



# 2023

## Annual Report.



**LifedEd.**  
NSW & ACT



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## Acknowledgement of Indigenous Peoples

In the spirit of reconciliation, Life Ed acknowledges the Traditional Custodians of country throughout Australia and their connections to land, sea and community. We pay our respect to their Elders past and present and extend that respect to all Aboriginal and Torres Strait Islander peoples today.

## Sustainable Development

Our initiatives within this report are mapped against our organisation’s Environmental, Social and Governance (ESG) goals, which demonstrates how we contribute to global sustainability efforts for people, the planet and prosperity.



# Who we are

For more than 40 years, helping children to thrive and reach their full potential has been at the heart of Life Ed's mission.

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

Together with schools and early learning centres, we teach children and young people aged 3-17 the health, safety and wellbeing skills to make safer, healthier and informed decisions throughout their lives, creating a holistic impact on their long-term health.

The Life Ed program evolves constantly to help solve society's largest challenges. We engage the entire school community to ensure our programs meet their needs.



## Our Key Focus Areas



### Physical health

Food and nutrition, body systems, the benefits of physical activity and physical health education



### Social & emotional wellbeing

Respectful relationships, friendships, self awareness, self management and social awareness education



### Personal safety

Online safety, protective behaviours, emergency response and alcohol and other drug education

The 3 streams above all lead to responsible decision making - making healthier, safer and informed choices.

# Chair's Message

As I look back on the journey at Life Ed NSW/ACT, I am reminded of the inspiring words of our founder, the Reverend Ted Noffs, who often spoke of "our precious children." These words have been guiding us through challenges, motivating us to tirelessly pursue our mission of supporting young lives.

In the face of adversity, we have chosen resilience. Witnessing the impact of drugs, e-cigarettes, bullying and unhealthy lifestyles on our youth has only strengthened our resolve to use every resource available to uplift and support them. Our adaptability has been remarkable. We've embraced innovation, swiftly developing new programs to meet the evolving needs of young people. Despite the rapid changes in our environment, our commitment remains unwavering.

Funding, a critical component of our operations, has been a shared effort. I'm heartened by the support we receive from parents, the State government, and our dedicated fundraisers, although the latter has presented its challenges in recent times. Nevertheless, we persevere. The COVID-19 pandemic forced us to reimagine our delivery methods, leading to the introduction of web-based access for schools and families. The agility demonstrated by our teams has been nothing short of impressive. However, we recognise that in-person delivery, especially in rural areas, remains in high demand.



I am immensely grateful for the contributions of our esteemed board members. Each brings unique talents and skills to the table, building our collective efforts. Their dedication, particularly during these demanding times, has been invaluable. I have had the opportunity of thanking them personally and I wish to repeat it now and acknowledge to our membership how privileged we have been to be served by such dedicated skilful board members. Our CEO, Jono Peatfield, and former CEOs Kellie Sloane and Jay Bacik, have been exemplary leaders, embodying our values of respect, integrity and tenacity. Special recognition goes to Beverley Heathcote (previous employee), whose unwavering commitment to our nation's children sets a standard for us all.

After 15 years, at the Annual General Meeting in November 2023, it was my pleasure to hand over the reins of this great organisation to Ken Keith recently retired Mayor of the City of Parkes. I have the greatest confidence in Ken, the board, and executive to lead Life Ed NSW/ACT.

The support we've received from successive state governments has been instrumental in our success. I wish to pay tribute to the Premiers and Ministers for Health and Education during that time and extend my gratitude to all who have championed our cause. As we continue to develop and grow our impact, let us approach the future with optimism and determination. Together, we can make a meaningful difference in the lives of our precious children.

**THE HON ALAN CADMAN, OAM**  
Chairman, Life Ed NSW/ACT

# CEO's Message

Life Ed NSW/ACT, like so many charities, relies on and is supported by an incredibly passionate and knowledgeable Board, who keenly volunteer their time to support and guide the organisation through the good, the bad and the unknown. Running a service-based not for profit can be unpredictable at the best of times, and the past few years has certainly tested all elements of Life Ed. I have been incredibly grateful to have such a committed Board to support our executive team and organisation.

I would like to pay particular tribute to our outgoing Chairman, the Hon. Alan Cadman OAM. Alan has committed over 15 years of voluntary service as the Chair of the NSW/ACT Board and also for many years representing NSW and ACT on the national Board. Alan has incredible passion for our cause and has been a huge support for me since I started in 2019. He truly believes in giving our children the best start in life. Alan's contribution to Life Ed was recognised by Life Ed Australia in 2023 with a life membership, a truly deserved recognition for his dedication to the role.

Thank you, Alan.

I also want to welcome and congratulate Ken Keith OAM who has taken on the role of Chair, along with Aaron Chen as Deputy Chair. Ken has held a Board position for over a decade, and Aaron since 2018.

