



# Life Ed.



45 YEARS  
OF IMPACT



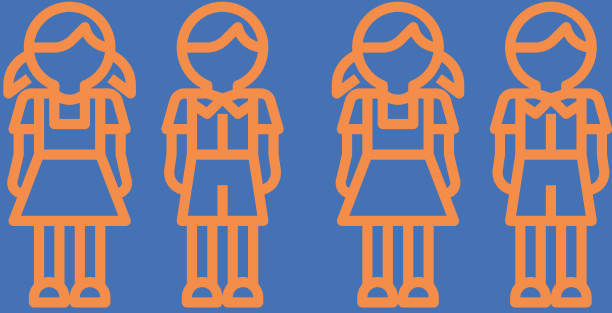
# Impact Report 2024



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# Our impact in 2024



**578,000+**  
students reached



**5,000+**  
schools,  
preschools and  
early learning  
centres visited

**19** plug and play  
lessons

developed and revised for  
teachers to use before and after  
Life Ed visits



**5** new bespoke  
music pieces  
created for  
early years  
learning





**10,300+**

**students reached across  
82 schools thanks to the  
Thrive Children's Fund**



**1** **New module  
developed**  
*- Harold's Online World*



**5**  
**junior primary school  
modules refreshed**



**150+**  
**educational  
resources developed**

**42 videos**  
**presented in Auslan**

*to make our modules more accessible*





**“For over 45 years, Life Ed and Healthy Harold have been a constant. Bringing learning to life and helping students to be their best.”**

Jason Clare, Federal Minister for Education

# From the Minister

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

45 years ago, we were a different country. Greg Chappell was captaining the Australian cricket team. The Paul Hogan Show was on every TV screen. And I was 7 years old at Cabramatta Public in Western Sydney. It was a different time.

But for over 45 years, Life Ed and Healthy Harold have been a constant. Bringing learning to life and helping students to be their best.

Healthy Harold has passed on important messages and life lessons to generations upon generations of school children. Tackling the difficult issues – from drug and alcohol education during the late 1970s and early-80s, nutrition, physical development and today's issues, like educating students on the harms of vaping.

We all believe that every child deserves the best start to life. It's why the Albanese Government is helping to keep vapes out of the hands of kids. We have introduced some of the toughest anti-vaping laws anywhere in the world and we're starting to see the impact.

We also know social media can be addictive and toxic for our kids. Mums and dads are grappling with that across the country, but it affects all of us.

That's why we're lifting the minimum age for social media. It builds on the benefits we're seeing from the work we've done to ban mobile phones in schools. The mobile phone ban means students are more focused in the classroom and having more fun in the playground. Now we want to see those benefits extend beyond the school gate, by restricting access to social media for Australians under 16.

This is all critical work to help young Australians, and you are a big part of it. Thank you, Life Ed, for all that you do.



**Jason Clare**  
**Federal Minister for Education**

# From our Chair

## There is a reason Life Ed continues to stand the test of time. It is change.

Change can be a difficult concept to come to terms with. However, I believe the strength in Life Ed, in our team, is our ability to embrace change and evolve with it to make the greatest impact for our young people.

The past 12 months is a prime example of this. We have had an incredibly impactful year.

Our Education team continues to innovate and introduce new educational material according to the changing needs of young people, including the Take a Breath module in direct response to the vaping epidemic, and the recent development of Harold's Online World to address concerns around our increasingly digital world, which will be launched in 2025.

We secured significant funding through partnerships at a range of levels by finding creative and aligned ways to work together, including corporate and government support. We also extended on our influence, enhanced our online presence and elevated our public awareness through the celebration of our 45 years of impact.

Most importantly, we maintained our reach, delivering education to hundreds of thousands of students across the country, and providing support to their teachers and parents. It's this whole-of-community approach that genuinely embeds learning for years to come.

I am immensely proud of the Life Ed Australia team and Network, and the outcomes achieved together.

This includes each member of our Board that I have had the pleasure of working with. Thank you for your time, expertise and energy towards our shared cause. It is a privilege to serve alongside you.

I would also like to take this time to say thank you to Shaun Bonett, who retired from the Board of Life Ed Australia in 2024. His multifaceted and demonstrable support of Life Ed over the past eight years has included sage counsel, unique insights as well as significant financial support through the company he founded, Precision Group. We are grateful for everything you have done, Shaun.

As we look ahead, I am confident that through our shared vision and commitment we will continue to make a positive impact, turning our aspirations into accomplishments as we have done for 45 years, and will continue for more to come.



