



# Life Education Australia

## 2017/18 Annual Report



**Empowering our children and young people to make  
safer and healthier choices through education**

# Chair's Message

The last year can only be described as one of immense change, due to changes in Board members, management, and general market conditions, be it Government, educational and overall the competitive space in which we play...

As we reflect on the last year, we have invested significantly more in educating our most important stakeholders; the children who we seek to inspire and encourage to make informed choices which become healthy and safe habits.

Having assumed the role of Chair of Life Education Australia in March, I have some big shoes to fill with my predecessor, Tony Hasham in the role for at least the last 15 years and within the organisation for the last 30 years. An amazing commitment and dedication to the cause, and we are very grateful to Tony for his leadership and service to Life Education in Australia.



Over the period 2017/2018 we visited an astounding 700,000 students nationwide. The class sessions included all the program modules with the most popular being bCyberwise; Relate, Respect, Connect and Growing Good Friends. This is encouraging considering the advances in technology and the online presence in our daily lives, with content focusing on building respectful relationships both on and off line.

I am pleased to share that our program was delivered in a unique and memorable way through new pop-up classrooms in schools we might not have previously been able to visit either due to their remote location or limited space on the school grounds. The pop-up classrooms added colour, fun and brightness to children doing it tough during some of our driest months of the year.

Continuing with the positive news, this past year saw us having an overwhelming response and enthusiasm from schools applying for the Inaugural "Growing Good Gardens Grant" in partnership with Yates® Gardening. This is very exciting as it demonstrates the focus on healthy food that will contribute in building healthy habits.

Advances in technology brought us the development of our innovative, highly interactive digital TAM-e, using cutting edge technology and augmented reality to bring to life a 3D model of the human body. To be launched early 2019 within our mobile classrooms, this will further enhance the engagement and experience for our students.

Moving forward with our program, we are developing a series of storybooks for junior primary school students and parents encouraging our children to make safer and healthier choices for their future.

We will continue to support our teachers with needs-based curriculum supported stimuli and programs and continue to understand the needs of parents and carers and their role in their children's education, arming them with the best resources and tools to manage their families' changing needs.

We are committed to ensuring that we continue to develop and deliver programs which are relevant and sustainable, innovative and unique for many years to come and not only aim to visit every child across Australia but to do this every year.

In terms of building a stronger financial base we are focusing very much on building new relationships with Corporate Australia and will be focusing on addressing the Government's commitment to supporting our cause in a more meaningful way than what they have done in the past.

The financial performance of the LE Group is broadly consistent with the prior year. Revenue was down slightly for the year ended 30 June 2018 at \$17,806k compared to \$18,179k of the previous year. Operating expenses were also consistent resulting in a surplus of \$162k. The most significant change in the use of funds in the current financial year was a reduction in program development expenditure and an increase in fundraising distributed to the affiliated state organisations. The balance sheet for the LE Group has \$4.6m of cash, total assets of \$8.9m and net assets of \$5.9m, up 3.4% from the prior year.

As we move into our 40th year we can reflect on what has been achieved as an organisation and where we are going. In the next 5 years we would like to see us educate another 4 million children which we believe is eminently achievable.

We have many significant milestones and events this year and we will be enrolling and encouraging our total LEA community in helping us celebrate the last forty years and the decades to come.

**Our CEO David Ballhausen** who I would like to acknowledge, has been with us for almost ten years and has decided to retire from the role. We thank David for his commitment, loyalty and support over this time and we wish David well for the future. Can I also acknowledge how much we appreciate the efforts and commitment of our hard-working members of our staff, our board, and our volunteers, without their efforts we would not be able to deliver on our ambition of - **Empowering the young to make the best choices for a healthy safe life.**

**Garry Browne AM**  
**Chair**  
**Life Education Australia**





Today, more than ever, our children and young people need support to make safer and healthier choices - now and throughout their lives.



**1/3**

of 12-17 year olds say they drink alcohol with the intention of getting drunk



**1 student in every 4**

in Australian schools is affected by bullying, including cyberbullying



More than  
**40%**

of 17 year olds have smoked



**33%**

of 17 year olds have consumed 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 15-24 year olds are now overweight or obese



# Life Education Program

Our program is in demand, now more than ever.

