



LifeEd.
NSW & ACT

**ANNUAL
REPORT**

2021



We've come a long way since our founder, the late Reverend Ted Noffs, began his vision in 1979 and we are proud to continue his legacy today.

Life Ed 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.



**LifeEd.**
NSW & ACT

EVERY CHILD DESERVES

TO THRIVE

2	OUR CHAIR'S MESSAGE
3	OUR CEO'S MESSAGE
4	OUR REACH
6	OUR VIRTUAL EXPANSION
8	OUR ONLINE PROGRAM
10	OUR IMPACT
12	OUR COLLABORATIONS
14	OUR PEOPLE
16	OUR BOARD
17	OUR AMBASSADORS
18	OUR SUSTAINABILITY
19	OUR FUTURE & FINANCES

Our Vision

Generations of healthy young
Australians living to their full
potential

Our Values

Respect. Integrity. Tenacity.

CHAIR'S MESSAGE

On behalf of the board of Life Ed NSW/ACT it is my great privilege to welcome you to the Annual Report for 2021.

As the world continues to grapple with the COVID-19 pandemic, 2021 has been; for most of us, a trying year of challenges and changes. Every Australian has been affected and for many, life has been brought to a complete standstill as we endure lockdowns and restrictions, once again.

The lives of children in NSW and ACT have been very much disrupted. After a year of remote schooling and social disconnection, paired with unparalleled economic pressures on family life, the priority for building student wellbeing and resilience has never been higher. The ability to spring back from adversity is a quality Life Ed programmes have aimed to instill into all children and young people, helping to equip them to handle the world's challenges and tests.

In pursuing our vision to empower the next generation of healthy young Australians, this pandemic year has forced us to meet it with creativity and innovation. The Life Ed NSW/ACT team immediately moved into emergency action as we could no longer help students and their families by face-to-face visits. Our response to the crisis would have to be through the new, expanded programme delivery methods. It was imperative we reach all students, no matter their circumstances or the distance.

Both schools and families were able to access the new Life Ed Online programme platform, giving health and wellbeing content directly and equitably to in-class and at-home learners.

Not only are we making a difference to the lives of Aussie families, but we have also visited more than 248,000 students across NSW and ACT. We extended our reach to primary schools, secondary schools, and early learning centres through the rapid expansion of our Virtual Classroom programme, which live-streams our specialist educators via the internet to learners. Whether they are in classrooms, home or anywhere else.

Our board is so proud to see Life Ed continue to rise to meet the needs of the community and to see our programmes reaching as many people as possible. I would like to thank my board colleagues, our senior leadership, and passionate team of educators for their dedication and success in making a positive difference to the lives of so many students throughout a complex and ever-changing series of challenges.

Our work is sustained by the support of governments, corporate and community partners, our staff, and our many dedicated volunteers. We thank you for your continued support which has ensured children have not missed out on learning the valuable life skills they need to acquire to thrive.



Alan Cadman

THE HON. ALAN CADMAN, OAM

Chairman, Life Ed NSW / ACT

CEO'S MESSAGE

Thank you to the teachers, educators and child care specialists who went above and beyond to help families and children throughout school closures – our communities truly couldn't do it without you.

While the last 12 months have challenged us, this pandemic year has also presented unique opportunities allowing our organisation to reach more students through innovative delivery methods. Throughout this report you will see some of the great work that has been done by the team.

Some highlights have been:

- Launch of the Life Education Online learning platform to families and schools allowing for continued learning for 55,000 students during lockdown.
- Expansion of 5 virtual classrooms, live-streaming Healthy Harold's lessons with our specialist educators to over 12,500 primary school students and 4,600 pre-schoolers.
- Upskilled our team by running peer to peer training sessions, wellbeing initiatives, developed new education content and re-designed lesson plans for greater impact.
- Significantly improved our evaluation and feedback process (including student voice) to ensure we are delivering impact.
- Scored 93/100 in the McKinsey Organisational Health Index, placing us in the top 10% of a global pool of organisations.

Importantly, we've supported each other as a team throughout this pandemic year, so we can continue to create impact and help raise the next generation of healthy young Australians. I am especially proud of the respect, integrity and tenacity our team has demonstrated at every turn.

