

Life Education NSW/ACT Annual Report 2018-19





Our Mission

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

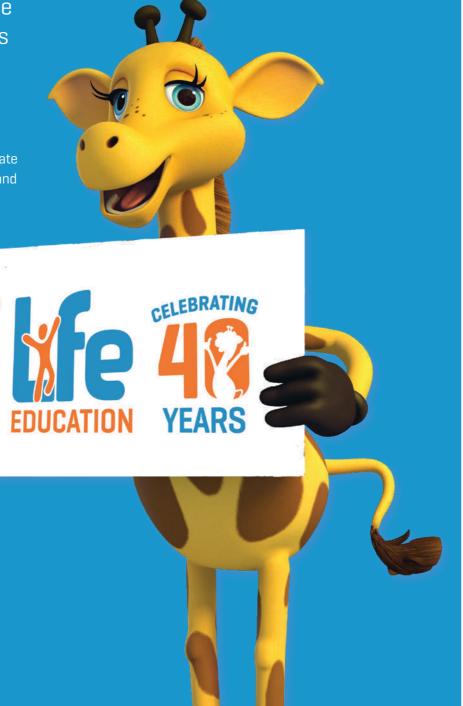
Our Vision

Generations of healthy young Australians living to their full potential.

This year we are celebrating 40 years of taking our mobile learning centres and famous mascot, Healthy Harold the Giraffe, to schools across NSW and ACT.

We've come a long way since our founder, the late Reverend Ted Noffs, began this vision in 1979 and we are proud to continue his legacy – today, Life Education is the largest not-for-profit provider of childhood preventative drug and health education. Your invaluable support is a huge part of our story and why so many passionate people contribute to positive education for our kids.

Thank you



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Kristen Amiet, Healthy Harold graduate and journalist

Healthy Harold taught me a lot about eating a balanced diet and the value of regular exercise, but the lesson that had the biggest impact on my life was one about the dangers of smoking. My dad had been a heavy smoker since long before I was born, but one day I came home from Healthy Harold really upset that his habit was putting his health – and life – in serious danger. That day – almost 20 years ago! – he had his last cigarette and hasn't touched one since.



A message from Our Chairman



This year Life Education celebrates 40 years of empowering Australian children to make safe and healthy choices through education, and we should feel proud of our achievements.

Led by our CEO Kellie Sloane, our inspiring team of educators and office staff have taken Life Education NSW and Healthy Harold to new heights.

We have increased the reach and impact of our program through cutting edge innovations. School bookings are at a 7-year high. We are now reaching more areas of disadvantage, up 17 per cent from last year.

This has been made possible through innovations including the development of our new pop-up classrooms, which help us reach remote and difficult-to-access locations at less than the cost of our vans.

In an increasingly online world, ensuring that our program is relevant to the lives of children today has never been more critical. This year we revamped one of our most loved teaching aides. For 40 years children have learned about the wonders of the human body via TAM (short for Transparent Anatomical Model].

Now she is joined by TAM-e, our augmented reality app, which takes learning to a new level with 3D fly-throughs of the human body.

Regretfully, after almost four years with Healthy Harold and friends, in 2019 we said goodbye to Kellie, who has been an inspiring leader, taking Life Education NSW from strength to strength.

Kellie has laid the groundwork for our new CEO, Jonathon Peatfield. Jonathon has worked previously in youth mental health and brings a mix of commercial and not-for-profit experience to the role. We are confident he will build on Kellie's achievements and lead our organisation and the communities we serve to future success.

Our work is made possible by the support of our government, corporate and community partners, our staff, and our many dedicated volunteers. We thank you for your continued support.

Together, we can raise the next generation of healthy young
Australians, every one of them
- country or city, struggling or comfortable, brilliant or average - unique, special and valued friend to Healthy Harold and Life Education.

The Hon Alan Cadman OAM,
Chairman Life Education NSW

NSW Health supports Life Education NSW to deliver curriculum-based preventive alcohol and drug and other health information to empower children to make safer and healthier lifestyle choices. NSW Health commends current efforts to increase access for socially disadvantaged schools and to strengthen program outcomes.

