



**ANNUAL
REPORT**

2020



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CHAIR'S MESSAGE

A year like no other - 2020 was challenging for us all.

First, one of Australia's worst ever bushfire seasons devastated the landscape, destroying homes and threatening lives.

Then in March 2020, the COVID-19 global pandemic brought society to a standstill, as Australia and the world were forced into lockdown.

The pandemic impacted every part of Australian life, as well as our business. Nonetheless, from the outset, the way in which the Life Education teams responded to COVID-19 was remarkable, particularly given the uncertainty and highly challenging operating environment created by the pandemic.

The agility and adaptability shown by our teams was inspiring.

While Healthy Harold was in lockdown, he was still able to make a difference to the lives of children and work with teachers and parents to provide knowledge and tools to motivate and encourage children to make considered choices that lead to a healthy and safe lifestyle.

Life Education visited more than 2,500 schools, preschools, and high schools with around 450,000 children participating in the program across Australia including around 50,000 through new online modules.

New National CEO, Kellie Sloane successfully navigated the organisation through COVID-19 and in doing so created a vibrant community where everyone feels that they are part of something extraordinary.

Our new 2021 operating model is more cohesive and constructive and sets the foundations for what should always be a live and evolving strategy, and ensures ongoing improvements and advancements, well into the future.

The three-year, \$4.4million grant from the Commonwealth Department of Education to deliver the Being Healthy Being Active program, a new major five-year, \$1 million partnership with Aussie and ongoing relationships with Channel 7, Woolworths, OPSM, Yates and Trend Micro transect the priorities we each share for Australian families and secured investment for the future of Life Education.

We thank our partners, for their ongoing support.

What Life Education achieved, by diligently and collectively working through a complex and rapidly changing environment to continue to deliver on our goals, was extraordinary. I would like to thank my board colleagues, our senior leaders and our teams for their commitment and hard work over the past 12 months.

While this year's events have shaken the world, it has also proven the resilience of Life Education, the strength of our culture and the commitment of our teams and partners to make a positive difference to children's lives.

It is this conviction in our ability to be a force for good that underpins our success and enables us to continue to deliver on our vision of generations of healthy young Australians living to their full potential.

SUE O'MALLEY

LIFE EDUCATION AUSTRALIA CHAIR





CEO'S MESSAGE

A TIME OF CHANGE AND A TIME FOR CHANGE

Life Education has supported millions of Australian children for more than 40 years to lead safer, healthier lives. We give them the knowledge, skills and strategies to grow-up safe and healthy and strong.

We help them understand the dangers of drugs and alcohol, how to deal with bullying and the importance of cyber safety, health and well-being and respectful relationships.

All these issues were amplified in 2020 due to bushfires, floods, a global pandemic and lockdowns that forced a global financial crisis.

- **50% increase in cyber bullying, e-Safety Commissioner (April 2020)**
- **20% increase in alcohol consumption by adults, ABS**

There were also the perennial issues of nutrition, with a quarter of children overweight or obese and the United Nations warning that obesity was a global pandemic in its own right.

Our teams across the country innovated and adapted, fast-tracking our digital strategies and developing online learning modules and resources.

466,000 children still engaged with our programs despite rolling disruptions and lockdowns.

And while we provided a swift response to the crisis, we also ensured we built the foundations for future impact.

Global management firm McKinsey and Company provided pro bono support to help us develop an education strategy for future program development and design.

The Commonwealth Government committed to significant financial support, tied to the development of teacher resources and social and emotional support for children. It also funds an evaluation of our programs to ensure we remain relevant, can demonstrate our impact on young lives and continue to be leaders in our field.

As we emerge from 2020 and look to the school year ahead we can be proud of our efforts and thankful for the support of our partners who have invested in our important work.

If I could use one word to sum-up our aspirations for 2021 it would be *impact*. The year ahead will be about program development and evaluation to make a measurable difference to the lives of hundreds of thousands of young Australians.

We continue to need you by our side – a community of support for our most precious resource, our children.

Kellie Sloane

NATIONAL CEO





OUR PATRON'S MESSAGE



His Excellency General the Honourable David Hurley AC DSC (Retd)
Governor-General of the Commonwealth of Australia

Linda and I, on behalf of all Australians, would like to thank you for your contribution to Life Education over the course of 2020.

This year has brought many challenges. The way we live, work and stay connected has changed.

More positively, it has also highlighted the contributions that so many Australians make to their community. Linda and I have encountered this goodness in countless conversations, visits and, in a sign of the peculiarities of 2020, video conferences over the course of the year. Time and time again we have been struck by the selflessness and generosity of Australians.

