



Life Education NSW
2016-2017 Annual Report

“I have fond memories of the friendly, knowledgeable giraffe. Harold takes you on a magical journey exploring and learning about healthy eating, our body - how it works and ways we can be active in order to stay happy and healthy. It gives me such joy to see how excited my daughter is to visit Harold and know that it will be an experience that will stay with her too.”

Melanie, parent, Turramurra Public School

What's inside

03

Our year

06

Our programs

13

Our community

25

Our people

32

Our financials

Who we are

Life Education is the nation's largest not-for-profit provider of childhood preventative drug and health education. For almost 40 years, we have taken our mobile learning centres and famous mascot - 'Healthy Harold', the giraffe - to schools, teaching students about healthy choices in the areas of drugs and alcohol, cybersafety, nutrition, lifestyle and respectful relationships.

OUR MISSION

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

OUR VISION

Generations of healthy young Australians living to their full potential.



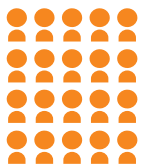
Our year: Thank you for being part of Life Education NSW

Together we worked to empower more children in NSW

As a charity, we're grateful for the generous support of the NSW Ministry of Health, and the additional funds provided by our corporate and community partners and donors. We thank you for helping us to empower more children in NSW this year to make good life choices.

03

2016-2017 OUR YEAR IN NUMBERS



282,304

children participated in our programs



20,000+

face-to-face teaching hours

1,814

preschools and schools visited across NSW



290,956

workbooks shared with the children of NSW



60

specialist Educators partnered with schools



1,450

children visited by Educators each day



44 mobile classrooms visited NSW schools



48,405

Healthy Harold products sold to help fund our programs

16

unique modules offered to the children of NSW



13,655

sessions conducted by our Educators



\$10

The amount the health system saved for every dollar spent on Life Education due to prevention

Our year: A message from the Chairman

Outstanding growth saw us deliver our programs and resources to almost 300,000 students

04



Every single child is precious and deserves our most intensive effort to guarantee their health and safety. I am incredibly proud of what we have achieved at Life Education NSW in 2016-2017. Our strategic focus was to reach more children, families and communities across NSW. We did it!

Outstanding growth this year saw us deliver our programs and resources to almost 300,000 students. The growth in participation in NSW this year clearly reiterates the continued relevance and need of the Life Education program to support the families of our state – including parents, guardians and teachers.

Our commitment to ensure every child has access to vital health and safety education saw us visit schools both big and small, near and far.

A record 750 children from Westmead Public School participated in our cybersafety module this year. It was delivered via 25 individual sessions held over two weeks. A total of 50 delivery hours for a single school.

Our Educators even delivered our programs to children in the remote outback via the School of the Air – every child counts when it comes to Life Education and we're committed to reaching every single one we can.

This year, we also celebrated the 30th anniversary of our NSW head office based at Colyton in western Sydney. Over seven million students have participated in the Life Education program – a true testament to the difference that Life Education has made firstly to the students, and then to successive generations in NSW.

Our celebrations were launched with our Family Fun Day at the Colyton centre in February. 1,000 local families joined the fun. There were even some who attended who were present at the opening 30 years ago and that created a great sense of pride and nostalgia. In fact, many of the parents on the day had been to Life Education classes themselves and wanted to share that experience with their children.

Community is important and we couldn't do this alone. There are so many incredible people all across the state who tirelessly and passionately supported us in one way or another – and we can't thank you enough.

We firmly believe that every single child deserves to lead a safe and healthy life. Your support has helped us reach more children than ever this year, changing lives and impacting communities – now and into the future.

THE HON ALAN CADMAN OAM
CHAIRMAN

Our year: A message from the CEO

As change makers we worked together to become a stronger organisation

05



It has been a great year for Life Education NSW and I deliver this report with enormous pride in our achievements.

Our Educators, administration staff and Board members are all passionate about making a difference every day in the lives of the young people of NSW. As change makers, we worked together to become a stronger organisation.

We are sustained by our community: our ambassadors, volunteers, partners and sponsors, who support our mission, share our message and raise much needed funds.

We stand strong in the knowledge that we are relevant. Rigorous, evidence-based research tells us so. As part of a wider evaluation of our program, the NSW Ministry of Health recently conducted an independent literature review called *Healthy Lifestyle Choices in Children – Sax Review*.

It showed there is high quality evidence for the effectiveness of programs implemented in the middle school years to promote Social and Emotional Learning (SEL) and prevent substance misuse and obesity.

98 per cent of parents believe health education is important and want more assistance in the fight against childhood obesity. This is the overwhelming fact from the results of our first *Life Education NSW Family Report* to determine parental attitudes to areas affecting children including nutrition, physical activity and screentime.

By not being afraid to ask the right questions we remain responsive to the needs of our community and can implement continual self-improvement.

This is evidenced by our expanded and updated programs; our commitment to professional development for our Educators and staff; the improvement of our financial position through innovation and new relationships; and the expansion of our reach to even more children across the state.

We celebrated a milestone this year – our Life Education NSW headquarters has been in western Sydney for 30 years. Our roots are strong. Our values remain the same.

The coming year will continue to demonstrate our commitment to innovation as we explore new ways of delivering our program, conduct further research into the needs of our customers, forge new partnerships, and reach more children in disadvantaged schools.

We move forward, with one eye on the past, and the other on the horizon.

A handwritten signature in black ink that reads "Kellie Sloane".