Angela Matheson,
Acting Director,
AOD Prevention and
Harm Minimisation,
NSW Health





Message fro

er Excellency the Honourable Margaret Beazley AO QC Governor of New South Walsa

For the past four decades, Life Education has led preventative health and drug education in our schools and in our community, and Dennis and I are delighted to be on board as Patrons.

Each year in New South Wales, 290,000 preschool, primary and secondary age students from 1400 schools benefit from Life Education programs and I am fortunate to have witnessed the positive impact of these programs on my own children and on the children of friends.

In 1979, the Reverend Ted Noffs and his wife Margaret developed the Life Education Centre in Kings Cross to educate young people about the risks of drug use. The first class was held at The Wayside Chapel and was so well received that the program spread around Australia, the UK and the US.

Forty years later, the challenge of preventing young people dying through alcohol and substance abuse remains. Helping young people make informed decisions about their safety, health and well-being, including while online, is the responsibility of the whole community and I congratulate Life Education NSW on leading this community-based education campaign.

On behalf of the people of New South Wales, I thank Life Education NSW for your continuing work to keep our young people safe across New South Made.



Her Excellency the Honourable Margaret Beazley AO Q

Government Honne, Macquarie Street, Sydney NSW 200

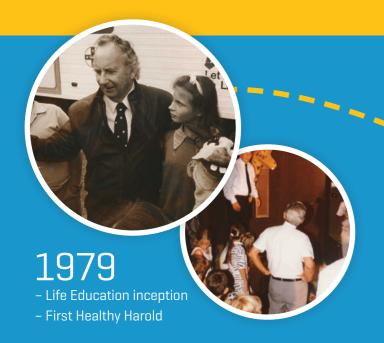
CELEBRATING

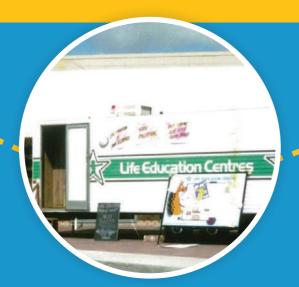
VEARS

In February, we celebrated our 40th birthday with the help of students from Ropes Crossing Public School in western Sydney, and Sam Mac from Sunrise.



Our Timeline





1982 launched (in the Tweed region).



Life Education Colyton Office opens



1991

First Life Education NSW board formed



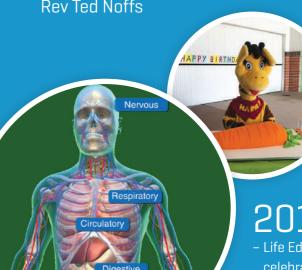
2013 bCyberwise launched by Julia Gillard





In the whole world there will never be another you ... you are unique.





Rev Ted Noffs



2019

- Life Education celebrates 40 years

- Augmented reality app, TAM-e launched



2014 Program reaches



2016

- 3D Healthy Harold launched, along with new friends Boots and Red

- Decisions program launched in Tamworth

- First Life Education Parent survey conducted



2018

- Relate Respect Connect launched

- Pop-up classrooms launched

Our Impact



"I first saw Healthy Harold when I was in primary school in 2004 in Sydney. I have a healthy lifestyle, and I've never been a smoker, and I will put some of that down to Healthy Harold. There is a big need for programs like Life Education. Kids these days face big challenges with cyberbullying. I see it with my younger cousin. Healthy Harold helps kids to be aware of how to be safer online and how to communicate with others, and that is such an important thing to learn."

287,912

Children participated in our program

20,935

Face-to-face teaching hours

Schools visited across NSW/ACT

1,973

294,864

Workbooks shared with the children of NSW/ACT

Specialist educators partnered with schools

1,440

Children visited by educators each day

13,832

Sessions conducted by our educators

Pop up classrooms on the road in NSW

OUR FINANCES (MILLIONS)

Standards and the Australian Charities and Not-for-Profits Commission Act 2012. A full copy of our annual financial report is available on request.

Program support and developement

Fee for Service

Fundraising, Donations and other income increase of 10.1%

Life Education NSW's financial records for the year ended 30 June 2019 were audited by Grant Thornton Australia in accordance with Australian Accounting

Nurnabila Jalaluddin, Assistant Management Accountant, Kantar

* Names and identifying features have been changed to protect identity. Images used are stock photos. If this story has raised issues for you, please contact either Kids Helpline on 1800 55 1800, or Lifeline on 13 11 14.