This is not, of course, to understate the scale of the challenge or, indeed, the pain being felt in parts of our community. It does, though, make us both enormously proud to be Australian and hopeful for our future.

Linda and I are proud to be associated with organisations like Life Education. The contribution that Life Education and you make in our community is considerable.

We would like to thank you for your work, passion and commitment.

Yours sincerely



L. Hurley





OUR MISSION



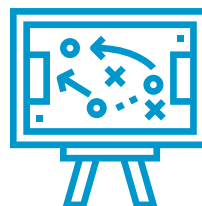
GENERATIONS OF HEALTHY YOUNG AUSTRALIANS LIVING TO THEIR FULL POTENTIAL

OUR VISION



EMPOWERING AUSTRALIA'S CHILDREN AND YOUNG PEOPLE TO MAKE SAFER AND HEALTHIER CHOICES THROUGH EDUCATION

STRATEGY



WORKS AT SCALE, DELIVERING UNIQUE AND IMPACTFUL LEARNING EXPERIENCES YEAR ON YEAR, DIRECTLY SUPPORTING CHILDREN, YOUNG PEOPLE, TEACHERS AND PARENTS



OUR STRENGTHS



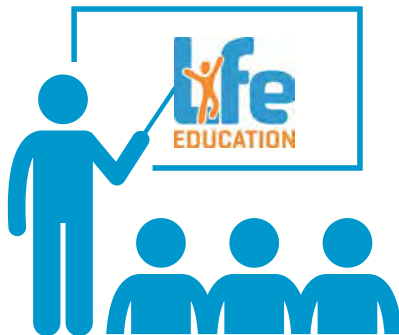
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**SPECIALIST HEALTH &
WELLBEING EDUCATORS
NATIONWIDE**



+466K

**SCHOOL CHILDREN
INCLUDING ONLINE
STUDENTS PARTICIPATED
IN OUR PROGRAMS
DESPITE THE COVID
LOCKDOWNS ***



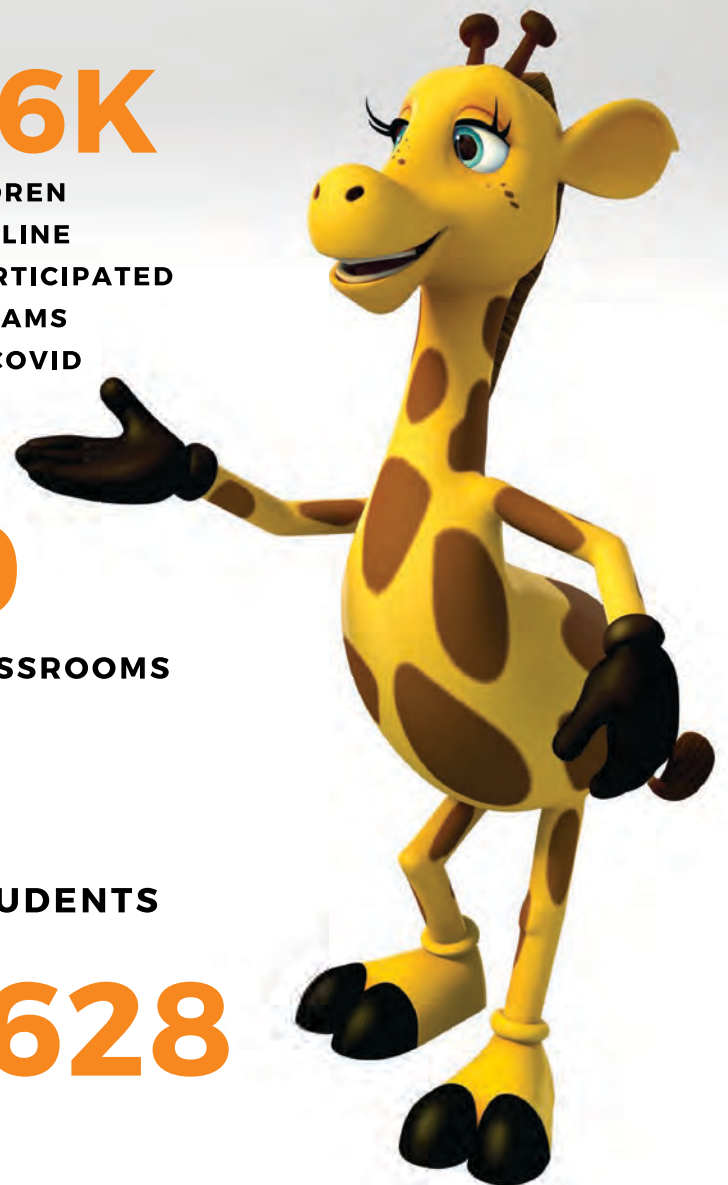
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MOBILE CLASSROOMS



