



Life Education NSW/ACT
2017-2018 Annual Report

Who we are

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



Thanks for your support this year

No child should have to face adult-sized problems alone. That's why Life Education is so important to schools, families and students.

Through your generosity, we are able to support more young people - empowering them to make smarter and healthier choices about drugs and alcohol, nutrition, bullying and cybersafety.

Your support this year through sponsorships and donations, as well as purchasing Healthy Harold merchandise, is critical to our success. We couldn't do it without you!

Your continued help is life-changing



\$41 will help four disadvantaged children stay safe and healthy



\$67 provides education to help keep one disadvantaged child safe from harm every week



\$284 will deliver health education to an entire classroom

lifeeducation.org.au/support-us/donate
shop.lifeeducation.org.au



Thank you

for supporting Life Education NSW

2017 - 2018

OUR YEAR IN NUMBERS

282,896
children participated in our program 


20,950
face-to-face teaching hours 


2,005
schools visited across NSW/ACT 


290,686
workbooks shared with the children of NSW/ACT 

60
specialist educators partnered with schools 

1,415
children visited by educators each day 

25,339
Healthy Harold products sold to help fund our program 

16
unique modules offered to the children of NSW/ACT 

13,971
sessions conducted by our educators 

\$10
the amount the government saves in social and health costs for every \$1 it invests in health prevention programs like Life Education 

2
pop-up classrooms on the road in NSW 



A message from our chairman

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Life Education began almost 40 years ago. It started from the vision of one man, the late Ted Noffs, who believed that each and every child is unique: a true marvel of body, mind and spirit.

Since our inception, we have reached approximately six million Australian children. This year alone, in NSW almost 300,000 students have seen our program.

These numbers are truly impressive, but importantly, each number represents a life that has been touched by our organisation.

At least one million Australian children who saw our program are now parents themselves. Some of them are teachers. And some of them now work with us as educators, teaching the next generation of children the important lessons that shaped their lives.

Every day we are told stories about how Life Education has impacted the lives of children and adults across the state. In this report, we share some of these first-hand experiences with you.

14-year-old Will opens up about how sustained self-esteem building, including yearly visits from the Life Education van to his school, helped him to stand up to schoolyard bullying.

ACT and Southern region educator Kial Malone shares his excitement about delivering the program to his kindergarten teacher's class – the very place where he first saw Healthy Harold as a child.

We hear from former Penrith Panther and Life Education graduate Tim Browne, who says Healthy Harold inspired him to be healthy, and how he wants his kids to have the same opportunity.

Lynda Whiley, Life Education volunteer and nurse from the Riverina, whose children and grandchildren have been through the program, talks about why Life Education is vital to her region.

And our board director, Aaron Chen, who has been instrumental in some of our new and exciting innovations, shares his hopes for empowering children – including his own – with the resilience and skills necessary to face the complex challenges of a changing world.

I urge you to read these and the many other stories in this report. These stories demonstrate first-hand the life-long learning instilled by our program. These stories show real impact, on the ground.

The expansion and continuation of our program across NSW – which now sees us visiting more than 1,400 students every day – occurs because of the uniqueness and relevance of our program and the dedication and passion that provides it.

Thank you for being a part of our story.

THE HON ALAN CADMAN OAM
CHAIRMAN LIFE EDUCATION NSW

A message from our CEO

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Life Education works as part of broader community and Government health efforts to curb childhood obesity, to improve mental health and resilience and prevent drug abuse. Today's teens smoke less than previous generations, take fewer drugs and are less likely to binge drink.

But we cannot afford to take our foot off the pedal. Drugs like ice are still destroying rural communities in particular. Alcohol is still the most harmful drug in society, contributing to more than 5,000 deaths each year. Childhood obesity is one of the most significant health issues we have ever faced with 30 per cent of children overweight or obese.

So how do we reach the children who need us the most? In this financial year we focused on reaching more children from marginalised communities. The team is proud to have achieved that goal.

We focused fundraising efforts on subsidising school communities which were remote, who faced economic stress or social pressures, and we increased the number of disadvantaged students we visit by 71 per cent. That means more than 20,000 children who couldn't otherwise afford to see us were given the opportunity. We are all very proud to have had an impact in those school communities.

This year has not just been a year of impact – but of innovation too. We launched our new inflatable pop-up classrooms. You'll see more about the pop-ups in this report. These exciting additions to our mobile fleet will enable us to reach more children, retaining 100 per cent of the wonder and awe – but at a fraction of the cost.

So, we're setting ourselves up to be a more sustainable business and one which is focused on making a big impact in the areas that need us most.