On behalf of Life Ed NSW/ACT we thank you for your ongoing support for our organisation. We are proud to have empowered 248,000 students across NSW and ACT to develop the crucial skills needed to look after their physical, social and emotional wellbeing. We couldn't reach this many children and young people without you.



JONATHON PEATFIELD

CEO, Life Ed NSW / ACT

OUR REACH

We have proudly visited over **248,000** children and young people across NSW & ACT, to teach them the skills and strategies they need to lead safe and healthy lives.

205,885



PRIMARY SCHOOL STUDENTS ACROSS NSW & ACT VISITED BY MOBILE LEARNING CENTRE

PRIMARY STUDENTS THE OUTDOOR POP-UP CLASSROOM VISITED



2,027

13,444



PRIMARY SCHOOL STUDENTS PARTICIPATED IN THE LIFE ED ONLINE MODULES

PRIMARY SCHOOL STUDENTS PARTICIPATED IN THE LIFE ED VIRTUAL CLASSROOM PROGRAM



2,208

PRESCHOOL STUDENTS PARTICIPATED IN THE LIFE ED PROGRAM



14,243

3,296



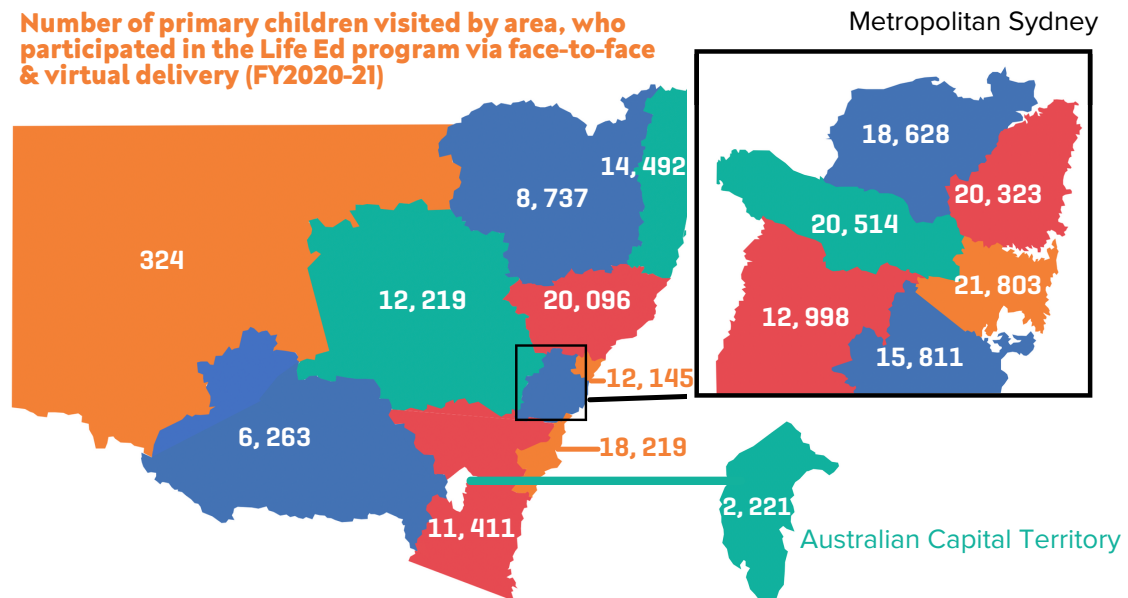
SECONDARY STUDENTS PARTICIPATED IN THE LIFE ED PROGRAM

PRIMARY STUDENTS HAD THE LIFE ED PROGRAM DELIVERED DIRECTLY IN THEIR CLASSROOM SPACE



8,547

Number of primary children visited by area, who participated in the Life Ed program via face-to-face & virtual delivery (FY2020-21)



OUR OUTDOOR POP-UP CLASSROOM

An agile alternative to the traditional Mobile Learning Centre (MLC), our 2 Outdoor Pop-up classrooms bring health education to students in an innovative and exciting way.

Designed to be used in schools that can't accommodate a MLC or when a quick response is required, the classroom fits in the back of a purpose-built ute and inflates in a matter of minutes.

2,027 students 

in rural and remote communities participated in our program via the Outdoor Pop-up Classrooms

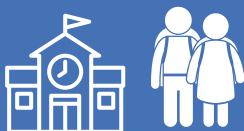


OUR MOBILE LEARNING CENTRES

Despite school closures and disruptions, Healthy Harold's fleet of 42 Mobile Learning Centres visited over 996 primary schools to deliver Health & Wellbeing education.