KELLIE SLOANE
CEO LIFE EDUCATION NSW



Our programs

Our programs: We're educating and changing lives

We continue to ask the right questions to make our programs relevant

Understanding what motivates and concerns children and their parents is fundamental to the development of our program. We continue to innovate our modules to address current issues. Investing in research and talking to children, parents and teachers ensure our programs are engaging and relevant.

07

Researching the needs

- ▶ As part of a wider evaluation, the NSW Ministry of Health conducted an independent literature review: *Healthy Lifestyle Choices in Children – Sax Review*¹. It endorsed our program theory and provided learnings for improvement.
- ▶ We surveyed more than 1,000 NSW parents and carers about their attitudes to issues affecting children including nutrition, physical activity and screentime. This inaugural *Life Education Family Report*² found:
 - ▶ 98% believe health education is important and are asking for more assistance in the fight against childhood obesity
 - ▶ almost 80% were concerned about childhood obesity
 - ▶ 81% were “happy” or “very happy” with their children’s eating habits.
- ▶ We developed and tested a new inflatable pop-up classroom. These exciting domes can be set up in many school halls and are kitted out with touch-screen technology and audio-visual effects. Early trials have been met with great excitement from students and teachers.

What children really think



On the Case



Survey



Students



Schools

Here's what children in upper primary said they learned about tobacco and smoking through our dedicated module, *On the Case*.

SURVEY RESULTS



224

Students surveyed

Before and 6 weeks after our school visit

5 schools

11 classes



Over 9 in 10 students

indicated it had helped them to learn about **the effect that smoking has on the body** [91%], had played a role in getting them to think about **how smoking was affecting people they knew** [84%] and to know **what to do if someone offered them a cigarette** [85%].



Most students said that they thought that they were **less likely to smoke because of what they had learned** [88%].

¹ The review was completed by the Deakin University Centre for Social and Early Emotional Development (SEED) and commissioned as a Sax Institute Evidence Check for Drug & Alcohol Population & Community Programs, NSW Ministry of Health. ² 2017 Life Education Family Report: Parents' attitudes towards childhood obesity

Our programs: The need is real

One quarter of NSW is aged 19 and under and they all deserve to lead safe and healthy lives

08



Health

Aussie children are struggling with many lifestyle-related issues

- ▶ 1 in 4 children (2–17) are overweight or obese
- ▶ 97% of children (5–14) aren't eating the recommended daily serves of vegetables
- ▶ Only one quarter of children (5–14) meet national daily physical activity recommendations



Social and emotional learning

Supporting mental wellbeing is as important as physical health

- ▶ Suicide is the leading cause of death for young Australians aged 15–24
- ▶ 1 in 7 young people aged 4 to 17 experience a mental health condition in any given year
- ▶ 1 in 9 children aged 4–17 used a school service for emotional or behavioural problems in the last 12 months



Bullying

Bullying is affecting our children in the playground and online

- ▶ Australian primary schools are among those with the highest reported incidence of bullying in the world
- ▶ 1 in 4 Aussie children (8–14) reported being bullied every few weeks or more - the highest prevalence is in Year 5
- ▶ 25% of young people aged 12–17 report being the targets of online bullying or hurtful comments



Screentime and cybersafety

Screentime is entrenched in daily life for Aussie children

- ▶ 95% of children aged 8-11 had accessed the internet in the last four weeks
- ▶ 45% of children aged 8-11 use social networking sites
- ▶ 57% of young people [12-17] have seen real violence online that disturbed them

Education is key to addressing the challenges that our children face



Drugs and alcohol

1 million+ Aussie youth are affected in some way by the drinking of others

- ▶ 11% of 12-17-year-olds used illicit drugs in the last 12 months
- ▶ Cannabis is the most common illicit drug used by 12-24 year olds
- ▶ 3 in 10 young people drink alcohol at risky or high-risk levels for incurring short-term harm

Population: NSW Government, 'Health Stats NSW population by age', March 2017

Health: Australian Institute of Health and Welfare, 'Australia's health 2016: in brief'

Screentime and cybersafety: Australian Communications and Media Authority, 'Like, post, share: Young Australians' experience of social media', 2013; The Office of the Children's e-Safety Commissioner, 'Young people's experience with online hate, bullying and violence', 2016

Social and emotional learning: Australian Institute of Health and Welfare, *ibid*; Australian Government Department of Health, 'The mental health of children and adolescents', 2015

Bullying: Mullis, Martin & Foy, 'Survey of schools in 40 countries', 2008; Edith Cowan University, 'The Australian Covert Bullying Prevalence Study', 2009; The Office of the Children's e-Safety Commissioner, *ibid*.

Drugs and alcohol: Foundation for Alcohol Research and Education, 'The hidden harm: alcohol's impact on children and families', 2015; Australian Government, Department of Health, *ibid*

Our programs: Connecting with schools

We spent 20,000+ hours educating the children of NSW

Well-designed school-based health education programs help children develop strategies and skills to make positive choices. In our unique learning environment, children explore creative and collaborative approaches to communication, problem solving and decision-making.

10



16 engaging programs



► **Preschool**

3 x Healthy Harold, Healthy Me modules

We engaged pre-schoolers in play-based, experiential and interactive experiences to foster their health and wellbeing and build on their mental, physical and social foundations.

► **Primary**

12 x bespoke drug and health modules

We helped primary school children develop skills to deal with issues around food and nutrition, physical activity and safety (both online and with medicines/legal drugs).