We are committed to continuing to grow the *reach*, enhance the *impact*, and strengthen the *sustainability* of our work in school communities right across Australia.

The program is designed to be delivered to small class groups at least once a year, every year, over the course of a student's schooling. Our professionally trained Educators employ an array of issue specific, age appropriate resources during these sessions.



In consultation with the school, specific programs are tailored to best meet the needs of each class. Delivered from our mobile classrooms, students are engaged within a fresh, unique learning space to help retain their learnings.

These learnings are extended further within their own classrooms where Class Teachers are supported with an extensive range of curriculum-aligned resources.

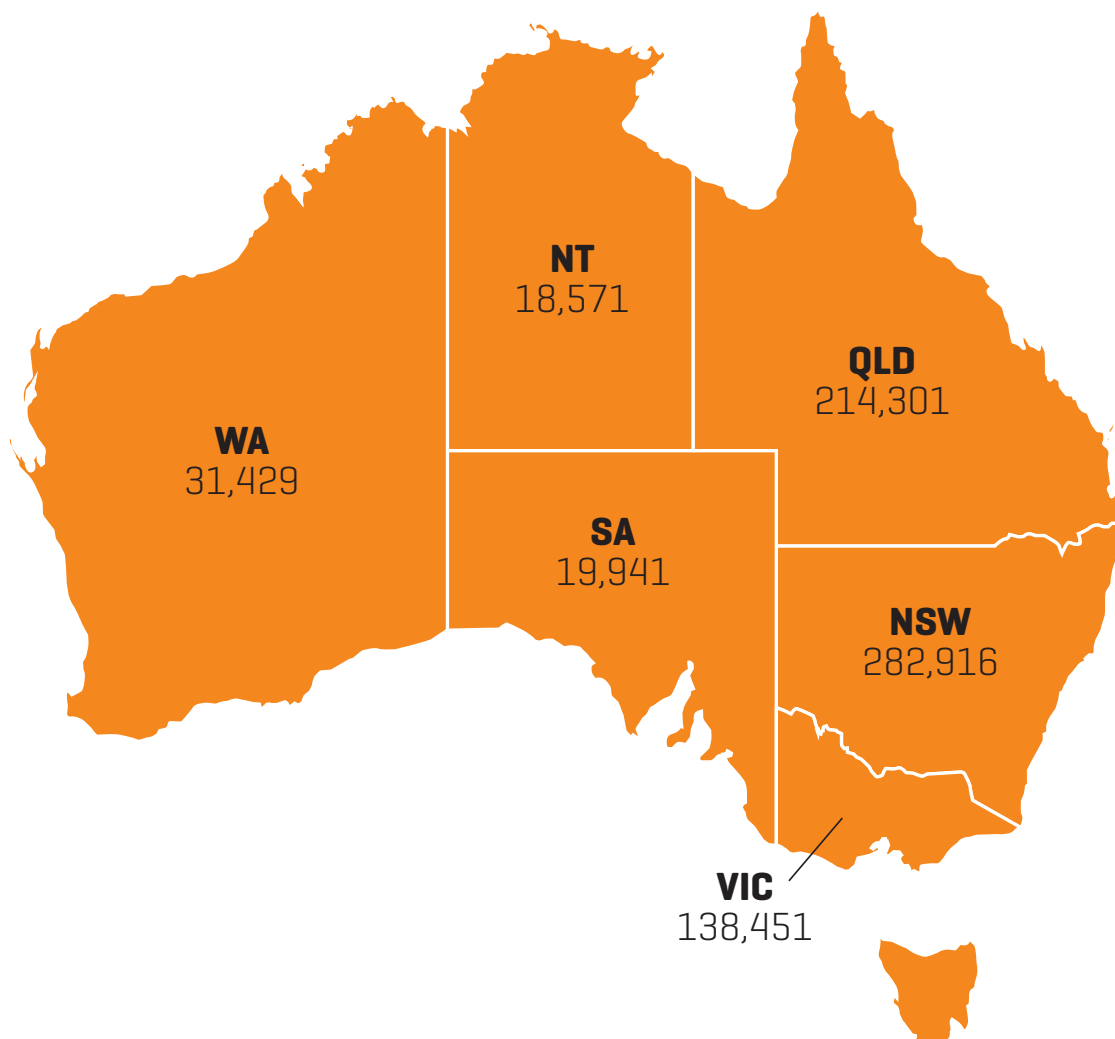


# Program Delivery

Since 1979, Life Education has performed a unique and valuable role in the education of Australian school children.

