

Annual Report 2021





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Our Strategy



Every Child Deserves to *Thrive*

Mission

To empower children and young people to make safer and healthier choices through education.

Vision

Healthy Australians living to their full potential.

01

Strategic Pillars

Leading Provider

Life Ed is recognised as the leading provider of preventative health education programs and gives every child the opportunity to thrive

02

Thriving Business

Life Ed's business thrives with a strong brand, diversified income and a unified federated model

03

Thriving People

Life Ed's people thrive through transparent and engaging processes and a safe and enjoyable work culture





Our Chair's Message

Despite a year of such uncertainty our people and our business have thrived, and I couldn't be prouder. COVID continues to impact children and their families in many ways. Students around the country have struggled with changing school environments and disrupted social systems. Our own research found that more than half of Australian parents thought the COVID crisis has impacted the mental health of their children.


On top of worrying about the wellbeing of their children, uncertainty, financial insecurity, and the task of juggling work with schooling children from home has weighed heavily on parents. This concern, according to our research, created a feedback loop with almost 60 percent of children sensitive to the impacts of the pandemic on family stress levels.

Teachers – the backbone of the education system – have been continuously challenged to create safe and effective learning opportunities for their students.


Throughout this time, the team at Life Ed has come together with remarkable strength, resilience and dedication to support children, families and school communities at a time they needed us the most.

As our operating environments shifted throughout the year, our teams responded with enthusiasm and agility. Our National Board has continued its unwavering passion for Life Ed and support for our purpose. The leadership demonstrated both by the National and Affiliate CEOs has been inspiring, and our people have worked hard to get the job done – in the right way. We adapted to changing restrictions, while always keeping our core values and mission in mind. We cared for each other and for our communities.

Together, we have helped schools, teachers, children and families to adapt to changing teaching needs, including the rapid transition to online learning. Society today is almost unrecognisable from the way we lived only two years ago – yet Life Ed is in the strongest position we have ever been.

A portrait of a middle-aged woman with short, styled blonde hair, smiling warmly at the camera. She is wearing a white button-down shirt and a pearl necklace. The background is a blurred office or library setting with bookshelves. The portrait is framed by a large, irregular blue shape that also contains a quote.

**“Our people and our
business have thrived,
and I couldn’t be
prouder.”**



“We are finding new ways to reach the kids who need us the most – those in rural, remote and disadvantaged areas.”

Our CEO's Message

At Life Ed, we know the biggest impact happens early in childhood. Children learn their core values at a young age. It is imperative we build healthy foundations for our young people, to give them the best chance to thrive.

To do a job well, an organisation also needs solid foundations. To help raise a generation of healthy Australians, you need a healthy organisation, whose people and projects are aligned with its values.

Throughout the past year, our teams have been striving to support children and their communities. To do this, we've needed different thinking for a different world.

So we asked ourselves some tough questions. Are we still serving the needs of our communities? Of our people? Are we operating based on the best evidence and knowledge available for these complex times?

Through evaluating the Life Ed program evidence and outcomes, conducting student and teacher forums, and surveying parents and our staff – the answer was overwhelmingly yes!

But we knew there was more we could do. Our research showed us that children, parents and schools need support to keep kids safe from online predatory and coercive behavior. Young people need support to make the transition to high school in an increasingly changing environment. And the ways in which we reach children and young people needed agile solutions.

In response to a changing world, we have optimised our program and updated our resources and website. We've made the move to online and virtual learning. We are finding new ways to reach the kids who need us the most – those in rural, remote and disadvantaged areas.

Life Ed has much to celebrate and be proud of, thanks to an intense period of planning, consultation, development and production. We can now look forward to launching our new programs and resources and reaching more children, with a financially stable business which supports our important work. 2022 will be a year for Life Ed to shine and consolidate Life Ed's reputation as a leading provider of educational programs to children and young people.

Our Purpose



Now, more than ever, children need our help to thrive. Throughout the pandemic, children are facing increasing challenges to their health, safety and wellbeing. The ongoing stress, fear, grief and uncertainty has weighed heavily on children, impacting mental health. Physical activity has decreased, while screentime is up. Alarming reports of negative online experiences – including unwanted contact, cyberbullying and harassment – have spiked during the coronavirus pandemic.

The disruption to education caused by COVID has also impacted teachers. In a matter of weeks, schools have had to find and implement viable alternatives to the traditional model of teaching in a physical classroom. Remote learning led to increased social isolation for students and the reduced ability of teachers to engage with students and support their wellbeing.

Throughout this time, we increased our support to children, families and schools, with virtual and online lessons and resources, and updated programs addressing the challenges children face today.

Obesity is still the #1 health concern



1 in 4 children aged 5 -14 are overweight or obese ¹

Mental ill health starts at a young age



Around 50% of mental illness begins before the age of 14³

Children and young people are increasingly leading online lives



1 in 4 children aged 8–12 have experienced unwanted contact and content while online ²

Sources: 1 Australian Institute of Health and Welfare 2020. Overweight and obesity among Australian children and adolescents. Cat. no.PHE 274. Canberra: AIHW | 2 eSafety Commissioner's Youth Digital Participation Survey 2017 | 3 Kessler, RD et al. (2005). Lifetime prevalence and age-of-onset distributions of DSM-IV disorders in the National Comorbidity Survey Replication. Archives of General Psychiatry, 62: p. 593-602

Our Program



We make a difference by delivering evidence-backed, engaging education to children in their formative years, to build the skills they need to lead safe and healthy lives.