ONLINE STUDENTS

56,628

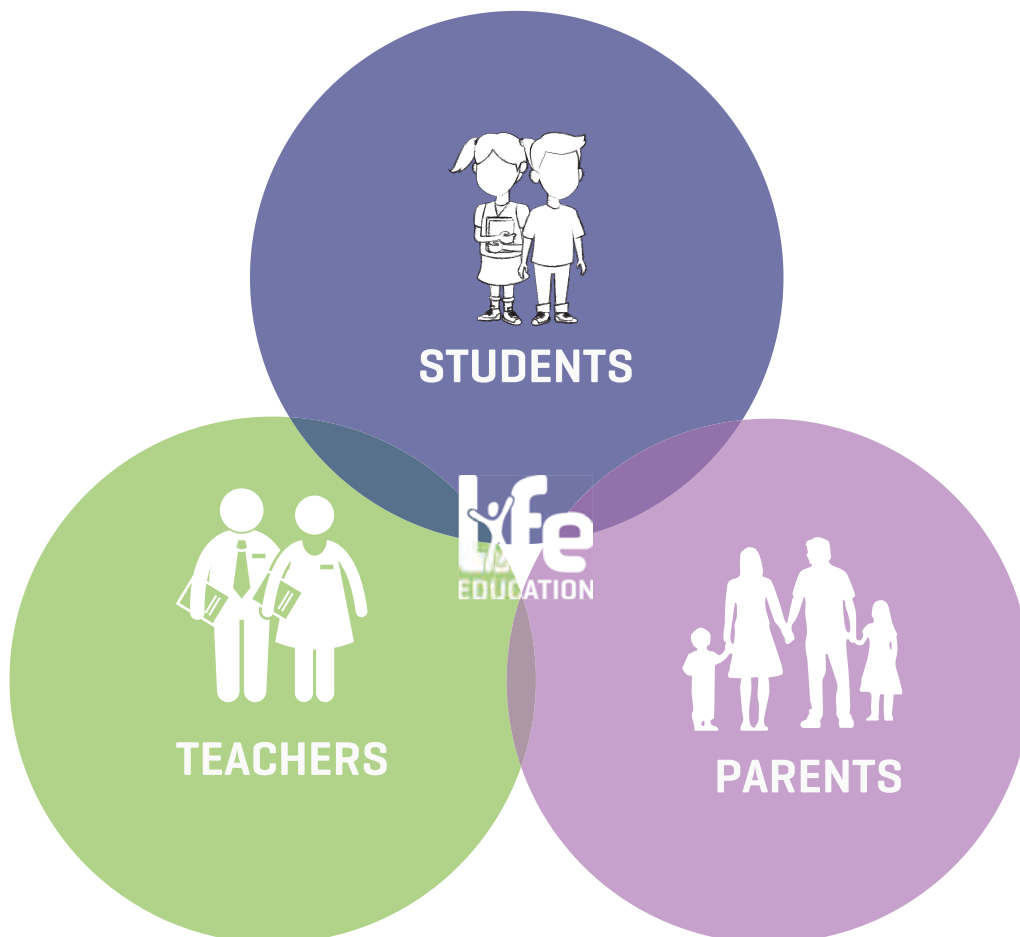


ALIGNED & TRUSTED



EREBUS EVALUATION CONCLUDED LIFE EDUCATION PROGRAM DESIGNS WERE BEST PRACTICE APPROACHES FOR SCHOOL-BASED HEALTH EDUCATION

RELATIONSHIPS



TEACHER FEEDBACK



97%

OF TEACHERS WOULD
RECOMMEND THEIR SCHOOLS
REBOOK LIFE EDUCATION

98%

OF TEACHERS RATED THE
DELIVERY OF THE LIFE EDUCATION
PROGRAM AS GOOD TO
EXCELLENT

93%

OF TEACHERS SAY THE LIFE
EDUCATION PROGRAM HAS MET
THE NEEDS OF THEIR STUDENTS

93%

OF TEACHERS RATED THE
QUALITY OF THE LIFE EDUCATION
RESOURCES AS GOOD TO
EXCELLENT



STUDENT FEEDBACK



"I WILL MAKE BETTER AND HEALTHIER DECISIONS. THANK YOU HEALTHY HAROLD!"