Today, Life Education is the largest and most trusted and credible provider of preventive health and drug education to Australia's children and young people.

## Student Participation 2017/18



Since our inception in 1979,  
and **over 7 million** school children later,  
**Life Education** is still helping children  
make safer and healthier choices.

# Program Delivery



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



We work in over

**3,700**

schools and preschools  
across Australia



**700,000**

school children participated  
in our program last year



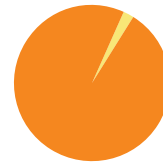
**130**

specialist  
educators



**100**

mobile  
classrooms



**98%**

of teachers  
recommend our program

# Program Quality

Receiving feedback from more than 1,000 Australian teachers after experiencing the Life Education program we are assured of the invaluable role we play in helping young people make safer and healthier choices.



**97% of Teachers**

rated the delivery of the Life Education program by our Educators as good to excellent



**94% of Teachers**

agreed or strongly agreed that our program met the needs of their students



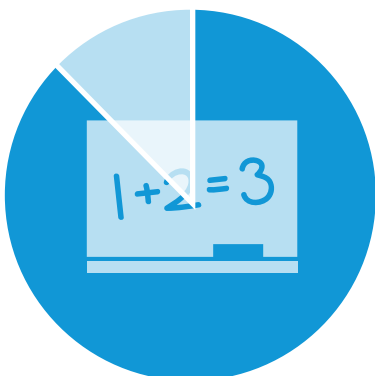
**87% of Teachers**

indicated they would use Life Education's print or online post visit resources



**91% of Teachers**

rated the quality of resources as good to excellent



**87% of Teachers**

indicated that our Educators assisted them in their own classroom practice



**97% of Teachers**

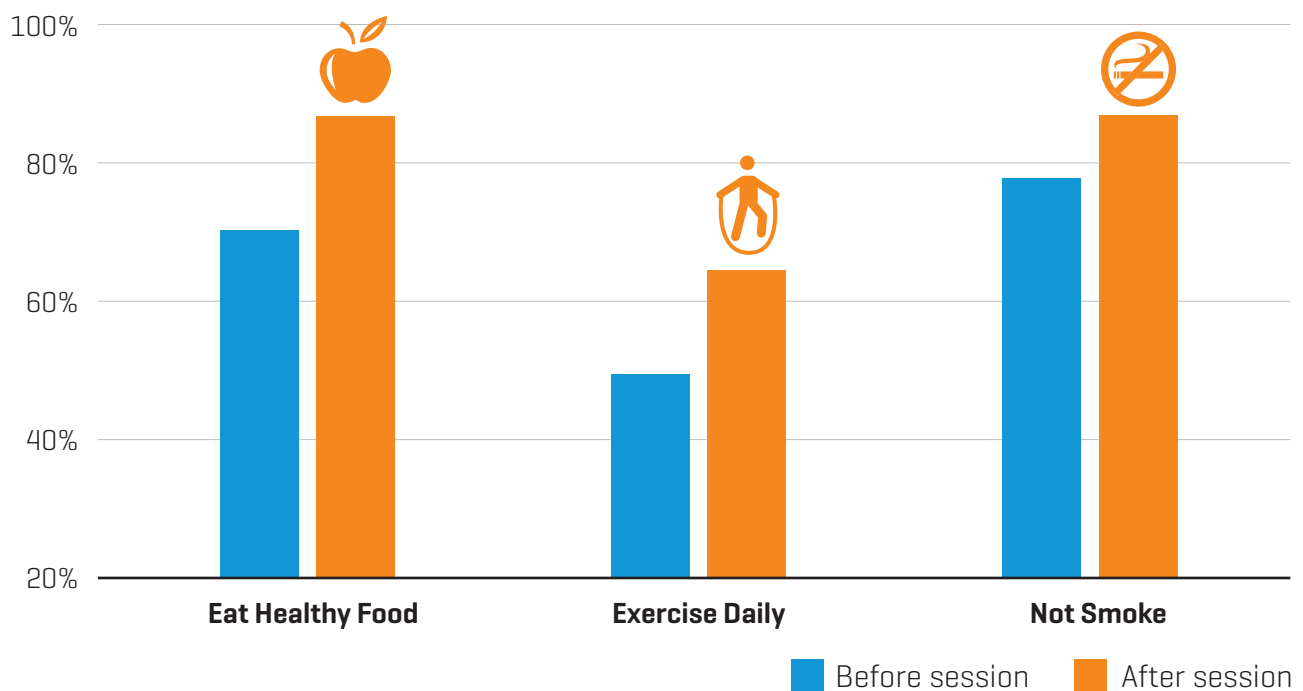
would recommend that their school re-book Life Education



