

Impact Report

2025



LifeEd.
Every child deserves to thrive

Our mission

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

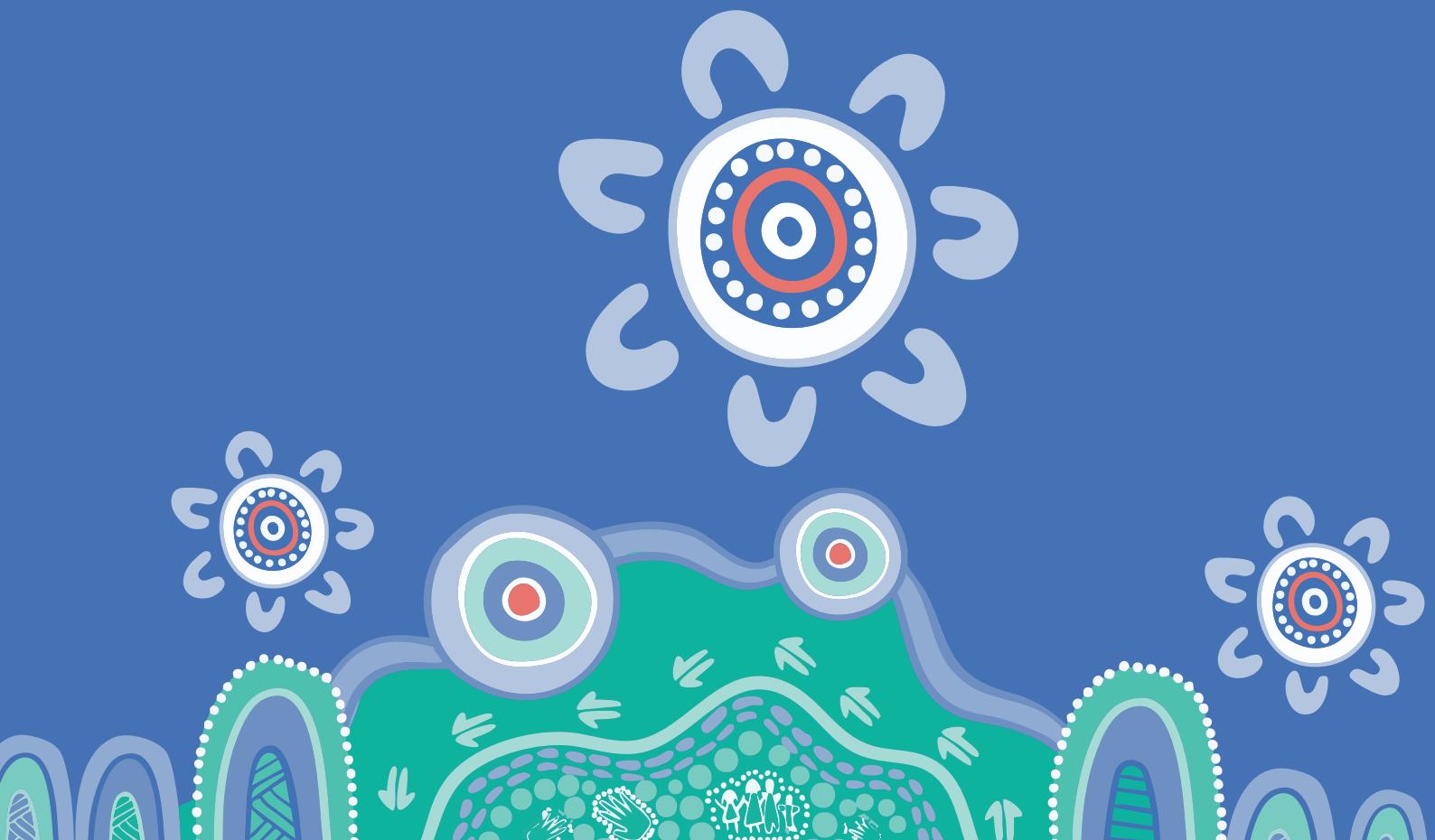
Our vision

Healthy Australians living to their full potential.