► **Secondary**

1 x Face the Facts drug education workshop

We delivered interactive student-centred drug education workshops and supported teachers and parents with resources for ongoing education.



Three new primary modules

► **Harold's Friend Ship – Foundation / Year 1**

Harold's Friend Ship explores the qualities of a good friend, feelings and emotions, early warning signs, and safe and unsafe situations in a fun and interactive learning experience.

► **Safety Rules – Years 1-2**

Safety Rules investigates safety in a range of situations and environments, people and places to go to for help, and how friends can care for and support each other.

► **Decisions – Years 5-6**

Decisions offers a choice of content on legal drugs or legal and illegal drugs exploring decision-making, choices, consequences, responsibility, facts, and influences.



New and updated resources

► **Mind Your Medicine – Years 3-4**

Educator DVD updated and teacher/student print and digital resources created.

► **Think Twice – Years 5-6**

New online teacher resources and student workbook developed.

► **Face the Facts – Secondary**

New presentations and teacher resources created.

► **Indigenous extension resources**

Content made relevant, culturally sensitive and reflective to Indigenous communities.

Our programs: Spotlight on cybersafety

Westmead Primary School takes time to bCyberwise

- ▶ 750 children reached in years 3-6
- ▶ 25 individual sessions held
- ▶ 50 delivery hours over 2 weeks



Photo courtesy Geoff Jones, Photographer, Parramatta Sun

“Thank you so much for the wonderful and informative parent information session. It was highly valued by our parents. The website resources and the app are an excellent way to support parents, and the interactive lessons, van and visit from Healthy Harold were a great success with all our students. Life Education was a fantastic experience all round and I would highly recommend it.”

Poppy Kougellis, Teacher Librarian, Westmead Public School

Westmead Public School is the biggest public school in NSW and home to more than 1,400 pupils. In June, Healthy Harold and Educator Sally Fletcher delivered our bCyberwise program to the school. Life Education is certified by the Office of the Children's eSafety Commissioner – students explore cybersafety through animation, vox pops, real life scenarios, discussion and problem solving. The children aged 8-10 learned:

- ▶ how to build positive relationships with online and offline friends
- ▶ safe and respectful behaviour online
- ▶ responsible behaviours when using communication technology
- ▶ strategies for keeping personal information safe online
- ▶ strategies to deal with face-to-face and cyberbullying.

“The children loved learning in a different space and meeting Healthy Harold. Computer games and social media were discussed and we taught the students that going to an adult for help is okay.”

Sally Fletcher, Educator

Our programs: Launching Decisions

Introducing a contemporary response to a community need

This year we launched a new upper primary curriculum-linked lesson called *Decisions*. This flexible module facilitates discussion around legal drugs (medicines, caffeine, tobacco and alcohol) and illegal drugs such as cannabis and amphetamines.

12



The program is for students aged 8-14 and designed to:

- ▶ develop their understanding of the impact of alcohol and other drug use
- ▶ build their capacity to make responsible, safe and informed decisions
- ▶ develop their ability to manage challenging situations effectively.

“Decisions has a great look to it. Visually it engages the students immediately. Each section is interesting, factual and relates to every student as it has easy to understand language and the imagery is modernised. I think the revamp has been hugely successful. Awesome way of delivering the resources with the eye catching ‘whiz-bang’ factor.”

Paul Cooper, Secondary Teacher, Stewart House School



The resources

- ▶ Seven interactive learning activities
- ▶ Curriculum-linked lessons with support material
- ▶ Student workbooks
- ▶ Parents video featuring interviews with medical professionals, parenting experts and Educators
- ▶ Downloadable web resources authored by parenting expert Dr Justin Coulson.



The app

- ▶ Animated scripts and characters
- ▶ Videos illustrating the effects of stimulants, depressants and hallucinogens
- ▶ Vox pops with young people
- ▶ Digital learning activities



Our community

Our community: 30 years in western Sydney

Celebrating three decades at our Colyton head office

Since we opened our doors in Colyton 30 years ago, we have seen many great health outcomes for children in western Sydney. Life Education NSW provides health and safety education to more than 20,000 students in the area via the Colyton education centre and four mobile learning centres.

14

“...the evolution of Life Education NSW over the past 30 years has kept pace with contemporary life. In the past few years many new programs have been introduced, including safe use of the Internet, how to protect yourself from cyberbullying, dealing with peer pressure, and nutrition information for young children... On behalf of the people of New South Wales, I congratulate Life Education NSW for being at the front line of positive and preventative drug and health education, and caring about the well-being of children and families ...”

His Excellency General The Honourable David Hurley AC DSC (Ret'd) Governor of New South Wales. Excerpt from speech given at the 30 Years in Western Sydney Celebration Afternoon Tea at Government House



The Governor's tea party

His Excellency General The Honourable David Hurley AC DSC (Ret'd), Governor of New South Wales, as Patron, accompanied by Mrs Linda Hurley, hosted an afternoon tea reception for Life Education NSW to celebrate 30 years of the Colyton centre as our NSW Head Office.



All for the family

In February, we also marked our Colyton 30th anniversary with a Family Fun Day supported by ClubsNSW. Healthy Harold is such a positive and iconic character in the lives of so many children that we wanted to share the good work that we do with the wider community. More than 1,000 local families and guests joined in the celebration, and learned more about our programs including participating in free, fun, interactive sessions in the Healthy Harold vans.