"I LEARNT THAT EVERYONE CAN STRESS AS MUCH AS ME, SO I'M NOT THE ONLY ONE! THIS LESSON ALSO HELPED ME TO BUILD MY CONFIDENCE"

"LEARNT THAT VAPES HAVE THE SAME DRUG AS CIGARETTES"

"EVERYTHING I LEARNT WAS USEFUL. ALLERGIES, ANTIBIOTICS AND MEDICINE WAS VERY INTERESTING TO LEARN ABOUT. ESPECIALLY SINCE WE HAVE THIS PANDEMIC RIGHT NOW"

"I LEARNT THAT WHATEVER YOU'RE FEELING ACTUALLY AFFECTS YOUR BODY AND HEALTH"

"I THOUGHT IT WAS A REALLY GOOD EXPERIENCE. I LEARNT A LOT OF NEW STUFF.....FOR EXAMPLE NICOTINE CAN REACH THE BRAIN IN JUST TEN SECONDS!"





ANNUAL REPORT 2020

INNOVATION

THE GROWING ROLE OF TECHNOLOGY IN PROGRAM DELIVERY

STUDENT NUMBERS GROW ONLINE

NEW SOUTH WALES

34,030

During the early stages of COVID traditional face-to-face sessions were adapted into new pre-filmed sessions that schools could access via our website.

VICTORIA

13,927

Those new online modules and resources were enthusiastically received by schools, with teachers reporting that students love engaging with the online content and find it easy to navigate and complete.

SOUTH AUSTRALIA

7,299

Thanks to support from our partners, the online modules include an Auslan interpreter for children who are deaf or hearing impaired, and two of our educators are also undergoing Auslan training.

QUEENSLAND

1,372

At our NSW operational headquarters at Colyton, a broadcast studio was built enabling the first live virtual classroom in September with students from Lord Howe Island Central School – a remote school located, about 500km east of Port Macquarie and accessible only by boat.

TOTAL

56,628

It was the first time students from the school had ever received a Life Education visit. NSW Minister for Education and Early Childhood Learning, Sarah Mitchell even dialed-in. *(pictured below)*

Our online programs will continue to be developed and available into 2021 and beyond.



EMBRACING THE ONLINE REVOLUTION

The challenges of 2020 fast track the expansion of digital content as online modules grow to 10

Throughout its history Life Education has repeatedly shown an ability to adapt quickly in changing with the times.

Those changes can evolve slowly - or as we saw in 2020 - be thrust upon us in such a way that an immediate and innovative response is paramount.

The internet has long rendered the notion of borders and the obstacles of geographic isolation as obsolete - and this year our online modules and virtual classes were taking full advantage of technology to boost our reach to children.

That accessibility for children was also enhanced by the inclusion of Auslan translation proficiency, the installation of more wheelchair lifts into our vans and the launch of our COVID-safe pop-up classroom.

In 2020 LENSW completed virtual sessions at 10 schools, including several we haven't seen before - such as Lord Howe Island, where parents and teachers are no longer disadvantaged by their separation of the Tasman Sea when it comes to taking full advantage of our programs .

Importantly, our educators and staff have been provided mental health and wellbeing support, so they can continue to do their important work, helping to raise the next generation of healthy young Australians.

LIFE EDUCATION PODCASTS FOR PARENTS

An exciting new podcast series launched by Life Education Queensland this year is providing valuable advice and information for the parents of the thousands of children who experience our program in schools.

Journalist and host Tracey Challenor (right) chats with experts nationwide on important topics aligned with Life Education's program, including health and nutrition, emotional resilience, dealing with bullying and cybersafety.

SHARING, AND SUPPORTING ONE ANOTHER

The Education Managers team became like a mini version of the National Cabinet in 2020.

They shared everything from how to maintain staff morale during the lockdown, to new content and resources being developed to support students and teachers online and e-learning modules to equip educators going into schools and teaching through direct delivery setups for the first time.



PARTNERSHIPS



GROWING OUR NETWORK OF SUPPORTERS

Life Education Australia continues to build strong corporate partnerships while developing new strategic relationships to enhance our fund raising capacity and Life Education's public profile.

This year we signed a new \$1 million, five-year partnership with Aussie Home Loans, who will be a major sponsor.