Our childhood education program evolves constantly to help solve society's largest challenges in health, safety and wellbeing. Together with schools, we teach children and young people aged 3-13 the health,

safety and wellbeing skills to make better decisions throughout their lives, creating a holistic impact on their long-term health. Our program covers three interrelated streams: physical health, social and emotional wellbeing, and safety.

Adopting a system-wide approach, our program is most effective when engaging the entire school community: students, teachers and families.

Be healthy



Food, nutrition
and physical activity
education

Be connected



Mindfulness,
respectful relationships
and consent education

Be safe



Alcohol, smoking
and other drugs, and
cybersafety education

Preschool: building the foundations



New program supporting early learners

Building the foundations of a healthy lifestyle starts early. To support young learners, in 2021 we redeveloped our preschool program for children aged 3-5 years old. The new program, which launches in preschool and early learning centres around Australia in 2022, builds the mental, physical and social foundations kids need to thrive, through play-based, experiential learning.

Learning comes to life in our three new modules – Harold's Healthy Day, Harold's Big Feelings, and Super Safe Harold. Through storytelling, children explore topics including healthy eating, hygiene, friendships, and safety. Each module centres on a 'Healthy Harold big book', featuring Australian illustrations, activities, games, and play. The stories are inclusive and reflect the diversity of Australian children and their lived experience. Lessons are augmented by a series of short videos and photos and include resources for teachers and parents, extending the learning from the classroom to the home.

Family fun at Healthy Harold's House

To support young learners, Healthy Harold came to Youtube Kids with an engaging four-part pilot video series. In "Healthy Harold's House", children learn about creativity and mental wellbeing, physical health and exercise, and nutrition. Each episode features a chat with Harold and Educator Lisa, a Q&A session, and activities for kids to do at home. So far the series has reached more than 800 families and was also hosted on NewsCorp's Kids News website.





Research shows that children who participate in quality preschool programs are more likely to arrive at school equipped with the social, cognitive and emotional skills they need to help them to continue learning.

Primary school: fostering connections

Keeping kids safe online

To address the increasingly complex challenges children and young people face today, this year we updated two of our most popular primary modules, bCyberwise and Relate Respect Connect.

The modules now have more emphasis on the challenges young people face when connecting with others online, including coercive and predatory behavior. Students are supported to identify and respond to the body clues that let a person know when something is “not right” or unsafe, and to develop the skills needed to recognise, react and report/seek help, in an age appropriate way.

Core to the Life Ed program is teaching students the social and emotional skills they need to develop healthy identities and relationships and make responsible and safe decisions. Research demonstrates that these skills reduce risk-taking and victimization.

The modules align with the Best Practice Framework for Online Safety Education and the UN Rights of the Child and have been funded through the Australian Government Department of Education, Skills and Employment, (DESE) and a Westpac “Strengthen” grant.

Life Ed is endorsed by the Office of the e-Safety Commissioner as a trusted provider of eSafety education in schools.



**One in four young people
(aged 8-17) were contacted
by strangers online.**

(Office of the eSafety Commissioner)



Student forums conducted by Life Ed in 2021 found that young people need support with changing friendships and connecting with others – including online relationships.



Findings from teacher forums conducted by Life Ed in 2021 found that teachers need more support with contemporary and difficult issues, including consent, coercive behaviour and predatory behaviour.

Transitioning to high school



Guiding young people to thrive

Under preparation for secondary school is impacting student outcomes, according to the findings of a report¹ undertaken by Life Ed and the Australian Council for Educational Research (ACER) and funded by the Australian Government Department of Education, Skills and Employment (DESE).

The report found more than a third of new Year 7 students are feeling scared and unprepared about the step up to secondary school life, with significant negative flow on effects for social and academic outcomes.

The initial findings of more than 80 focus groups of 444 Australian school children aged 10-14 found while almost a third were feeling excited and positive about the change (31%), a quarter were overwhelmingly scared (25%) or overcome with uncertainty (13%) due to a lack of knowledge and understanding about their new education environment.

The study builds on past academic research that shows students who transition successfully are more likely to have more academic success and social emotional and behavioural competencies, while students who do not are at greater risk of dropping out of school. It also found that higher amounts of transition stress predicted lower grades, lower connectedness to school, and increased school related anxiety. “Difficult” new school transitions meant students were more likely to experience poorer social and emotional health up to a year later.

In response to the findings, we are developing a range of resources to help teachers and parents better prepare and support students during the transition. Our ‘Guide to Thrive’ will include teacher professional development units, practical tools for teachers to implement in the classroom, and free resources for parents. Topics include schoolwork expectations; managing the new school environment; and change and uncertainty. It will be available in the second half of 2022. Teachers and parents are encouraged to visit the Life Ed website to register for resources.

1. Sniedze-Gregory, S., Felgate, R., O’Grady, E., Buckley, S., and Lietz, P. (2021). What Australian students say about transition to secondary school: Final report to Life Education Australia. Australian Council for Educational Research. <https://doi.org/10.37517/978-1-74286-644-4>



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Our resources for teachers and families



They say it takes a village to raise a child. It's an even bigger responsibility to raise a healthy and resilient child. Providing life education to a child isn't something you can do in an hour, or a day, or even in a year – it's an ongoing commitment to supporting and educating children as they grow. That's why Life Ed works hand in hand with schools, families and the wider community, year after year.