Our community: The lasting effect of Healthy Harold

Our iconic giraffe continues to engage and inspire the next generation

As we celebrated the 30th anniversary of our western Sydney base, and even more supporting children across NSW, we're so proud to witness the lasting effect of Healthy Harold and the Life Education message passing through generations.

15

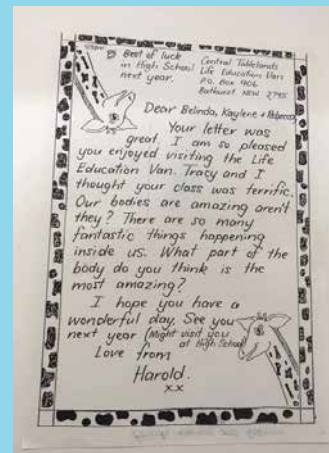


Celebrating 30 years with Oxley Park

On May 29, 1987, we celebrated the opening of Colyton with the help of pupils from Oxley Park Public School. Fast forward 30 years and the school's current students marked the milestone – some walking in the footsteps of their parents who benefitted from Healthy Harold back in the early days. Thank you to the 388 Oxley Park pupils who attended Life Education programs this year and the 473,000 other students who've had lessons here so far.

“We are proud to support Life Education and hope to continue to work in partnership for another 30 years at least.”

Kim Smith, Principal, Oxley Park Public School



“This is a letter from Harold when I was at Gulgong Public School. Attending a small school, the Life Education van was a real highlight. Now you visit my kid's school... It shows how long Life Education has been important to Aussie families.”

Belinda Burns, Parent, Kellyville Ridge Public School

Our community: Our partners

Imagine generations of healthy, young Australians living to their full potential

It's often said that it takes a community to raise a child. Thank you to our supporters who are part of the Life Education family. Without you we couldn't do our job in helping to raise the next generation of healthy Australians.

16

Thanks ClubsNSW for continuing to give Healthy Harold a hand

This year, our promo van – made possible with the help of ClubsNSW – was on the road visiting dozens of communities including the Central Coast NAIDOC Day, Mt Druitt Street Beat and Bonnyrigg Family Day. The van enables children to preview our programs and provides a stage to connect with school leaders, teachers and parents.

We also participated in the ClubsNSW and Newslocal 'Do Something Day' campaign in June, which recognises Australian volunteers. This initiative gained widespread media coverage, resulting in increased awareness and sparking new volunteer interest.

Since 2012, ClubsNSW has supported us to achieve our vision, and in April, we were thrilled to renew our partnership for a further two and a half years.



ClubGRANTS spirit in action

Local clubs are the backbone of communities and a lifeline to us for more than a decade. Because of the many generous ClubGRANTS we received this year, we were able to support more children in many ways including supplying:

- ▶ an eSmart screen monitor and wheelchair lift for the van that visits more than 20 schools in the Wagga region
- ▶ an eSmart screen monitor for the Lithgow van so that students can now view 3D images of the human body and online safety animations
- ▶ student workbooks for the children in Broken Hill to enjoy fun-filled activities to complement their learning.

Thank you Northparkes Mines for taking Harold to the Central West

We're elated that in May, a funding boost from CMOC-Northparkes Mines supported the continued delivery of our programs to 25 primary schools in the Parkes and Forbes region. Northparkes has proudly supported Life Education NSW for six years, with the funding directed to the communities of both shires.



Our community: Our partners

Thank you to our passionate partners for your generosity and commitment to the students of NSW

Our partners play a significant role in helping us reach our objectives and it's a special role they play in giving back to the community by supporting the future of our children.

Hyundai still supporting the young people of NSW

NSW children will continue to benefit from essential health and safety education thanks to Hyundai. In April, they renewed their partnership with us through *Hyundai Help for Kids*. Thanks to their support, we can now fund innovation in delivery and additional Educators to accommodate the growth in demand for our programs, as well as connect with more parents through technology. We have also increased our reach to more children across NSW.



“Hyundai Help for Kids is keen to support Life Education so that they can increase their reach and see as many students as possible. We are excited about continuing our support and recognise the importance of imparting vital information and tools to young people so they can make informed choices about their health and safety, and reach their potential.”

Scott Grant, Chief Operating Officer, Hyundai Motor Company Australia

Marching proudly with the Eels



In March, the Parramatta Eels National Rugby League Club and Parramatta Leagues Club signed a new three-year partnership to support our program in the Hills District, Parramatta, Western Sydney, Hornsby and Ku-ring-gai. Through this fantastic new partnership, which is funded through Parramatta Leagues Club ClubGRANTS, we will:

- ▶ reach almost 40,000 students in 205 schools
- ▶ enable every child participating in Life Education in western Sydney to join Sparky's Brigade for free season membership to the Eels, including attendance at home games for children under 16.

“We believe in investing in the children of our future who will be great ambassadors for rugby league, particularly in the heart of western Sydney.”

Bernie Gurr, CEO, Parramatta Eels

Our community: Our ambassadors

Our Healthy Harold ambassadors truly believe in our purpose

A Healthy Harold Life Education ambassador is someone who believes in our purpose and will do his or her best to provide support. We are proud that so many Federal and State MPs and influential members of the community champion our cause.

