



**Impact
Report
2023**

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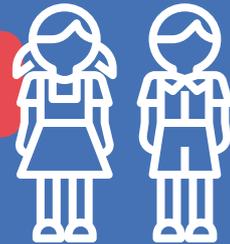
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Our year



594,000+
students reached

11% increase



4,900+
schools,
preschools and
early learning
centres visited

17% increase



\$910k+ 
committed by
Corporate Partners

\$6M 
project investment
from the Federal Government kicked off



3,135+ 
**more students in rural,
remote and disadvantaged
communities recieved a visit through
the Life Ed Thrive Children's Fund**

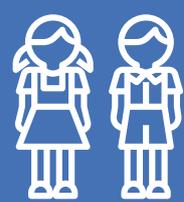


1 
**Australian-first
education experience**
for primary school students developed on vaping



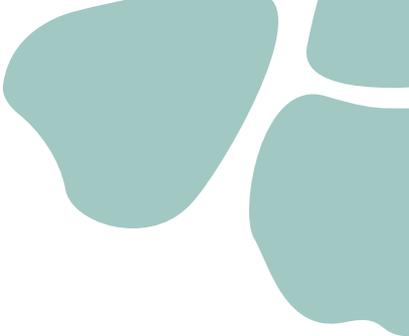
2 **New modules**
rolled out across Australia
- *Friends and Feelings* and *The Inside Story*

100+ 
education resources
created to support the delivery of modules
in and beyond the classroom

5M 
people reached
through media coverage

100,000+ 
teachers reached
on social media through our bookings campaign

49% 
increase
in website traffic



From the Minister for Education

Thank you to Life Ed for the important work you do to educate children across Australia.

The work you do is helping around 600,000 school children every year to be healthy and happy, to make smart choices and to believe in themselves.

You're helping to set them up for life and this Impact Report is proof of that.

I want to particularly acknowledge the important work Life Ed is doing to tackle the scourge of vaping.

This is one of the big issues facing students, teachers, educators and parents across the country.

About one in seven high school students are vaping, and about one in five young Australians aged between 18 and 24 are vaping. We've got to work together to stamp this out.

This is a product being marketed directly to children, teenagers and very young adults with one objective in mind and that is to recruit a new generation to nicotine addiction.

The Albanese Government is introducing some of the toughest anti-vaping laws anywhere in the world and we're determined to see them work.

The first phase of those laws came into effect on 1 January with a ban on the import of disposable vapes and there will be more to come.

The Government is also investing in the health and wellbeing of young Australians. That includes \$6M in funding for Life Ed to continue delivering your important health and safety programs for children and young people.

For almost 50 years, Life Ed has improved the lives of more than 7 million children, and I look forward to seeing what you will achieve in the years ahead as we all work towards building a better and fairer education system in Australia.

I look forward to seeing the Life Ed team and Harold again soon.



Jason Clare
Federal Minister for Education







From our Chair

It is a privilege to serve on the Life Ed Australia Board and to be a part of Life Ed Australia. With this privilege comes an obligation to do something good. Working with Life Ed provides the opportunity to make a difference, as the programs Life Ed deliver influence individuals, families, and entire communities.

Life Ed simply would not be the organisation it is today without our team of Executives and dedicated leaders. Outstanding individuals who lead with consistency of character, whose actions and influence have brought Life Ed closer together and set a new standard for cooperation, collaboration and consistency. The Life Ed Board is extremely grateful for the contributions these everyday Australians make.

Life Ed continues to adapt, innovate and accelerate to meet the changing needs of the young people of today. Evidenced by the breadth of the topics Life Ed embraces, from emerging issues like vaping, consent and online safety, through to core programs that explore friendships and physical health. Resources are continually being widened and new content introduced to enhance Life Ed's suite of education materials, empowering young people to proactively manage their mental health with resources that are student-led. This is the most judicious approach when dealing with

confronting topics that are surrounded by stigmas and misconceptions.

2024 heralds the significant achievement of Life Ed's 45th anniversary. Throughout this long and impactful history, Life Ed has always believed "it takes a village" to help children thrive. This is why successful and long-standing partnerships are at the heart of our work and why Life Ed continues to benefit from the commitment and support of the Federal Government.

The Life Ed Australia Board is grateful to the Federal Government for sharing our vision of empowering the children of Australia to make safer and healthier choices through education.