PRIMARY SCHOOLS OUR MOBILE LEARNING CENTRES VISITED

996





OUR VIRTUAL CLASSROOM EXPANSION

The need for equitable access to Health and Wellbeing education for both in-class and at-home learners grew exponentially throughout the NSW & ACT lockdown periods.

Live-streamed via Zoom from our studio directly into the classroom, or wherever learners were, our Virtual Classroom lessons provided a swift response to the increasing demand to be able to reach students no matter their circumstance.

12 unique and interactive modules were delivered virtually to primary schools, featuring our specialist health educators, and of course, Healthy Harold.

Life Ed now has three mobile learning centres and two static studios fitted with virtual classroom live-streaming functions.

12,500

primary students participated in the Virtual Classroom program in 2021

95 primary schools

zoomed into a Healthy Harold virtual lesson

5

Virtual Classroom studios

12

unique modules provided virtually



EARLY LEARNING CENTRE VIRTUAL CLASSROOM

For the first time ever, we expanded our Preschool Program to be delivered to Early Learning Centres via the Virtual Classrooms.

4,600



little learners participated in the Preschool Program via the Virtual Classroom during Term 3 & 4, 2021

114



preschools zoomed into Healthy Harold's Virtual Classroom during Term 3 & 4, 2021

3



unique early learning modules linked to the Early Years Learning Framework



Our preschool is committed to ensuring children are supported in developing concepts that empower them to make good choices and take responsibility for their own personal health and hygiene.

We were one of the very first preschools to participate in the famous Healthy Harold virtual sessions. The children at home, and the staff and children on premises participated together in the highly interactive session.

Thank you to the team at Life Education NSW for this fantastic opportunity to continue the Healthy Harold Safety Message during COVID stay-at-home orders.

- **Gundagai Preschool**



LIFE EDUCATION ONLINE FOR

FAMILIES & SCHOOLS

55,000

students participated
in the Life Ed Online
platform during 2021

260

schools subscribed
to Life Ed Online
in 2021



While the disruption of face-to-face learning presented its challenges, it has also provided families with a unique opportunity to engage in their children's learning.

Thanks to funding received by the Westpac Foundation, Life Ed was able to launch Healthy Harold's online learning platform to all Australian families.

The learning came alive, as families enjoyed entertaining video content and interactive games with Healthy Harold, whilst learning skills and strategies on important topics such as cybersafety, positive relationships, nutrition, physical activity, and the impact of alcohol and other drugs.



The platform's suite of engaging Health and Wellbeing content acted as a catalyst for family engagement, prompting dinner table conversations around healthy lifestyles and behaviours.

The program's popularity sparked the interest of Channel 7 News, who showcased how Healthy Harold's new online initiative was supporting Australian families during the school holidays, and helping primary students, who missed crucial life

lessons during lockdown, catch up online.

In addition to families, over 260 schools subscribed to Life Ed Online during 2021. In total, we're proud to have supported over 55,000 online learners learn how to build healthy habits and make good decisions to lead safer lives.



“Our online modules are a great balance of education and entertainment, which is something Life Ed has always prided itself on. Not only is Healthy Harold someone that kids can look up to – pun intended – he also brings a sense of nostalgia to their parents.”