Acknowledgement of Country

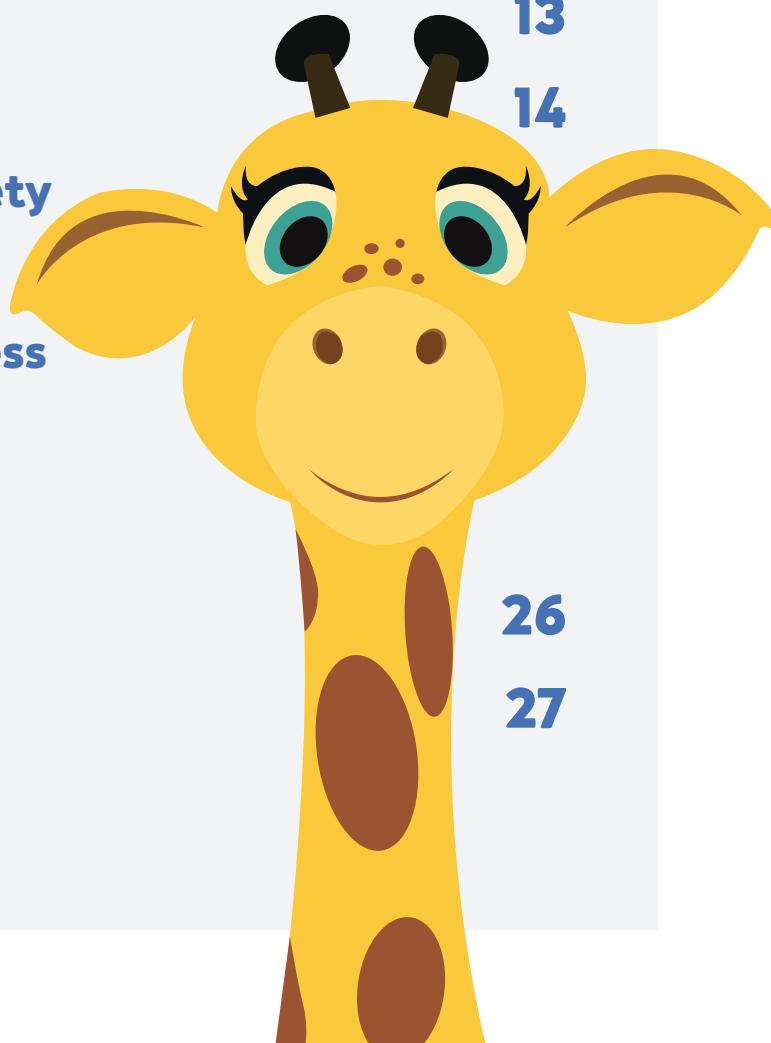
Life Ed Australia acknowledges the Traditional Custodians of the lands and communities in which we work throughout Australia, and recognise their connection to their lands, waters and communities.

We pay respect to Aboriginal and Torres Strait Islander peoples and cultures, to Elders past and present, and to the children of today who will be the Elders of the future.



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On the ground.

Life Ed's impact is only made possible thanks to the highly-skilled Educators and dedicated teams that bring learning to life in schools and communities across Australia. Our teams in NSW, Queensland, Victoria, the Northern Territory, South Australia and Western Australia have an unwavering commitment to ensuring every child thrives and this is seen in the results* they achieved in 2025.

“Life Ed was able to support 96 students to understand key issues such as being a good friend, being resilient and making healthy eating choices.” – **WA teacher.**

According to results from our Teacher Surveys**, after a Life Ed session:



99% of teachers believed that Life Ed created a safe and inclusive learning environment.



96% of teachers reported sessions were adapted to meet students' needs.



87% of teachers felt more confident teaching the topic/s covered.



98% of students gained new knowledge to support their health, safety or wellbeing.