# Program Impact

Evaluations involving data from more than 10,000 Australian students demonstrated, among other things, that the Life Education program plays a valuable role in helping schools to strengthen the capacities in students that predispose them to make safer and healthier choices.

% of students who said they would choose to:



# New in 2017/18

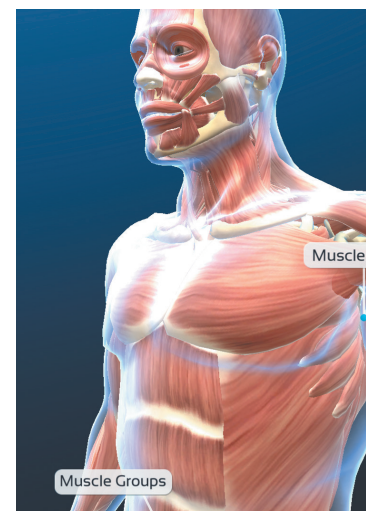
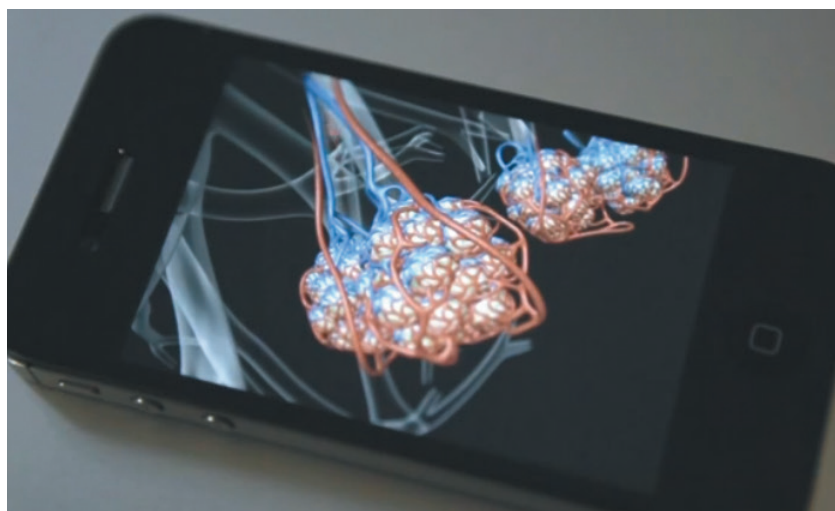
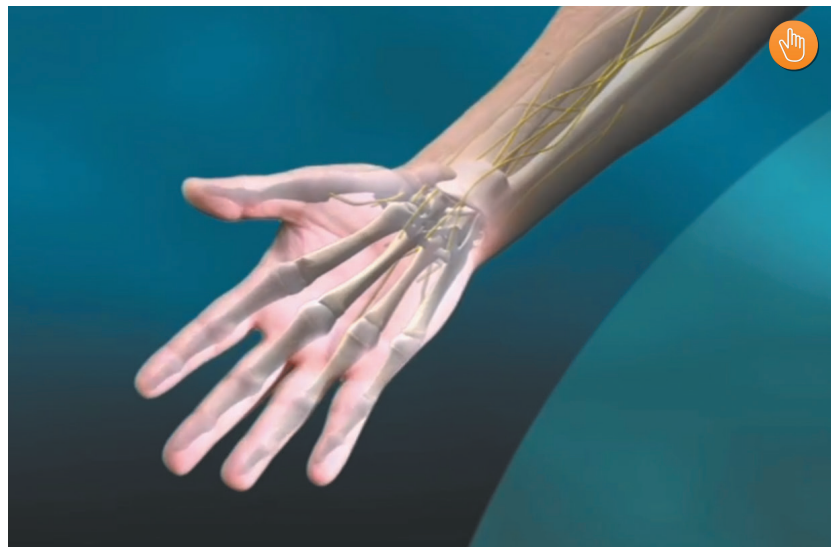
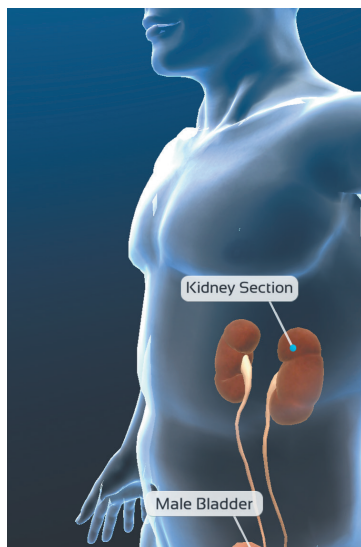
## New primary program module and refresh of secondary modules