It is with enthusiasm and anticipation we approach the plethora of new challenges and opportunities across the Life Ed Network and remain confident in the future and the role Life Ed will continue to play in healthy Australians living to their full potential.



Sue O'Malley
Life Ed Australia Chair





From our CEO

It is an exciting time for Life Ed, with 2023 setting the pace for the growth we continue to experience and thrive in.

The year was all about reflecting, assessing and rebuilding in the post COVID pandemic world and like many organisations, adaptation and collaboration was key.

What I am particularly proud of is Life Ed's ability to consistently rise to the challenges that present. This is how we've been able to evolve and to continue to make an impact across generations. This is also what's fuelled our arrival at a significant milestone, the development of Life Ed's National Strategy 2024 - 2028, co-designed with staff from across our Network. I believe this speaks volumes to the strength of our teams and leadership across the country.

We've seen how agile and innovative our Life Ed Network is. In 2023 alone, we developed an Australian-first module for primary school students on vaping, co-created and piloted a suite of culturally-appropriate First

Nations resources, and explored and utilised feedback, partnerships and technology to create genuine, immersive and intuitive education experiences that make a lasting impact far beyond the classroom.

While we have a rich, long-standing history, I am energised by the new chapter we are embarking on, boosted by the Federal Government's additional \$6M investment in our work to build "Foundations for a Healthy Future".

I'm looking forward to how our unified approach will shape our 2024, as we continue to demonstrate why we have been trusted to educate Australian children since 1979.



Russell D'Costa
Life Ed Australia CEO

Our impact

A shared vision

There was a distinct theme for Life Ed in 2023: consult, collaborate and co-design.

This continues to be reflected in our work with students, teachers and experts in developing the latest evidence-based education material.

It was this approach that also enabled us to create Life Ed's National Strategy in partnership with our wide range of staff. The result is an achievable, innovative and sustainable plan for our collective future, so that we can reach as many children as possible, for as long as possible, delivering the greatest impact.

Developed over a 12-month period, our National Strategy was shaped through feedback from teams across the country, and driven by input from all Executives, Education Managers, Senior Leaders and Boards across our Life Ed Network.

The Strategy is presented as a five-year road map, with every outcome framed around how and why we should work together to ensure every child thrives.

"While we know that each Life Ed team is as unique as the schools, teachers and students we work with, it was amazing to be able to gather together, share our experiences, learn from each other and plan for future generations in a way that we have not done before," shared Russell D'Costa, CEO of Life Ed Australia.



"A solid strategy is pivotal to the success of any organisation. It's been great to see the Network come together, dedicating time away from our day-to-day to collectively work on the future of Life Ed.

"The driving force behind our collaboration is ensuring the best support for children and young people. Our 2024- 2028 Strategy lays out a clear vision for the future, allowing us to align our shared resources and improve the health and wellbeing of our future generations."

- Jonathon Peatfield, CEO, Life Ed NSW/ACT

"The Life Ed in Australia (LEIA) Strategic Plan was the culmination of a co-design process over many months, and it was inspiring to participate along with my fellow leaders and their teams.

"For the Life Ed Network to come together with a common purpose and passion for making a greater difference in the lives of Australian children, was a wonderful experience to be a part of. I sincerely hope that the National Strategy will result in positive outcomes for young people and their communities in the future, as we continue to strive together to support children to live a safe and healthy life."

- Michael Fawsitt, CEO, Life Ed Queensland

Life Ed in Australia Strategy 2024-2028



Our Mission To empower children and young people to make safer and healthier choices through education.

Our Vision Healthy Australians living to their full potential.

Strategic Investments

Agile Innovation	Internal and External Evaluation	National Fundraising and sustainability fund	Understanding needs of our stakeholders	People and culture
Governance and Operations	Diversified revenue streams to support a national footprint	Diversified products and services	Centres of excellence	Partnership and advocacy

Outcomes

Every child deserves to have the right people in their corner
We will be recognised as one of Australia’s most trusted and influential education providers on issues that affect the health and well-being of children

Every child deserves to benefit from a whole-of-community approach
We will listen and tailor our approach to each unique community that we work in.

Every child deserves equal opportunities
We will deliver cost effective, agile and contemporary programs that are accessible, affordable and tailored to the needs of school communities

Every child deserves to be safe
We will work within safe and efficient systems, policies and practices across the Network

Every child deserves evidence-based, impactful education
We will increase our social impact and demonstrate this through measurement and evaluation

Every child deserves the best from us
We will build a diverse, happy, highly skilled and collaborative workforce

Every child deserves Life Ed
We will ensure that all Life Ed entities are viable and thriving through diverse revenue streams



Empowering partnerships

In 2023, we saw Life Ed go from strength-to-strength as we transitioned from one major grant to an additional \$6M investment from the Federal Government.