**KIAL MALONE - EDUCATOR
LIFE ED NSW/ACT**



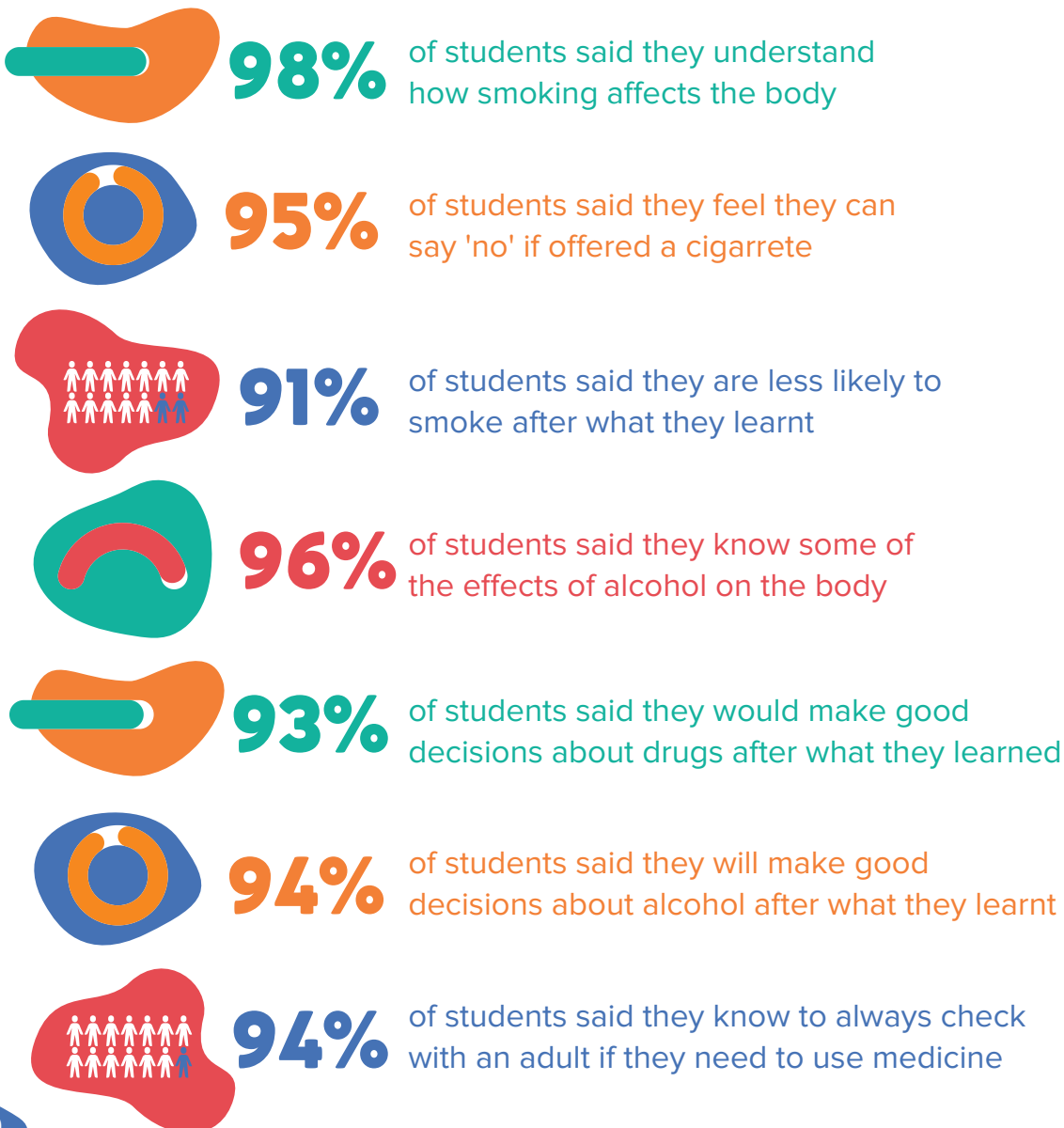


OUR IMPACT

In FY2020-21 we surveyed more than 7,300 students who participated in our drug and alcohol modules, to assess the effectiveness of our program in improving their health outcomes.

7,300
students surveyed

Positive results were found both in behavioral change intention and increase in knowledge awareness:



79%
OF STUDENTS REPORTED BEING EITHER 'EXCITED' OR 'HAPPY' WITH THE PROGRAM

84%
OF STUDENTS REPORTED LEARNING SOMETHING NEW FROM THE SESSION

85%
OF STUDENTS SAID THE LIFE ED EDUCATOR HELPED TO MAKE THE SESSION INTERESTING



WHAT STUDENTS SAY

— “ —
I learned that all medicines are drugs, but not all drugs are medicines.

Year 3 student

— “ —
I learned to read people's facial expressions to know how to communicate better

Year 3 student

— “ —
I learned that vapes can be just as harmful as cigarettes

Year 6 student

— “ —
I learned how to say 'no' to peer pressure nicely! I will miss you, Harold.

Year 4 student

— “ —
After what I learned I will NOT EVER smoke. The effects aren't good at all!

Year 5 student

In FY2020-21, 865 teachers utilized our Teacher Assessment Tool and assessed over 17,900 students engaging with the Life Education program.