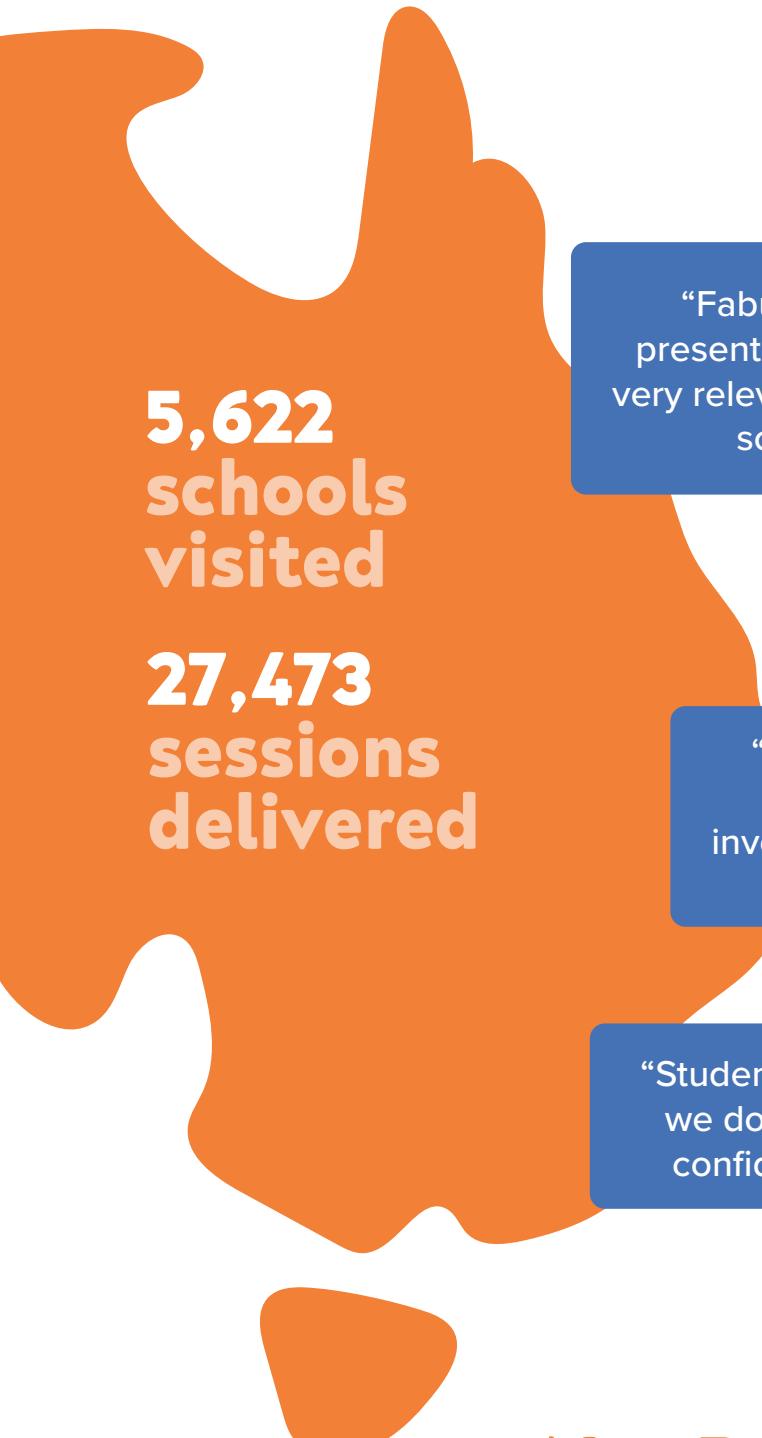


97% of students learnt new strategies to make healthier & safer choices.

555,358 students reached

“[Life Ed] provided a safe space for students to really learn about their bodies.” – **SA teacher.**

*Results are based on 1776 survey responses from across NSW, ACT, QLD, SA and VIC submitted in Term 3 or 4, 2025.