On behalf of the Life Education NSW team thank you for your ongoing support.

KELLIE SLOANE
CEO LIFE EDUCATION NSW

Do lessons learned in early school years really make a difference when we are confronted by adult-sized problems later in life?

It's a question we challenge ourselves with every day at Life Education. How can we make a bigger difference? How can we safeguard more young lives?

We know for sure that when children leave our mobile classrooms they have the knowledge and intention to make healthier and safer choices. We've been measuring this for some time.

But now we can also confidently say that adults, too, credit Life Education with shaping their choices.

We recently commissioned an independent survey of more than 1,000 parents. Of those who'd had Life Education at school, **60 per cent said it had helped them to make better decisions later in life.**

Think about that for a moment. 60 per cent not only remembered something they'd been taught by us a decade or even 20 years ago, but they also credited Life Education with shaping some of their decision making.

Preventative education is critical if we're to make a difference to longer term health outcomes in our community.

Introducing new pop-up classrooms

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Empowering more children together

As a charity, we're grateful for the generous support of the NSW Ministry of Health and state government Community Building Partnership grants that have helped us install wheelchair lifts and upgrade the technology in our mobile learning centres. We also appreciate the additional funds provided by our corporate and community partners and donors. We thank you for helping us to empower more children in NSW this year to make good life choices.

This year we introduced new pop-up classrooms. These inflatable dome-shaped learning spaces make it easier for us to visit schools that can't accommodate our big vans. They can also respond quickly to schools who have an urgent need for our support in a crisis.



Reaching kids with autism, anxiety and special needs

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Creating the Healthy Harold Social Story

Our NSW team led the development of a new national resource for students with Autism Spectrum Disorder (ASD) and anxiety, thanks to a grant from Northcott FundAbility. The Healthy Harold Social Story is a visual aid assisting teachers of students with autism or special needs to prepare for their Life Education visit. Championed by our NSW Head Educator Angela Green, this timely development eases pressure on educators and students – with St Gabriel's School in Castle Hill the first to adopt the initiative.

"Our students absolutely love Healthy Harold. One student is so enamoured by Harold that he doesn't stop talking about him – Harold puts a smile on his face every time. It would be a shame for any child to miss out on such a valuable experience. We're thrilled to be part of such a great initiative."

Dianne Hooke
Head of Campus, St Gabriel's School





 **Our program**

More people making **better choices**

More than six million Australians had Life Education lessons when they were at school. We conducted a survey to find out what they remembered, how it changed their lives and what they think of Life Education today.

60%+ adults say Life Education helped them make better choices later in life

“I still remember the stranger danger talk.”

“It taught me not to talk to strangers and not to take drugs.”



“Made me aware of life choices and helped me teach my daughter life choices.”

“Taught me good life skills.”

“It made me stay away from drugs.”

84% trust, admire and respect Life Education

“Every child should experience this”

“Everyone loves Harold”

“He’s been trusted for decades”

“My children and grandchildren have loved it”

“The staff at Life Education NSW are excellent”



1,159 members of the public were surveyed in August 2018 by Pureprofile

Health

education matters

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THE MOST IMPORTANT ISSUES FACING OUR KIDS



Thank you to Hyundai Help for Kids for connecting us with 2,200 Australian parents in an online poll to find out what worries them most about the future for their kids. One lucky respondent, Garima Katyal, also won a brand new Hyundai i30.

"Hyundai Help for Kids is proud to partner with Life Education, knowing that they adapt to the new challenges faced by children of today. Life Education has stayed relevant by providing resources for both children and parents, be it online, on the road or even via an inflatable mobile classroom. It all helps to educate, empower and encourage kids to live to their full potential."

Scott Grant
Chief Operating Officer
Hyundai Motor Company Australia



Engaging

children to make positive decisions

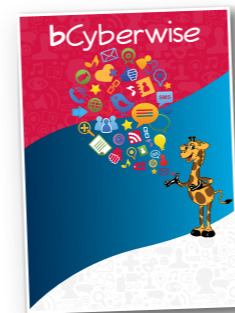
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Teachers overwhelmingly value our program and want to see it continue in their school



16,971

students participated in **Relate Respect Connect**



31,350

students participated in **bCyberwise**



27,420

students participated in **My Body Matters**



1,985

students participated in **Face the Facts**



96.6% rate
the delivery of our program as good to excellent



93.7% endorse
our program as meeting the needs of their students



97.1% recommend
their school re-book



94% believe
Life Education offers services that benefit the community

Parents have a key role to play
Health education lessons don't stop with our school visit. Parents are encouraged to engage with us through information sessions, visiting the mobile classrooms when they are on school grounds and speaking with our educators. Free parent resources are provided on our website.