**Sue O'Malley**  
**Life Ed Australia Chair**





**“Our Education team continues to innovate and introduce new educational material according to the changing needs of young people.”**

Sue O'Malley, Life Ed Australia Chair



**“We have continued to reach new heights because we work together to elevate education experiences and reimagine learning for communities across Australia.”**

**Russell D’Costa, Life Ed Australia CEO**

# From our CEO

**What a difference 45 years makes. In Life Ed's case, that means 45 years of bringing learning to life through the magic of memorable experiences.**

These lasting memories center on an iconic giraffe named Healthy Harold and the way this cheeky character has spent decades transporting children into a world where the stars twinkle at the flick of a switch, technology brings science to life, adventures leap off the walls, and students walk away with lessons for life.

That is the magic of Life Ed. It stems from our rich history, and it is fuelled by our team's ability to innovate, adapt and proactively meet the changing needs of young people.

It's how we have evolved and why we continue to be sought-after in schools and communities across the country. It's also how we continue to come together, as a Network, as we strive to achieve the greatest impact for children 45 years on.

I'm proud to say that in 2024, the strength in this united approach can be seen across a wide range of our organisational achievements - from updating our Program Theory of Change to unpack, reassess and rebuild our shared goals and pathways for impact in today's increasingly complex world, creating our Reflect Reconciliation Action Plan to ensure we provide a culturally safe and inclusive environment for all that we work with, and developing our first national fundraising strategy to reach more kids when it counts.

We have continued to reach new heights because we work together to elevate education experiences and reimagine learning for communities across Australia.

I am so proud of what we have achieved to date, and I have no doubt that this momentum will continue as we grow into the next 45 years.



**Russell D'Costa**  
Life Ed Australia CEO

# 45 years of bringing learning to life

START



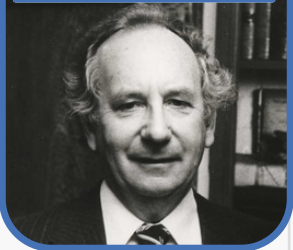
**2013**

Life Ed develops one of Australia's first esafety education modules, bCyberwise, in response to increasingly digital world.

**2018**

Introduction of pop-up (inflatable) classrooms to reach schools in remote areas.

**1979**



Reverend Ted Noffs establishes Life Ed in response to drug epidemic and created the "Classroom of the 21st century" with a robotic Harold giraffe.

**1982**



Learning goes on the road in first Life Ed mobile van.

**1990's**



Life Ed expands into preschools and early learning centres.



**2018**

To address the rise in gender-based violence, Life Ed launches innovative respectful relationships module, Respect, Relate, Connect.

The year was 1979 when Reverend Ted Noffs, of the Wayside Chapel, challenged the shock-and-awe tactics relied upon to tackle the widespread drug crisis.

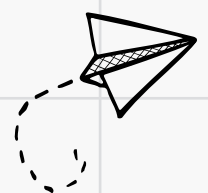
His vision was built on a powerful concept, that “each and every child is unique”, and he became an early advocate for prevention through strengths-based learning.

With a life-sized Transparent Anatomical Mannequin (TAM), rotating floor, sparkling lights, and a robotic giraffe, the Life Ed program was born in Australia.



**2021**

Teacher-led online learning options expand to provide education and connection during the COVID-19 pandemic.



**2021**



Harold's Healthy Day, Harold's Big Feelings and Super Safe Harold modules developed for the early years to incorporate age-appropriate respectful relationships within key health and safety themes.

**2022**



Bespoke First Nations resources developed through co-design process with First Nations communities across the NT, led by Life Ed NT.