Recently we collaborated with News Corp Australia to feature prominently in its weekly Kids News online publication.

Healthy Harold now has his own "Ask Healthy Harold" column, and an opportunity to work regularly with a mainstream Australian news organisation to promote our programs and campaigns, including back-to-school coverage. A partnership with the Seven Network also saw Life Education feature on Sunrise - with a mid lockdown zoom broadcast to our educators and children right across the country.



Allens & Linklaters

McKinsey & Company

AN EMPOWERING COMBINATION

Australia's leading mortgage broker, Aussie, has announced a \$1 million support partnership with Life Education over five years to empower children to make safer and healthier life choices.

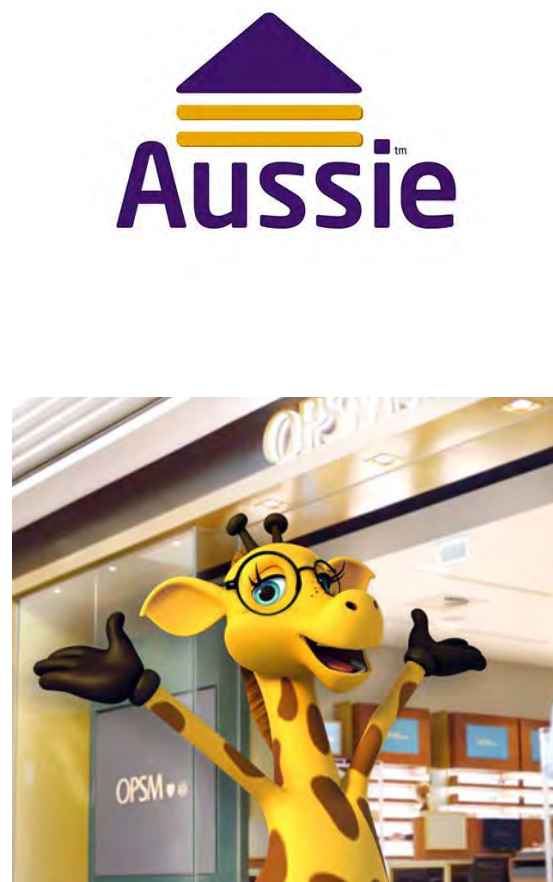
The major sponsorship will significantly boost Life Education's work in providing children in city and Regional areas with life skills and knowledge.

The Healthy Harold and Life Education team tour around the country and Aussie intends to involve its 1,000 mortgage brokers and more than 200 stores to help engage with local communities.

HAROLD'S VISION FOR BETTER EYESIGHT

OPSM has partnered with Life Education and Healthy Harold to address the need for early and regular eye health checks in children to help combat myopia.

One in five Australian kids currently experience eye problems in some form with myopia being the biggest eye health issue affecting children today. It is estimated that by 2050, myopia will affect at least 49.8% of the world's population - or nearly five billion people.



WOOLWORTHS BACKS THE HEALTH OF AUSSIE KIDS

As a feature of Life Education's annual back-to-school campaign we have combined with Woolworths and Nutrition Australia to discover Australia's healthiest lunch box.

The competition is all about promoting healthy eating at school, where children consume 30% of their daily food intake.

Fresh Food Kids is an initiative led by Woolworths and is aimed at encouraging kids to make healthy food choices, while also inspiring and supporting parents with plenty of quick, easy and nutritious meal ideas.



YATES GROWING GOOD GARDENS GRANT

Yates and Life Education combined to invite applications in the 2020 Growing Good Gardens Grant Program and there was an impressive 960 entries.

Each winner will receive a \$1,000 garden grant to help grow healthy habits in Australian children.

In a year when unprecedented challenges have impacted everyone's lives (including school closures and restrictions and cluster outbreaks in our communities), we encouraged all schools and community groups to apply and share their gardening goals.



HEALTHY HAROLD IS ON THE MOVE

Empowering
children
through
education





ANNUAL REPORT 2020

OUR PEOPLE

ON THE FRONTLINE IN A CHALLENGING YEAR



SURVIVING & THRIVING

BY LISA WOODWARD, PROFESSIONAL LEARNING MANAGER

2020 threw challenges our way and many opportunities including innovation, collaboration and growth.

Our educators across the country suddenly found themselves unable to visit schools and deliver our program. Our education teams across the country embraced everything “virtual” – e-learning, video conferencing, online lessons and a range of content to support teachers, young people and their families.

Our e-learning program was launched in February 2019 and has grown exponentially in content to support educators at all stages of their career.