Helping Lily find her voice

Every single day we see the impact of the Life Education program on the kids of NSW, but none more so than that of 11-year-old Lily.

Lily* was just nine when her mother's partner began sexually abusing her. Confused and fearing for her family's safety and her own, she kept her harrowing ordeal to herself for two years, until a visit from Life Education to her school helped her find the courage to speak out.

While the Life Education program does not specifically address abuse, Educators help children recognise their emotions and feelings of being unsafe and provide an action plan to manage situations in which they feel something is not right, including identifying trusted adults to talk to. Lily's mother Sue* explains that it was this part of the lesson that helped her daughter realise that what she was experiencing wasn't her fault.

"During that visit to the Life
Education van, my daughter
received messages about
appropriate boundaries and
healthy relationships. Afterwards,
Lily spoke to the school counsellor,
who then told the school
Principal, who then called me."

Sue says she was devastated to learn that her precious daughter had been the victim of abuse; the perpetrator a person Sue had been in a relationship with for 10 years.

"You honestly just feel like someone pulled the rug out from under you," says Sue, who had broken off the relationship by the time Lily reported the abuse.
"I wondered why she hadn't come to me or her older siblings because she's very close to me, but then she explained that he had threatened her that if she told anyone he would kill her and me."

Now in Year 8, Lily is described by her mum as creative and clever, with a talent for music, drama and singing. Although the ordeal has taken its toll, she has been receiving regular counselling and, with the support of her family, is gradually working towards emotional recovery.

"I feel like we're healing," Sue says.
"I worry about how she will be in
the future, if she will be emotionally
scarred. It's going to be a tough
road. It was something I never
saw coming. Now, when Lily sees
something on the news about child
abuse, especially where someone
is not believed, she finds that very
stressful. She says: 'I'm lucky they
believed me because I didn't think
they would.""

Sue is grateful that Lily encountered the Life Education program and found the courage to speak out. She believes that if the Life Education program empowered her daughter to speak up about the sexual abuse she had experienced, it may also help other children who have been suffering in silence.

"The sad part is, statistically, child abuse offenders are often someone you know, not a stranger. Letting kids know what is acceptable and what is not, is so important.

Awareness is the big thing.

"The Life Education program can give children the ability to know what is right and what is wrong in an age-appropriate context, and just give them the tools to work out that they can speak out and can say something. They might think: 'I know I'm a child, but adults aren't always right.'"

"I'm so thankful to the Life Education program for helping Lily to find her voice and teaching her that she has the right to speak out."



During that visit to the
Life Education van, my
daughter received
messages about
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and healthy relationships.
Afterwards, Lily spoke to
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Our People



"I grew up outside of Uralla in regional NSW and attended Martins Gully Public School where I was first introduced to Healthy Harold. Like many other Australians – around 7 million since our inception – I have never forgotten the experience. When I told friends and family that I was going to work with Life Education, their faces lit up and almost instantly they recalled their favourite memory from the program."

Jonathon Peatfield, Life Education NSW CEO







Our people are our strength

Life Education thank you!

Leading the team in NSW/ACT over the past four years has been such a rewarding and enriching experience for me.

I am proud to have worked with a team that significantly increased student numbers over recent times and, importantly, made a bigger difference in communities that needed us most, including those who were socially or economically disadvantaged. A big highlight for me, personally, was bringing Life Education and Harold to the kids of Trundle Public School who have been in the midst of drought. The joy was palpable!



Life Education NSW CEO, 2015 - 2019



When Bobbie was four, she lost her father; when she was nine, her mother died. Both parents died from heroin overdoses. When she was a teenager, many of Bobbie's high school friends also died from drug and alcohol related harms. But, despite what must have seemed like an endless loop of tragedy and loss, Bobbie had a belief: that every child deserves to live a safe and healthy life, and a dream: to help kids like her face the challenges of life...

"Growing up I didn't have a lot.

My older sister had to pretty much raise me and my brother. After my mum died, I was sent to live with my stepdad. He had to teach me a lot: how to take care of myself, how to eat well – all the things that kids get taught as a child – I was only learning them at age nine."