2018 saw the launch of Relate, Respect, Connect - a significantly relevant program to help young people to create respectful relationships both on and off line. Online teacher resources around our secondary program, Face the Facts, targeting issues of drugs and alcohol, were also refreshed with new statistics and curriculum updates.



## Innovative developments

The development of a unique, customised and highly interactive digital asset to effectively demonstrate the body systems and functions to be launched in early 2019.





## Alternative program delivery methods

The Inflatable 'Pop Up Classroom', which can be offered to schools as an alternative to the mobile classroom, and which we can develop and maintain at a significantly reduced cost, better enabling us to fund our growth.



## Alternative fundraising channels

The development of a Healthy Harold online merchandise store and the publication of a storybook range targeting junior primary school students and their parents.





# Acknowledgements

Life Education celebrated with ambassadors, public supporters, dedicated staff and passionate educators during a Gold Harold night to be remembered.



## Life Education Partners

We continue to enjoy strong, mutually beneficial relationships with a growing number of business partners and thank them all for their continued support:



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



# Life Education Foundation

The Life Education Foundation was established in 2015 and has since then been supported by the following Donors and Inaugural Guardians.



Dick Smith AC



Grahame Mapp AM



Harry Triguboff AO



Marcus Blackmore AM



Paul Wheelton AM



Garry Browne AM

This investment by the Foundation has had a significant impact on the capacity of Life Education to grow the delivery of its program.

Empowering our children and young people to make safer and healthier choices through education.





# Board of Directors



Garry Browne AM  
[Chair]



Shaun Bonett  
[Deputy Chair]



Alex Collinson  
[Treasurer]



Tim James  
[NSW]



Helen Karabassis



The Hon Justice  
David M Yates



Sue O'Malley



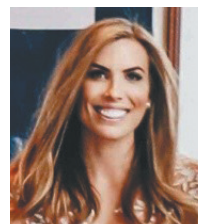
Peter Morgan  
[QLD]



Tom Costopoulos  
[VIC]



Mike McAuliffe [WA]



Claire Stokes



Robbi Tims  
[SA]



Tommi Husband  
[NT]