An educator’s knowledge base is broad and incorporates topic areas such as alcohol and other drugs, cyber safety, nutrition, anatomy, health and wellbeing and, of course, puppetry.

Educators work within a set of standards that include how we work with each other, engage with school communities and our proficiency in a variety of effective and impactful teaching techniques. The e-learning program includes short and long form courses covering everything from orientation, “Basic Toolkits” for new educators and learning modules focused on professional knowledge and practical skill development in best practice teaching techniques.

The program supports educators delivering the preschool, primary and secondary programs and includes courses to support trainers and other leaders.

Collaboration

A highly notable collaboration was with the Department of Education Skills and Employment (DESE) which involved the scripting and filming of a series of videos with Harold where we addressed common questions about the program and health.

These videos were published on our social media platforms and widely promoted by the Department

New Program Content and Delivery

Among the other highlights of 2020 - collaborating with our NSW and Queensland colleagues to create online versions of our Life Education Modules.

There were many weeks of brainstorming, reexamining module outcomes, script writing and matching existing resources to the new content. The experience will inform future decisions around program development and delivery.

Meanwhile, in SA and the NT, the educator teams were developing “Harold TV” episodes and “Home challenges” to maintain the connection between Life Education, students and teachers.

Victoria underwent a sustained period of lockdown restrictions and used this time to rework the Online lesson content into a Google classroom suite which will be shared with teachers and students in 2021.

2020 was a year that none of us could have imagined and one in which we not only survived, but thrived.



COPING WITH COVID IN VICTORIA AS AN EDUCATOR & A MUM

"Kids thrive in a consistent environment and we haven't had a lot of consistency".

It's time to allow children to find their feet again after the rollercoaster ride of the coronavirus epidemic according to senior educator with Life Education Victoria Angela McIntosh.

A mother of two children aged nine and 11, Angela believes young ones are a "lot more fragile than they used to be."

"They are not dealing with the day-to-day issues with the same robustness they used to have," Angela said.

Based in Melbourne, Angela said Victorian children had "the rug pulled-out from under them when the state went into its second lockdown".



"Certainly, it's been a very tough year for kids, and without the classroom environment their social skills have really been affected.

She said children were missing the routines to which they are usually so committed.

"When the second lockdown hit I really noticed their motivation wane.

"Kids thrive in a consistent environment and we haven't had a lot of consistency.

"We weren't even waking-up until a quarter to nine and the kids were starting their first class in their pyjamas – and protesting: 'we don't want to do this!'".

With Healthy Harold and his team having to suspend their school visits from March Angela worked from home to manage remote learning, while trying to keep her own children on track.

"It was so disappointing for the kids when the second lockdown was enforced. Teachers had prepared videos to welcome them back to school and they were so emotionally charged when the lockdown was enforced again just four weeks later."

"WE WEREN'T EVEN WAKING-UP UNTIL A QUARTER TO NINE AND THE KIDS WERE STARTING THEIR FIRST CLASS IN THEIR PYJAMAS"

As the new school year resumes Angela believes the key to building resilience and emotional stability in children is to spend the summer holidays focusing on their well-being.

"If the kids are stable then hopefully that will flow-on when they return to school," Angela said.

"We have to ground our kids again, let them find their feet.

"They want better times ahead and as parents and educators we have to be flexible.

"There'll be a period of readjustment so make sure there are small steps, don't push them too hard and adjust our expectations."

TOP OF THE POPS IN THE TOP END

HAROLD may well be Australia's favourite giraffe and he's finding himself in equally popular company in the Northern Territory.

Life Education NT staff Deb Martin, Page McMillan and Suzi Spedding finished first, second and third respectively in a search by the NT News for the Territory's favourite educator.

Deb received an impressive 161 votes out of 660, followed by Page with 138 votes and Suzi with 84 votes!

"Health promotion is the foundation of what we do, but also empowering new skills and knowledge not just in the van setting," Deb told the NT News.

"We do direct delivery out remote and run community events. We get kids involved in after school activities as well.

"We're pretty lucky because we're a pretty dynamic team and we're not just in the classroom which is amazing. We're doing heaps of other things as well, and working with young people and promoting those health messages," Page said.

Suzi told the NT News: "We feed off their questions and what they want to learn, so that's the power of the Life Ed sessions. It's so completely different to the classroom setting."





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VISION & STRATEGY

OUR 2021 PROGRAM VISION



Australian Government
Department of Education,
Skills and Employment



McKinsey
& Company

OUR PROGRAM STRATEGY

At the heart of everything we do at Life Education is the children – empowering them to make safer and healthier choices through education.

