



Impact Report 2024



**Empowering
Our Kids to make
Safe and Healthy
Choices**



Rev. Ted Noffs with students 1982

Chairman's Report

What the Revered Ted Noffs (founder of Life Education Australia) encountered 47 years ago as a community challenge in the drastic health problems experienced by young people from the abuse of alcohol and illicit drugs is still a challenge today.

Young people of today continue to face these same challenges, but also the challenges of cybersafety, consent, social and emotional wellbeing and the ability to make safe choices in a fast changing world at a younger age.

While Life Education continues to provide valuable preventive education in drugs and alcohol, our program content has reacted to schools and communities concerns and now we offer 15 educational programs for children from Kindy to Year 6 and Day Care Centres.

During 2023 the introduction of our Vaping program was one of the most requested by schools in 2024. National Research in 2024 showed that cybersafety was becoming an issue for our young children and "Harold's Online World" was quickly produced with the consent of the E-Commission and is to be launched in 2025 for Junior primary years 1 and 2.

Life Education in Western Australia is a small operation compared to our other state affiliates, however the ability to reach children in Regional and Country regions as well as Perth's vast Metropolitan area is a credit to all our staff.

With the election of new board members in 2024 the ability to work through the State's 5-year Strategic Plan continued in conjunction with Life Ed Australia National Strategic Plan.

Funding in Western Australia to reach more children is continuing to be a challenge and the Board along with the Executive Officer see this as a priority as we move into a new year in 2025

Mike McAuliffe

Chairman





Executive Report

2024 was again another challenge year and thanks to our supporters and funders who are mentioned later in this report we were able to reach children in Perth Metro Area, country towns and the Goldfields-Esperance region.

This was our 4th Goldfields Incursion which included schools in Kalgoorlie-Boulder, Kambalda and Esperance and is greatly appreciated by staff and students with Letters of Endorsement expressing the need for Early Preventive Health and Safety education that is delivered under Best Practice.

Our selection of programs increased during the year to 15 and broken down into Early years Learning, Junior Primary-Pre-Primary, Junior Primary (Years 1-2), Middle Primary (Years 3-4), Upper Primary (Years 5-6) and continued to be available in the three interrelated streams: Physical Health, Social and Emotional Wellbeing and Safety.

While our main focus is educating WA children, our staff are also involved in a number of National Initiatives which involve National Fundraising, Program Content, National Evaluations and “The Theory of Change” was commenced in 2024.

This project was developed to ensure Life Education can demonstrate that our Program Content and method of teaching children is; Evidenced Informed, Curriculum -aligned and strengths-base, while being delivered in a Hands-on Method and based on real Life Examples in a Collective and Collaborative manner with classroom teachers and students. Our age-appropriate modules with content that evolves as the evidence and the child does, taking them on a learning journey early which spans across their school life.

This project will be completed in 2025 and will support future funding requirements from Sponsors and Governments.

Students and parents are our top priority in Western Australia and to ensure we are aware of health and safety issues Life Ed WA is a member of a number of organisations in E-Cigarette Stakeholder Group, established by the Cancer Council of WA, WA Association for Mental Health and WA Health Promoting Schools Association.

Our existing staff and new staff have faced challenges throughout the year and the capacity to rise above it all and continue educating children is well deserving of a mention.

Bernie Foley

Executive Officer



Strategic Plan

Outcomes	Strategies Pillars/Objectives
Every Child deserves to benefit from a whole-of community approach Extend our reach to engage with Regional areas and Remote Communities	IMPROVE BRAND AWARENESS <ul style="list-style-type: none"> ○ Build a network of stakeholders ○ In-form Teachers and parents ○ Engage local Ambassadors ○ Utilise ours & other Social networks
Every Child Deserves Equal Opportunities Deliver cost effect and affordable programs that are accessible to all children and meets the needs of the communities	BUILD PARTNERSHIPS <ul style="list-style-type: none"> ○ Grow regular donors ○ Expand our Corporate Partnerships ○ Trust & foundations ○ Engage with State Government
Every Child deserves to have the right person 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	GROW PROGRAM DELIVERY <ul style="list-style-type: none"> ○ Collaborate with other Health & education organisations ○ Improve delivery into Regional & country areas of WA ○ Identify program content that will meet the needs of students, teachers & parents