In 2023, through partnering with 2,600 schools and early learning centres, Life Ed supported nearly 14,000 teachers and empowered 260,000 children and their parents with education programs that focused on the physical, social and emotional wellbeing of young kids.



We have witnessed first-hand the positive transformations our dedicated team of educators and our iconic mascot, Healthy Harold, have ignited in the lives of children. One particular highlight in 2023 was the trial of Healthy Harold's Festival of Health in Orange. This fun-filled initiative brought together local schools, parents, health services, and the broader community, fostering a shared vision for health and wellbeing through a whole-of-community approach.

Inspired by the success of the Festival in Orange, we are committed to expanding this initiative to other communities across NSW, ensuring that everyone has access to the resources and support they need to live healthy and fulfilling lives.

2023 also marked the launch of two new primary school modules, empowering students to prioritise their physical health and social and emotional wellbeing. Additionally, with the generous support of the nib foundation, we strengthened and scaled our secondary school program, Reality Now, empowering young people to make informed decisions about vaping. With the launch of Life Ed's new module focused on vaping education in 2024 we will be well positioned to support schools to address the increasing trend and prevalence of vaping.

On behalf of everyone at Life Ed NSW/ACT, I want to express our gratitude to our supporters, our partners, our educators and administration team, and our Board. Together, we are building a healthier future, not just for the children and young people we serve today, but for generations to come. Thank you for being a part of our journey.

A handwritten signature in blue ink that reads "Jonathon Peatfield".