As part of our successful completion of all projects under the Government's initial "Being Healthy Being Active" grant, we rolled out an array of new educational resources focusing on social and emotional wellbeing, developed and piloted First Nations resources with the NT communities we co-designed them with, and used the latest technology to enhance the way we deliver our programs. This innovation included trialling new virtual capabilities within our Educator apps and developing a Guide To Thrive Digital Pack to support teachers, parents and their children with their transition journey from primary to high school.

We also entered into our second year of collaborating with the R U OK? Day team. With social and emotional wellbeing continuing to be an important facet of work in schools, we were proud to work with them on creating "Listening Legend" free resources for students and teachers, including a 10-minute interactive video workshop, worksheet and colouring badge, which garnered record engagement with almost 11,000 downloads.

What do these initiatives have in common? They were all co-designed with the individuals and groups in which they were intended for. Because in order to make a meaningful impact, we must listen first.

This rings true in all aspects of Life Ed's work. This is how we've been able to evolve and stay relevant to the communities we have served for over 45 years. This continued as we wrapped up the year by undertaking an evaluation in partnership with Life Ed South Australia, to gain feedback and insights from teachers about our current primary school offering. This feedback will inform both what we deliver and the way we deliver it for many years to come.

This evaluation will also form the basis of our future direction as we continue to plan and implement our "Foundations for a Healthy Future" project, which started in 2023 as the Federal Government confirmed their ongoing support for Life Ed by committing \$6M to our work.



“The free parent and carer resources in the Guide To Thrive are wonderful. I’ve used many of them and they are really easy to understand and download. There is even a free parent check-list available so you can make sure you cover everything with your child.

- Kate McDonnell, parent of year 7 student, NSW



“Just wanted to let you and the team know that the kids LOVED the [R U OK? Day] videos - particularly the younger group. The kids were literally saying “play it again, play it again” after the music video and it was such a joy to see them interacting with the content.”

- Bowral Public School, NSW

This new grant will be rolled out from 2023 to 2026 and covers three key areas:

- **“Healthy Minds, Healthy Connections”** - this covers our approach to develop educational resources to support students’ positive mental health and wellbeing.

This will involve creating new, as well as adapting current respectful relationships and consent education resources for Kindergarten to Year 6, as well as developing new digital literacy and online safety educational resources and materials for Years 1 to 4.

- **“Enhancing Educational Excellence”** - is our plan for how we will implement recommendations arising from evaluations of the Life Ed program and measures to help maintain quality assurance across our programs, improving engagement and ensuring our programs are contemporary, agile and accessible.
- **“Strengthening our Sustainability”** - incorporates activities to develop a clear plan for the future of Life Ed, including the development and implementation of our new strategic plan and building a long-term revenue plan.

With our National Strategy guiding us across these key areas, we will continue to apply evolving best practice to our evidence-based programs to continually meet the changing needs of Australian children, classrooms and communities.

NEW 10-MINUTE

Listening Legend Workshop

FOR PRIMARY SCHOOLS

Healthy Harold takes kids through the 4 steps of an R U OK? conversation

LifeEd.
Every child deserves to thrive

RU OK?



An Australian-first to tackle vaping

With over a quarter of Australians aged 14 to 17 having vaped¹, this trend continues to be of increasing concern for parents, teachers and students. In order to address the alarming increase and the gap in education in primary schools, Life Ed developed the new Take a Breath module.

An Australian-first for primary school students, Take a Breath allows children in Year 5 and 6 to investigate the issues surrounding vaping in an education experience made with students, for students.

Funded by Consumer Healthcare Products Australia, Take a Breath features children in Years 5 and 6 who have genuine questions about vaping and smoking, alongside high school students who provide answers. The teenagers involved encourage their peers to use critical thinking skills to unpack issues like emerging health and environmental impacts, changing laws, social influences and responsible decision making.

“The result is really special and is bound to make an impact. It’s powerful to see Australian teenagers speaking up about vaping and smoking, educating younger students and showcasing their strengths,” said Russell D’Costa, CEO of Life Ed Australia.

“There is a real gap in vaping education in primary schools. This is a concern because research tells us that educating children before they are exposed to a particular issue gives them the best chance at making informed decisions².