"I never knew that my mum and dad were using drugs. I just thought that mum was asleep and that she was always sick. I remember the day my stepdad sat me down and explained to me that they were drug addicts, and what that meant. I knew from then that I wanted to work with other kids like me and help them."

"Growing up in the face of such adversity wasn't easy. When you feel like you're not good enough, school can be a hard place. As a kid I carried a lot of trauma – and I still do. I was bullied a lot in primary school. The bullying was so bad that

I used to not want to go to school. By the time I got to high school, I was shut down. My friends and I thought that we didn't really amount to much. When you grow up surrounded by poverty, that's your view of the world. I lost a lot of friends in high school to drug and alcohol abuse and bad lifestyle choices. I went to too many funerals."

"I dropped out of high school at the start of year 12 and moved out of home. Life was tough. But I decided that I didn't want to end up like all my friends. Eight years ago, I started studying community services and youth work – and I have not looked back."

"My biggest achievement was finishing my studies. I never thought I was going to finish school, and I never dreamed I could have a career doing something that I am passionate about I love working

with young people. When the job came up with Life Education, it was a perfect fit. Part of my job involves going to Stewart House (an organisation that cares for children in need) – where I went as a kid. When I tell the kids that and they see that someone from the same background as them is now a teacher, it opens their eyes to the possibilities.

"I talk to the kids on a level they can relate to. Halfway through teaching, I often see light bulb moments – something clicks. I've had kids come up to me at the end and tell me how they appreciate hearing about what I've said. That's the best part of my job."

"Opening up those conversations at schools breaks the stigma that can surround drugs and alcohol. If we'd had this type of education when we were kids, it could have saved the lives of my friends."



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Why our educators matter

We know how passionate and engaging our educators are, but when we receive unprompted feedback from the recipients of their work – teachers and students – we are beyond proud. We couldn't acknowledge their commitment any better than this...

"I just wanted to send a message to give feedback on the excellent experience we had with Amanda McPhie during our Life Education visit. She was incredible. In a decade of taking students to fantastic Life Education visits, Amanda was like a one-person show. She had the students engaged and learning whilst also having fun. She was animated, had jokes that the kids loved, and her Healthy Harold puppet routine was as enjoyable for me as it was for the kids.

I have never seen my entire class so engrossed in a topic before. I have taught cybersafety in detail myself at the start of the year and students were not anywhere near as interested and motivated to participate as they were when Amanda was teaching.

I had teachers approaching me specifically to feedback how much fun their kids had and how much of an impact their students gained from Amanda's delivery. As we know, when kids are enjoying themselves, they are most ready to learn. I hope this email finds Amanda and her supervisors too so that they are aware of the amazing job she is doing. She is an asset to your company and to our students who benefit from her unique talents as an educator."

~ Michael Thompson, Teacher

From educator to author

Life Education educator, Louise Parrott has worked closely with Healthy Harold for 22 years.

A mother of four grown-up children and grandmother to 10, she found that reading stories inspired her to start writing. Healthy Harold fun stories are designed to share with pre-schoolers or early readers and reinforce the safer, healthier life choices that Harold and Life Education are famous for. The books also help uncover the benefits of reading for children and families.





"

We are proud to partner with Life Education to empower more students to make safe choices by providing them with the information and skills to make decisions about their own health and wellbeing.

JJ

Sarah Mitchell, Minister for Education and Early Childhood Learning and Healthy Harold graduate



Our board members

Back (L-R): Mr Aaron Chen, Mr Neville Parsons, Ms Jackie O'Brien, Dr Julian de Meyrick. Front: Mr Bill Buckle, The Hon. Alan Cadman OAM, Mr Tim James. Not pictured: Cr Ken Keith OAM

For many years I've been inspired by the mission of Life Education. There's little more important than helping our kids to learn and make the best decisions for their lives ahead. It now has even more

JJ

I have been involved in Life Education since it started in the Central West because I want our youth to make informed decisions about their health and lifestyle.

Cr Ken Keith OAM

"

Being a director of Life Education NSW is one of the best roles you could wish for. Life Education is filled with really good people doing really good things and it is a great privilege and great fun to be part of it all. Harold is pretty cool as well!