“Kids at all stages benefit from Life Ed as they’re taught how important it is to be safe, to think before they act, and how to remember to do those things in catchy and interesting ways.” – **NT teacher.**

5,622
schools
visited

27,473
sessions
delivered

“Fabulous, fun-filled and interactive presentation. The kids loved it and it was very relevant to their age, development and social skills.” – **QLD teacher.**

“The [students] who often have trouble following classroom content were so involved and participating in a way that isn’t usual for them.” – **NSW teacher.**

“Students became aware of topics that we don’t usually get to cover or feel confident to teach.” – **VIC teacher.**

84 is Life Ed’s Net Promoter Score (NPS)

Reflects very high trust, satisfaction & willingness to recommend. Independent benchmarks classify NPS > 70 as world-class. Our NPS is based on 3,992 responses.

*Life Ed measures impact through reach – who we engage with and how widely – and depth – the meaningful outcomes our program produces. The information presented comes from data captured using our new Measurement, Evaluation and Learning (MEL) framework which is comprised of four key domains that help us track progress, improve and tell the story of our impact: Reach, Outcomes, Impact and Satisfaction.

Program Theory of Change

Transforming Curiosity into Capability



Build the Foundations for Life

Life Ed empowers children to grow and learn on the knowledge, skills, and attitudes needed for health, safety and wellbeing.

Strengthen the Circle of Support

Life Ed partners with teachers, educators and families to support children's learning in and beyond the classroom.

Spark Curiosity and Joy

Life Ed's specialist Educators bring learning to life, encouraging children to understand, connect with, and celebrate their minds and bodies.

This Theory of Change reflects Life Ed's commitment to every child to thrive, supported by the teachers, educators and families who guide them.
Visit Life Ed: lifeed.org.au/TOC

ange
lity



Apply and Thrive

Children apply what they've learned to care for themselves and support others - helping create healthier, safer and happier lives now and into the future.

Develop Capability Through Practice

Children are given opportunities to revisit, apply and extend their learning across school, home, and the community.

Grow Healthy Choices

Children grow their health literacy by building attitudes that support positive choices

Child's right to learn, grow and thrive and care for them.

From the Education Minister.



Life Ed's mascot Healthy Harold would be on the Mount Rushmore of Australian childhood icons.

Alongside others like the Bananas in Pyjamas, the Wiggles and Bluey, it is firmly an Australian institution.

In the way that sculptures were carved into Mount Rushmore, the important messages and life lessons delivered by Healthy Harold are etched into the minds of young Australians.

Since 1979, Life Ed and Healthy Harold have been bringing learning to life and teaching young Australians about healthy living.

Healthy Harold first hit the road in 1982. Since then, Healthy Harold has responded to the evolving health needs and challenges of each generation of school children.

From drug and alcohol education since the late 1970s, to cigarettes turning into vapes in the last few years, to today's issues like safe screen time for our littlest learners.

We all believe that every child deserves the best start in life, and that includes having the chance to be a kid.

It's why the delay for children under the age of sixteen from accessing social media that came into place over the summer is so important.

It's about protecting our kids and giving them a little bit more time before they're dealing with the cesspit of social media.

It also builds on the work we've done to ban mobile phones in schools which has been in place for a couple of years now.

Teachers tell us that children are more focused in the classroom, they're more focused on the teacher, and they're having more fun in the playground.

This is all critical work to help young Australians be their best and healthiest selves, and you are a big part of it.

Thank you, Life Ed, for all that you do.

Jason Clare
Federal Minister for Education

From the Health Minister.



Thank you to Life Ed for the important work you do to educate children across Australia and promote better health throughout their lives.

I share your commitment to supporting children to be safe, healthy, and thriving. That is why our Government invests in programs with a particular emphasis on early intervention, to ensure health supports can be delivered where and when children need them, for physical and mental wellbeing.