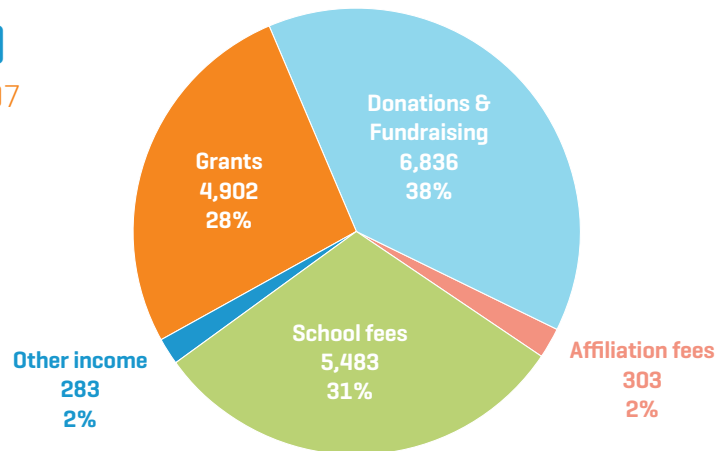


# Life Education Financials

The following is a summary of Life Education Group's 2017/18 financial performance:

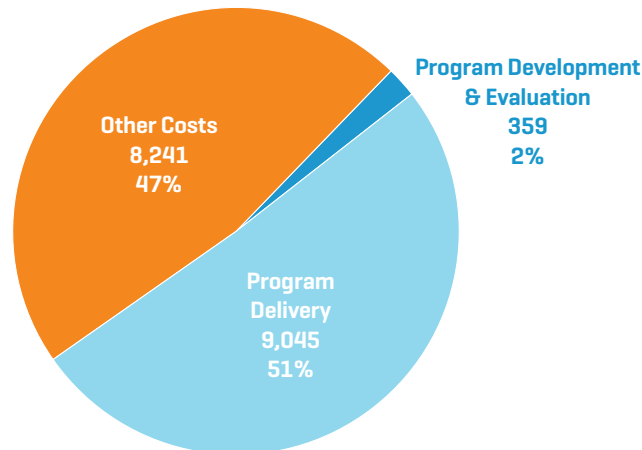
## Income (\$'000)

Total Income: \$17,907



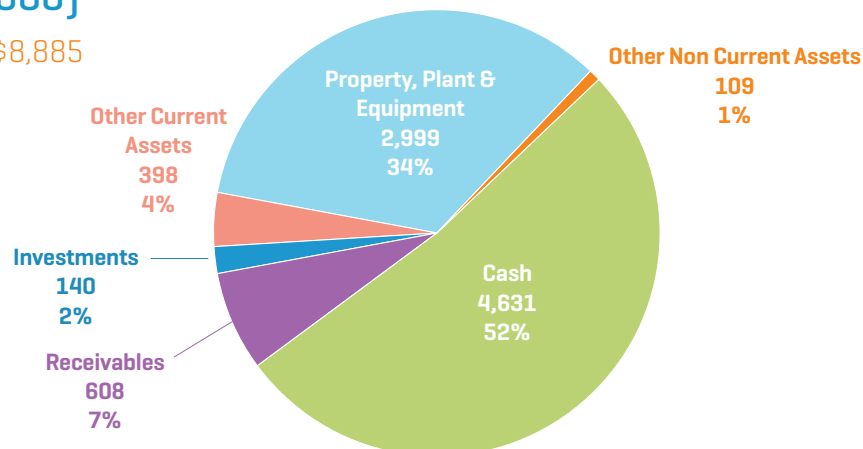
## Expenditure (\$'000)

Total Expenditure: \$17,645



## Assets (\$'000)

Total Assets: \$8,885



Life Education Australia (LEA) is a company limited by guarantee. It owns and is responsible for developing the Life Education program (essentially each module and its content, and associated resources). LEA is also responsible for quality assurance and program evaluation as well as national marketing and partnership activities. The members of LEA include its separately incorporated Affiliated Member organisations – Life Education NSW, Life Education Victoria, Life Education Queensland, Life Education South Australia, Life Education Western Australia and Life Education Northern Territory. The program is delivered across Australia by these Affiliated Members in their respective jurisdictions. As such each Affiliated Member organisation is responsible for employing Educators, developing and maintaining Mobile Classrooms, promoting the program to schools, and overseeing its delivery. The financial information presented above is provided as a guide only. This information has been extracted from the financial statements of the entities comprising the Life Education Group. The individual accounts of the Affiliated Members are audited however, these consolidated figures have not been audited.

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**1300 HAROLD**