18

A

Mrs Margie Abbott
Hon Tony Abbott - MP
Mr Ray Aitken
Mrs Marie Aitken
Hon John Ajaka - MLC
Mr Kevin Anderson - MP
Mr Greg Aplin - MP
Hon Stuart Ayres - MP

B

Mr Jay Bacik
Mr Clayton Barr - MP
Hon Sharon Bird - MP
Hon Bronwyn Bishop
Hon Chris Bowen - MP
Mr Stephen Bromhead - MP
Mr Tim Browne
Hon Linda Burney - MP

C

Ms Prue Car - MP
Ms Yasmin Catley - MP
Mr David Coleman - MP
Mr Kevin Conolly - MP
Hon Andrew Constance - MP
Mr Mark Coulton - MP
Mr Mark Coure - MP
Mr Tim Crakanthorp - MP
Mr Adam Crouch - MP

D

Mr Michael Daley - MP
Senator Sam Dastyari
Mrs Tanya Davies - MP
Mr Jihad Dib - MP
Ms Trish Doyle - MP

E

Ms Mary Easson
Hon David Elliott - MP

F

Mr Remon Fayad
Hon Joel Fitzgibbon - MP
Mr Luke Foley - MP
Hon Ben Franklin - MLC
Mr Andrew Fraser - MP

G

Hon Michael Gallacher - MLC
Mr Bill Galvin OAM
Mr Andrew Gee - MP
Hon Thomas George - MP
Ms Melanie Gibbons - MP
Hon Dr David Gillespie - MP *[New]*
Hon Troy Grant - MP
Hon Paul Green - MLC
Mr Chris Gulaptis - MP

H

Hon Shelley Hancock - MP
Ms Jodie Harrison - MP
Hon Luke Hartsuyker - MP *[New]*
Hon Alex Hawke - MP
Mr Chris Haynes - MP *[New]*
Mr Alister Henskens - MP
Mr Kevin Hogan - MP
Ms Sonia Hornery - MP
Mr Kevin Humphries - MP
Ms Emma Husar - MP *[New]*

J

Mr Phil Jackson
Mr Stephen Jones - MP
Hon Barnaby Joyce - MP

K

Mr Matthew Kean - MP
Ms Yvonne Keane *[New]*
Mr Craig Kelly - MP
Mr Rod Kendall
Mrs Robyn Kendall OAM
Mr Peter Khalil - MP

L

Mr Nick Lulich - MP
Hon Craig Laundy - MP
Dr Geoff Lee - MP
Mr Julian Leeser - MP *[New]*
Hon Dr Andrew Leigh - MP
Hon Sussan Ley - MP

This list acknowledges ambassadors during the 2016-2017 financial year.

“The support of our ambassadors enables Life Education to teach children in NSW to respect their bodies, be healthy and active and to make wise choices in life through drug and alcohol education.”

Alan Cadman, Chairman

Our community: Our ambassadors

Thank you to all our Life Education NSW ambassadors

During this year we welcomed 13 new ambassadors, bringing the total to more than 130.

M

Hon Natasha Maclaren-Jones - MP
Mr Daryl Maguire - MP
Hon Shayne Mallard - MLC
Mr Max Markson
Mr Adam Marshall - MP
Mr Paul Martell
Hon Matthew Mason-Cox - MLC
Dr Hugh McDermott - MP
Ms Pauline McFetridge
Mr David Mehan - MP
Ms Tania Mihailuk - MP
Hon Sarah Mitchell - MLC
Mr Jason Morrison
Hon Scott Morrison - MP *(New)*
Mr John Murray
Mrs Helen Murray

N

Senator the Hon Fiona Nash *(New)*
Reverend the Hon Fred Nile - MLC
Mr Bruce Notley-Smith - MP

O

Mr Jonathan O'Dea - MP

P

Mr Ryan Park - MP
Mr Chris Patterson - MP
Mrs Melinda Pavey - MP
Senator the Hon Marise Payne *(New)*
Hon Dominic Perrottet - MP
Ms Eleni Petinos - MP
Hon Adrian Piccoli - MP
Mr Greg Piper - MP
Hon Tanya Plibersek - MP *(New)*
Mr Geoff Provest - MP

R

Clr Michael Regan
Mr Joe Rinaldi
Hon Anthony Roberts - MP
Mr Jai Rowell - MP
Ms Michelle Rowland - MP
Hon Philip Ruddock

S

Senator the Hon Zed Seselja
Dr Sandra Short
Senator the Hon Arthur Sinodinos AO
Mr Chris Smith
Ms Anne Stanley - MP *(New)*
Hon Ursula Stephens
Hon Rob Stokes - MP
Mrs Ann Sudmalis - MP
Ms Meryl Swanson - MP *(New)*

T

Mr Mark Taylor - MP
Hon Bronnie Taylor - MLC
Ms Susan Templeman - MP *(New)*
Hon Matt Thistlethwaite - MP
Hon Paul Toole - MP

W

Mr Gareth Ward - MP
Mr Greg Warren - MP
Mr John Waterhouse
Ms Anna Watson - MP
Mr Scott Weber
Mrs Lucy Wicks - MP
Mr Ray Williams - MP
Mrs Leslie Williams - MP

Y

Hon Justice David Yates
Mr Rob Yeldon

Z

Mr Guy Zangari - MP



Our community: Our volunteers

Thank you to all the hard-working people who make our work better and brighter

Volunteers are a vital part of Life Education. We have many incredible people around the state who work tirelessly to support and promote our organisation and find innovative ways to raise much needed funds.