THE HON ALAN G CADMAN **OAM Chairman NSW**

Alan served as the Federal Member for Mitchell for 33 years including Parliamentary Secretary for Workplace Relations and Small Business and Shadow Minister for Immigration and Ethnic Affairs. A long-term supporter of Life Education, Alan also chairs the Parramatta Chamber of Commerce Board and is Patron, Western Sydney Awards for Business Excellence and is experienced in station and property management, small business and orcharding.

DR JULIAN DE MEYRICK

Julian serves on two academic Boards and has held several senior higher education positions at Macquarie University and Director, Higher Education at Sydney Institute of TAFE. He previously worked in marketing management for Unilever, American Express, Bushell's and the Hong Kong Tourist Association. Julian is a both a Certified Practising Marketer and Fellow of the Australian Marketing Institute.

MR BILL BUCKLE

Bill spent 35 years in the retail motor industry including a significant tenure as Managing including Dean of Students 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 Audi Marketing Group.

MS JACKIE O'BRIEN

Jackie O'Brien is a Partner in intellectual property law at Norton Rose Fulbright. She has legal and technical versatility across a broad range of industry sectors and is ranked in Chambers Global, Best Lawyers, Managing Intellectual Property and World Trademark Review as a leader in her field. Jackie won the Partner of the Year Award in the 2014 Lawyers Weekly Australian Law Awards and is a member of the Graduate Recruitment Committee and Head of Corporate Social Responsibility at Norton Rose Fulbright.



CR KEN KEITH OAM

Ken is in his 12th year as Mayor of Parkes and 36th year on the Parkes Shire Council. A leader in agricultural education, Ken previously taught at Forbes and Windsor High Schools. He runs a fine wool Merino and first-cross lamb enterprise with cropping in NSW's Central West.

MR NEVILLE PARSONS Neville is a Partner of

Port Macquarie law firm Donovan Oates Hannaford. strength to the Board He recently retired from his 31-year tenure as CEO of Holiday Coast Credit Union Ltd. The Credit Union transferred its business to Regional Australia Bank where Neville now also serves as a Director. He is a long-serving member of the Rotary Club of Wauchope and Deputy Chairman of the Mid North Coast Local Health Board.

MR AARON CHEN

Aaron brings official governance and financial as a chartered accountant and head of risk and governance. His wealth of corporate experience includes senior risk management positions with Leighton Contractors, Goodman and Stockland, Aaron is currently General Manager of Risk Assurance for Metcash and an independent advisory Board member for **Emersion Software** Systems.

MR TIM JAMES

Tim is a lawyer, strategic advisory leader and Board member who consults to government and the private sector. He is the former CEO of Medicines Australia and has held leadership roles at Pfizer and Johnson & Johnson. Tim also served as a NSW Government Minister's Chief of Staff and served for 6 years in the Howard Government, including in the Prime Minister's Office.

Our Community



"We are grateful to our many Life Action Groups, and other dedicated and passionate volunteers and supporters, who are the driving force behind what we do within NSW local communities. There are so many wonderful people who generously and tirelessly support us in so many ways. We couldn't do it without you."

Paula Roden, Community Engagement Manager

Thank you to our partners, ambassadors, volunteers and local heroes...

It takes a village to raise a child, and all across NSW local communities are empowering their children to strive for healthy futures with Life Education visits. Without you, we couldn't do our job to help raise the next generation of healthy young Australians striving to be their best. Working with our founder, Ted Noffs, many community groups and compassionate individuals contributed to the early days of Life Education and we're honoured to work with those people displaying their generous support to enable us to empower more Australian kids today.



