Here's what teachers observed:

92% Participated in activities that supported and challenged understanding

80% Cooperatively solved problems

91% Engaged in collaborative learning

73% Explained problems or solutions to peers

82% Explored concepts through questions



WHAT TEACHERS SAY

“
We have a crowded school curriculum, and there's an expectation that we are all over that content thoroughly. Using Life Ed to support our PDHPE curriculum is amazing - amazing resources, great visits for the children, and support ongoing for our staff.

Life Ed is something we do every year. We know that by the time our students leave Year 6, they've been involved since Kindergarten, which means they have a beautiful, round, and thorough knowledge about what it means to be a healthy, happy individual as they move forward into high school.

**Justine Blackley - Principal
Mulgoa Public School**

OUR COLLABORATIONS

Wellbeing Week
11 – 15 October 2021

As part of **Mental Health Month**



Healthy Harold goes LIVE

For Mental Health Month, NSW Department of Education presented 'Wellbeing Week' on their DART Learning platform. Healthy Harold joined an exciting line-up of events, from some of Australia's leading mental health and wellbeing providers.



20,000
students



338
schools

Streamed via Youtube Live, Life Ed presented a highly engaging lesson which used Augmented Reality technology to spark the curiosity of students, and deepen their understanding of who they are and how to stay healthy. Over 20,000 students from 338 schools onboarded the futuristic journey with Healthy Harold, Kial & Michelle as they explored the inside of the human body and took everyone along for the ride.

New program to tackle online predatory behaviour risk for children

Thanks to the support of Westpac's Safer Children, Safer Communities program, Life Ed introduced new content into our popular school-based cyber safety program, bCyberwise, so kids can play active part in staying safe online. The new updates mean primary school children aged 8-10 will soon be armed with the tools to recognise, react and report online predatory behaviour and inappropriate content.

bCyberwise





Sun rises on Life Ed at Mulgoa Public School

Channel 7 Sunrise shone a bright light on the work of Healthy Harold in helping to build stronger Aussie kids. Showcasing our 10-year partnership with Mulgoa Public School, James Tobin and the Channel 7 crew explored Life Ed's latest initiatives, including our Outdoor Pop-up Classroom, TAM-e technology, our well-known Mobile Learning Centres, and of course, an appearance from Healthy Harold.

Healthy Harold joins forces with R U OK?



Half of all the mental health conditions we experience at some point in our lives will have started by age 14. As a community,

it's important to get in front of this and empower children to meaningfully connect with those around them.

R U OK? Day is the national day of action dedicated to encouraging everyone to start a conversation with those in their world who may be struggling with life.

To contribute, Healthy Harold collaborated with R U OK? to present a video lesson suitable for primary school children of all ages, teaching students how to check in with each other and themselves.



OUR PEOPLE

ARE OUR STRENGTH

We can only pursue our vision of empowering generations of healthy young Australians living to their full potential, through the passion, commitment and knowledge demonstrated by our staff.

While Healthy Harold often steals the limelight at Life Ed, the real stars of the show are our vibrant team of over 50 specialist health educators. Every day they bring life and meaning to our Health and Wellbeing program, ensuring our youngest members of society don't get left behind.

Throughout the state lockdown periods, Life Ed was able to secure employment for all staff, offering a range of flexible options to balance work and personal needs.

To enhance wellbeing during lockdown, our team stayed connected via regular Teams catch-ups, participating in project work and teaching virtually.

Additionally, Life Ed launched Virtual Peer-to-Peer reviews and assessments, where educators have been able to mock classroom sessions via Microsoft Teams in order to provide feedback to each other and further develop teaching practices. It was a wonderful way to share learnings, as well as a way to stay connected virtually.