New online teacher resources

Teachers tell us they value Life Ed for our ability to deliver content that they feel under-resourced to cover. To support the incredibly important role that teachers play in guiding children to lead healthy lives, this year Life Ed has created a suite of new online 'tuning in' and extension lessons designed to be used before and after the Life Ed program. Based on feedback from teachers, the curriculum-aligned resources are presented in a simple "click and play" format, to reduce the time teachers spend on lesson planning. The lessons are agile and can be modified to cater for the diverse needs of students.

Learning at home during COVID

Parenting can be a challenge at the best of times. Parenting during a pandemic has tested many families to the limit, with children and teenagers reacting in different ways due to learning disruption and uncertainty. Life Ed is supporting families with resources to help kids thrive.

During COVID, we opened our online learning program to both families and schools. The platform features a suite of engaging video content and interactive games covering cybersafety, positive relationships, nutrition, physical activity and the impact of alcohol and other drugs.

More than 55,000 Australian children were supported by the Life Ed Online platform during 2021.

Parent seminars

With the support of our partner Aussie, Life Ed's Kellie Sloane and Life Ed Ambassador and parenting expert Justin Coulson conducted a live webinar to help parents raise resilient children during COVID. Together with a supporting parent tip sheet, the webinar was shared on the Life Ed website, as part of our free online parent resources.

Our team in QLD are supporting families via face to face and online parent seminars. Attended by hundreds of parents, feedback for the seminars has been incredibly positive. Senior educator with Life Ed Queensland, Sue Osmond, said the sessions were about empowering parents to feel more confident and competent to manage day-to-day family life.





“Parents are telling us that having these tools means they are less stressed and have less conflict at home over parenting issues,” Mrs Osmond said. “It’s really about giving parents and carers a toolkit that they can adapt to their needs.”

ing resilient
children
Triple P Seminar Series
Seminar 3



**55,000+
children
supported
online in 2021**





Parent surveys

At Life Ed we are committed to understanding the needs of parents, so we can better support them. In 2021 Life Ed surveyed parents about their concerns during COVID, including how COVID has impacted children's screentime. Results from the surveys helped us measure the support needed for children, parents and teachers in the year ahead.

What's troubling Aussie families during COVID

Our survey of more than 1000 parents in metropolitan and regional Australia, conducted in partnership with Aussie, revealed 52 percent of parents believe the global COVID crisis has impacted on the mental health of their children. The survey has painted a very clear picture of what has troubled Australian families during COVID and their concerns going into 2021, finding:

- 65% of children felt isolated
- 49% had increased irritability
- 49% were worried more than usual
- 47% were feeling sad
- 60 percent of children were sensitive to the impacts of the pandemic on family stress levels
- 57% of parents were concerned about COVID impacts in the year ahead

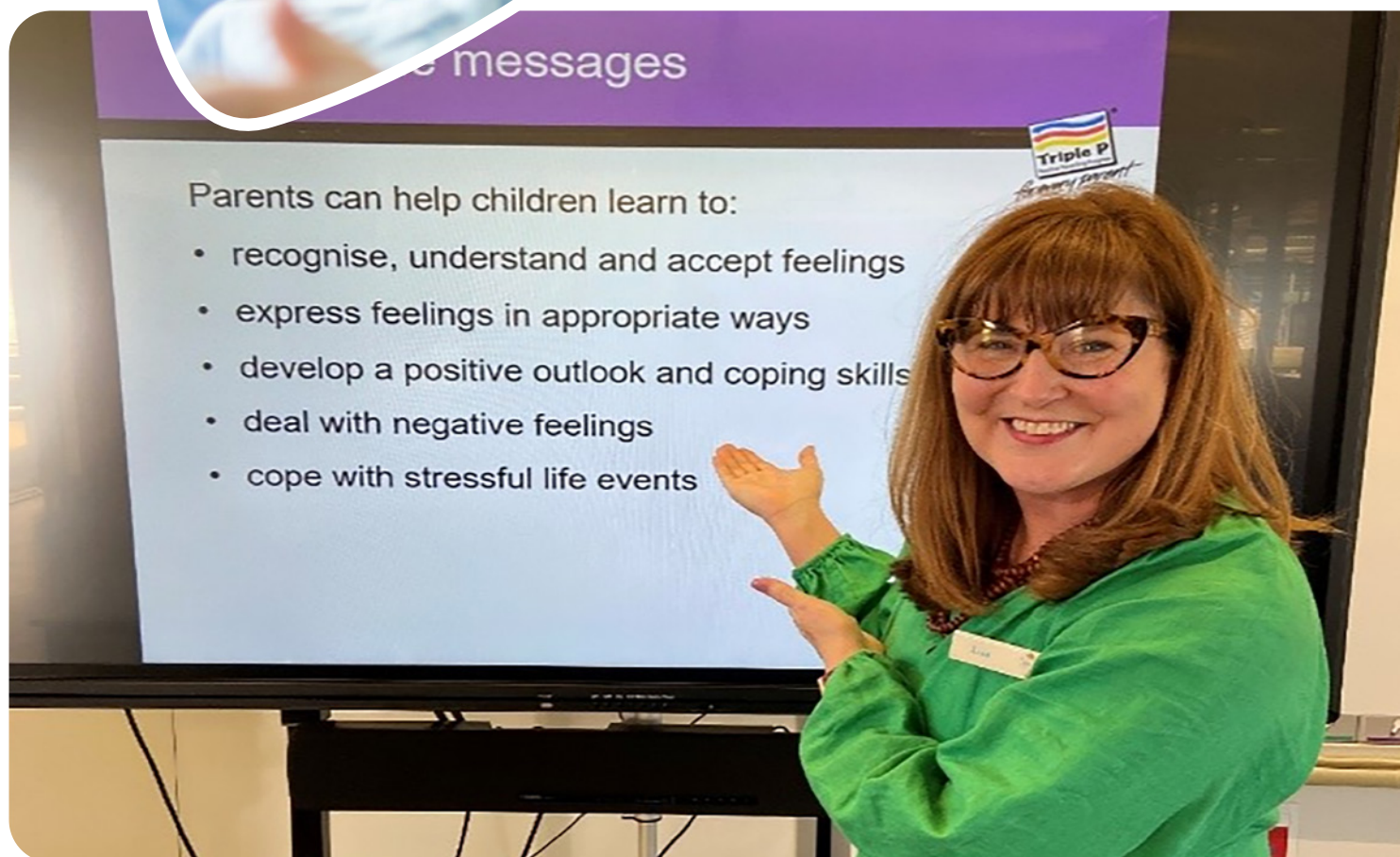
The majority (86%) of parents agreed that teachers and schools should be receiving more support to manage resilience and 81% of parents said mums and dads needed extra help to deal with the issue.