Today, our world is more connected, more complex. The challenges our young people face are vastly different to what we saw growing up. What has remained constant is the important role that Life Ed plays in educating and empowering Aussie children and young people.

For example, vaping is a public health scourge impacting our children, and our Government is determined to stamp it out. This is why we're implementing a comprehensive range of measures to

encourage and support young Australians to quit smoking and vaping, and to prevent them from starting in the first place, including world-leading anti-vaping laws, educating students, enforcement and support.

I am grateful that Life Ed is a part of this concerted effort and that our wider initiatives complement the vital work that Life Ed delivers in communities across the country.

Their student-led vaping prevention module was the first in Australia to speak to primary school students. This is a great example of how they get ahead of emerging issues and directly support schools and communities.

This is critical in our rapidly changing world. Because the key to improving our approach to our increasingly more complex health issues and health system is prevention.

Thank you, Life Ed, for educating generations of Australian children.

Mark Butler

**Minister for Health and Ageing
Minister for Disability and the National Disability Insurance Scheme**

From the Governor-General.

As Patron of Life Ed Australia, I am delighted to celebrate the achievements reflected in Life Ed's 2025 Impact Report.

The impact of Life Ed has been felt by children and communities across Australia for more than 45 years. From the pioneering work of Reverend Ted Noffs in the 1970s, to the fun and friendship of Healthy Harold and his passion for the health and safety of all Australian children, Life Ed has adapted and changed to reflect modern Australia.

Life Ed's bold and inclusive vision considers the needs of all children and their families everywhere across our vast country. From the city to the bush, in the regions and suburban communities, Life Ed is a welcome source of encouragement, advice and education to build and maintain the health and wellbeing of Australian children. Reaching out to remote, isolated and disadvantaged communities; adapting learning to different abilities; creating culturally-safe resources; and nurturing sector-wide collaboration, Life Ed's focus is on meeting the evolving needs of all young people. Just as children across Australia have felt the joy of meeting Healthy Harold, their families know his impact through happier children making healthier choices.

Whether children are learning to brush their teeth or how to be 'internet awesome', Life Ed is building health literacy through evidence-based education programs that might begin with Healthy Harold, but endure throughout a lifetime. As a fun, friendly, trustworthy and accessible resource, Life Ed is helping Australia's young people to become confident, resilient, and caring Australians.

As Governor-General, I promised to put care, kindness and respect at the heart of my work. Care in all its forms – care for each other and for those who care for others; care for our democracy and institutions; care for the way we discuss the issues of our time, not with anger, but with respect and kindness – is fundamental to Australia's wellbeing, unity and success. As Life Ed's Impact Report demonstrates, when care is rigorous, persistent and strategic, the outcome enhances the lives and futures of all Australians. As Patron, I am delighted to join Life Ed on its journey to empower future generations.

Yours sincerely,



Her Excellency the Honourable
Ms Sam Mostyn AC
Governor-General of
the Commonwealth of Australia





From our CEO and Chair.



2025 was a year of transformation from a national program development perspective, and for our teams in each state and territory who make our program shine in delivery.

Grounded by our updated Theory of Change, we enhanced the ways in which we drive impact in priority areas like child safety, respectful relationships, and education access and equity. From developing and launching new modules to deliver earlier education about online and body safety, through to establishing our first national Measurement, Evaluation and Learning Framework to more consistently and meaningfully capture our shared impact to celebrate and improve our program. We are reimagining Life Ed together, while honouring the powerful legacy of our Founders, Reverend Ted Noffs and Reverend Bill Crews.

Our work this past 12 months has shown that greater impact is possible when we build strong partnerships. That is why a big area of focus for our national team will be accelerating our advocacy agenda on a national scale.

We are committed to demonstrating how Life Ed is uniquely positioned to elevate children's health literacy across the country due to our almost half a century of experience in bridging the gap between education and health priorities – the key to prevention at any scale. We are living and breathing proof that it is possible to change the course of young lives by elevating the voices of young people across sectors, portfolios and jurisdictions. We all play a part in keeping our children healthy and safe.