“That’s why Life Ed delivers education in the primary school setting. We hear from a lot of the primary schools that we work with that their kids are showing interest and asking questions about vaping.

“It’s scary, but we need to meet them here and not shy away from the challenging conversations. We need to give students the knowledge and skills they need early, to make healthy and safe choices into the future.”

¹Gardner, L.A., O’Dean, S., Champion, K.E., Stockings, E., Rowe, A.-L., Teesson, M. and Newton, N.C. (2023), Prevalence, patterns of use, and socio-demographic features of e-cigarette use by Australian adolescents: a survey. *Med J Aust*, 219: 332-334. <https://doi.org/10.5694/mja2.52075>

²Principles for School Drug Education, Meyer, 2004.



“I remember how excited I used to be in primary school when Healthy Harold came to visit. I can’t believe I’ve had the chance to work with him and that kids today will go in the van and see me.

“It was also good to be able to wear my Hijab and to represent my Pakistani culture. I’m really proud of myself.”

- Rabia Majeed, 15-year-old student featured in Take a Breath module, NSW



“We completed Take a Breath and I believe it opened the eyes of some of our students. They were very engaged throughout - and I love that even the Year 5/6 students classically love Harold!”

- Teacher, Pembroke Primary School, VIC



Two years of helping communities thrive

Since 2021, Life Ed has been working to reach as many children as possible in remote, rural and disadvantaged communities through the Thrive Children's Fund. Because every child deserves to thrive – no matter where they live, where they've come from, or how much money they have.

The children in these communities are too often the isolated, the ones that are most at-risk of chronic disease, mental illness and substance abuse. They are the kids who need us most and thanks to our foundation partner, Woolworths, we have been able to deliver the latest evidence-based learning to nearly 10,000 of these students across Australia over the past two years.

From the vastness of Arnhem Land in the NT and seclusion of Kangaroo Island in South Australia, through to the reaches of the WA Wheatbelt and NSW Murray River regions, it has been a privilege to meet so many children, parents, teachers and communities – many of which could not contain their excitement as they met Healthy Harold for the very first time.

As times continue to be tough, with inflation and the cost-of-living on the rise, the housing crisis and natural disasters continuing to impact children and families across Australia, Life Ed and the Thrive Children's Fund is needed more than ever.

Woolworths is the foundation partner of the Life Ed Thrive Children's Fund, contributing \$250,000 over the past two years. And committing another \$125,000, which will enable us to reach up to 7,500 more kids in 2024.

In 2023, we welcomed Sanitarium's commitment to this cause, which will mean 3,000 children will benefit from participating in The Inside Story module as part of the Thrive Children's Fund in 2024. This will bring our Thrive total up to over 20,000 students by the end of next year!

Did you know?

More than 1 in 6 children in rural areas experience mental health issues.¹

Children in regional and remote areas are 27% more likely to be overweight or obese.²

Indigenous children living in remote communities experience a greater burden of disease.³

¹Royal Far West 2017. ²AIHW 2020. ³PLOS Glob Public Health 2023.



Since 2021, we've reached 10,000+ students in rural, remote and disadvantaged communities.



A big thank you goes out to the Life Ed Thrive Children's Fund which was able to support 96 students to understand key issues such as being a good friend, being resilient and making healthy eating choices. We would like to also thank Woolworths for their generous contributions of healthy snacks."

- Hilary Abadi, Deputy Principal, Avonvale Primary School, WA



Our performance 2022-2023 financial year

OUR FINANCIALS



\$2.6M
revenue



\$3.7M
net assets

OUR PEOPLE



\$1.4M
employment



OUR PARTNERS

\$900k

sponsorships,
fundraising
& donor support

including Corporate Partnerships



\$1.4M

Federal Govt. Grant*

COST TO DELIVER OUR PROGRAMS

\$18.9M

Total costs for the 12 months to June 2023 incurred by Life Ed Australia and its Affiliates in delivering programs to children throughout Australia.

Life Ed Australia's financial records for the year ended 30 June 2023 were audited by Grant Thornton Australia in accordance with Australian Accounting Standards and Australian Charities and Not-for-profits Commission Act 2012. A full copy of our annual financial statements is available on request or from the Australian Charities and Not-for-profits Commission website.

*For the period of Apr'23 to Nov'26, a total of \$6M tied Federal Government funding will be received to support program development.