**2023**

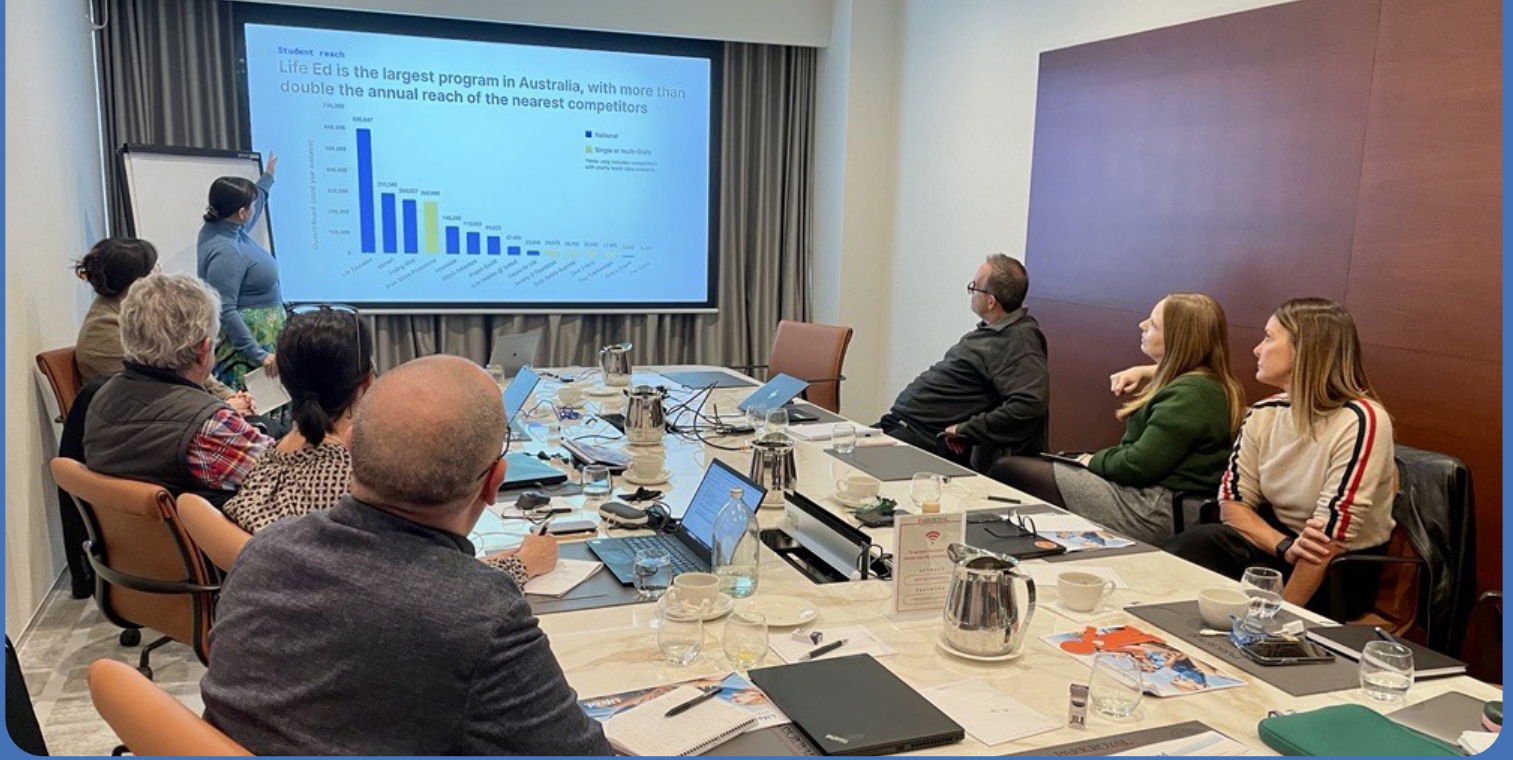


Life Ed develops Take a Breath, an Australian-first module for primary school students on vaping prevention, due to prevalence amongst young people.



**2024**

Life Ed updates Program Theory of Change to reflect evolution and educational excellence.



# Evolving our education excellence

Today, Life Ed is Australia’s largest and most recognised provider in preventative health education in schools. We have earned and maintained this status because of our commitment to meeting the needs of young people – and evolving as this continues to change in our increasingly complex world.

In 2024, we embarked on a significant piece of work to reflect this by updating our Program Theory of Change.