*Life Education Australia National Teacher Survey of over 1,000 teachers

Innovating our program

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Delivering up-to-date modules aligned with the syllabus

To support teachers to transition to the new NSW K-10 Personal Development, Health and Physical Education syllabus, we aligned all 12 primary modules to support both the new and the existing syllabus. Each primary module embraces the five propositions of the new syllabus supporting students to develop health literacy, value movement, and take a critical inquiry approach to learning.

“We’re excited by the shift in the new syllabus focusing on a strengths-based approach to health. Life Education comes from a position of positivity, recognising the challenges facing young people and working with them to find solutions. If given support, young people are capable of taking responsibility.”

Terese Hooper
Schools Partnership Executive
Life Education NSW



The **FIVE propositions** that underpin the new **PDHPE K-10 syllabus** are evidence-based philosophies to inform and drive the selection and delivery of teaching and learning activities, guiding both pedagogy and approaches to all aspects of PDHPE.

- ▶ focus on educative purposes
- ▶ strengths-based approach
- ▶ critical inquiry approach
- ▶ value movement
- ▶ develop health literacy



Spotlight on bullying

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Bullying is inescapable for some kids. The tormenters can follow them home from school and right into their bedrooms – thanks to the internet and social media. And the detrimental effects including depression and anxiety can last into adulthood. Research has also shown bullies themselves are more likely to report negative outcomes later in life too.

Bullying is a complex issue and challenging for both schools and parents. A constructive approach to the problem rather than assigning blame is critical – often, young people don’t see the link between their actions and consequences. In fact, the areas of the brain responsible for decision-making are not fully developed until early adulthood. Children and teens can be poor decision-makers if they feel pressured, stressed, or seek approval from peers.

It’s vital we give young people the skills to manage conflict, to deal with social pressures and to respect their peers.

Thanks to your support, our Life Education modules – bCyberwise, Growing Good Friends and Relate Respect Connect – equip students with helpful age-appropriate strategies to manage bullying behaviour in their lives.

“I was blown away by the statistic that, by the age of ten, 60 per cent of kids are on social media – some as young as 7-8 years old. Understanding online safety and the precautions you can take is so important.”

Ziyad Serhan
Teacher and youth group volunteer



Our program Relate Respect Connect

One in four Australian students report frequent bullying, and unfortunately, schoolyard bullying incidents are widespread. Bullying experts say kids who stand out are most at risk of being bullied.

Demand from parents and schools prompted Life Education to launch a new module this year – **Relate Respect Connect**.

