
CEO



Laila Bazzi  
National Manager Finance & Admin



Conchita Casteigt  
National Marketing Manager



Blake Davies  
Digital Marketing Manager



Melinda Deering  
National Partnerships Executive



Rebecca Havas  
National Partnerships Manager



Kristy McLean  
National Office Support



Patricia Murphy  
Accounts Payable



Robyn Richardson  
National Manager Program Development



Sushil Shrestha  
IT Manager



Jo Vaughan  
National Training Manager



# Financial Information

Life Education Australia (LEA) is a member of a group of companies comprising the Life Education group. It acts as the group's National Office. LEA owns and is responsible for developing the Life Education program (essentially each module and its content, the teacher resources, the student workbook, and the parent resources). LEA is also responsible for quality assurance and program evaluation as well as national marketing and partnership activities.

The program is implemented across Australia by Life Education NSW, Life Education Victoria, Life Education Queensland, Life Education South Australia, Life Education Western Australia and Life Education Northern Territory. Each of these organisations is responsible for employing Educators, developing and maintaining Mobile Classrooms, promoting the program to schools, and overseeing its delivery in their respective jurisdictions.

The following is a summary of both LEA's and the LE Group's recent profitability:

## Profit & Loss Statement

Year ended 30 June

	LEA		LE Group	
	2015	2016	2015	2016
	'000	'000	'000	'000
<b>Income</b>				
Government grants	300	260	5,155	5,974
Donations & Fundraising	1,344	1,204	4,798	5,826
Affiliation fees	228	252	228	252
School fees	-	-	4,959	5,228
Other income	119	51	844	794
<b>Total Income</b>	<b>1,990</b>	<b>1,767</b>	<b>15,984</b>	<b>18,074</b>
<b>Expenditure</b>				
Program Delivery	-	-	7,397	8,031
Program Development & Evaluation	380	415	380	415
Other costs	1,649	1,122	6,700	9,762
<b>Total Expenditure</b>	<b>2,029</b>	<b>1,537</b>	<b>14,477</b>	<b>18,208</b>
<b>Profit / (Loss)</b>	<b>[39]</b>	<b>230</b>	<b>1,507</b>	<b>[134]</b>

The profit generated in LEA in the year ended 30 June 2016 is the result of a contribution of \$207,800 arising from the consolidation of Life Education Foundation. This also had a material impact on LEA's cash position as at 30 June 2016.

The LE Group loss in the year ended 30 June 2016 was largely attributable to a concerted investment made in Queensland in the recruitment of donors to a regular giving program, called *Hands Up Now!*, as well as the investment made in NSW in the capacity needed to grow student participation in our program. While resulting in financial losses in 2015/16, returns on both investment campaigns are expected in future years.

# Financial Information

The following is a summary of both LEA's and the LE Group's financial position as at 30 June 2016, compared with its position a year earlier

## Balance Sheet

Year ended 30 June

	LEA		LE Group	
	2015	2016	2015	2016
	'000	'000	'000	'000
<b>Current Assets</b>				
Cash	309	1,277	4,165	4,995
Receivables	108	93	865	1,002
Investments	222	222	242	222
Other	28	62	785	272
<b>Total Current Assets</b>	<b>666</b>	<b>1,654</b>	<b>6,056</b>	<b>6,491</b>
<b>Non Current Assets</b>				
Property, Plant & Equipment	199	180	2,388	3,092
Other	19	19	[104]	37
<b>Total Non Current Assets</b>	<b>218</b>	<b>199</b>	<b>2,284</b>	<b>3,129</b>
<b>Total Assets</b>	<b>885</b>	<b>1,853</b>	<b>8,340</b>	<b>9,620</b>
<b>Current Liabilities</b>				
Payables	100	785	1,454	2,541
Other	-	50	780	1,167
<b>Total Current Liabilities</b>	<b>100</b>	<b>836</b>	<b>2,235</b>	<b>3,708</b>
<b>Non Current Liabilities</b>				
Provisions	80	83	568	353
<b>Total Non Current Liabilities</b>	<b>80</b>	<b>83</b>	<b>568</b>	<b>353</b>
<b>Total Liabilities</b>	<b>180</b>	<b>918</b>	<b>2,803</b>	<b>4,061</b>
<b>Net Assets</b>	<b>705</b>	<b>934</b>	<b>5,537</b>	<b>5,559</b>

\* Northern Territory entity's balance sheet is at Dec 2015 due to calendar year reporting

The financial information presented above is provided as a guide only. The consolidated figures presented for the LE Group have not been audited. They have been extracted from the financial statements of the entities comprising the Group.



#### **National Office**

Level 7, 280 Pitt Street, Sydney, NSW 2000

Telephone: 02 8262 4300

Email: [admin@lifeeducation.org.au](mailto:admin@lifeeducation.org.au)

#### **Queensland**

PO Box 247, Pacific Fair QLD 4218

Telephone: 07 5572 0166

Email: [qld@lifeeducation.org.au](mailto:qld@lifeeducation.org.au)

#### **New South Wales**

PO Box 789, St. Marys NSW 1790

Telephone: 02 9673 3222

Email: [nsw@lifeeducation.org.au](mailto:nsw@lifeeducation.org.au)

#### **Victoria / Tasmania**

PO Box 2439, Templestowe Heights VIC 3107

Telephone: 03 9852 0199

Email: [info@lifeeducation.org.au](mailto:info@lifeeducation.org.au)

#### **Northern Territory**

PO Box 573, Nightcliff NT 0814

Telephone: 08 8947 2911

Email: [nt@lifeeducation.org.au](mailto:nt@lifeeducation.org.au)

#### **South Australia**

PO Box 2439, Templestowe Heights VIC 3107

Telephone: 03 9852 0199

Email: [info@lifeeducation.org.au](mailto:info@lifeeducation.org.au)

#### **Western Australia**

PO Box 265, Karrinyup WA 6921

Telephone: 08 9272 0044

Email: [wa@lifeeducation.org.au](mailto:wa@lifeeducation.org.au)

**[www.lifeeducation.org.au](http://www.lifeeducation.org.au)**