**JONATHON PEATFIELD**

Chief Executive Officer, Life Ed NSW/ACT

Life Ed empowered

**259,000**

children and young people to thrive with health and wellbeing education

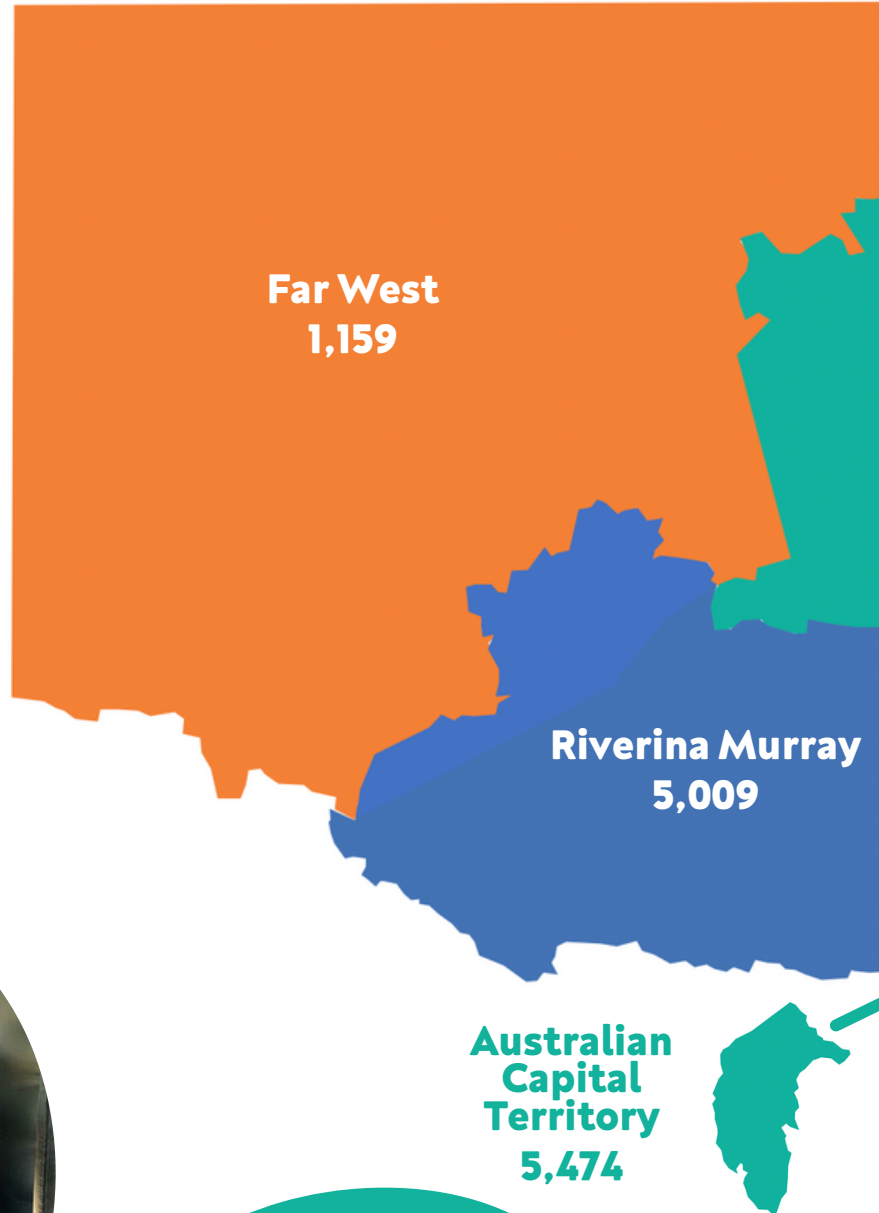


**Our**



**2,600**

schools and early learning centres participated in the Life Ed program



**3,446**

participated in the Life Ed program in the Outdoor Pop-up Classroom

# Reach



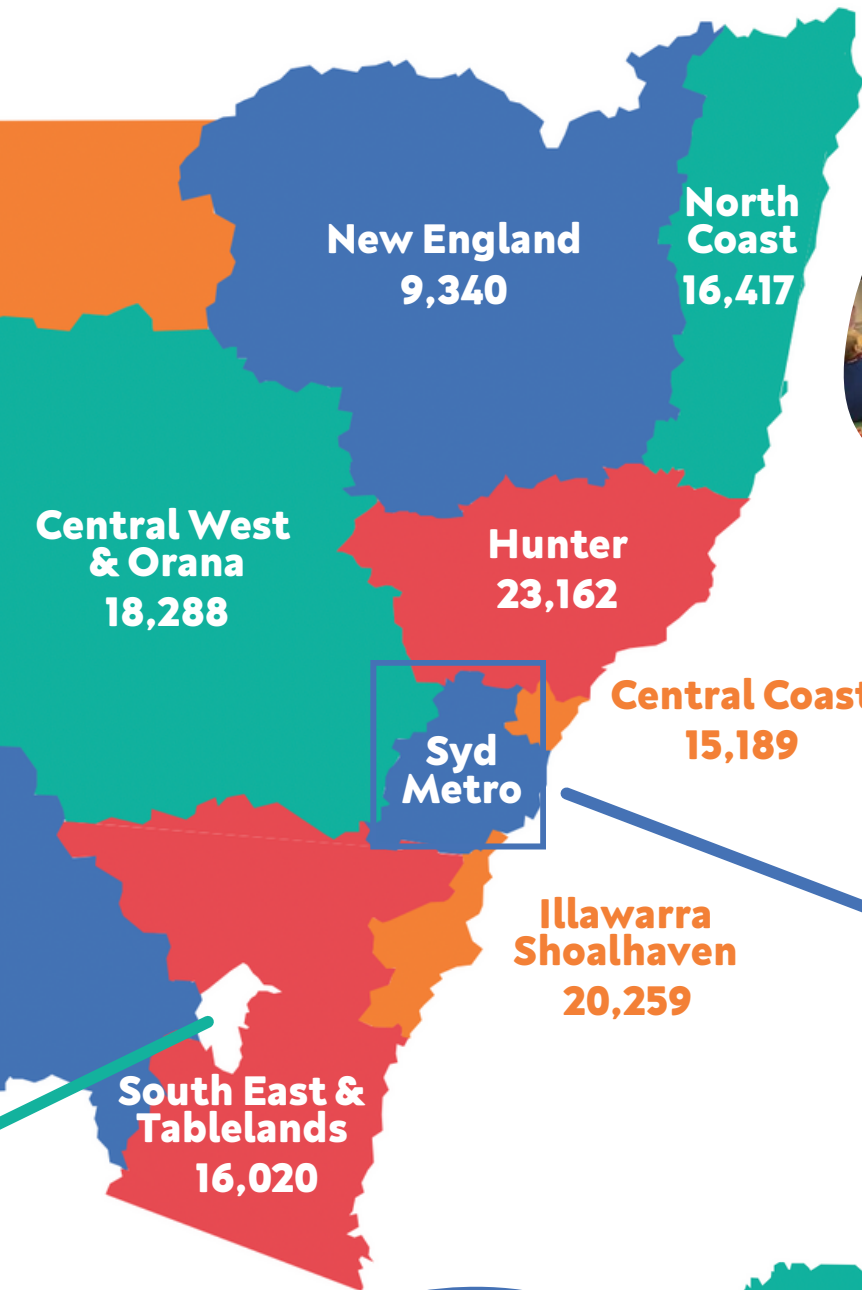
**207,745**

students participated in the Life Ed program in the Mobile Learning Centre

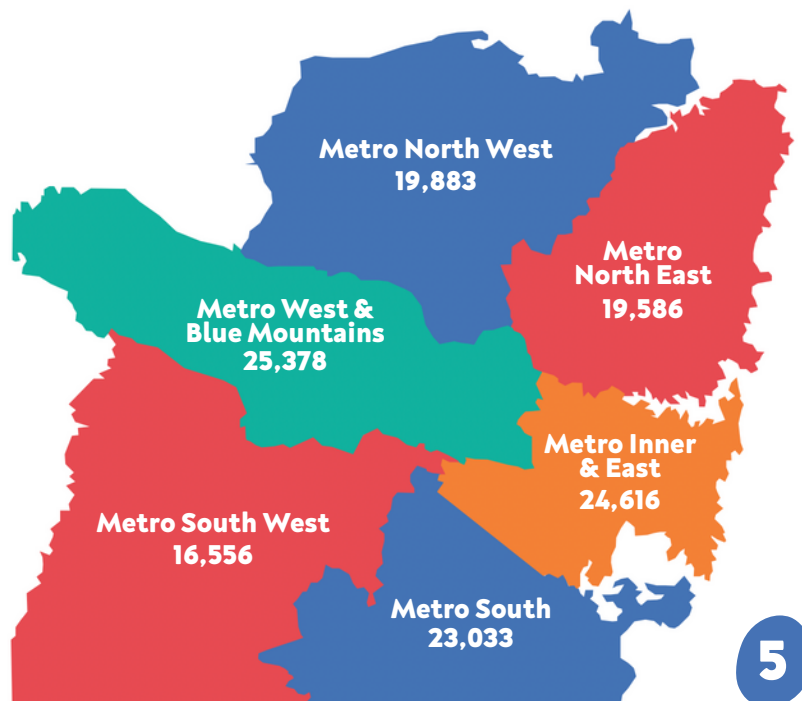


**1,070**

students and early learners participated in the Life Ed program via the Virtual Classroom



## Sydney Metropolitan



**46,770**

students and early learners participated in the Life Ed program in their classroom or shared learning space

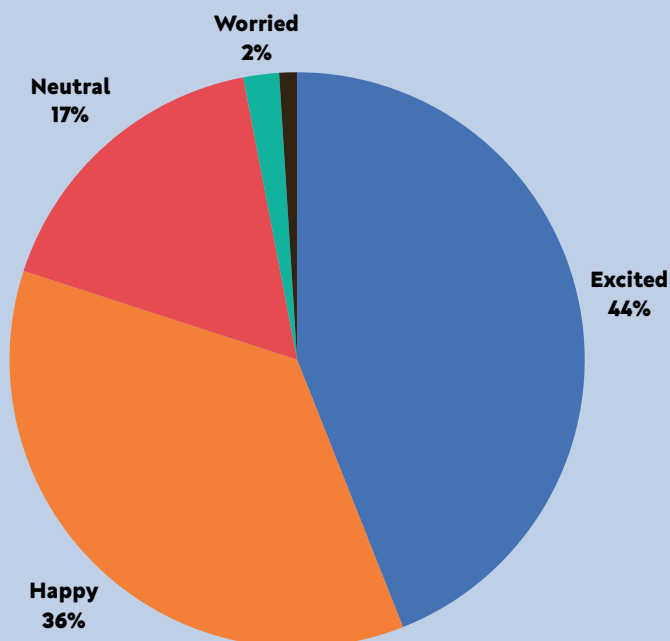


# Making an impact

## Student voice

Since 2021, Life Ed has collected student feedback from its primary program module participants. In 2023, Life Ed surveyed over 23,200 primary students who participated in its modules, to assess the program's effectiveness in improving health outcomes. Positive results were found in both behavioural change intent and an increased knowledge.

How students felt about the Life Ed session:



**84%**

of students reported that they learned something new during the Life Ed session



**80%**

of students reported being 'excited' or 'happy' about the Life Ed program



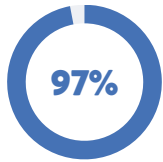
**83%**

of students reported the Life Ed Educator made the session interesting





## What students had to say



**97%** of students **understand how vaping and smoking affects the body**



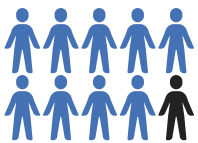