20



“Having worked as a teacher, and now as a mother of three, I have experienced first-hand how important it is to empower children to make healthy life choices. The programs provided by Life Education equip children with the skills and reasoning to help them navigate the issues they face today. I am a passionate supporter of Life Education and truly believe the education they deliver will help make our children’s future more positive.”

Annabel Merz, Westpac – Life Education NSW volunteer

Our Life Action Group legends

Life Action Groups are the driving force of Life Education within NSW local communities. These groups of dedicated and passionate volunteers are committed to fundraising, building awareness of our message and work, and supporting our Educators at local events. And we couldn’t do without them. Thank you to these wonderful people in Coffs Harbour, Northern Beaches, Tweed/Byron, Northern Rivers, Illawarra, Hunter, Parramatta, Parkes, Port Macquarie, Ryde/Hunters Hill and St George.

There were plenty of activities this year from the country to the beach including the fourth annual Healthy Harold Swim Relay for Life Education at the Parkes Aquatic Centre in April, while more than 100 Northern Beaches business leaders gathered to hit a fundraising hole-in-one of more than \$50,000 for us at the second Northern Beaches Golf Classic at the Long Reef Golf Club.



Superstar volunteers

We’d like to make special mention of Brian Bortolin [Riverina] and Lindsay Cutler [Murray] who were regional winners in the 2016 NSW Volunteer of the Year Awards. These awesome volunteers drive our Life Education vans – what would we do without them! And congratulations to Julie Mills for her Community Group Achievement Award for Outstanding Services to the St George community – her efforts mean Healthy Harold is very well known in the area.

Our community: Our volunteers

The gift of their time and energy is the true legacy of our amazing volunteers

To our Life Action Groups, corporate volunteers and individuals who support us in their own time - thank you for helping to improve the lives of the children of NSW.



“Harold is such a happy guy. I remember seeing him in the Life Education van when I was a kid. It planted a seed in my head – I’ve never tried drugs, and I don’t like drinking. Harold inspired me to be healthy. I want other children to have that same opportunity and get the message out that health is important.”

Tim Browne, Penrith Panthers – Life Education NSW ambassador

Our community: Connecting with NSW

This year we spread our message far and wide

This year, we wanted to reach as many people as possible to let them know what we do through a wide variety of media, events and other activities. Thank you for being a part of that.

PR and media



Facebook



Events



Radio



TV

Life Education was in the spotlight thanks to a comprehensive media campaign this year. The organisation trended on social media, shone in the TV studios, made waves on radio and attracted regular newspaper and online headlines. We’re taking an important role as leading commentators in the area of child and youth health.



DIGITAL PR COVERAGE



662
online news mentions

567,655,914 = potential reach
\$5,250,817 = estimated equivalent advertising value



5,586
social media mentions

65,504,491 = potential reach
\$60,5916.50 = estimated equivalent advertising value

BROADCAST PR COVERAGE



26
TV appearances



230+
radio interviews

EVENTS



200,000+
people reached through our events and activities

Our community: Our supporters come from everywhere

Thank you to our partners, ambassadors and volunteers – we couldn't do it without you

There are so many incredible people who tirelessly and passionately supported us in one way or another – and we can't thank you enough.

23



Healthy Harold was even more accessible this year with three new wheelchair lifts fitted to three mobile classrooms thanks to a generous grant from Northcott's FundAbility program. The students at Our Lady of Fatima School, Kingsgrove were among the first to check them out. Life Education has 33 wheelchair lifts servicing schools across the State.



The furthest school

we visited is in Broken Hill – over

1,200 kms

away from Sydney



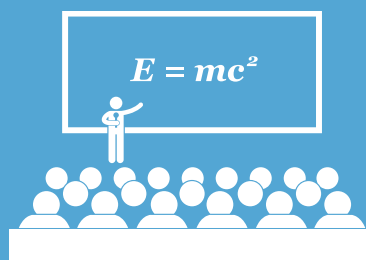
The **smallest** school

we visited has just 7 students in

White Cliffs



We supported 85 children via School of the Air



The largest group we visited

was **750 students** at one school at Westmead in Sydney



Our people

Our people: Educators

Delivering invaluable life education to students across NSW

Specially trained and using both high tech and multi-sensory methods, we thank them for the difference they make.

26



“ I wanted to work for Life Education because I was lucky to have the van visit a school when I was prac teaching. I was impressed with the unique teaching environment and lessons, and the way in which students were engaged. I want to give children all the knowledge and skills they need to make healthy choices. I like that through Life Education I can reach so many students and help make a difference.”

Cherie Healing, Educator who began her Life Education journey this year

Our people: Paula's story

2017 marks the 17th year that the wonderful Paula Tooth has been empowering the children of regional NSW as one of our incredible Educators. She also supports her colleagues as a trainer.

27



"One of the greatest challenges for children is navigating the digital world. They're exposed to so much online at an early age and feel pressured to be active online, especially if their friends are.

Our wonderful 'bCyberwise' program is such a valuable tool for teachers to help provide children with the information and skills they need to be safe online. By working with schools and parents via the Life Education website we can equip children to become savvy cybersafe children.

My greatest joy in my work is firstly the excitement we see on the students' faces as they walk towards the mobile classrooms. We have our lessons and I can always tell they're enjoying themselves and learning. And then comes the moment when Harold arrives and the laughter and giggles that emanate from the children while Harold is interacting with them is infectious – it's that joy that has kept me going for 17 years in the organisation.