Parents struggle with screentime rules during COVID

Together with Trend Micro, we surveyed parents about children's screentime habits during COVID. While most parents (69%) acknowledged their children were spending too much time online during COVID, families were divided when it came to the best way to manage screentime. In fact, the task was so daunting for some parents that almost a third (30%) said they 'gave up' on moderating screentime because it 'wasn't worth the stress'. One quarter of parents also said they weren't equipped with the knowledge to keep their children safe on time. The survey showed that parents need support with monitoring screentime, safety around online strangers and inappropriate content, and educating their children about keeping personal information safe online.



**“We are
committed to
understanding
the needs
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better
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them”**



Our Reach



Schools, families and children across Australia have worked hard to adapt to changing teaching needs during COVID. During this time Victorians experienced 262 days of stay-at-home orders and Greater Sydney marked 100 days in lockdown.

Throughout these challenges, our teams have responded with enthusiasm and agility – to deliver health and wellbeing education to children when they need it the most.

2,872

Schools reached in 2021

+16%

Recovery from 2020

503,737

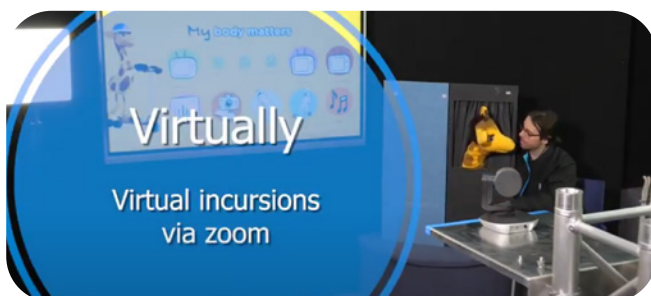
Children reached in 2021

+8%

More than 2020

NSW a virtual success

Despite school closures and disruptions, our NSW team was reaching students throughout lockdown via the rapid expansion of its virtual classroom. Lessons are live-streamed directly into classrooms by our specialist educators – and of course Healthy Harold! For the first time ever, this year, we delivered our preschool program virtually to 115 preschools and 4,600 little learners. To meet this new demand, we have transformed three of our vans and two of our classrooms at NSW's Colyton Headquarters into virtual studios.





Expanding our reach in WA

For the first time in more than 20 years, Healthy Harold visited schools in the Western Australian Goldfields region. Thanks to Channel 7 Telethon Trust (Telethon) and the Rotary Club of West Perth, around 2,000 Kindergarten to Year 6 students from Kalgoorlie-Boulder built resilience in the areas of healthy lifestyle, cybersafety and social and emotional learning. Feedback from teachers was overwhelmingly positive, with one teacher saying “the students were highly engaged throughout the session. There was a range of resources available which allowed all students to be included.”

Hygiene superheroes in the NT

Healthy Harold went on a road trip across the NT to deliver trachoma and hygiene education to remote communities. By the end of the lessons, students were hygiene superheroes! Our team in the NT also supported young women in middle school at Kalkaringi and Lajamanu to host their own young women’s health and wellbeing forums. Life Ed reached 43 communities and 2775 participants in the NT, including sessions in schools, after school programs, forums and community events.



SA kids join the conversation

Our team in SA travelled to Port Augusta to educate children at Flinders View Primary about alcohol and other drugs. Teachers reported “the information on decision making and drugs was so important for those students that have exposure to it in their lives. They are the ones that need it the most to understand how they can make different choices and the effects that these drugs can have”. The school felt that “having an external provider come in and educate their students about healthy lifestyles, medicines and decision making make the messages get through and be stronger”. According to one teacher, “It helps them provide a safe and appropriate way to continue these powerful and crucial conversations”.



Helping most disadvantaged kids thrive

Children living in rural and regional areas, and areas of socioeconomic disadvantage, face unique challenges to their health and wellbeing. To help us reach some of our most disadvantaged kids, in 2021 we launched the Life Ed Thrive Children's Fund.

The fund supports children and schools in rural, remote and low socio-economic areas to develop fundamental life skills. Just \$25 can deliver the Life Ed program to one child to help them achieve a happier and healthier future.