**93%** of students said they feel like they can say 'no' if offered a vape or a cigarette



**95%** of students said they understand the **positive and negative use of online communication**



**95%** of students said they **know the effects of alcohol and other drugs on the body**



**88%** of students are **less likely to vape or smoke after what they learned**



**85%** of students said they **know the body clues that can tell them when they are unsafe**



**93%** of students said they **will make good decisions about drugs and alcohol**



**93%** of students said they **know why some drugs are illegal**

## What teachers say

Since 2020, 7,126 primary school teachers have utilised Life Ed's Teacher Assessment Tool (TAT) to observe and assess the learning of over 173,528 primary students across all twelve primary Life Ed modules. The results below indicate the percentage of primary teachers who observed their class achieve the following learning outcomes:



**86%**

Explored concepts through questions

**90%**

Cooperatively solved problems

**92%**

Engaged in collaborative learning

**94%**

Participated in activities that supported and challenged understanding

**94%**

Explained problems or solutions to peers



## Engaging new program content



In a crowded curriculum, and with limited time to focus on the many aspects of child and adolescent health, schools tell us Life Ed's holistic approach to health, safety and wellbeing is a vital part of their learning program. Teachers, families and school communities are facing increasing pressures to equip young people with the tools they need to make informed, safe and healthy choices.