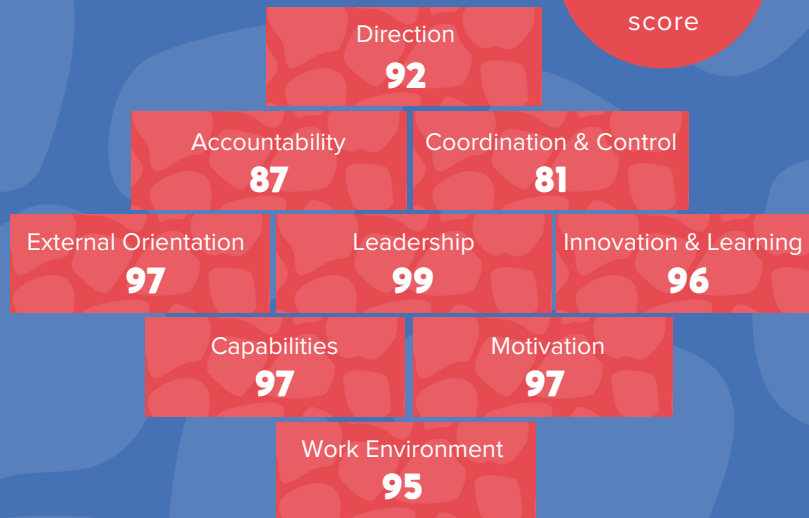
ORGANISATIONAL HEALTH INDEX

93/100

OHI index score

Life Ed undertook an Organisational Health Index (OHI) analysis via our pro-bono partnership with McKinsey & Company.

Life Ed came top of the class, with an overall health score of 93/100, which places us in the top 10% of organisations across all sectors. We also ranked high scores in all nine key outcomes (right)



VIRTUAL STAFF TRAINING

An exciting innovation has been the successful onboarding of new educator recruits via initial Virtual Training. Our Educator Management Team have utilised Microsoft Teams to prepare and train new recruits despite their distance, which has potentially reduced the time it takes for an educator to be ready to teach independently by 3-4 weeks.

2021 FINANCIAL REVIEW BOSS MOST INNOVATIVE COMPANIES

In 2021 Life Ed NSW/ACT was shortlisted for the 2021 Australian Financial Review Boss 'Most Innovative Companies' awards.

This puts Life Ed among the cream of the innovation crop across Australia and New Zealand. Despite fierce competition, Healthy Harold's NSW team towered above 800 other entries in the 'Government, Education & NFP' Most Innovative Company category.



OUR BOARD



**THE HON ALAN G CADMAN OAM
CHARIMAN 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 is a director of the Parramatta Chamber of Commerce Board and Patron, Western Sydney Awards for Business Excellence. He is experienced in station and property management, small business and orcharding.



DR JULIAN DE MEYRICK

Julian has held a number of senior higher education positions including membership of academic boards and Academic Senate. He was Dean of Students at Macquarie University and Director, Higher Education at Sydney Institute of TAFE. He continues to publish academic papers and until the arrival of the COVID-19 pandemic and the disruptions in higher education, was a sessional lecturer at Macquarie University.

Julian previously worked in marketing management for Unilever, American Express, Bushell's and the Hong Kong Tourist Association. He is both a Certified Practising Marketer and Fellow of the Australian Marketing Institute.



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 AARON CHEN

Aaron brings governance and financial strength to the Board as a Chartered Accountant and his wealth of corporate experience both in senior risk and commercial roles across diverse sectors including Professional Services, Property, Construction, Infrastructure, Government, Agriculture and most recently Retail / Logistics.

In addition to his professional skills, he brings a passion for ensuring our young people are provided the best opportunity to fulfil their potential.



MR NEVILLE PARSONS

Neville has a background in Law and Banking having completed 31 years as CEO of Holiday Coast Credit Union Ltd (HCCU) on 1 July 2019 when HCCU transferred its business to Regional Australia Bank. Neville continues to serve as a Director of Regional Australia Bank. Neville at the end of September 2021 retired from Donovan Oates Hannaford Legal Practice in Port Macquarie to focus his attention on his Rotary commitments as well as his other Board roles.

Neville is a long-serving member of the Rotary Club of Wauchope having joined in October 1981 and will again take on the role of Rotary District Governor in 2022/2023 year. Neville is tasked with leading as District Governor, the new Rotary District to be created by merging two current Rotary Districts. The new District will incorporate a geographic area bounded by Newcastle, Maitland Dubbo, Cobar Bourke to Lightning Ridge, Moree, Inverell, Glen Innes, Woolgoolga and along the east coast back to Newcastle.

FAREWELL TO OUR OUTGOING BOARD MEMBERS

We thank our outgoing board members for their contribution and dedication to Life Ed's mission:

Mr Bill Buckle
Ms Jackie O'Brien
Mr Tim James

We are truly grateful to these outgoing board members who have volunteered nearly a decade of service to Life Ed. They have dedicated significant time and energy to helping chart our future and grow our organisation.