To kick start the fund, Woolworths Fresh Food Kids came on board as foundation partners, contributing \$125,000, which will help nearly 5,000 kids to benefit from the Life Education program. We celebrated the launch via a virtual cross to Edward Public School in Deniliquin, who were the first recipients of the fund.

Life Ed CEO Kellie Sloane said, "As a not-for-profit organisation, Life Ed needs help to reach children in remote and vulnerable communities across Australia. These are often the communities that need us most. The Thrive fund will enable us to teach children life-skills that can help break the cycle when it comes to issues such as chronic disease, mental illness and substance abuse."

To contribute to the Life Ed Thrive Children's Fund, visit lifeed.org.au/support-us/life-ed-thrive-childrens-fund



More than 1 in 6 children and adolescents aged 4-17 in rural areas have mental health problems. This is closer to 1 in 5 in outer regional areas.¹

Overweight and obesity rates are higher in children and young people living in outer regional and remote areas (27%) compared with those in cities (23%), and higher still for children in the lowest socioeconomic areas (28%).²

Sources: 1. Royal Far West, 2017 2. AIHW, 2020



Reaching families and schools online and in the media

Healthy Harold is the star of the Life Ed show in classrooms – and also in the media. We have been reaching more children, families and schools with our health and safety messages through earned media and social media. In 2021, we continued our partnership with NewsCorp's Kids News, through the Ask Healthy Harold column. Our spokespeople have featured on national, metro and regional TV, radio, print and online publications, including on 7's Sunrise and The Morning Show, The Australian newspaper, Prime 7 News, NBN News, 2GB radio, CEO Magazine, The Daily Mail and News.com.au to name a few. Healthy Harold even featured on an episode of Home and Away. We are also growing our audiences via our website, social media channels including Facebook, Instagram, LinkedIn, and Twitter, and through our email campaigns.



7NEWS Sydney
@7NewsSydney



Primary students who've missed crucial life lessons in lockdown can now catch up online in the holiday break. [@LifeEdAus](#) Healthy Harold is encouraging students to learn about cyber safety, healthy lifestyles and relationships at home. youtu.be/k3ly9mfmwHE #7NEWS pic.twitter.com/mXcQKsBmDG

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Raising resilient kids



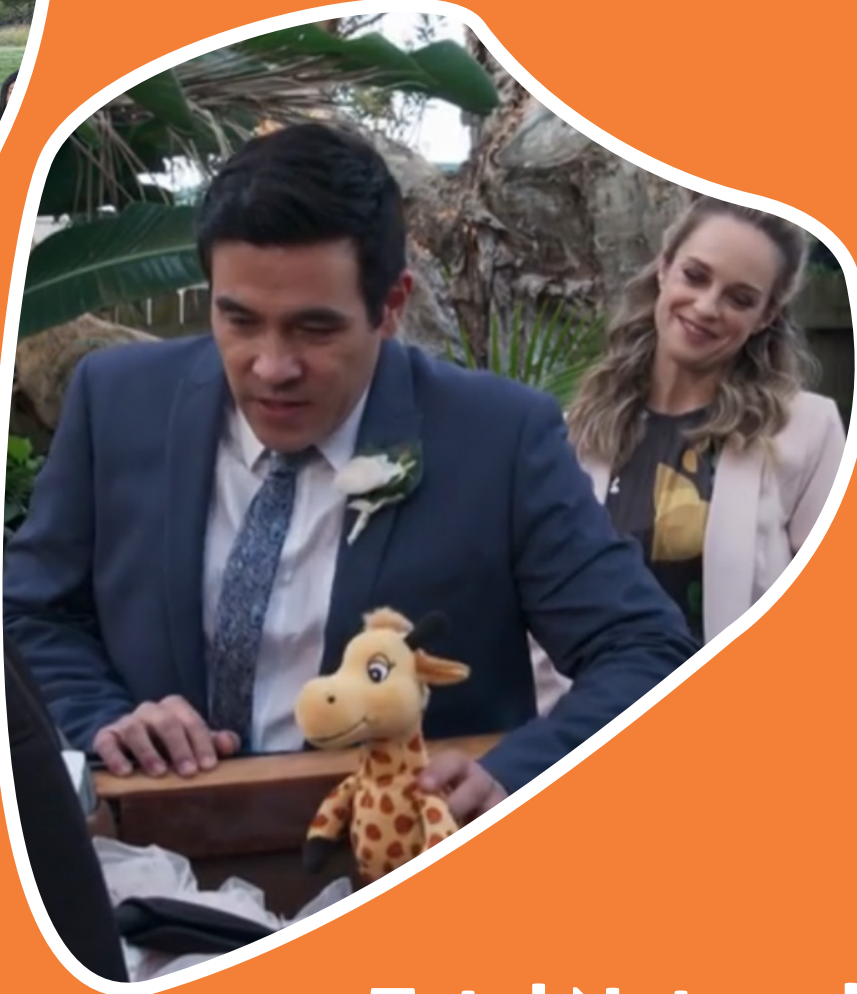
Earned Media

230

Brand
mentions

494 M

Potential
news reach



Total Network Digital Reach



1.45
million



47.3
thousand



598
thousand



36.7
thousand



8.3
thousand

2.140 M

in Total

Our Impact



Life Ed fills a significant gap in children's physical health and safety education. A systematic review has found that only 15% of programs in the child protection curriculum address physical health. Safety-related programs only account for 5%.