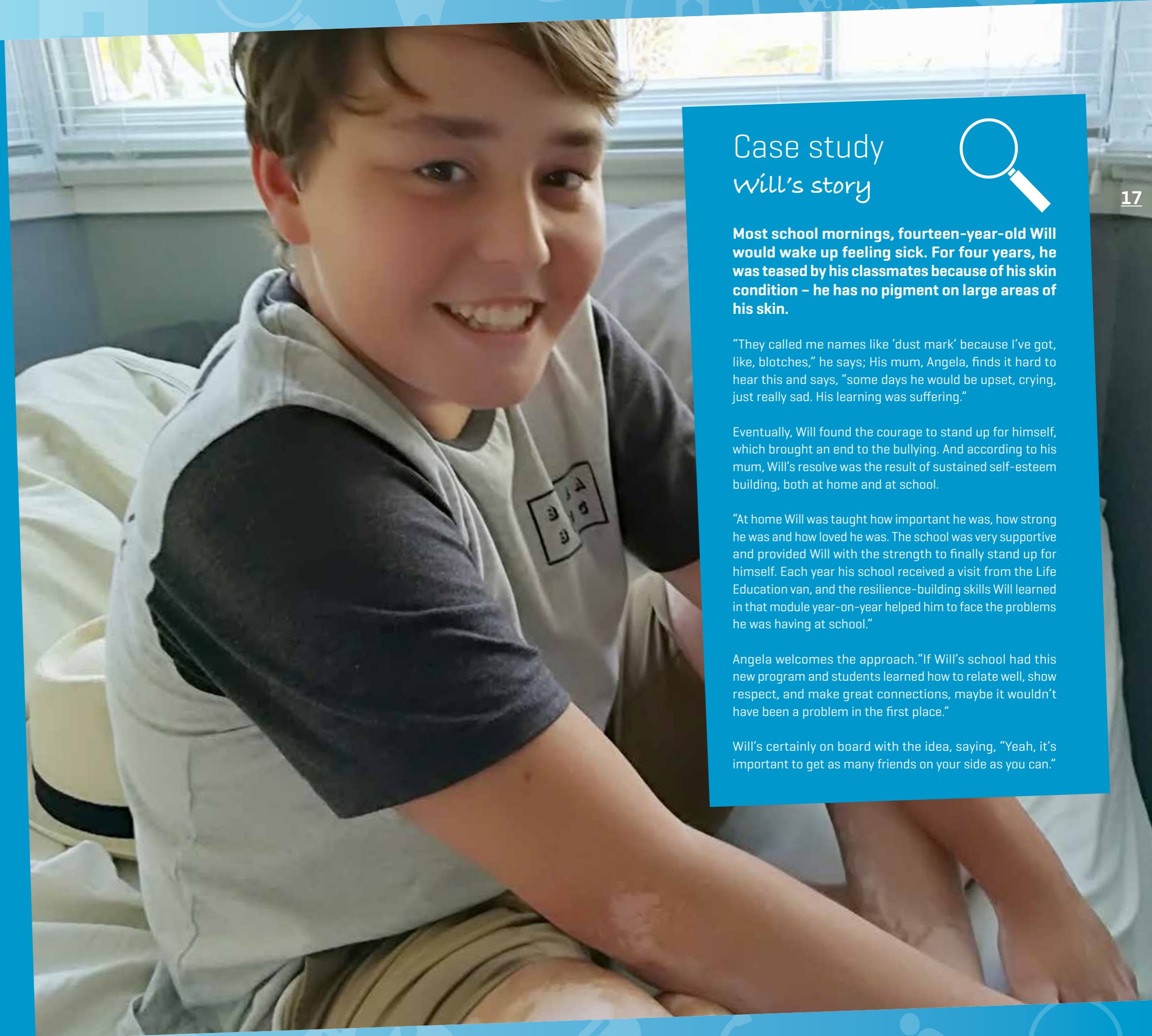
Going to the heart of the problem of bullying by teaching kids about safe and respectful relationships, **Relate Respect Connect** provides students with strategies to manage conflict, deal with social pressures, and to navigate relationships both online and off.

It builds social and emotional learning in children — getting to the root of how to build safe and positive relationships, to develop empathy and communicate respectfully, including how to respectfully disagree with someone.

Kids are encouraged to stand up for one another in the playground – there is a lot to be said for students helping each other out, and that is absolutely part of the solution for this problem.

“This module was a positive step towards preparing our students for life in a digital, fast moving world. Students learned about how to deal with bullying, how to communicate their feelings effectively and how to solve conflicts in a positive manner.”

Margaret Peacock
Teacher, Warnervale Public School



Case study *Will's story*



Most school mornings, fourteen-year-old Will would wake up feeling sick. For four years, he was teased by his classmates because of his skin condition – he has no pigment on large areas of his skin.

“They called me names like ‘dust mark’ because I’ve got, like, blotches,” he says; His mum, Angela, finds it hard to hear this and says, “some days he would be upset, crying, just really sad. His learning was suffering.”

Eventually, Will found the courage to stand up for himself, which brought an end to the bullying. And according to his mum, Will’s resolve was the result of sustained self-esteem building, both at home and at school.

“At home Will was taught how important he was, how strong he was and how loved he was. The school was very supportive and provided Will with the strength to finally stand up for himself. Each year his school received a visit from the Life Education van, and the resilience-building skills Will learned in that module year-on-year helped him to face the problems he was having at school.”

Angela welcomes the approach. “If Will’s school had this new program and students learned how to relate well, show respect, and make great connections, maybe it wouldn’t have been a problem in the first place.”

Will’s certainly on board with the idea, saying, “Yeah, it’s important to get as many friends on your side as you can.”

Spotlight on drug and alcohol education

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Students across NSW face the facts

From the city to the country, all across NSW, drugs and alcohol are affecting our kids but Life Education's **Face the Facts** module is helping to change this by empowering young people in secondary schools to make safe and healthy choices when it comes to tobacco, alcohol, and both legal and illegal drugs.

More than 750 students from Northern Beaches Secondary College Balgowlah Boys Campus and over 100 year 9 students from Tamworth's Oxley High School were the first in the state to participate in the interactive student-centred workshops. Balgowlah Boys has made a commitment that all its students will undertake Face the Facts annually.

"We see immense value in bringing Life Education's program to our school to present a harm minimisation approach to drugs and alcohol and its effects on entire communities. Young people today face many challenges, and it is important to work with them to find solutions."