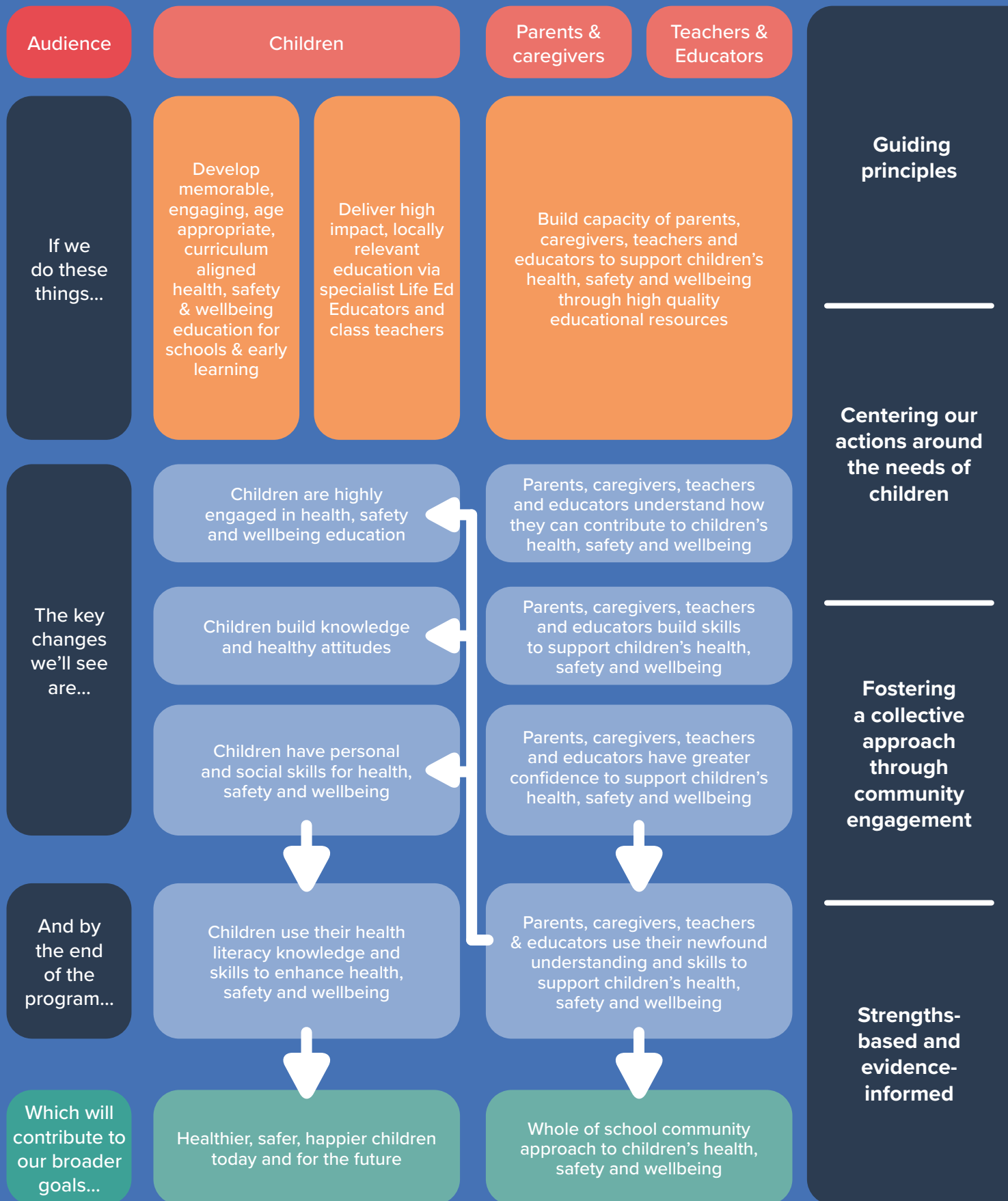
The first step in the development of our wider Impact, Measurement and Evaluation Framework, updating our Program Theory of Change has allowed us to work together as a national Network to clarify our program’s purpose, goals and mechanisms to achieve this, in order to better identify opportunities to reach as many children as possible, for as long as possible, delivering the greatest impact.

Following consultation across the Life Ed Network, including a successful forum in July which brought our leadership team from across the country together to workshop ideas face-to-face, we came to a unified approach. It is underpinned by a powerful goal:

*To elevate children’s health literacy, empowering them to use their knowledge and skills to enhance their own health, safety, and wellbeing—and that of others.*



# Program Theory of Change



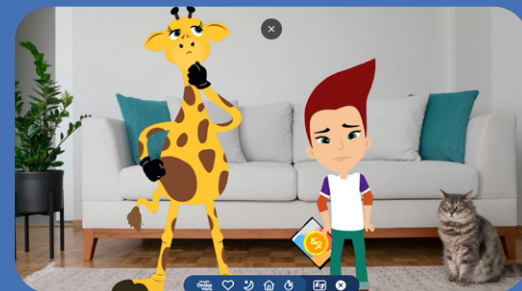
# Refreshing the Junior Primary experience

2024 saw us continue to implement and demonstrate Life Ed's impact through the Foundations for a Healthy Future (FFHF) grant, a \$6M investment from the Federal Government.