In 2021, the Australian Educational Council (ACER) conducted a research evaluation of the Life Ed program. The review found:

- Life Ed has helped students to better manage conflict and be more considerate of other people.
- Our program has instilled vital life skills in children, not widely available in other programs. These skills include action in emergency, online safety, critical thinking and decision making.
- Life Ed has supported the professional development of teachers by modeling best-practice teaching and learning pedagogy.
- Life Ed provides much needed-onsite support that helps to address real and current issues facing school communities, including natural disasters, isolation and substance abuse. This is particularly important for schools in low socio-economic areas and remote communities that often miss out.
- For many families, Life Ed programs are an inter-generational mainstay of their schooling experience. This builds trust and confidence in the key messaging and opens up opportunity for student-parent discussion at home, further supporting students to take on board important learnings.

Teacher Feedback

90%

of teachers stated the effectiveness of content and knowledge delivered by Life Ed

92%

of teachers rated the delivery of the session as 'excellent'

88%

of teachers stated
Life Ed educators
effectively engage
with students

97%

of teachers would
recommend that their
school re-book
Life Ed

Student Feedback

93%

of students said they
would make good
decisions about drugs
after what they learned

95%

of students said
they feel they can
say 'no' if offered
a cigarette

92%

of students said they
would make good
decisions about alcohol
after what they learned

94%

of students said they
know to always check
with an adult if they
need to use medicine

Generational impact: A Townsville family's Life Ed story

Often, the lessons learned in the Life Ed van benefit the whole family. That's certainly the case for the Clay family from Townsville who say the program is helping their children to make good life choices now and in the future.

Mother-of-three Annie Clay can still remember the Life Ed program from her own school days.

"I still remember how excited I was when my class visited the Life Ed program, and now, my three children are getting to have the same experience, which is magical," Mrs Clay says.

"What I love, is that the program is as relevant now as it was for me when I was in primary school, so I'm so glad it's continued, it's age-appropriate and it's been updated to reflect the world children are growing up in today."

Mrs Clay says Healthy Harold and the wide range of lessons learned through the Life Ed program have a strong influence on her family's healthy choices.

"It's funny, but I will often say to the children in a playful way, 'What would Harold say?' or 'We need to eat our fruit and veggies because Harold says it's good for us.' He's a bit of an icon and the way the program educators engage him to reinforce healthy body and wellbeing messages has a big impact on young people."

Engaging with children

As a maths teacher and tutor, Mrs Clay knows that connecting with children is crucial when trying to impart important knowledge and skills.

"The Life Ed program does this really well. My daughter Evie came home from school recently after her class had their Life Education session and she was absolutely bursting with health-related knowledge that she wanted to share.

"Evie told me numerous times about how bad smoking is, and that has initiated family discussions about smoking and other drugs and the repercussions of doing drugs.

"I was impressed when she recalled that cigarettes have 7000 different chemicals in them and one of the ingredients is even used in toilet cleaner!"



“What I love, is that the program is as relevant now as it was for me when I was in primary school, so I’m so glad it’s continued...”

Social and emotional learning

Mrs Clay’s older son has benefited from the social and emotional skills he’s gained through the Life Ed program.

“He is about to become a teenager, so having open communication with him right now especially, when we’re about to hit that new phase of life is invaluable,” Mrs Clay says.

“Knowing that we’ve already built 12 years of open communication about all of these topics – mental health, cybersafety, relationships, personal health, the things that Harold does bring into the picture in the later years, I feel like we’re prepared for the teenage years which is good.”

Mrs Clay acknowledges that while parents do their best to give children the knowledge and skills they need to thrive, it’s powerful to have so many important topics and issues presented by specialist educators in a peer-group setting.

“The education of my children is really one of the most important things in my life, because the education they receive now is setting them up for life, literally. It’s so important that we have good information from a trusted source ... and there is so much information out there now, so knowing that it’s from somewhere that I trust and that it’s being delivered in an exciting way, is just priceless. It’s so wonderful.”



Our Partnerships

All across Australia our partners are helping empower children to live safe and healthy lives. Without you, we couldn't do our job to support the next generation of Australians to thrive.

In 2021, Woolworths extended their partnership with us, as both the founding partner of our Life Ed Children's Thrive Fund and major sponsor of Australia's Healthiest Lunchbox campaign. Health food company Sanitarium are sponsoring the development of our new middle primary school nutrition module in 2022.

We have also been joined by Dairy Australia, who helped us upgrade our popular TAM-e learning tool with a new skeletal system, and we are working with Precision Group, who are providing fundraising and promotion opportunities for Life Ed throughout their shopping centres. Healthy Harold is also featuring across 400,000 stationery items in early 2022, thanks to ACCO Brands, with a percentage of sales donated to Life Ed.