Vanessa Briggs
Head Teacher of Wellbeing
Balgowlah Boys Campus



A school's perspective

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In my words

Stevenie Harman
Colyton High School

"As a school it is imperative that we engage with our local community to ensure that the students in our care receive the best possible chance to succeed in life.

There are many issues in today's society, which present problems for the wider community such as drugs and alcohol. To ensure that our students remain on the right path and have access to the best possible information, we have engaged the services of Life Education over a number of years to present their harm minimisation workshops to our Year 10 students during our end-of-year Transition program.

This excellent program is presented in our school by Angela Green who meaningfully engages our students in interesting, interactive workshops, which are always highly evaluated by the students. She makes the sessions fun and the content becomes engrained in their memory because of the way that they are presented.

The message is simple – poor decisions made in relation to drugs and alcohol can have life changing consequences. Students are encouraged to make positive decisions in a non-threatening environment by an educator who has their long-term welfare at heart.

Our accessing of these programs, through Life Education, is a prime example of the way that our school continually interacts with our local community to create partnerships to ensure that the students in our care become the best that they can be."

"Life Education's program complements our school-based learning and assists students to develop the knowledge, understanding and skills to lead safe and healthy lives."

Duane Miller
Year Coordinator
Oxley High School, Tamworth



We reach every community

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 **Our community**

Thank you

to our partners, volunteers and local heroes

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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.



"I have five kids and three grandchildren who all went through the program. My son has even helped tow the van! It's so important for kids to be educated about their body and healthy living. I'm a registered nurse and I see first-hand the effects of drug and alcohol abuse. People in this area have less access to health resources. Services like Life Education are imperative."

Lynda Whiley
Volunteer, Riverina



Healthy Harold

in our communities

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Our patron and ambassadors

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Our wonderful ambassadors
We are proud that so many Federal and State MPs and influential members of the community champion our cause. Thank you all for your work this year as Healthy Harold Life Education ambassadors.



The Hon. Thomas George Member for Lismore with Healthy Harold and educator Mandy



"I am proud to be Patron of Life Education NSW and support its community and school-based work to educate children and young people on safe and healthy lifestyle choices."

**His Excellency General
The Honourable David Hurley**
AC DSC (ret'd) Governor of New South Wales



Committed to making a difference

Holiday Coast Credit Union continues to support Mid North Coast kids

Each year around 8,200 students from 60 schools on the Mid North Coast receive a visit from the Life Education van – and thanks to the generous support of the Holiday Coast Credit Union (HCCU), an extra 400 children experienced Healthy Harold this year.

For more than 16 years, HCCU has helped keep Life Education's wheels moving on the Mid North Coast through their generous support to the operations of the area's two Life Education vans. HCCU's re-commitment to Life Education pushes the relationship into its third decade of support – our longest serving business partner in NSW.

"Guiding young people to make safer and healthier life choices is close to my heart and something I am passionate about. We are delighted to continue to assist in encouraging the right healthy choices for the children in our community, through Life Education programs in our schools."

Neville Parsons
CEO
Holiday Coast Credit Union



Aussie Farmers Foundation send Harold to the outback

500 kilometres from some of the state's most remote stations, educator Paula Tooth and Healthy Harold fronted the School of the Air in Broken Hill connecting with 135 students in years K-6. The K-2 classes engaged online, while years 3-6 combined their Healthy Harold experience with their school camp in Broken Hill. They are among 1,770 kids from 10 regional and remote schools in the Broken Hill and Wentworth areas who experienced Life Education this year, thanks to the support of the Aussie Farmers Foundation.



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First ever Life Education van gets a makeover

At age 95, former Life Education volunteer Tom Grimes discovered that the original van he drove for almost a decade was rusting away in a paddock in Sydney. With support from the Kingscliff Rotary Club and the Tweed community who raised \$10,000, he is painstakingly restoring it to serve as a museum.

"It's the first caravan in the world to start this program. Big kids in their 30s now remember Healthy Harold and I hope I'll be around to see it finished."

Tom Grimes
Volunteer



"It was an amazing experience – not to mention the most unique experience of my 17 years with Life Education"

Paula Tooth
Educator



Our partners and volunteers

26 Thank you ClubsNSW for your ongoing partnership

17 ClubGrants

totaling almost \$94,000 subsidised Life Education visits for disadvantaged schools

Life Education NSW has renewed its partnership with ClubsNSW for a further two-and-a-half years, paving the way for more local kids to access vital health and safety lessons. Together, Life Education NSW and ClubsNSW work on a number of initiatives to ensure Life Education's program reaches more NSW children who otherwise may not have been able to participate. ClubsNSW has been a major partner of Life Education NSW since 2012.