As part of the FFHF grant and Life Ed's commitment to ensuring our program remains evidence-informed, curriculum-aligned and strengths-based, our Education team has renewed our [Junior Primary module](#) offering in 2024.

As part of this project, we have developed new, engaging content and streamlined modules to ensure each Junior Primary offering consists of a range of: interactive experiences, bespoke music, age-appropriate scenarios to encourage open discussions, brain break activities, and videos including new episodes of our popular Kids Talk and a new Curious Kids series – which feature children exploring various topics, leading by example and empowering their peers to do the same.

At Life Ed, children are at the heart of all that we do. That's why we strive to amplify their voices and partner with them as much as possible, to fulfil our goal of ensuring every child can see themselves in our program.



## Partnering with teachers

While children remain at the centre of our work – they are not our sole focus. As reflected in our updated Program Theory of Change, learning, and more specifically health literacy, is most effectively embedded when trusted adults, including teachers and parents, are engaged in the process.<sup>1</sup>

That is why we take a whole-of-community approach to education and as part of the Junior Primary module renewal project, our Education team also updated our [pre and post-resources for teachers](#) to simplify the process and provide them with more evidence of learning activities - like assessment tasks, comment rubrics and discussion guides.

We also established our first Teacher Advisory Group in 2024, with a pool of teachers from across the country. Through focus groups and surveys, they have helped us to develop our new module, Harold's Online World, and ongoing Teacher Engagement Strategy.

<sup>1</sup> Developing Health Literacy Skills in Children and Youth: Proceedings of a Workshop 2020



# Welcome to Harold's Online World

At Life Ed, we recognise that as technology continues to advance, the online world continues to merge with our offline world. For children, this presents opportunities to learn, connect and be creative. It also poses significant challenges and harm. It is imperative we keep our children safe.

Online safety and wellbeing for children is a complex issue which requires a multifaceted approach to address the wide-ranging implications. Age-appropriate safeguarding measures, in combination with age-appropriate education across multiple levels is an important part of this.

In 2024, we developed a new module, [Harold's Online World](#), to address this and the critical need to provide education on online safety earlier, with children being exposed to the risks earlier in life.

Harold's Online World is a hands-on learning experience that allows Year 1 and 2 students to practice making positive choices in a safe environment, before they are confronted with real online challenges and harms.

It's a unique education experience that teaches children to critically evaluate online content and develop strategies for managing their digital wellbeing. It explores important areas like how to balance screen time with offline activities, recognising and reporting harmful content, engaging in positive online interactions, and seeking help from trusted adults.

This new module became available in schools across the country from Term 1, 2025.





# Education for all abilities

Education has the power to lift people up, but this is only possible when it is accessible. That's why Life Ed is committed to ensuring our program can be enjoyed by children of all abilities.

As part of this, our Education team has been working closely with peak organisations representing the Deaf community to better support students who are deaf or hard of hearing.

As a result, in 2024, we were proud to work with an amazing 10-year-old Auslan presenter, Charlie and partners, Sign Hear, to incorporate Auslan into our program offering. This is the first time a child Auslan presenter has been featured in an Australian education program. It is another example of how our team continues to innovate in order to celebrate the strengths of students across the country.

In addition to this, the team has also rebuilt our Educator apps – which are used to deliver our program in schools – around new Google Chrome portable frameworks to allow us to include closed captioning.





# Working towards reconciliation

At Life Ed, we're committed to creating a culturally safe environment which encourages understanding, celebrates diversity, and inspires children to embrace all cultures, especially that of our First Nations people.

To formalise this and empower us to further embed this into our future plans, we created our first Reflect Reconciliation Action Plan (RAP) in 2024.

Progress was driven by our RAP Working Group, comprising of Life Ed team members from across the country, with guidance from Stonecrab, a strategic consultancy that is 100% owned by Aboriginal and Torres Strait Islanders.

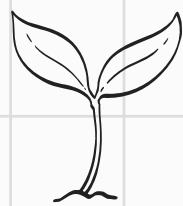
To assist with ideation and development, Stonecrab designed and facilitated a series of workshops throughout the year with Life Ed Executive Leaders and our RAP Working Group.

It resulted in our team realising our vision for reconciliation and identifying a set of aspirational and achievable deliverables set out in a 12 to 18-month roadmap.

The RAP has now been submitted to Reconciliation Australia for review and will be published and implemented in 2025.