As we look to the future, we also reflect on our past. 2025 saw the celebration of incredible tenures by national Chair, Sue O'Malley, CEO, Russell D'Costa, and Director and Honorary Treasurer, Alex Collinson. Their contributions to our organisation have been invaluable, stewarding us through many changes with their sound advice, unique experiences, boundless generosity and shared passion for our mission. Thank you Sue, Russell and Alex.

Thank you to you all for your support and being a part of our journey.

Karen Robertson
CEO, Life Ed Australia

Justin Levis
Chair, Life Ed Australia Board

Earlier education on online safety.

Over half

of children aged 10-17 have experienced cyberbullying*

Nearly 3/4

of children have seen harmful content online*

Many toddlers can swipe on devices before they can speak*



26% of teachers

felt equipped to provide education on cyber safety & digital citizenship without external support**

1 in 3 parents

felt equipped to provide education on cyber safety & digital citizenship without external support**

Our solution

In 2025, to meet the critical need to deliver earlier education about our increasingly digital world, Life Ed launched a module for Year 1 and 2 students called Harold's Online World and began development of Harold's Safe Screen Time for children in early learning centres and preschools.

These additions mean that Aussie kids can now take a whole-of-school journey with Life Ed to gain knowledge and skills about online safety and wellbeing, with the bCyberwise module delivered to Year 3 and 4, and Relate Respect Connect to Year 5 and 6.

Life Ed is a trusted eSafety provider and leader in this space. The team developed one of the first eSafety modules in Australia in 2016, then expanded this to address the rise in cyberbullying during COVID-19, and today they continue to respond to the growing online concerns of schools and families.

In support of the Federal Government's social media delay, Life Ed's complete online safety offering works to use the time created by the new legislation to provide age-appropriate education which transforms students' curiosity into capability when it comes to navigating the online world safely.

Like all of Life Ed's modules, Harold's Safe Screen Time and Harold's Online World includes pre and post visit resources for teachers and parents so they can continue the conversation in and beyond the classroom.

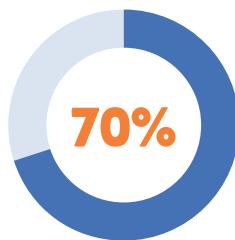
*eSafety Commissioner 2025

**Life Ed Parent and Teacher Digital Safety Survey, 2024



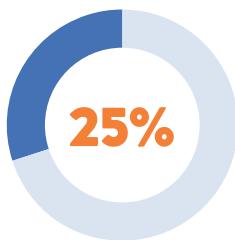


It takes a village.



of teachers reported having unmanageable workloads

(Black Dog Institute, 2023)



of teachers reported regularly teaching classes that are outside of their area of training

(Black Dog Institute, 2023)



of young people are most likely to turn to their parents when faced with problems

(The State of Australia's Children Report, ARACY, 2025)

Our solution

Research tells us that health literacy is built more effectively when trusted adults, including teachers and parents, are involved in the process. That's because health literacy is about more than just gaining knowledge. It's about building positive skills, attitudes and behaviours over time.

However, with time, comes change and so a significant part of Life Ed's work is the regular update of modules and materials to ensure the latest evidence and best practice is incorporated, and remains curriculum-aligned and strengths-based. This comes under our Continuous Quality Improvement project, which results in teachers and parents feeling confident in the strategies their children walk away with after a Life Ed session, as well as the additional knowledge and skills they simultaneously gain through our whole-of-community approach to embedding education.

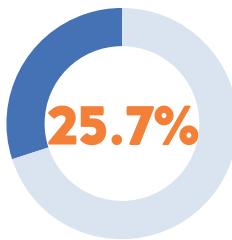
These efforts are not undertaken in isolation. Through partnering with schools and communities, we regularly assess and adapt our program to meet the changing needs of those we work with.