In response to feedback from schools, we launched two new modules, both tailored to Years 3 and 4: Friends and Feelings and The Inside Story.

**Friends and Feelings** covers important social and emotional learning – and with teachers rating respectful relationships education as a high priority – the module has been in-demand at schools across NSW and the ACT.

Friends and Feelings helps children to recognise, regulate and manage emotions; practise assertive communication skills; identify how feelings, values and thoughts influence decision-making; and identify the importance of diversity, respect and empathy.

**The Inside Story** has also been popular with students. A fun, interactive lesson set in a children's TV news program, it sees a team of innovative young scientists shrink Healthy Harold and place him inside a tiny capsule. Harold is then able to travel inside the body of young journalist, Max Questions, reporting back on how the various body systems work. Utilising engaging audio-visual resources, the module explains why healthy food, physical activity and sleep are vital to support the healthy functioning of the body.

These new additions complement our existing suite of curriculum-aligned, age-appropriate modules, spanning topics like:

- Nutrition and physical activity
- Cybersafety
- Respectful relationships
- Positive decisions around alcohol and other drugs, including much-needed support on vaping





Young people from across Australia have united to urge students to stop, **“Take a Breath”** and learn the facts about vaping and smoking.

Vaping amongst young people has become a serious issue, fuelled by the misconceptions that surround it and the lack of knowledge about its health impacts.

Recognising this need, Life Ed proudly launched its latest program module, Take a Breath, specifically designed for students in Years 5 and 6.

The learning focuses on:

- What are vapes and cigarettes?
- The physical, social, financial, and health consequences of both habits, including nicotine addiction and its long-term impact.
- The insidious connections between vaping and the history of smoking, exposing the tactics used to target young audiences.
- Powerful strategies and responses that build assertiveness and resilience in the face of peer pressure and social influence.

The Life Ed program empowers students with life-long skills. Take a Breath represents a crucial form of early intervention. By providing tools and knowledge before challenging situations arise, Life Ed equips young people to practice making safe choices with confidence and critical thinking, and navigate increasing peer pressure and negative social influences.



# Healthy Harold pops up in the Outback



**113,000**

children and young people  
visited in regional and  
remote communities

Life Ed's unwavering commitment to promoting health and wellbeing for all children extends beyond traditional classroom settings. In 2023, this dedication manifested in two impactful regional journeys undertaken by specialist educators Kial and Amanda in the Bourke region and Libby, Donna and Lil in the Broken Hill region. Faced with the unique challenges of reaching students in remote and geographically diverse communities, Life Ed leveraged innovative solutions to deliver its vital health education programs.

In Bourke, Kial and Amanda's mission unfolded enroute with the Outdoor Pop-up Classroom. This agile learning space, conveniently transported on the back of a ute, inflates in a matter of minutes, and supported the duo to engage students with interactive lessons and fostered a dynamic learning environment

Over 5,000 kilometers traversed, numerous schools visited, and countless smiles witnessed – Kial and Amanda's journey in Bourke stands as a testament to the transformative power of accessibility and innovative approaches in delivering essential health education.

Meanwhile, Libby, Donna and Lil reached over 1,159 students across the vast Broken Hill region in the Outdoor Pop-up Classroom.

Through innovative solutions and dedicated educators, the program bridges the distance, ensuring every child, regardless of location, has access to vital health knowledge and the opportunity to make informed choices. As Life Ed continues to push the boundaries of outreach, its impact on remote communities resonates far beyond individual lessons, fostering a healthier generation, one child at a time.



## Orange, NSW lit up in a sea of colour for health & wellbeing

Healthy Harold's Festival of Health was a new initiative launched in 2023, that utilised a whole-of-community approach to shine a spotlight on health and wellbeing in Orange, NSW.

Over a two-week period, Healthy Harold, along with our team of Educators, visited schools and early learning centres throughout the area to deliver the Life Ed program. Complementing the visits were a variety of engaging community events, organised in collaboration with local health organisations.

This dual strategy aimed to engage not only students but also the broader community. More than just an event, the Festival of Health served as a platform to start conversations, ignite interest and excitement, and raise awareness about health and wellbeing in the community.

Central to the festival was Healthy Harold's Colour Run on R U OK? Day, held in partnership with Orange City Council and supported by the Waratah Education Foundation. Community members of all ages were showered with colourful chalk powder as they ran, walked, or danced their way through the course.