Supported by:



Australian Government
Department of Education,
Skills and Employment

Corporate partners:

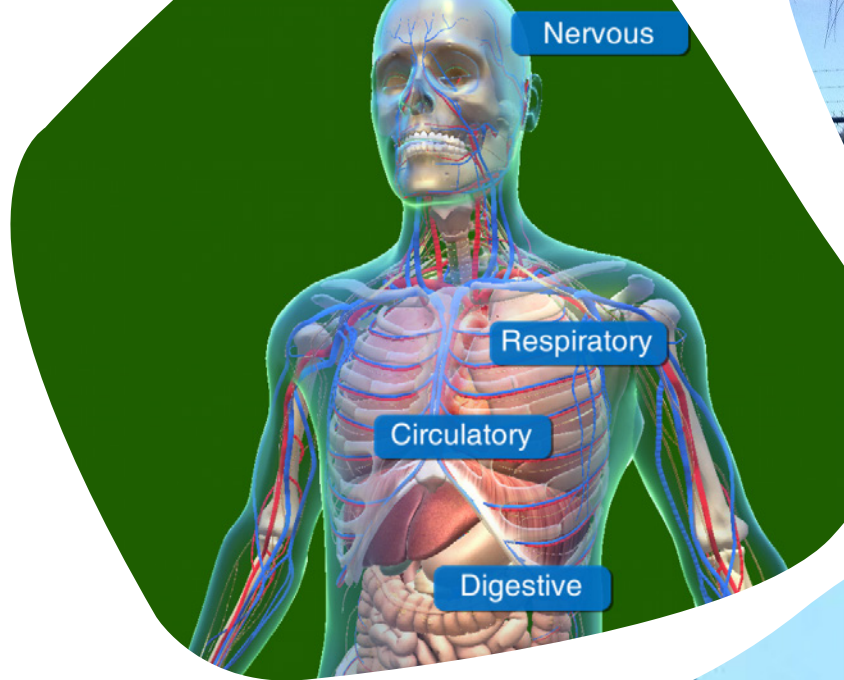


In kind partners:





Partnerships in Action



No bones about it

No bones about it, the new TAM-e learning tool is set to be a hit with an added skeletal system and all new 360-degree animations. Thanks to funding from Dairy Australia, children can now watch the absorption of calcium through the body and into bones and also bone breakage and repair. Through the partnership, we celebrated Healthy Bones Week by inviting students to create breakaway banners to learn more about building stronger bones.

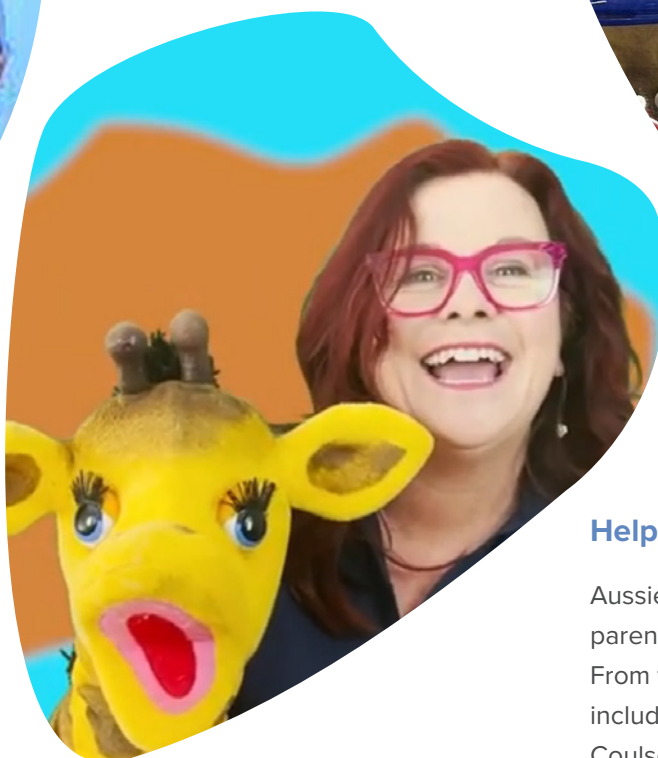
The search for Australia's Healthiest lunchbox

To kick off the school year, we went on the search for Australia's Healthiest Lunchbox, with the help of Woolworths Fresh Food Kids, Nutrition Australia and Kids News. Children eat and drink 30 percent of their daily intake at school. The initiative encouraged kids and their parents to create a healthy lunchbox, learning important skills in nutrition and responsible decision making. While the competition was fierce and the calories were low, the search ended with three delicious winning entries.



Growing healthy habits

School kids across the country got grubby in the garden, thanks to our Growing Good Gardens Grants program. Supported by Yates, children were encouraged to design a garden for their school, early childhood centre or community group, to help build healthy habits. Interest 'super seeded' our expectations with an amazing 743 entries. There were ten lucky winners, including students from Rostrata Primary School in Willetton WA. The grant will enable the school to expand on its kitchen garden by planting a mini fruit orchard. The budding agriculturalists are looking forward to watching their garden grow – and to eating some delicious fruit.



Celebrating teachers

Teachers are arguably the most important members of our society. They give children purpose, set them up for success, and inspire in them a drive to do well and succeed in life. To show our appreciation for all of their hard work, thanks to our partners at ACCO Brands, we gave away more than 50 stationery packs and Prezzye gift cards to teachers across Australia who were nominated by parents and students.



Helping parents raise resilient children

Aussie partnered with Life Ed to survey over 1,000 parents to discover what was most troubling them. From the results, we developed parent resources including a live webinar with parenting expert Justin Coulson and a supporting parent tip sheet to help parents raise resilient children during COVID.

Healthy Harold asks 'R U OK'?

Healthy Harold teamed up with R U OK to check in on kids during COVID. The campaign reached more than 50,000 Aussies via Kids News, social media and email. It included a video with tips for how to feel happy and less worried during hard times, and ideas for checking in on our friends and family. Even Minister for Education and Youth The Hon Alan Tudge MP got in on the action by retweeting the campaign.