In 2025, we continued to update our wraparound resources for teachers following feedback received from focus groups held with teachers in South Australia. These insights have led to a pilot of new resources as we roll out new elements of our Alcohol and Other Drugs modules, particularly in line with the recently released update of the Principles of Drug Education (2025) and to align with new reforms designed to prevent vaping.

We also developed a suite of new materials for teachers and parents on the Federal Government's social media delay. Led by advice from the eSafety office, and in response to the confused and concerned families and schools we consulted with, we created factsheets, tips on speaking to young people on the changes, and a webinar to explore the evidence and strategies that can be used to support children to be safe online.

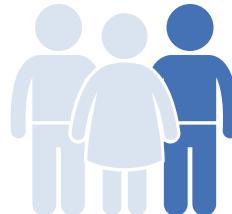
¹ Developing health literacy skills in children and youth: Proceedings of a workshop. Washington, DC: The National Academies Press (2020). <https://doi.org/10.17226/25888>.

Every child deserves equal access to education.



of students received an educational adjustment due to a disability – up from 24.2 per cent in 2023

(ACARA, 2024)



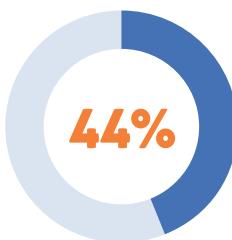
One in three adolescents feel like they do not belong in their communities most or all of the time

(YouGov for UNICEF Australia, 2025)



of Aboriginal & Torres Strait Islander children are developmentally on track by five years of age across all Australian Early Development Census domains

(Department of Education, 2025)



of children with a disability reported experiencing discrimination, more than double the rate of their peers without a disability

(The State of Australia's Children Report, ARACY, 2025)

Our solution

Education has the power to lift people up. But this is only possible when it is accessible.

That's why Life Ed's program development aims to have every child see themselves in our modules.

In 2025, we began to embed Auslan into our suite of junior primary modules led by the first child Auslan presenter in Australia, 10-year-old Charlie.

“Being part of the Life Ed Auslan project was extraordinary. It was a lot of hard work learning the Auslan and presenting it in front of the camera, but it was so much fun” shared Charlie.

“Having Auslan in the videos is super important because there are some kids who wouldn't be able to make out what the videos are saying. That's unfair for them because they deserve to understand.”

This builds on our commitment to diversity and inclusion which has included the co-design of culturally-safe First Nations resources with First Nations communities across the NT led by Life Ed NT, and representation of children from a wide range of cultures, backgrounds, genders and varying support needs in our educational content.





Learning together.



Every day is a school day at Life Ed. This is because our team genuinely loves to learn, and it's this curiosity that becomes contagious when we visit schools across the country.

A schedule of professional development opportunities is designed each year from our national office, with Educators and support staff provided with regular training and options to deepen their learning and explore their interests.

In 2025, we held our first Education Leaders Summit. This saw Educators from our state and territory teams gather in Sydney for two days of sharing learnings, brainstorming ideas and co-designing new approaches that can be tailored to meet local needs.

A number of webinars were also held throughout the year with a range of subject matter experts sharing their insights, including Dr Jodi Richardson who spoke on Boosting Staff Mental Health and Happiness, Minus 18 exploring Creating LGBTQI+ Inclusive Classrooms, Shaheen Hajira on Designing for Neurodiversity, and Dr Brad Marshall who discussed the social media delay.

Extending on the launch of our updated Theory of Change, we began to develop our first Life Ed Measurement, Evaluation and Learning framework to establish consistency in the ways we gather evidence, measure impact and analyse data to continue to improve our program. This has included widespread consultation and training sessions across our Network and the establishment of a national Impact Log to capture the lasting memories and stories of impact from stakeholders.



Reaching kids when it counts.