Being the best at what we do means constantly re-examining our program strategy; what we teach; how we partner with schools and parents; and measuring our impact on young lives. 2020 saw the fast-tracking of our digital strategy.

It was about providing valuable support to young people and their families even when they were locked down at home.

But we also saw the need to plan for a future where both digital and face to face learning could be blended for best practice outcomes.

We were grateful for the support of global management consultancy McKinsey and Company, who provided a team of education and strategy specialists to support our new Program Strategy for 2021 and beyond.

Federal Government Support - Our program strategy is being significantly shaped and strengthened by a Federal Government commitment of \$4.4 million dollars over 4 years.

The initiatives of this project, combined with our current pipeline of program optimisation, will see us deliver the most significant renewal of our program offering in more than a decade.

In 2021 we will see the following key achievements from the Federal Government funding:

Student forums – we will be consulting with students in upper primary schools from across the country to identify their needs as they transition into high school.

Teacher resources – we will be creating a range of free resources for teachers to support students in their transition phase.

Evaluation – We will be conducting a deep evaluation of our full Life Education program to help us plan for optimisation and future program renewal.

Social and Emotional Learning (SEL) – We will be identifying and embedding strong SEL content within our existing programs.

SEL is the backbone of our teaching practice and supports children to understand and respond to challenges with strategies and skills that can support them through life.

Disadvantage - We will be auditing our program modules to see how we can provide specialised resources for a range of students who may be experiencing disadvantage.



EMBRACING THE DIGITAL FUTURE

BY DAMIEN SEBION
NATIONAL DIGITAL MARKETING MANAGER

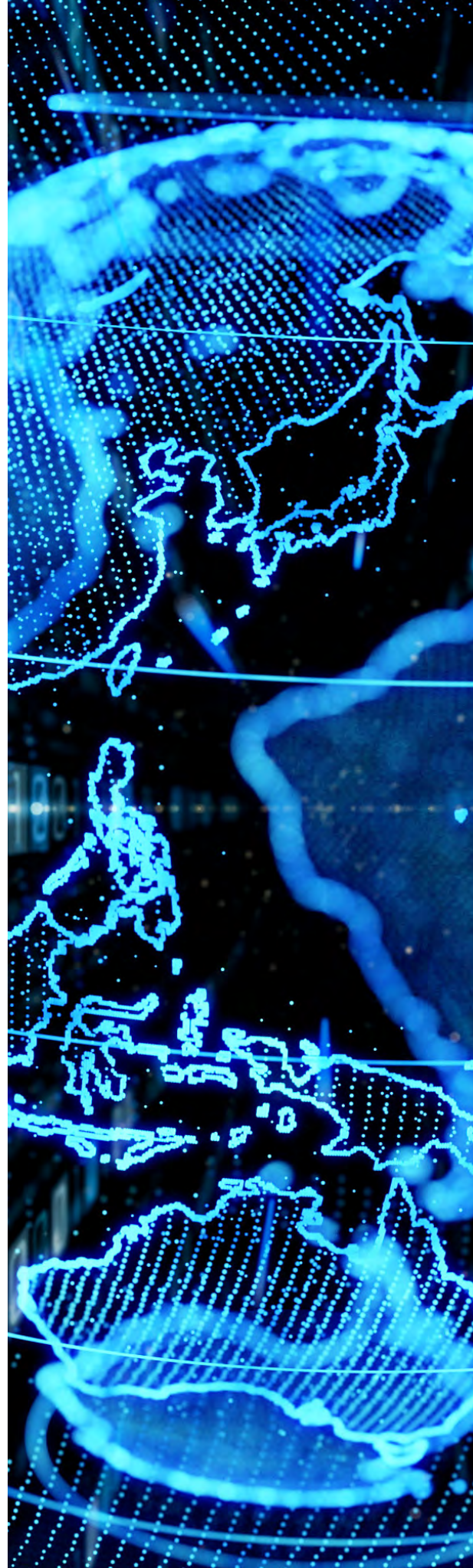
In 2021, Life Education Australia wants to reinvigorate the experience of its education programs by using digital channels - along with its existing mobile and static classrooms - in the best ways possible.

No digital strategy can be written in a bubble. It must not only be aligned to Life Education Australia's objectives, but written with one eye on the world into which it will be implemented.

Empowering young people is at the heart of LEA's vision. We want to help see this vision lived-out by creating a digital strategy and concept that supports and extends LEA's education services.