**"It was fantastic to help create an engaging space where people could come together and have fun, while also learning about the importance of looking after their physical and mental health."** said Jonathon Peatfield, Chief Executive Officer at Life Ed NSW/ACT.

In addition, a family information session was hosted at Bletchington Public School with the Orange Child and Family Nurse team, to empower parents to access information and services that can support their child's wellbeing.

In 2024, Healthy Harold's Festival of Health will extend its outreach and impact, with special events coming to Grafton, Parkes, Moree and Kempsey regions. Each bespoke festival is designed to showcase the specific health and wellbeing causes and needs that matter most to each community.





# WATER 4 LIFE CHALLENGE

**In 2023, children across NSW and the ACT united to become water superheroes.**

Healthy Harold's Water 4 Life Challenge encouraged children to swap out sugary drinks for two weeks and choose water as their first choice for hydration, while raising funds for health education in remote communities.

By taking the 2-week pledge, students sought sponsorships from friends and family, with prizes to be won for their fundraising achievements. When groups work together, schools and early learning centres had the chance to win big rewards, like a Water Bottle Refill Station or a session with the Greater Western Sydney Giants players.

The Hub Preschool, Waratah recognised the importance of actively encouraging children to understand and develop healthy lifestyle habits, which is why they chose to partner with Life Ed to take up the Water 4 Life Challenge.

**“Building healthy habits is really essential for our service and for children of all ages. Building these habits creates developmental processes in their minds that help support their future.”** said Tameka Pollitt, 2IC and Educational Leader at The Hub, Waratah.

Similarly, Robert Townson Public School staff were incredibly proud of their students banding together to complete the challenge to support their health and wellbeing, all whilst raising crucial funds for other children in need.





# HEALTHY BONES ACTION WEEK

At Life Ed, we know that childhood is the biggest opportunity to build strong bones for life. During the crucial growing years, proper nutrition and exercise are essential for laying a healthy foundation.

That's why, Healthy Harold, in partnership with the NSW Department of Primary Industries and Dairy NSW, embarked on a mission to empower children with the knowledge and tools to build strong bones.

From the 21st to the 27th August, Healthy Bones Action Week saw over 9,600 Life Ed students across NSW buzzing with excitement as they learned with Healthy Harold and our team of educators about the three simple secrets to bone-building success: calcium, exercise, and sun-safe Vitamin D.

Healthy Bones Action Week was funded by the Australia and NSW Government's Storm and Flood Industry Recovery Program.



# GO BANANAS DAY AT SCHOOL



## Celebration of nutrition

In 2023, thousands of classrooms across Australia were bursting with yellow and laughter, as over 14,000 students joined forces with Healthy Harold to celebrate 'Go Bananas Day' at school.

Hosted on October 25th, this exciting initiative, organised by Life Ed NSW/ACT in partnership with Hort Innovation and Australian Bananas, aimed to raise awareness about the importance of nutrition for overall wellbeing, and the many nutritional benefits that make bananas so 'a-peeling'.

Life Ed Educators and Healthy Harold donned their most creative banana-themed attire, bringing smiles and laughter to every Life Ed lesson. Students were captivated by engaging banana-themed activities and participated in lively discussions about healthy eating habits.

The generosity of Hort Innovation and Australian Bananas enhanced the day's festivities. They provided an abundance of stickers and prizes, rewarding students for their enthusiasm and participation.

Life Ed is here to make learning about healthy habits fun and engaging for young Australians.



**Hort  
Innovation**

AUSTRALIAN  
**BANANAS**  
Make your body sing!







# Our People

## Annual Staff Conference: A Celebration of Learning and Growth

The annual Healthy Harold Staff Conference is a pivotal event for the Life Ed community, bringing together our educators and admin staff from across NSW and the ACT for 3 days of professional development, networking, and inspiration. This year's conference, held under the theme "LIFE is what you make it!", encapsulated the essence of Life Ed's mission to empower children and young people to make informed decisions about their health and wellbeing.

## Organisational Health Index

Life Ed aims to empower young Australians reach their full potential. Similarly, it's important our team can reach theirs, and a positive organisational culture is crucial to achieving this goal. 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.

## Happiness survey

Our organisation is committed to continuously improving the employee experience and providing support whenever possible. Life Ed values a healthy and happy work-life balance for everyone. The results from our internal survey showed that the organisation has a happiness score of 8.2/10 among employees over the last 12 months.



## LEAP

Life Ed highlights the importance of the learning and professional growth of its team. The Life Ed Action Plan (LEAP) model was developed in 2022, becoming an operative priority this year. Our vision has been to seamlessly and effectively embed this model into the daily operations of the educator team, to develop our team and increase our impact in schools.