Outcomes	Foundation Pillars/Objectives
Every child Deserves Life Ed We will work with safe and efficient systems, policies and practices across our State	LEVERAGE NATIONAL AFFILIATES <ul style="list-style-type: none"> ○ Improve the use of combines services ○ Engage with schools and parents through the use of IT ○ Work in collaboration with LEA and Affiliates.
Every Child deserves the Best form us. We will build a diverse, happy, highly skilled and collaborative workforce	MAINTAIN PROGRAM DELIVERY EXCELLENC <ul style="list-style-type: none"> ○ Professional development for educator ○ Work environment is maintained in a professional manner ○ Outcomes for students is at the highest level
Every Child deserves evidence-based, impactful education We will increase our social impact and demonstrate this through measurement and evaluation	RELEVANCE OF PROGRAM CONTENT <ul style="list-style-type: none"> ○ WA personal to be inclusive of program development ○ Use of other sanctioned content be included where required ○ Utilise other Professional Organisations to include up to-date content

Our Strategic Plan has remained on track throughout the year and many goals have been achieved and will continued to be activated during 2025





"ROCKS" Resilience of Country Kids 2024

Once again Healthy Harold and our educator Gina headed off to the Goldfields Region and Esperance in Term 3 to deliver our programs to over 2,500 primary students.

This was our 4th year partnering with schools in this region and would not have been possible without the support of our sponsors in Channel 7 Telethon, Woolworths and Westside Auto Wholesalers.

Principal: Kambalda Primary School

Thank you for visiting our school on Tuesday 20 August. The students were exceptionally excited to have Healthy Harold back in the school, it was like having an A-List Celebrity in our midst as they almost mobbed Harold for his signature!! Many students had very positive and fond memories from the past school visits and some teachers and EA's have fond memories of Harold from back in their school days.

Students were engaged in the content that was both age appropriate and relevant to their current experiences, content was delivered in a calm and informative manner, and the students felt safe and heard.

Everyone was included and had input into the sessions which empowered the students.

There were definite links back to the WA Health and Physical Education curriculum including healthy eating and the importance of exercise, early warning signs, the many ways we need to keep ourselves safe and the issues around smoking and vaping.

The Life Education program also covered social and emotional wellbeing linked to our whole school program – You Can Do It! by touching on subjects such as getting along and confidence and promoting emotional literacy.

There were also links to our Digital Technology curriculum with coverage of internet safety and awareness. A well-rounded program that linked well to classroom topics of Safety, Friendships, Feelings and Respect.

We would love to have Life Education WA back into our classrooms in the future.



Deputy Principal: O'Connor Primary School

The programs link to the Health and Physical Education Curriculum and our schools Social and Emotional Wellbeing programs.

Teachers and students were highly motivated and engaged, language and terminology was age appropriate with all lessons. This would also have been evident in feedback given through surveys on the day.

- Some positive feedback from teachers:
- This was so engaging I think the kids really enjoyed it.
- What a wonderful session that incorporated knowledge in an active way.
- The topic/content for vaping was 100% relevant for the year 6 students.

Lovely seeing Gina again. She holds the attention of the students with ease.

Principal Esperance Christian College

Our students were involved in sessions as relevant to their ages, with a focus on relationships as part of our social and emotional wellbeing programmes this year. The sessions were also linked to our Health and Physical Education classes, with our selected sessions focusing on

- **Social Health and Wellbeing:** with a focus on building positive relationships, understanding emotions, and developing communication skills, which are crucial for social health and wellbeing.