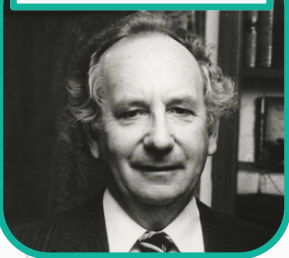


# 45 years of powerful partnerships



START

**1979**



Reverend Ted Noffs establishes Life Ed in response to drug epidemic.

**1982**



With help from philanthropist, Dick Smith, Life Ed builds first mobile van.

**1980's**

Local volunteer committees across the country fundraise to establish more mobile vans and expand the program to reach more children.

**1980's**

With growing support from government and communities across Australia, Life Ed expands with committees and offices established in each State and Territory.

## We could not do what we do without the support of individuals and groups who share in our vision.

Since Reverend Ted Noffs founded Life Ed in 1979, it has been a movement of many - from our initial grass roots efforts driven by passionate volunteers raising

vital funds and awareness to expand the program, through to our unified federated model which enables us to collaborate on a range of different levels with community members, corporate partners and government.

**1986**



Following an Australian visit by then HRH The Prince of Wales, and the support of the Rotarian movement, Life Ed expands to the UK.

**1987**

Dick Smith helps fund the NSW Colyton Centre which was built as the education and administration base for Life Ed NSW.

Founders Ron McMaster and Brian Ray lead the team raising \$1.8 million to support the QLD Broadbeach Centre.

**1990's**



Life Ed begins to move away from the local, committee-based model and adopts a federated, more centralised structure to enhance collaboration and impact.

**2024**



First national Fundraising Strategy is developed, following the establishment of the Network's Life Ed in Australia Strategy.



# Reaching more children when it counts

While Life Ed delivers education to approximately 600,000 students across Australia each year, two out of three children still miss out.

Every child deserves to thrive and in working towards this vision, we began to accelerate our national fundraising efforts in 2024 in order to provide lessons for life to more children across the country.

After extensive consultation and collaborative planning across our Network, our teams now have a shared goal through our first Life Ed in Australia Fundraising Strategy. The centerpiece of this is a unified call-to-arms through our new fundraising proposition which asks Aussies to help Life Ed:

*Reach more children when it counts.*





**In six months, four days  
and 19 hours, James will  
be offered his first vape.**

Preventative education makes a difference. With your support, we can educate the two in three Aussie kids missing out on learning Life Ed.

**Help us reach kids when it counts.  
Donate now.**

**LifeEd.**  
Every child deserves to thrive





Visit to Woodlupine Primary School, WA

# Three years of the Thrive Children's Fund

Teamwork across the not-for-profit and corporate sectors has meant we have been able to reach more children in remote, rural and disadvantaged communities through our Thrive Children's Fund.

In 2024, we celebrated three years of the [Thrive Children's Fund](#).

Thank you to our foundation partner Woolworths, as well as Sanitarium and Officeworks. By the end of 2025, we'll have raised more than \$600,000. This will allow us to reach more than 30,000 students in need.



Harold loved Gove Early Learning Centre, NT.





Students from Frances Primary School, SA.



“I found it super engaging, as did my students. I’ve personally attended the Life Ed van in my childhood. The skills and strategies that are taught are such important skills for all children.”

– Teacher, Drouin Primary School, VIC

“Life Ed taught our otherwise isolated, rural students how to shape their futures with healthy choices. And it was fun.”

Joyce Dinan, previous Principal,  
Frances Primary School, SA



“We learnt about how to handle drugs and sorted them into categories - legal and illegal, and then helpful and unhelpful. We also learnt about friendships and what makes a positive friend.”

– Year 5/6 student



Little learners at Nhulunbuy Preschool, NT.

# A movement of many

In 2024, the important role our corporate partners play continued to be highlighted, celebrated and extended upon, with seven national corporate partners renewing their support for our vision.

Thank you Woolworths, Sanitarium, ACCO Brands, Precision Group, Bakers Delight, Consumer Healthcare

Products Australia and Dairy Australia. This ongoing support means a boost to our funding, which will enable us to reach more kids when it counts.

These connections also continue to present opportunities to innovate, collaborate and enrich our shared work to benefit generations to come.



## \$120,000

increase in corporate support secured.

### Partners



### Supporters



Prescott North Primary School, SA celebrates their school garden grant.