Life Education is on the cutting edge when it comes to "New Learning" - it's personal, it's interactive, it's fully researched, it's memorable and it's even fun for kids.

The future looks great - new technology being installed in our vans, the quality of our intensely trained educators and the high standard of our programs means Life Education Australia is more relevant than ever.





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IN THE MEDIA

MESSAGING TO THE BROADER COMMUNITY

LIFE EDUCATION AUSTRALIA IN THE NEWS

Healthy Harold has scored a regular place on News Corp's popular Kids News site - and he's already proving to be a hit.

Our partners at News Corp have set-up an online questionnaire for young readers to ask Harold anything about healthy lifestyle choices, and the response so far has been very encouraging.

Harold was joined by Nine entertainment's Deb Knight among the red carpet celebrities at the 2020 Kennedy Awards for Excellence in Journalism.

CEO Kellie Sloane was featured in Stellar Magazine and has been a regular guest on the 7 Network, appearing on The Morning Show and the Sunrise program to advocate for children, and pass-on the advice of our experts on how to deal with the stresses of the global pandemic.



NEWS SPORT KEY TOPICS

Reading Levels ► Green Orange Red

Search



LIFE EDUCATION AUSTRALIA IN THE NEWS



HAROLD & OUR CEO SPREAD THE WORD

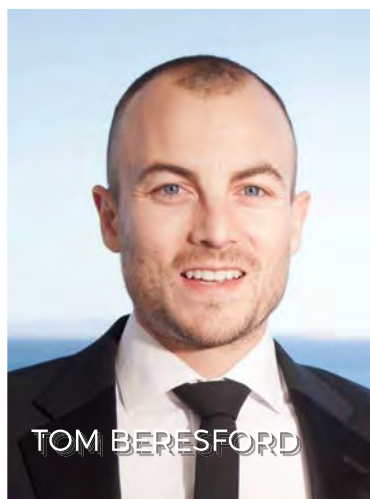
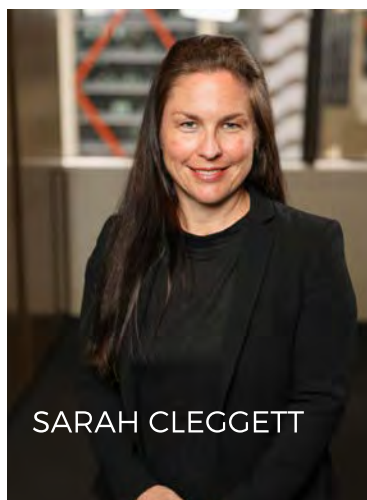
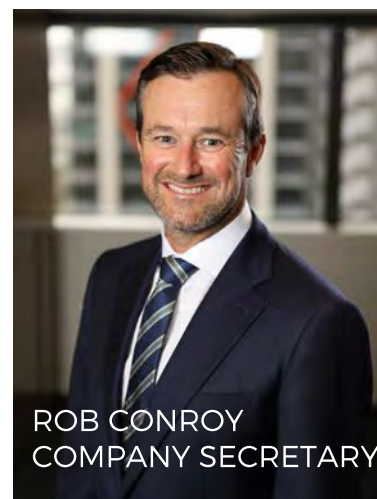
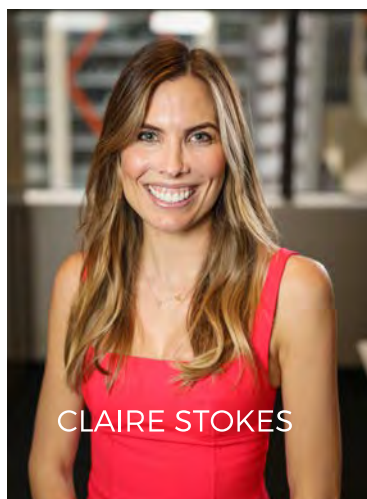
Operation Sunrise on Channel 7 took place in April.

Through the magic of television we 'zoomed' across the country and showed the depth and diversity of Life Education's operations.

CEO Kellie Sloane was also a regular special guest on The Daily Edition.



LIFE EDUCATION AUSTRALIA BOARD



ANNUAL REPORT 2020



HOW YOU CAN SUPPORT US



- ✓ *BECOME A CORPORATE PARTNER*
- ✓ *LEAVE A GIFT IN YOUR WILL*
- ✓ *BECOME A DONOR*
- ✓ *ENGAGE YOUR SCHOOL COMMUNITY*

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