"ClubsNSW is proud to support the great work Life Education NSW does in our schools, teaching young people about the danger of drugs and the importance of making healthy lifestyle choices. That's why scores of registered clubs across the state have thrown their support behind this wonderful organisation, ensuring that their positive messages can be heard by as many NSW school students as possible."

Peter Newell
Chairman, ClubsNSW



"Evidence shows that cyberbullying doesn't discriminate on age, gender or location, so as someone who has been through the Life Education program in a regional town, I'm personally thrilled to be involved in the partnership between Your Local Club and Life Education NSW for the delivery of this program."

Trent Sutton
Marketing, Partnership and Events Manager
ClubsNSW



Keeping kids safe online

Thanks to ClubsNSW, parents and teachers attended a free 'Keeping Kids Safe Online' information evening in Western Sydney. Head Educator Lisa Woodward discussed insights around cyberbullying, online stranger danger, photo sharing and image-based abuse, accessing inappropriate content, sharing personal information online, balancing time online, and safe and respectful online behaviour.

27 Panthers' Tim Browne supports Ocsober and #DoSomething Day

Former Penrith Panthers NRL player Tim Browne is a passionate supporter of Life Education and is a big fan of Life Education and Healthy Harold. He regularly volunteers his time by giving inspirational talks to kids at our events and was an ambassador for Ocsober and #DoSomething Day



"Harold is such a happy guy. I remember seeing him in the Life Education van when I was a kid. It planted a seed in my head - I've never tried drugs, and I don't like drinking. Harold inspired me to be healthy. I want other kids to have that same opportunity."

Tim Browne
Ambassador and Volunteer



"The benefits of the healthy lifestyle and decision-making program delivered by Life Education are far reaching. We aim to support programs just like this one, which help young people reach their potential, build stronger communities and prevent negative health and social behaviours."

Phil Neat
Chairman, Newcastle Permanent
Charitable Foundation



Healthy Harold receives a new set of wheels

A \$77,000 grant from Newcastle Permanent Charitable Foundation will keep our program on the move in the Central Coast and Hunter regions. The grant replaced a 12-year-old truck that transports the local mobile classroom to more than 140 schools each year. Over 120,000 students will benefit from our fun and interactive program over the next decade.





Passionate about the kids of NSW

Our people are our strength

People are the lifeblood of our organisation. Our educators are specialists who are driven by a passion for the children they teach in communities right across the state. We have an administration team of dedicated change-makers, committed to a culture of high performance and a healthy future for the kids of NSW. And our Board is deeply invested in our mission, leading by example, exhibiting the highest standards of good governance.




Our people



Our CEO shines in Telstra Business Awards

Congratulations to our CEO Kellie Sloane, a finalist in the For Purpose and Social Enterprise category in the 2017 Telstra NSW Business Women's Awards. Kellie was nominated for her work delivering innovative health education solutions to NSW children.

"At Life Education we work hard to ensure NSW children have programs to help them navigate the journey to adulthood. I stand strong on some pretty amazing shoulders. The success of Life Education has more to do with the people I have appointed – and surround myself with – and rely on – than an individual CEO."

Kellie Sloane
CEO, Life Education NSW




Pride in our people

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Meet our educators

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In my words

Kial Malone

ACT/Southern Educator

"Harold and the Life Education van are one of my favourite memories from primary school – and before this role, I worked in learning support at a small primary school. I loved the job, and making a difference every day in the lives of the children I worked with. But, when the opportunity arose to travel around teaching and make a far broader impact on the kids in my community, I couldn't pass it up. Life Education is such a wonderful and important organisation, and I feel incredibly lucky to be part of this team.

I started my training in September 2017, then hit the road on my own at the beginning of 2018. I now service both the ACT and Southern Region, as well as parts of the Far South Coast. Every day is different, and that's what I love about this job. One week I could be teaching a large school in the middle of Canberra, the next I could be out in the sticks teaching a whole school of five kids in one session. There are always new questions, and I am constantly learning.

This year I was actually lucky enough to teach my kindergarten teacher at my old primary school in Goulburn. My first experience with Healthy Harold and Life Education was with her, exactly twenty years ago. The next day she wrote me a card, and told me how proud she was. It was a pretty special moment for me.

I think the greatest challenge not only for kids in our part of the world, but kids everywhere, is to be themselves and be proud of who they are. There is so much unnecessary pressure on kids to fit a certain mould and be 'normal' – particularly from social media.

The idea of normal doesn't make much sense to me. If there is such a thing, it sure sounds pretty boring. Every single child is remarkably different, and all of the little differences in their lives should be celebrated, because that's what makes them unique. What makes me unique makes me 'me'.