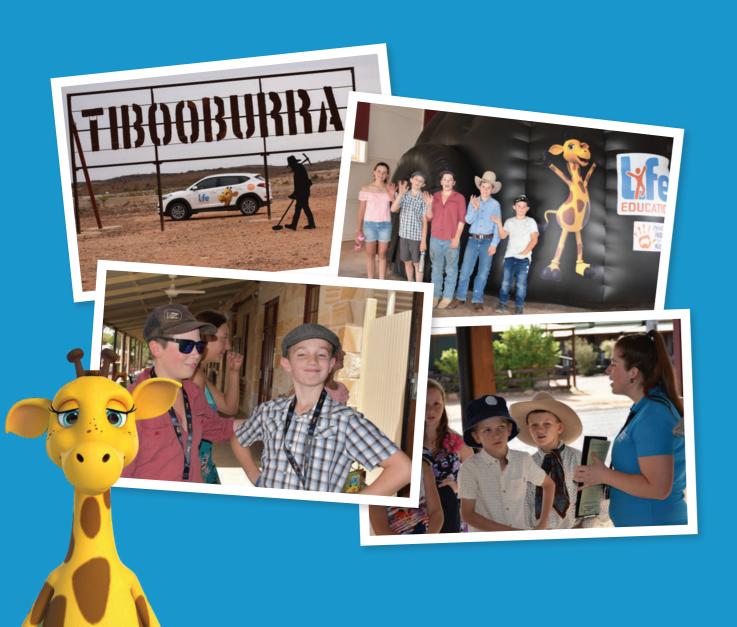


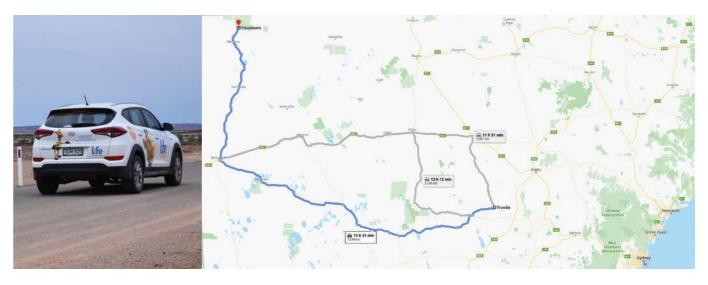




Healthy Harold heads to the outback

For many NSW farming communities, the drought is wreaking havoc on people's livelihoods. To help brighten the lives of kids doing it tough, Healthy Harold brought some fun, colour and positive messages to the outback. Life Education visited many drought-affected communities throughout NSW this year, thanks to the continued support of local councils and clubs via the ClubGRANTS scheme.







The kids are coming from a depressed, dying environment. The paddocks are brown, we are having dust storms. This makes such a difference. One little boy who loves to draw... and who doesn't come from a situation where he has a lot of material to do it... was just stunned picking up those colours. He will be drawing to his heart's content. Life Education is evolving its programs to be more relevant in our social environment. I am looking forward to their continued involvement with our school.

JJ

John Southon, Trundle Central School Principal

Destination

Tibooburra

Life Education NSW Program Operations Manager, Chris Planer, is 110 per cent committed to the kids of NSW. It was thanks to his generous donation that in November, we were able to take our pop-up classroom to children from Tibooburra Outback Public School, a small isolated rural school with 10 students from kindergarten to year six - located nearly 1,200 kilometres from Sydney. The kids enjoyed learning about how their bodies work, healthy lifestyles and respectful relationships inside the new pop-up classroom. It was the first time that students from the school received a visit from Life Education.

Destination

Trundle

In August, Trundle Central School, in one of NSW's most drought-stricken areas, had a surprise visit from Healthy Harold. Accompanied by then-Life Education NSW CEO Kellie Sloane and Mayor of Parkes, Cr Ken Keith, Harold handed out goodie bags full of art supplies to excited students during a school assembly. Then in November, thanks to generous donations from Kantar Australia and Northparkes Mines, Trundle Central School and St Patrick's School received a visit from the Life Education van. Trundle Central School Principal, John Southon, said Healthy Harold delivered a boost to the kids at a time when they need it the most.



We're so proud to have facilitated Healthy Harold to get to Trundle Central School – and inspire kids to make healthy choices, and to know that they are not alone. We're excited to support a second school in 2019 and encourage all businesses to reach out and do the same.



Jon Foged, CEO, Kantar

Growing Good Gardens Grants

Designed to get kids out and active in the garden, our Growing Good Gardens Grants program, in partnership with Yates® Gardening, received more than 760 entries from schools and community groups across Australia. Congratulations to our NSW winners: Bendemeer Public School, Buzy Bee Kindy, Carlingford West Public School, Kahibah Public School, Katoomba Public School, Miranda Public School and Mount Lewis Infants School.





"

Our Fresh Food Kids program including our Discovery Tours share Life Education's mission of showing kids that eating fruit and veggies is not only important but can also be fun.