## Record-breaking school garden grants

Our corporate partners have allowed us to extend our impact beyond the classroom by supporting us to bring national campaigns to life, like our Growing Good Grains Grants (GGGG) initiative. Thanks to support from Bakers Delight's Healthy Solutions range, in June, the GGGG campaign empowered students to learn more about the origins of food by reimagining their school food gardens for a chance to secure one of 25 garden grants, valued at \$1,000 each.

The result was record-breaking engagement and learning, with 1,098 applications received from across the country - more than double our previous campaign, 56% of which were from schools who have not had a Life Ed visit before. The reach extended across digital channels too, with 317,000 people engaged on social media, and TV and radio exposure secured for the first time in the history of the campaign.

# Amplifying our reach

Our collaborations within the sector and with highly-respected organisations, groups and individuals continued to flourish in 2024.

For the third consecutive year, we worked with the R U OK? team to develop a unique resource for primary school students. This time, it was a choose-your-own-journey interactive video designed with students following a workshop at Newcastle East Primary School in NSW. This authentic approach to learning garnered positive feedback from students, teachers and families from across the country, and was the most used education resource in the 2024 R U OK? Day campaign with almost 25,000 views!

We were also able to extend on our influence in 2024, collaborating with a number of high-profile personalities and groups including The Wiggles, Justin Coulson and Maggie Dent to celebrate our 45 years of impact on social media.



The Wiggles helped us celebrate our 45 years of impact.

In addition to this, we are pleased to announce that the Governor General, Her Excellency the Honourable Ms Sam Mostyn AC, has accepted the role of Patron for Life Ed Australia. We look forward to working with her in 2025 and beyond.



Marking 45 years on Channel 7's The Morning Show.



Our new patron, Her Excellency the Honourable Ms Sam Mostyn AC, Governor-General of Australia.



**2.16M+**  
people reached  
through earned media.

Equal to \$895,143 worth of ad space.



**1.18M+**  
people reached through  
digital channels.

56% increase. This includes our website, social media pages & eDMs.



# Respecting our rich history

When most Australians think back to drug education in schools, a core memory is unlocked. It centers on an iconic giraffe named Healthy Harold and the way this cheeky character transported children into a world where the stars twinkle at the flick of a switch, technology brings science to life, adventures leap off the walls, and students walk away with lessons for life.

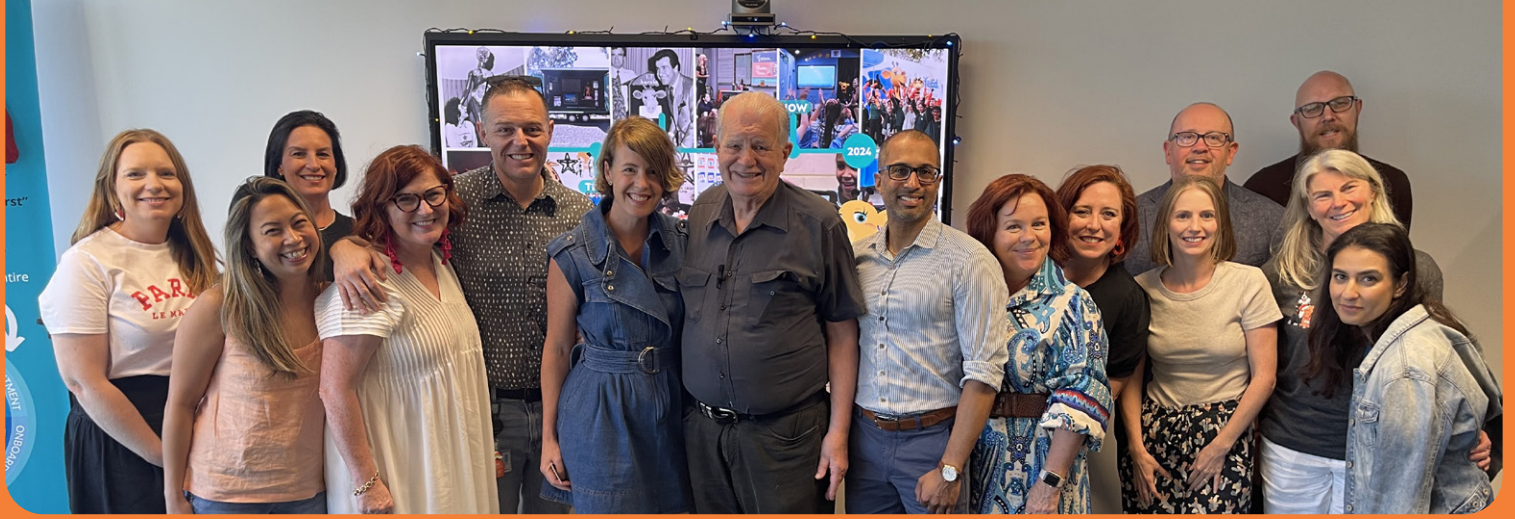
It's magic. It's Life Ed.