Together, our Board has made strong strides forward in strategy, delivery, leadership and funding, among other areas.

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





OUR AMBASSADORS

It's often said it takes a village to raise a child. Across NSW our local communities are empowering their children to strive for healthy futures with Life Ed visits. Life Ed currently has more than 100 State and Federal MP ambassadors, who advocate to our cause, in their local areas and in Parliament.

Many of our MP Ambassadors are also graduates of the Life Ed program, including the Hon. Sarah Mitchell MLC.

The NSW Minister for Education and Early Childhood Learning took a trip down memory lane, visiting Healthy Harold's headquarters in Colyton to see how Australia's iconic health promotion giraffe has supported local students through COVID-19.

"I remember being a student at Gunnedah South Public School and the most exciting time of the school year was when the Life Ed van pulled up in the car park, and we all got the chance to go in and see Harold, but also learn some really important lessons.

It's so exciting to see what Life Ed are doing to get the message and the incredibly important work that they do out to so many school and young people across NSW.

I think using technology, making sure you can access this no matter where you live in NSW is so important, matched with the traditional van delivery, is a really great, innovative way to spread the Life Ed. message to young people."

**The Hon. Sarah Mitchell, MLC
NSW Minister for Education & Early Childhood Learning**



(L-R) Ms Prue Car MP, Deputy Leader of the Opposition; Jonathon Peatfield, CEO of Life Ed NSW/ACT

OUR SUSTAINABILITY

CLEAN ENERGY



In a single hour, the sun generates enough energy to power the lives of every human on earth for an entire year. We're proud that Healthy Harold's Colyton headquarters are fully powered by clean energy. Our Life Ed NSW office is fitted with solar electricity panels that capture the sun's energy and convert it into usable electricity. This not only lowers office utility bills, but more importantly, reduces our carbon footprint.

SINCE AUGUST 2021 WE HAVE PRODUCED 21.2 MWH OF SOLAR ENERGY WHICH IS EQUIVALENT TO:



383

TREES SAVED



13

YEARS OF REFRIGERATOR POWER



24

YEARS OF 100W BULB POWER

SWITCHING TO A PAPERLESS OFFICE



By converting all paper school booking forms to digital files, Life Ed NSW/ACT has not only created a more tailored experience user-end, but also made significant progress in switching to fully paperless office practices.

GREEN FUTURE



Life Ed NSW/ACT aims to further eliminate existing paper-based processes and convert them into digital workflows. In addition, we are seeking to invest in a fleet of electric staff vehicles to further reduce our carbon footprint.

OUR FUTURE



OUR FINANCES (MILLIONS)

\$2.7	\$1.5	\$2.4	\$0.6	\$3.9	\$2.2	\$1.4
Government grants	Government COVID support	Education fees	Fundraising, Donations, other income	Delivery costs (including Educator wages)	Program support and administration	Cash on hand

Life Ed NSW/ACT's financial records for the year ended 30 June 2021 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.

THANK YOU

NEWCASTLE PERMANENT
**CHARITABLE
FOUNDATION**



nib foundation

NORTON ROSE FULBRIGHT



HEALTHY HAROLD IS ON THE MOVE



HELP US TO ENSURE EVERY CHILD CAN THRIVE

We see almost 250,000 children in NSW & ACT from over 1,500 schools, but we still have a long way to go to ensure all kids have the crucial skills and information needed to help them live life to their full potential.

All Aussies can now get behind supporting some of our most vulnerable children, ensuring they have access to our program. As little as \$25 can make a big difference in a young person's life, and your generous support will directly assist children and schools in rural, remote and low socio-economic areas to develop fundamental life skills.

Together, we can give these kids the chance they deserve

To contribute, please email: nsw@lifeeducation.org.au

CONTACT US

10 Hewitt Street, Colyton NSW 2760

PO Box 789, St Marys NSW 1790

T: 02 9673 3222

E: nsw@lifeeducation.org.au

www.lifeed.org.au

SUPPORT US

www.life-education-australia.myshopify.com/

FOLLOW US



@lifeeducationNSW



@lifeeducationnsw

Every Child Deserves to Thrive


LifeEd.
NSW & ACT