I'm 26-years-old and live on a farm near Canberra with my partner Cara. We have around 50 pets – dogs, horses, reptiles, cockatoos, chooks and fish! We both volunteer for WIRES rescuing injured wildlife. I am also a songwriter and love playing guitar and riding my motorcycle."

"My dad is my greatest inspiration. I could be a pain of a kid at times, and the older I get the more I understand how patient he really was. He would have given you the shirt off his back if you needed it. He was kind-hearted and genuine, and his personality traits are something I've always inspired to adopt into my own. He taught me a lot in the time we had."



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In my words

Natassja Van Wyhe

South East Sydney/Port Jackson
Sutherland Educator

"I was working at a school and Harold came to visit. I spoke with the educator who was working at the time and asked 'how do you get a job with the giraffe?'. I remembered Harold from my primary school days and wondered how it had changed. I sat with the educator for the entire lunch break discussing the stars on the roof, nutrition, physical activity and all the things I remembered. I was given an email address for the general manager at the time and sent an expression of interest. The next day I got a call to come in for an interview and was offered a job on the spot! I started in December 2015 and the rest is history.

Peer-pressure is one of the greatest challenges for the kids of NSW. Kids are being influenced every day from their surroundings and are feeling the pressures of society and friends. Kids are smart and know a lot! They just don't seem to get the credit or recognition they deserve. It's all the negatives not the positives. We need our kids to learn and grow in positive and nurturing surroundings and if a giraffe can help do that, then so be it!

I was bullied and pressured as a kid and looking back I realise that all I wanted at the time was to 'fit' in. But how do we all fit in? It's a question I think lots of kids have. Maybe it's not about finding the perfect 'fit' but finding a space where everyone fits?

All of the extra things I've done and opportunities I've made and the people I've met have made my experiences with Life Education extraordinary and makes my heart sing. The list is very long but a few highlights include meeting Malcom Turnbull, Jessica Rowe and Peter Overton, attending the Harold Gold Awards night, being on Channel 7 Prime News promoting our new pop-up inflatable classroom and being interviewed for Kidspot.

I am most proud of now managing my own area as an educator. The kids I work with truly inspire me to be myself and to give them the best sessions. They drive the sessions and make them what they are. You will only get out of it, what you put in."

"I absolutely loved Life Education when I was a child. I remember TAM, Harold [the mechanic version] and the stars! Oh the stars! What magic! Today, I get so much joy from the smiles and laughter that kids bring to each session. It's sometimes hard to keep a straight face when they are enjoying themselves and laughing at Harold's silly giraffe jokes or his cheekiness. The kids are the focus of the sessions. They make it joyful and fun."



Our board members

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THE HON ALAN G CADMAN OAM

Chairman NSW

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



MR BILL BUCKLE

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



MR TIM JAMES

Tim James is a strategic advisory leader who has held an array of leadership roles in industry, government and professional services. He leads a boutique strategy advisory firm consulting to government and private sector clients and serves on a range of boards. Tim was previously CEO at the national pharmaceutical industry body Medicines Australia. He earlier held leadership roles at Pfizer and Johnson & Johnson. Tim's experience in government encompasses over three years as a Minister's Chief of Staff in NSW and six years in the Howard Government, including a long period in the Prime Minister's Office. He is a lawyer and holds qualifications in business, law and finance including an MBA.



DR JULIAN DE MEYRICK

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



CR KEN KEITH OAM

Ken Keith is currently serving his eleventh year as Mayor of Parkes and 35th year on the Parkes Shire Council. Ken was educated at Yanco Agricultural High School and the University of Sydney, specialising in agricultural education. He taught at Forbes and Windsor High Schools before returning home to run a family farm. The farm is now run as a fine wool Merino sheep and 1st cross lamb enterprise with some cropping.



MS JACKIE O'BRIEN

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



MR AARON CHEN

Any chance Aaron Chen has to give back he does – and at Life Education he brings official governance and financial strength to the Board 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. He began his career at Arthur Andersen (now Ernst & Young) before becoming Commercial Manager at Radio Rentals. Aaron is currently General Manager of Risk Assurance for Metcash and an independent advisory Board member for Emersion Software Systems.



MR NEVILLE PARSONS

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

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My story

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Aaron Chen

Life Education NSW Director

"I came to Australia when I was very young as one of the 'first fleet' of immigrants from Vietnam. It was at the end of the war and we were at risk of being detained and put in re-education camps so we jumped on Dad's fishing boat and together with another 11 boats made our way down to Australia, arriving off the coast of Darwin in November of 1977.