1 in 4
children are
overweight or obese
(AIHW, 2024)

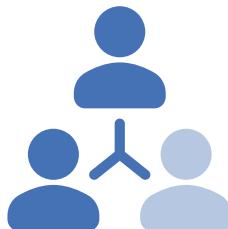


1 in 5
young people report high
psychological distress
(ABS, 2025)

1 in 3
secondary students
have tried vaping
(Department of Health, 2024)



2 in 3
Aussie kids miss
out on Life Ed
(Life Ed, 2025)



Our solution

Disadvantage, isolation and limited access to resources can increase the risk of making poor choices that change the course of a young person's life – and the generations that follow. Health literacy is the key to health prevention, however not all children and communities are provided with the same opportunities.

That is the basis of Life Ed's first national Fundraising Strategy, as we work collectively to reach more kids when it counts.

In 2025, we launched our new Grants program which has allowed us to identify and secure more opportunities for support.

Our Thrive Children's Fund continues to grow thanks to corporate partners like Woolworths and Sanitarium. Their support has meant our state and territory teams have been able to bring learning to life in remote, low-socioeconomic and supported schools that would otherwise not have been able to meet Healthy Harold. To date, the Thrive Children's Fund has enabled us to educate more than 30,000 students in need.

Our work continues as we head into 2026 with the goal to raise \$1.5 million to reach 40,000 more children at risk.

**Can you help us bring life-changing
education to schools and communities
in need? Let's work together.**



Scan for more

Partners for purpose.

We are able to reach new heights because of the corporate partners that lift us up. Thank you! Together, in 2025, we brought learning to life to:



10,064 students

in remote, low-socioeconomic and supported schools and isolated communities thanks to Woolworths and Sanitarium's support of the Life Ed Thrive Children's Fund.



28,023 students

experienced our respectful relationships module Harold's Friend Ship, developed for Kindergarten and Year 1 children thanks to ACCO. The team also helped us to celebrate International Day of Friendship and World Teacher's Day with colourful art competitions and activities.



18,015 students

learnt about the wonder of the human body through our module for Year 3 and 4 children The Inside Story, developed with help from Sanitarium.



2,375 students

applied to turn their school garden dreams into reality through Harold's Garden Grants, thanks to Bakers Delight.



6,174 teachers & parents

engaged with Google's Be Internet Awesome resources through the Life Ed site, supporting online safety and wellbeing in and beyond the classroom.





Our performance 2024-2025 financial year.

OUR FINANCIALS



\$3 M
revenue

\$3.5 M
net assets

OUR PEOPLE



\$2 M employment cost

OUR PARTNERS



**sponsorships, fundraising
& donor support**

including Corporate Partnerships

\$0.8 M

\$1.8 M

**Federal Government
Grant***

COST TO DELIVER OUR PROGRAM

\$19.8 M

Total costs for the 12 months to June 2025 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 2025 were audited by HLB Mann Judd in accordance with the 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

Chair
Board Director at
Prezzee



Robert Conroy

Company Secretary
and Finance
Executive



Andrew Wiseman

Company Secretary
from February 2025,
and retired partner
at Allens in Sydney



Alexander Collinson

Treasurer
and Chief Financial
Officer at Toga Group



Susan Baker

General Manager
at Gould Thorpe
Planning Pty Ltd



Peter Burnheim

Regional Director
with NT Government



Sarah Cleggett

Head of Corporate
Affairs and Marketing
at Versatile Group



Terri Davis

Managing Director
for Apple in Australia
and New Zealand



Peter Dickinson

Deputy Principal at
Oakleigh Grammar



David Haynes

Audit and Assurance
Partner at Grant
Thornton Australia



Justin Levis

Previous Executive
Director at Cue Clothing



Michael McAuliffe

Managing Director at
Braeco Sales



Anna O'Shea

Vice President, General
Counsel and People &
Culture for Asia Pacific and
Latin America at Cochlear



Neville Parsons

Chair of Lifeline
Mid Coast



Lloyd Smith

Co-Founder of
Scrypt Ventures



Michael Fawsitt

Director and
Consultant

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



DONATE TODAY

LifeEd.
Every child deserves to thrive