JJ

Claire Peters, Managing Director, Woolworths Supermarkets

What parents say...

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 developmen of our program. Investing in research and talking to children, parents and teachers ensure our programs are engaging and relevant.

Online safety and bullying

80%+

say there is a need for more health and safety education

78.9%

agree that teachers need support to help deliver this education in schools

46.8%

said they need additional support in the home

NSW parents believe their kids face bigger challenges to their health and safety compared to when they were growing up. With the support of Hyundai Help For Kids, we surveyed more than 1,000 Australian parents and found that the majority have strong concerns for their kids around online safety, bullying, resilience-building, obesity, illegal drugs and misuse of medicines.

Attitudes towards Alcohol

98%

agree that education is key to tackling underage drinking and its associated harms

99%

believe parental role modelling is important in shaping drinking behaviours of young people

90%

find it 'easy' [50.7%] or 'somewhat easy' [39.3%] to talk to their children about alcohol

More than 90% of parents we surveyed were concerned about underage drinking among young Australians and 81% of parents admitted they are worried about the issue in relation to their own children. Parents think that peer and family influence as well as the 'Aussie drinking culture' contribute to underage drinking.

"

Hyundai Help for Kids is proud to partner with Life Education and support them to adapt to the new challenges facing children and families today. We're in the partnership for the long haul, to help kids across. Australia live their best lives

J

Ellenore Ibrahim, Hyundai Help for Kids

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Say hello to Scott a Healthy Harold hero



What is your career now and what inspired you to follow this path?

I have spent most of my career in retail, but have undertaken various sales, traveling, merchandising, and events hosting roles along the way. In my spare time I volunteer as 'big Healthy Harold'!

Did you experience Life Education when you were a child?

Yes Harold came to my primary school. I remember the class going

down into the van and learning about healthy decisions and safe choices before Harold finally made his appearance and everyone went ballistic!

What gives you joy in your work?

The joy comes from being in the Harold suit and 'anonymously' making people smile and reminisce about their memories of Healthy Harold. It's quite amusing taking photos with lots of people who have no idea it was me when I walk past them without the suit on!

Who or what inspires you?

I'm inspired by the thought that my work in the suit is creating great experiences for younger Australians and encouraging them to make good life choices.

What has been your greatest achievement or truly made your heart sing during your time with Life Education?

Being able to do crazy things in the suit has been a major highlight! I've ridden on the back of a Harley Davidson, gone down huge slippery slides, met the Parramatta Eels cheerleaders, and had photos taken with hundreds of Harold fans all across Sydney!





My three decades supporting the kids of NSW

By Allan Thomas, Technical Manager, Life Education NSW



I love my job: there is never a dull moment and always a new challenge. Each day is a little different, I get to travel and meet amazing people along the way. And I believe in what we do. My kids have been brought up with Life Education. They've all been through the program and are healthy young adults. They actually helped me build the stars for the star ceilings in the vans. It was a great experience for them, spending the day with Dad and working 'behind the scenes'.



I started working with Life Education 30 years ago in 1989. I was working out of the factory, which was located at Castle Hill, and was in charge of the fabrication and the mechanical side of the business.

We had 17 people on the floor back then: cabinet makers, electricians. It was a busy and productive time. We were building two vans a month, to be used across the country and overseas in Hong Kong, Papua New Guinea, and South Africa.

Our first vans were special purpose vehicles which used old slide projectors with 16mm film and cassette tape encoding. Then in the late 80s we went to rear projection television sets.

We had another generation change from the old laser disk players to computers in the early 90s.

Now we have touch screens and all of our vans are fitted with wheelchair lifts.

Before 2000, our vans were all different and had bespoke murals painted on the outside. Now we have a more standardised approach to our vans, featuring the new-look CGI Healthy Harold.

So many students have memories of the Life Education vans: walking into the dark space and seeing the stars on the ceiling, the old TAM, and of course Healthy Harold.

Now we have made new memorable experiences for the next generation of kids by updating our vans to accommodate our new 3D augmented reality app, TAM-e and with the creation of our pop-up classrooms.

I'm looking forward to many more years with Life Education and creating further innovations to help us reach and engage with even more kids, especially in remote areas.



CALL US 1300 HAROLD

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