This year we refined and developed our methods for obtaining valuable data that has helped us to understand areas for growth within our team. We've been proactive in ensuring that this is across all areas of our team, including the early learning team. This year we have focused on:

- 'Keeping the LIFE in Life Ed': We are committed to providing a vibrant and engaging learning environment for all students.
- Behaviour management strategies: We are developing and implementing effective behaviour management strategies to support all learners.
- Working with students with a specific need: We are committed to providing individualized support for students with special needs.

## Skyrocketing Skills: Our Professional Development Takes a Global Leap!

Life Ed staff are dedicated to continuous professional development, exemplifying our commitment to excellence. Jonathon Peatfield, Chief Executive Officer at Life Ed NSW/ACT, recently attended a transformative 6-day course at the Harvard Business School as a recipient of the Harvard Club of Australia's Ferris Family Fellowship.

Meanwhile, Terese Hooper, Chief Operating Officer and Director of Strategy & Education honed her leadership skills through the Chief Executive Women (CEW) Leadership Program, gaining invaluable insights and networking opportunities.

Additionally, our team consistently engages in professional development through courses offered by the Australian Institute of Management, ensuring they stay updated on the latest practices and knowledge to deliver the highest quality programs and support to our community.



## Our Finances

**\$2.9m**  
Government grants

**\$3m**  
Program support and administration

**\$0.8m**  
Fundraising, donations, other income

**\$1.5m**  
Cash on hand

**\$4.1m**  
Delivery costs (including Educator wages)

**\$2.9m**  
Education fees

# Our Ambassadors

It takes a village to raise a child, and all across NSW & ACT, local communities are empowering children to strive for healthy futures with Life Ed. Life Ed currently has more than 100 State and Federal Government ambassadors who support our program in their local areas.

Her Excellency the Honourable Margaret Beazley AC KC, Governor of New South Wales, and Mr Dennis Wilson visited Nashdale Public School in Orange, engaging with students and the Life Ed team. As joint Patrons of Life Ed NSW/ACT, they received an update on the program's impact and observed a session in action, expressing gratitude for its role in shaping positive attitudes and behaviours among young people.

*Pictured right:* (L to R) Her Excellency the Honourable Margaret Beazley AC KC, Governor of New South Wales, Life Ed NSW/ACT Board Chairman, Cr Ken Keith OAM and Terese Hooper, Life Ed NSW/ACT Chief Operating Officer and Director of Strategy and Education



*Pictured below:* The Hon. Prue Car, MP - Deputy Premier, Minister for Education and Early Learning, and Minister for Western Sydney



**We welcome our new State Government ambassadors and look forward to inducting them at our Ambassador Parliament event in 2024:**

- Mr Rory Amon, MP
- Ms Liza Butler, MP
- Dr Amanda Cohn, MLC
- The Hon. Susan Carter, MLC
- Mr Matt Cross, MP
- Ms Stephanie Di Pasqua, MP
- The Hon. Scott Farlow, MLC
- Mr James Griffin, MP
- Mrs Judy Hannan, MP
- Mr Mark Hodges, MP
- The Hon. Ron Hoenig, MP
- The Hon. Courtney Houssos, MLC
- The Hon. Dr Sarah Kaine, MLC
- Mr Michael Kemp, MP
- The Hon. Aileen MacDonald, MLC
- The Hon. Tara Moriarty, MLC
- The Hon. Jacqui Munro, MLC
- Mrs Sally Quinnell, MP
- Mr Rod Roberts, MLC
- Mr Dugald Saunders, MP
- Ms Kellie Sloane, MP
- Ms Maryanne Stuart, MP
- Mr Richie Williamson, MP

**Interested in becoming a Life Ed Ambassador? Scan the QR code!**



# Our Board

The work of Life Ed is supported by the efforts of many dedicated and highly skilled Board Directors who give their time and talents to help grow our organisation, and ensure every child has the opportunity to learn the skills and strategies they need to thrive.

In recognition of his outstanding contributions and leadership, The Hon. Alan Cadman OAM, was recently

named a Life Ed Australia Lifetime Member. As Alan transitions from his role as Chairman, we warmly welcome Cr Ken Keith OAM as the new Chairman and Mr Aaron Chen as the new Vice Chairman. We look forward to their leadership continuing the organisation's impactful endeavours.



**Cr Ken Keith OAM**

**Chairman**

Ken has recently stepped down as Mayor of the Parkes Shire after 16 years in that position. He continues as a councillor with Parkes Shire, having already completed 40 years in local government. In 2023, he received a Lifetime Achievement Award from Local Government NSW. He has served on numerous committees over the years including Chair of the Country Mayor's Assoc. NSW, Melbourne Brisbane Inland Rail Alliance (Inland Rail), Newell Highway Taskforce and Centroc, now the Central NSW Joint Organisation. He has been involved in Life Ed since it came to Parkes over 35 years ago.