Like the magic of education, if you reveal what's behind the curtain you will see much more. For Life Ed, the largest and most recognised provider in preventative health education in schools, a rich 45-year history is unveiled, laden with stories of impact, moments of joy, and generations of empowerment.

Born in 1979, as our founder Reverend Ted Noffs built the “classroom of the 21st century”, complete with a robotic giraffe above the Wayside Chapel to fight the growing drug epidemic with education. To today, as our over 130 Educators visit more than 5,000 primary schools, preschools and early learning centres a year, in communities across the country, tackling the tough topics like online safety and wellbeing, vaping, and respectful relationships.

From the vastness of Arnhem Land in the Northern Territory and seclusion of Kangaroo Island in South Australia, through to the reaches of the Western Australian Wheatbelt and New South Wales Murray River regions, it has been a privilege to work with so many children, parents, teachers and communities over the years.

It is in these continuing travels that we have seen first-hand the power education has in breaking cycles of disadvantage, and in giving children the power to reimagine their futures. It is why we do what we do, and how we continue to make an impact 45 years on.



# Wise words

In 2024, we not only celebrated our 45 year anniversary, we also made time to reconnect with our roots.

As part of our final Team Day of 2024, we had the privilege of Reverend Bill Crews' company. As one of the founders of Life Ed, he transported us back in time as he recalled how he and Reverend Noffs first conjured up the idea of Life Ed on the back of a napkin. He reflected on his trip to the US where he was further inspired by

The Robert Crown Health Education Centre in Chicago. He told us of the growing movement of support for their work in Australia and how it paved the way for mobile vans and fundraising committees across the country, fuelled by a mission to ensure every child thrives through education.

It was amazing to hear and learn from him, as he captured our impact perfectly when he reflected:

"I thought that Life Ed was just a point in time, when in fact it's timeless."



# By the Wayside

At the end of 2024, our team had the honour of visiting today's Wayside Chapel – the birthplace of Life Ed.

While we celebrated our 45 years of impact, the Kings Cross-based charity was preparing to mark their 60th year of service in the community.

It was incredible to visit their Chapel, rooftop garden and multi-purpose room for clients. They even had one of our original life-sized Transparent Anatomical Mannequin (TAM) on display.

It was a truly special experience to see their life-changing work in action, supporting people and families in need with respect and dignity.

# Our performance 2023-2024 financial year

## OUR FINANCIALS



**\$2.9 M**  
revenue

**\$3.6 M**  
net assets

## OUR PEOPLE



**\$1.9 M** employment

## OUR PARTNERS



**\$1 M**

**sponsorships, fundraising  
& donor support**

including Corporate Partnerships

**\$1.7 M**

**Federal Government  
Grant\***

## COST TO DELIVER OUR PROGRAM

**\$19.8 M**

**Total costs for the 12 months to June 2024 incurred by Life Ed Australia and its member Affiliates in delivering the Life Ed program to children throughout Australia.**

Life Ed Australia's financial records for the year ended 30 June 2024 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 Board



**Susan  
O'Malley**  
Chairperson



**Shaun  
Bonett**  
Deputy Chairperson



**Rob  
Conroy**  
Company Secretary



**Alexander  
Collinson**  
Treasurer



**Susan  
Baker**



**Peter  
Burnheim**



**Sarah  
Cleggett**



**Terri  
Davis**



**Peter  
Dickinson**



**David  
Haynes**



**Justin  
Levis**



**Michael  
McAuliffe**



**Anna  
O'Shea**



**Neville  
Parsons**

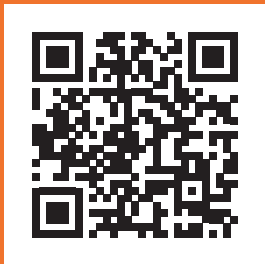





**Lloyd  
Smith**



**Andrew  
Wiseman**

**Help us reach more children when it counts.  
Visit [lifeed.org.au](http://lifeed.org.au)**



-  /LifeEdHealthyHarold
-  /lifeed\_healthyharold
-  /lifeeducationaustralia