Students were highly engaged in the session, as the presenter did an excellent job of keeping them all involved. Staff appreciated the interactive nature of the sessions and the well-presented content.

We look forward to engaging Life Ed again in 2025.



Students Kambalda Primary School



Students and Healthy Harold, Nth Kalgoorlie Primary school





LSE Perth Suburbs

Once again; the Stan Perron Foundation funding along with funding from the Rotary Clubs of West Perth, Scarborough allowed Life Ed WA to partner with primary schools in Low Socioeconomic Areas of the Perth Metropolitan areas.

Helen Fiebig Principal Glendale Primary School Hamersley

Every report from the children I spoke to about their Life Ed incursion was that it was fun, and they loved it. Every teacher, likewise, has only had positive feedback to me and all found the topics complimented content they have taught in class and was appreciative of it. We are great fans of your program.

The teacher felt the presenter was amazing and kept every child engaged and entertained.

It was lovely at the P&C for the parents to be talking favourably about their fond memories and experiences of the Life Ed van when they were at school.

It was a pleasure having Life Ed in the school.

The feedback from our classroom surveys (see data further in this report) was that the programs were well received by teachers and

Classroom Teachers Survey Results 2024

How do you rate the Life Ed content in supporting you to meet curriculum requirements?

ANSWER CHOICES	RESPONSES
Very High Quality	58.09%
High Quality	38.59%
Neither High nor Low Quality	3.31%
Low Quality	0.00%



How would you describe today's session?

ANSWER CHOICES	RESPONSES
Age Appropriate	96.69%
Engaging	91.29%
Inclusive	78.42%
Informative	82.26%
Practical	78.01%
Relevant	73.03%

Did today's modules meet the need of your students?

ANSWER CHOICES	RESPONSES
Strongly agree	67.63%
Agree	30.29%
Neither agree nor disagree	1.66%
Disagree	0.41%

How has the Life Ed program supported you in your classroom teaching?

ANSWER CHOICES	RESPONSES
I learnt something new	27.43%
I now feel more confident teaching the content delivered	29.96%
I am more likely to integrate the content into the classroom	41.35%
I feel that it is important for my students to have access to the programs provided by Life Ed	54.01%

How great is the need in your school community for the program provided by Life Ed?

ANSWER CHOICES	RESPONSES
Very Significant need	40.68%
Significant need	43.22%
Some need	16.10%



Please rate the following statements from strongly agree to strongly disagree?

	STRONGLY AGREE	AGREE	NEITHER AGREE OR DISAGREE	DISAGREE	STRONGLY DISAGREE	NOT APPLICABLE
My students gained new knowledge from the Life Ed session.	50.00%	46.69%	2.89%	0.41%	0.00%	0.00%
My students were given new strategies to support them to make safer and healthier choices.	48.55%	46.89%	2.90%	1.66%	0.00%	0.00%
My students had the opportunity to practice those strategies during the session	52.70%	42.23%	4.15%	0.41%	0.00%	0.00%

Will You recommend that your school re-book Life Ed?

ANSWER CHOICES	RESPONSES
Yes	98.71%

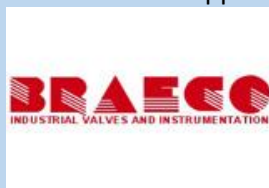
Student Numbers 2024

Student	Numbers	% Low Socioeconomic Schools
Pre-Primary	3058	45.5%
Primary	10264	46.5%

These student figures represent our support into the Low Socioeconomic Schools in the Perth metro area, the Regional area of Goldfields and country towns through our major funders.

Other Sponsorship

Braeco Sales have been a strong financial supporter of Life ed WA and Alcoa Pinjarra Refinery have recommenced supporting children in the area of Pinjarra/Mandurah





Bakers Delight Growing Good Garden winners 2024 (Mercy Care, Landsdale)



Health Harold visiting country WA



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