Our People



Life Ed top of the class in organisational health

Life Ed's organisational health is in the top 10 percent of all sectors, according to a recent Organisational Health Index analysis undertaken by McKinsey & Company. Staff from our national and NSW offices participated in an employee engagement survey to measure effectiveness and management performance across a range of areas including leadership, continuous improvement capabilities, talent attraction and retention and customer insight.

With an overall health score of 93, McKinsey said Life Ed is one of the 'healthiest' organisations they had seen to date. The results show that not only do we perform well in terms of the positive social impact but also our business activities align strongly to our mission – and as a collective we are empowered to execute these activities with excellence to achieve long-term performance.

Vic CEO puts pedal to the metal to support upper primary students

Life Ed Victoria CEO Andrew Benetto used pedal power to help more Year 5 and 6 children across the state access sexual health education. Life Ed's 'Talk About It' sexual health program teaches students about identity, diversity and inclusivity, puberty changes, managing peer pressure, and building and maintaining healthy relationships. Andrew led the pack in the annual Tour de Harold, aiming to raise \$10,000 in a gruelling six day cycle covering 170 kilometres.

"Kids across Victoria need our program more than ever after everything they endured last year," Andrew said. "To meet the needs of schools and students, it is imperative that we expand our program so more kids have access to this vital education."



"We Are There for Every Child": Kellie Sloane

Kellie Sloane was once a familiar face for many Australians, broadcasting news and current affairs stories for various daily TV bulletins and shows. But about six years ago, that all changed as she took on an even more challenging role as the CEO of Life Education NSW, an organisation bringing vital health education to children.



Kellie Sloane

CEO, Life Education Australia
Words - Stephen Crowe
Images - Scott Ehlert



"Then in April last year she accepted the role of CEO of the national body Life Education Australia (LEA). LEA is the largest non-government provider of health and drug education for schoolchildren across Australia. It was the brainchild of the late Harold 'Ted' Hoffa, who in 1979 had noted that health and social issues had a negative influence on children's lives, creating the vision for the organisation."

Leading the way

CEO of Life Ed Australia, Kellie Sloane was recognised for her leadership contribution by CEO Magazine's Executive of the Year Awards in 2021. Kellie was a finalist in the Not-for-profit Executive of the Year category, for her achievement in steering the organisation to success during the COVID crisis.



Coming together to help Aussie kids thrive

While every State and Territory has slightly different needs, our teams are drawn together by a single purpose that drives us all – ensuring that every child has the opportunity to thrive. We play such a critical role in ensuring kids make the right choices when faced with decisions around health, safety and friendships.

That shared vision was so evident when the Life Ed CEOs and education managers came together face to face in Sydney. It was such a productive, positive and collaborative meeting and a real reflection of the progress we are making collectively and individually towards the unified Life Ed vision.

Small puddles, big rivers and crocodiles

Our educators travel to remote areas of the country so all kids, no matter where they live or what their circumstances, have the opportunity to thrive. In the Northern Territory, no two days are the same for Katherine regional educator Page McMillan.

“Harold and I are incredibly lucky. Each Monday is the start to yet another exciting adventure. Our journey to school is a little different to what you might be used to.

“Some weeks we walk, some weeks we drive but some weeks we’re very lucky and get to fly. Sometimes our trip takes five minutes, and some weeks Harold reckons it take 500 hours!

“Some weeks we zoom through small puddles but some weeks we cross BIG rivers that are home to BIG crocs!

“Some weeks we listen to our favourite songs while we chill out before a busy week, and some weeks we travel with very special friends and get to chitter chatter the whole way.

“Some weeks we cruise down one of our great NT highways but sometimes Harold and I get to do my favourite thing and four-wheel drive down muddy tracks.

“Even though each week is a mad adventure, there are a few things Harold and I do ALL the time. We always wear our seat belts, drink lots of water, and eat our vegetables, and we’re always kind. And there’s ALWAYS happy, friendly faces to meet us when we finally get to community.”



Our Board



Susan O'Malley
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Mike McAuliffe
Director (WA)



Alan Cadman
Director (NSW)



Claire Stokes
Director - Until 18
Nov 2021



Tim James
Director (NSW) - Until 11
Nov 2021

Our financial performance

OUR FINANCIALS

2020-2021



\$5.1M
revenue



\$3.9M
net assets

OUR PEOPLE



\$0.9M
employment

12

administration
and project staff

OUR PARTNERS

\$0.7M
sponsorships,
fundraising
& donor
support



\$0.6M
Federal Govt. Grant*

\$0.4M
Federal Govt. Support

COST TO DELIVER OUR PROGRAMS

\$18.3M

Total costs for the 12 months to June 2021 spent by Life Ed Australia and its affiliates in delivering programs to children throughout Australia.

Life Education Australia's financial records for the year ended 30 June 2021 were audited by Grant Thornton Australia in accordance with Australian Accounting Standards and Australian Charities and Not-for-profits Commission Act 2012. A full copy of our annual financial statements is available on request or from the Australian Charities and Not-for-profits Commission website.

*For the period of 1 July 2019 – 30 June 2021 a total of \$3.9M tied funding has been received to support program development.

How you can support us

Donate to the Life Ed Thrive Children's Fund

www.lifeed.org.au/support-us/life-ed-thrive-childrens-fund

Donate towards our program development

Partner with us

Engage your school community

Connect with us

1300 427 653

www.lifeed.org.au

www.facebook.com/HealthyHaroldLifeEducation

www.instagram.com/lifeed_healthyharold/

www.linkedin.com/company/lifeeducationaustralia