My co-workers are my greatest inspiration. I am always amazed by the work that we do, especially the country Educators who are so geographically isolated. We travel huge distances each year, taking the Life Education message to some of the smallest schools in the country. We spend a lot of time away from family and friends. And we do it because we believe in the importance of what we do.

I have many things that I am proud of with my work with Life Education – it's hard to choose – but one is my work as a trainer for the organisation. I always find it amazing to see our trainees grow with confidence as they move through the process. I love it when I get to visit them later on and see how far they have come and what amazing work they do.

My other greatest achievement occurred this year when I booked lessons with the School of the Air. I had to step way out of my comfort zone to present lessons to students at remote cattle and sheep stations, I couldn't see them and I had to change my teaching style and lesson plan to suit. But it was so much fun and put the biggest smile on my face when the students shouted out 'cooe' over the air at the end."

“I strongly believe prevention is better than cure. I would rather educate young people in primary school, to help set up lifestyle skills which could lead to them making safe and healthy choices in high school and later in life than treat young people and adults with drug and alcohol issues.”

Paula Tooth

Our people: Administration

Behind the scenes we're making things happen

A culture of high performance is essential to deliver on our mission and its only possible because we have a tireless community of change makers coming to work every day. Thank you for your efforts.

28



“ Why do I work for Life Education? Where else can I say I work for a giraffe – my boss – Healthy Harold, the most loved and iconic giraffe in the world! But also because I am helping Harold and our team of awesome Educators make a difference in the lives of Aussie children. It's fun and I get to work with amazing, inspiring and passionate people every day.”

Paula Roden, Community Engagement Manager

Our people: Terese's story

Our Schools Partnership Executive Terese Hooper shares her personal insight into the value of Life Education programs and why she is so passionate about managing our relationships with schools.



"I was a child of neglect bordering on abuse. Born to teenagers who struggled with addiction and poor life choices, both my parents ended up in prison. Armed with a bag of toiletries I didn't know how to use, I was sent to boarding school at age eight. I look back at my school photos and proudly see that, over the years, I did get better at doing my own ponytails.

I didn't know I was different from the other children, initially. Then it became clear that loved children are free to flourish and learn, where the unloved just survive.

My belief is that all children should reach their potential. The day I realised I was free to create my own future was a revelation. It would be a life enacted differently. But enacting life differently was challenging when I was later deposited in Sydney's Kings Cross with a drug dependent mother and a two-year-old sibling to raise.

At age 14 and not in school, yet really hungry to learn, I enrolled myself into a Fine Arts course and then completed high school at TAFE.

Living with an addict was hard. If I needed a camera for art school, Mum would go and steal one. The next week it would have been sold again. We didn't have hot water for two years; it was a luxury we couldn't afford. The egocentric nature of addiction prevented us from breaking free.

I am fortunate to be resilient. I fought very hard to hold my head up high and see over the challenges before me. I used to walk past the Wayside Chapel daily; it represented hope and familiarity to me.

At 18, I met my husband and parented with the intent to grow three strong, proud, independent and resilient beings. I have luxuriated in parenting, greedily enjoying every moment. I hold a Bachelor of Education and have worked as an Early Childhood Teacher, mentored and guided the educational practices of Family Day Care providers and, for a year, I was an Educator with Life Education.

Now as Life Education's Schools Partnership Executive, the well-being of children is at the forefront of all I do. I want to see as many children as possible break free, see life enacted differently, find the part of themselves that is unbreakable and realise their potential. Surviving is not enough; they must flourish.

This year I am proud to say we have seen a surge in numbers of formerly inactive schools engaging with Life Education. I attribute this to new leadership, fresh new programs, a great communicative team and robust sensitivities to teachers' needs. If we can make it easier for schools to engage with Life Education, that's great. It's the children who have the most to gain and that's what drives me."

"Being a teacher and having a deep understanding of our programs means I can discuss them with passion and knowledge with principals and teachers. I highlight the outcomes achievable for the students."

Terese Hooper

Our people: Board members

Thank you to our Board members for their support and contributions to ensuring the Life Education NSW program continues to be vibrant and make a difference. Your unique expertise and experience, efforts and leadership each help inspire us to innovate, grow and foster a culture of excellence.

30



THE HON ALAN G CADMAN OAM

Chairman NSW

A long-term supporter of Life Education, Alan Cadman is also Chairman, Client Development at Mahony Law; Governance Committee Chair, Parramatta Chamber of Commerce; and Patron, Western Sydney Awards for Business Excellence. Alan is well known to the people of north west Sydney, serving as the Federal Member for Mitchell for 33 years. His political career included tenures as Parliamentary Secretary for Workplace Relations and Small Business, and Shadow Minister for Immigration and Ethnic Affairs. A UNSW graduate of agriculture, Alan is also experienced in station and property management, small business and orcharding.



MR TIM JAMES

Tim James is a lawyer and business adviser passionate about advancing human health and a vibrant medicines industry. As Chief of Staff to NSW Minister Anthony Roberts, he helped deliver major reforms and results across portfolios including Resources, Energy, and Fair Trading. Tim has been involved in government and politics for over 20 years including a tenure with the John Howard Liberal Government and Prime Minister's Office. Tim holds degrees in Business and Law and completed his MBA at AGSM in 2010. He is a solicitor admitted in NSW and the High Court and holds qualifications with Chartered Secretaries Australia, Financial Services Institute of Australia and Australian Institute of Company Directors.