**Mr Aaron Chen**

**Vice Chairman**

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.



**Ms Christine Bowen**

**Board Director**

Chris is an experienced director and senior executive in financial services. She now runs a boutique consultancy, drawing on her 30+ years' professional expertise in corporate marketing, and investor relations assisting clients to build stronger stakeholder engagement.

Chris' board experience is in the private, superannuation and not-for-profit sectors, including as past Chair of the Parents' Association at an independent school and as P&C President at the local primary school.



**The Hon. Alan G Cadman OAM**

**Board Director**

The Hon. Alan G Cadman OAM 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 Ed, The Hon Alan G Cadman OAM is a former director of the Parramatta Chamber of Commerce Board and Patron, Western Sydney Awards for Business Excellence. He is experienced in station and small property management, small business and orcharding.



**Ms Karen Gould**

**Board Director**

Karen is a Managing Director of Palisade Investment Partners, an Australian infrastructure investment manager with \$4 billion in funds under management. She has extensive governance experience and is a Non-Executive Director of the Australian Clean Energy Council, Sunshine Coast Airport, Coffs Harbour Airport, Granville Harbour Wind Farm and Ross River Solar Farm.

Karen has a background in finance, policy and law. She was a Senior Vice President with Macquarie Bank in London where she focused on principal investments in renewable energy projects. Prior to this, she was a commercial lawyer with Baker & McKenzie, a senior policymaker and UN climate change negotiator with the Australian Government, and an engineer with CH2M Hill (now Jacobs).



**Dr Julian de Meyrick**

**Board Director**

Julian has held a number of senior higher education governance positions including membership of private sector academic boards. He was Dean of Students and a member of Academic Senate at Macquarie University, Director, Higher Education at Sydney Institute of TAFE and the Dean of a private higher education provider. Before the disruption caused by Covid-19, he was also a sessional lecturer at Macquarie University.

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



**Ms Alexandra Hodgkinson**

**Board Director**

Alexandra is an experienced journalist, television producer and communications executive. A multi-award winner, her experience spans a wide spectrum of programming including short-form documentaries, investigative journalism, entertainment and current affairs on flagship programs Sunday Night and 60 Minutes, where she worked for 16 years.

Alex is Director of Communications and Engagement at Australian Council of Social Service (ACOSS). Previously, she worked as Executive Media Advisor to the NSW Police Commissioner and executive team, and at the GO Foundation, founded by Sydney Swans legends Adam Goodes and Michael O'Loughlin, providing education, access, and opportunities to young Indigenous Australians.



**Mr Neville Parsons**

**Board Director**

Neville retired as CEO of Holiday Coast Credit Union in 2019, when they merged with Regional Australia Bank. Neville served as CEO for 31 years and now continues as a Director of Regional Australia Bank. Neville spent 2 years as a Principal in the Port Macquarie Law Firm Donovan Oates Hannford. In December 2022 Neville was appointed to the Board of Lifeline Mid Coast and also appointed Chair.

Neville is the Independent Chair of the Clarence Valley Council Audit Risk and Improvement Committee and is a long-serving member of the Rotary Club of Wauchope and is current Rotary District Governor for the Rotary District 9660. Neville has been a long term supporter of Life Ed NSW/ACT.

Every child  
deserves to  
thrive.



# Driving towards a sustainable future

## Our Fleet

Life Ed NSW/ACT has taken the initiative to reduce our carbon footprint by investing in 7 hybrid vehicles and 4 fully electric vehicles. This switch reduces emissions and energy consumption, contributing significantly to our ongoing commitment to sustainability. Our electric fleet has helped us save 30 tonnes of CO2 emissions, which is equivalent to:



Planting

**1,500 trees**



Taking

**90,000 km**

worth of petrol cars  
off the road

## Harnessing the power of the sun

At Life Ed, we're committed to sustainability in everything we do, from the way we power our offices to the vehicles we drive.

Our Colyton office is fitted with solar electricity panels, capturing the sun's energy and converting it into usable electricity. This not only lowers our office utility bills but more importantly, reduces our carbon footprint. We also have 2 tesla Gen3 22kWH EV chargers powered by our solar electricity. In 2023 alone, we produced a staggering 368 MWh of solar energy. This is equivalent to:



Powering a  
100w bulb for  
**421  
YEARS**



Energy to run a  
refrigerator for  
**17  
YEARS**



Saving the lives  
of  
**441  
TREES**

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@lifed.org.au](mailto:nsw@lifed.org.au)**

## Thank you



**A big thanks to our Life Ed local area action groups in  
Ryde Hunters Hill and Canada Bay, Chaired by Victor Tagg  
Illawarra - Chaired by Michael Aubin  
Tweed and Northern Rivers - Chaired by Tonny Van't Riet**





Every child deserves to  
**thrive.**

## Contact us

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