My first vivid memories are of what are now referred to as detention centres. Back then they were called hostels. I recall playing soccer in the fields with the other immigrant children from all over the world and going to the canteen – the mess hall – three times a day to get our meals. They are fond memories for me. I still love my mashed potato served up in an ice cream scoop.



I remember feeling very welcomed. The generosity and kindness of people, particularly our sponsor family who supported us settling in, instilled in me a philanthropic and community-minded spirit, which has taken me through my entire childhood and adult upbringing.



I grew up watching my mother and father work in a factory. Then in the early 80s Dad reignited his entrepreneurial spirit again and started a wholesaling business in Adelaide. Seeing how hard they worked instilled those values in me.

What I have today is a combination of luck and hard work. Never could I have envisaged such a career. All the opportunities I am now presented with, are all just cream on top of the amazing cake that has been created for me. Now, every moment of my life is a very fortunate opportunity to do something meaningful and be happy.

Children need to be given the confidence to go on to bigger and better things. There are dangers out there but we shouldn't be wrapping our kids in cotton wool and hiding them from technology. Teach them to recognise the risks and make the right decisions. If you have core values – which run through Life Education's program – your moral compass will guide you to make the right choices every time.

Resilience and cybersafety are dear to my heart. In my role as General Manager of Risk Assurance for Metcash, I see the deep, dark side of online threats. As a father of two young primary school age students I see the challenges schools are presented with to develop young people into future – or current – citizens.



When I first told my children that I was helping Healthy Harold they got very excited, and proudly told all of their friends about my important new job.

I share their sense of pride. Ultimately, my purpose is very much about making a difference. My goal is to use my skills in governance and finance together with my inbuilt entrepreneurial drive to ensure we have the right processes in place so Life Education is here into the future. Because regardless of where my kids end up, so long as they are mindful and resilient, they will be able to do anything in life that they want."



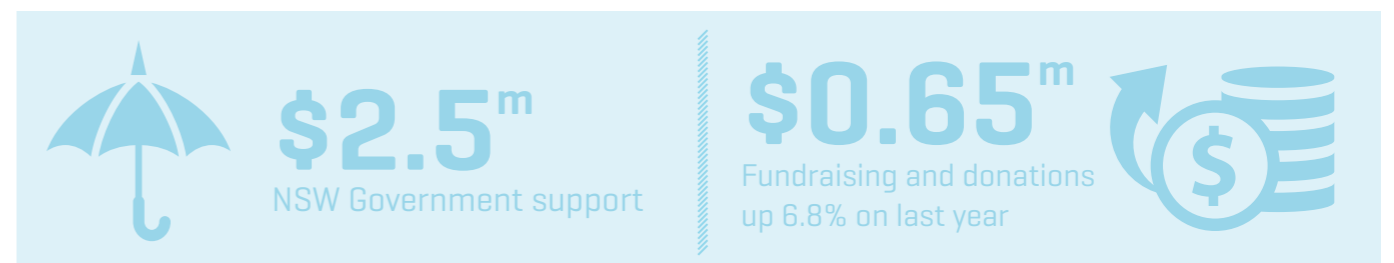
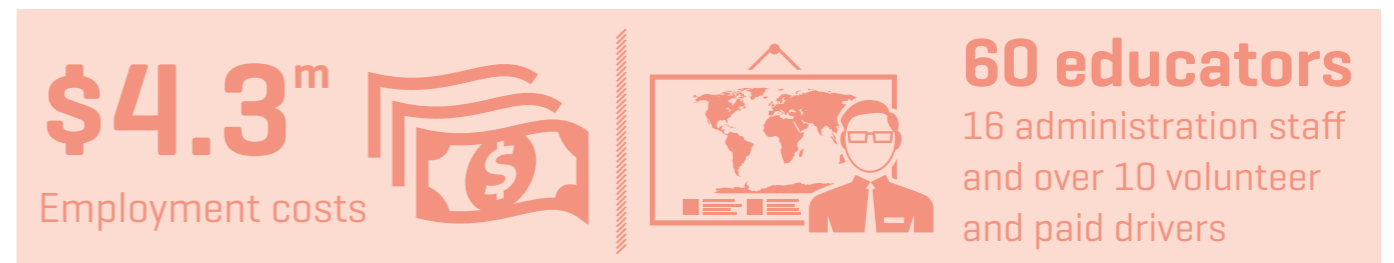
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Our performance for 2017 - 2018

Our performance is underpinned by our community

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



Life Education NSW's financial records for the year ended 30 June 2018 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.

CALL NOW

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