Our partners

We could not do what we do without the generous support of our corporate partners, who help us to deliver the Life Ed program in schools and preschools, as well as reach communities across Australia.

In 2023, our partners helped us to reach new heights. Nationally, thanks to Consumer Healthcare Products Australia, our team were able to develop an Australian-first for primary school students which saw us co-design an education experience on vaping with students from across the country. We were also able to roll out three new modules – Friends and Feelings, Take a Breath and The Inside Story. The Inside Story, a contemporary new physical health and nutrition module was made possible with support from Sanitarium.

In their 5th year as a Platinum Partner, Woolworths continued to help us reach more children and communities, through our annual Australia's Healthiest Lunchbox initiative and as the foundation partner for our Thrive Children's Fund.

We were also excited to welcome new partner Bakers Delight's Healthy Solutions range to the Life Ed family. We will be collaborating to help Aussie children to boost their critical thinking skills, as this is the key ingredient in delivering education that truly embeds learning and gives kids the confidence to make positive choices into the future.

Thank you to:



Our supporters

Our work is enhanced by the following groups who share our vision and provide their expertise:

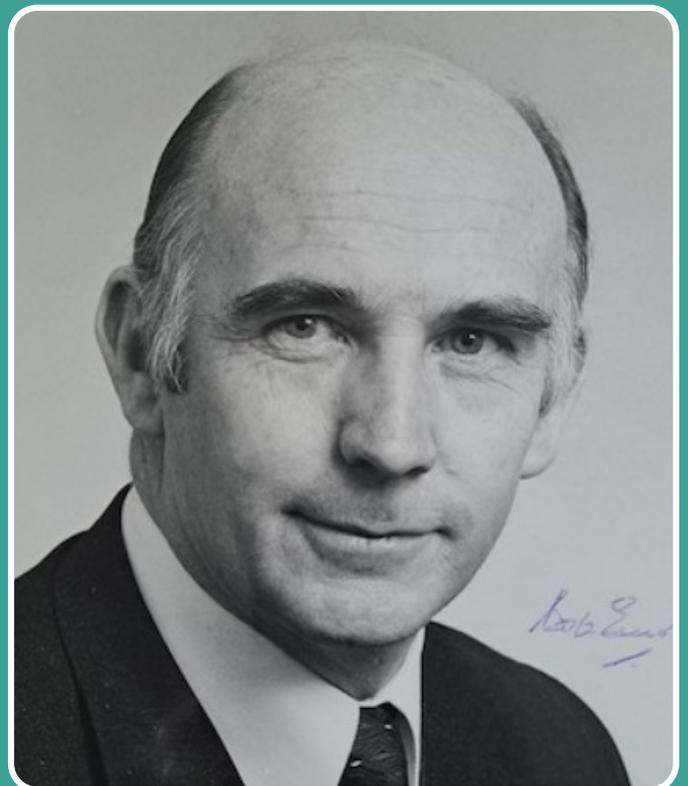


In memory of the Hon. Robert Ellicott AC KC

We have had the great privilege of benefiting from the Hon. Bob Ellicott AC KC's extraordinary vision and strong leadership as a friend of our Founder, Ted Noffs and Director of Life Ed Australia for 30 years. During that time, he was Chair of the Board for 15 years. Even after retiring from this role, we were humbled by his continued support with Board membership, guidance, patronage, ambassadorship and ongoing donations.

He honours us further by naming us in his estate, which means that his family has provided us with a very generous gift of \$100,000. Mr Ellicott has been instrumental in building Life Ed's vision and is inextricably part of our organisation's DNA. With his help we have reached many and now, with this substantial donation, we can get to more children in need of critical life skills.

Thank you to Mr Ellicott and the Ellicott family for your lasting legacy.



Our Board



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Chairperson



Shaun Bonétt
Deputy Chairperson



Alexander Collinson
Treasurer



Robert Conroy
Company Secretary



Justin Levis
Director



Sarah Cleggett
Director



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Affiliate Director (VIC)



Susan Baker
Affiliate Director (SA)



Mike McAuliffe
Affiliate Director (WA)



Peter Burnheim
Affiliate Director (NT)

How you can support us

-  Donate to the Life Ed Thrive Children's Fund
-  Donate towards our program development
-  Partner with us
-  Engage your school community

Connect with us

-  1300 427 653
-  lifeed.org.au
-  facebook.com/HealthyHaroldLifeEducation
-  instagram.com/lifeed_healthyharold/
-  linkedin.com/company/lifeeducationaustralia