MR BILL BUCKLE

Bill Buckle has spent almost 35 years in the retail motor industry including a significant tenure as Managing Director of one of Sydney's largest dealerships. He previously served on the Board of the Motor Traders' Association Executive, as President of Toyota's Dealer Association and Chairman of Toyota's Finance Dealer Association. He was also a Member of the Subaru Advertising Executive and the Audi Marketing Group. Bill holds a Bachelor of Business [Marketing] from the University of Technology Sydney.



DR JULIAN DE MEYRICK

Julian de Meyrick has held several senior positions in higher education including Dean of Students at Macquarie University and Director, Higher Education at Sydney Institute of TAFE. He previously worked in marketing management for Unilever, American Express, Bushells and the Hong Kong Tourist Association. Julian holds a PhD from Macquarie University, MBA from Cranfield University [UK] and Bachelor of Commerce from UNSW. He is both a Certified Practising Marketer and Fellow of the Australian Marketing Institute.



CR KEN KEITH OAM

Ken Keith is currently serving his ninth year as Mayor of Parkes and 34th year on the Parkes Shire Council. Ken was educated at Yanco Agricultural High School and the University of Sydney, specialising in agricultural education. He taught at Forbes and Windsor High Schools before returning home to run a family farm raising Merino sheep and to develop and operate a Merino X Border Leicester first cross lamb enterprise. Ken also has a small cropping operation of wheat, canola, barley, lupins and oats.



MR JASON MORRISON

Jason Morrison is Channel Seven Sydney's Director of News. A journalist and radio broadcaster who trained as a cadet at 2GB and later qualified at the Australian Film Television and Radio School, Jason has covered news stories across Australia and the world. In 1998, Jason was appointed Director of News at 2GB and remains the youngest person to have ever held that position. In 2007 and 2009, he received the Brian White Memorial Award recognising sustained journalistic achievement - the only time it has been given twice to the same person.



MS JACKIE O'BRIEN

Jackie O'Brien is a Partner in intellectual property law at Norton Rose Fulbright. She has technical versatility across a broad range of industry sectors including pharmaceuticals, mining, food technology, lighting technology, personal care products and financial services. Jackie is ranked in Chambers Global, Best Lawyers, Managing Intellectual Property and World Trade Mark Review as a leader in her field, and won the Partner of the Year Award in the 2014 Lawyers Weekly Australian Law Awards. Jackie is also head of pro bono at Norton Rose Fulbright.



MR NEVILLE PARSONS

Neville Parsons is CEO and Director of Holiday Coast Credit Union Ltd that has branches serving the Holiday Coast and Maitland regions in NSW from Coffs Harbour to Maitland. He was appointed CEO in February 1988. Neville is a member of the Rotary Club of Wauchope having joined in October 1981 and currently Deputy Chairman of the Mid North Coast Local Health Board, having been appointed to the the Board in December 2010. He is a graduate of Economics and Law from the University of Sydney.



Our financials

Our financials: Our performance for 2016-2017

Our performance is underpinned by our community

Thank you to everyone who has helped us to improve our reach and support more children in more schools and communities.

Our financials

33



\$6.39^m

Revenue

up 3.3% on last year



\$294,996

Net assets



\$144,712

Net surplus

improvement of \$0.7m on last year



Our people

\$4.4^m



Employment costs

down 6.6% on last year



60 Educators

15 administration staff and over 10
volunteer and paid drivers

Our customers



282,304

Children attending programs
up 7% on last year



13,655

Sessions delivered



1,814

NSW schools visited

Our partners



\$2.7^m

Government support



\$0.6^m

Fundraising and donations

up 5.1% on last year



Life Education NSW's financial records for the year ended 30 June 2017 were audited by Grant Thornton Australia in accordance with Australian Accounting Standards and the Australian Charities and Not-for-Profits Commission Act 2012. A full copy of our annual financial report is available on request.

Your support is valuable

Thank you for making a difference this year

We know the need is great. Every day, children are faced with life-changing choices about their health and safety. Through education, we empower young people to live to their full potential. From single donations, regular giving, bequests and fundraising initiatives to shopping at the Healthy Harold Store, we thank you for helping us make a difference.

34

How you can help

Your regular tax deductible monthly gift is helping us deliver vital drug and health education to even more children. lifeeducation.org.au/support-us/donate



\$41 per month

will help four more disadvantaged children stay safe and healthy



\$67 per month

provides education to help keep one disadvantaged child safe from harm every week



\$284 per month

will deliver health and drug education to an entire classroom

Introducing the new Healthy Harold Store shop.lifeeducation.org.au

Healthy Harold launched his first online shop this year with every dollar of profit re-invested into delivering our programs in schools. From backpacks to sunhats, this NSW initiative will benefit Life Education programs across Australia.

Thank you for shopping with us and making a difference with your purchases.





Thank you to all our wonderful partners





Life Education NSW

ABN: 59 053 737 045
Address: 10 Hewitt Street, Colyton NSW 2760
PO Box 789, St Marys NSW 1790

Telephone: 02 9673 3222
Facsimile: 02 9673 4215
Email: nsw@lifeeducation.org.au
Website: lifeeducation.org.au

Follow us on Facebook  @LifeEducationNSW

Support us at lifeeducation.org.au/support-us/donate
Visit the Healthy Harold Store at shop.lifeeducation.org.au