

Life Education Foundation

2015/16 Annual Review

July 2016



Now, more than ever, the children and young people of Australia need to be empowered to make safer and healthier choices.



1/3

of young people aged 12-17 say they drink alcohol with the intention of getting drunk



More than
40%

of 17 year olds have smoked



29%

of 17 year olds have used drugs like cannabis and amphetamines



**1 student
in every 4**

in Australian schools is affected by bullying, including cyber bullying



If bullied young people are up to

9 times

more likely to have suicidal thoughts



30%

of young people aged 15-24 years are now overweight or obese

The Life Education Foundation raises funds to support the ongoing development and growth of the Life Education program

The Life Education Foundation will be a long term and strategically significant source of grant funding to Life Education, supporting initiatives consistent with its focus on growth in reach, enhanced impact, and financial sustainability.

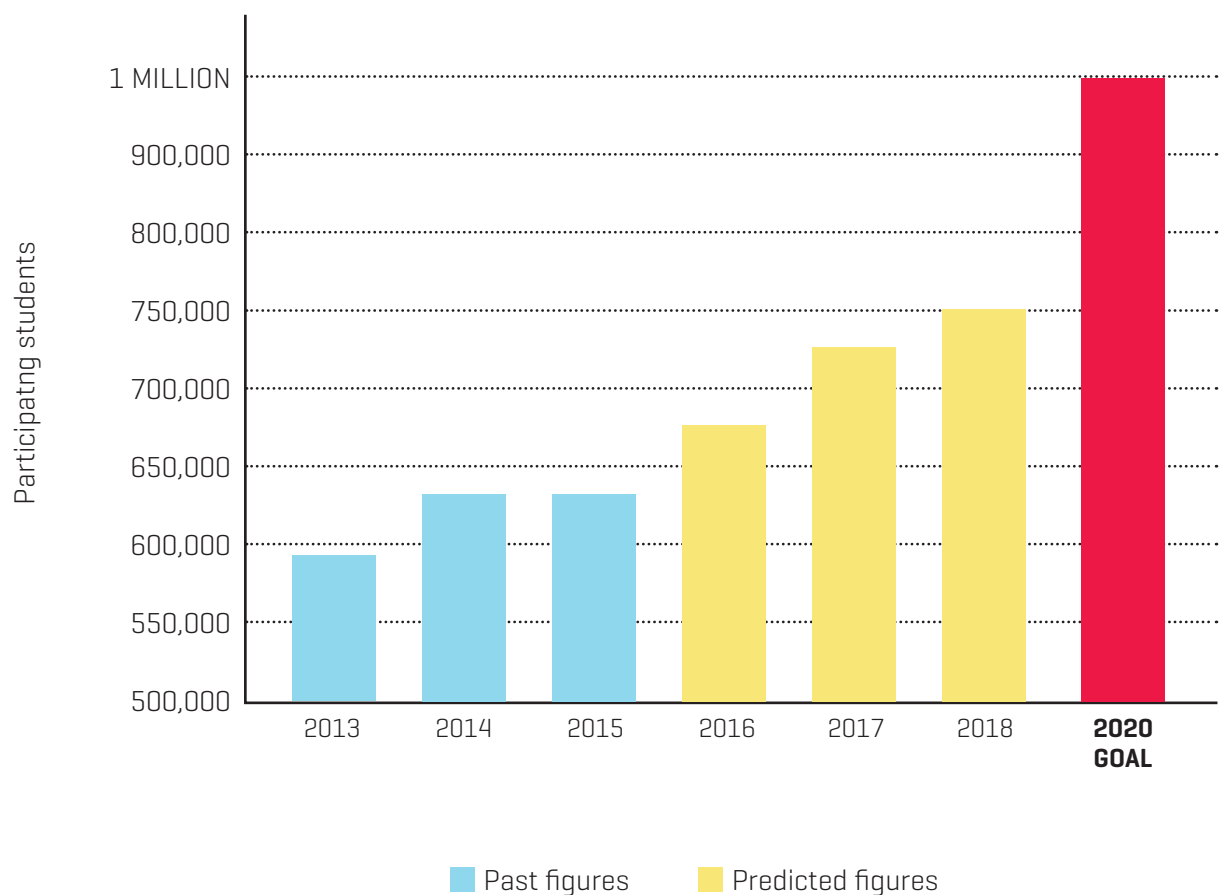
The Foundation is backing the commitment made by Life Education to reach hundreds of thousands more children and empower them to make the choices necessary for them to lead safer and healthier lives.

**Everyday children make choices – at home, at school,
in the playground or around the community.**

It is so important that they learn to make safe and healthy choices.

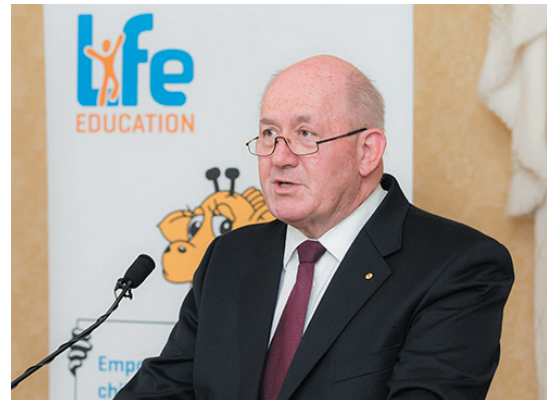
**Life Education builds their capacity to do so by empowering them with
the awareness, knowledge, attitudes, motivation, strategies and skills
they need to make these choices.**

1,000,000 children and young people per annum by 2020

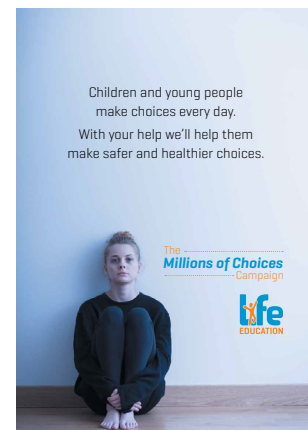


Fundraising activities

Established in mid-2015, the Foundation was launched at a special reception hosted by their Excellencies, The Governor-General of the Commonwealth of Australia, General the Honourable Sir Peter Cosgrove AK MC [Retd] and Lady Cosgrove, at Admiralty House in early September 2015



Coinciding with the launch, we also announced details of the Foundation's inaugural fundraising campaign - the *Millions of Choices* campaign - and the successful raising of \$1,250,000 thanks to the very generous support of the Founding Donors to the Foundation - Dick and Pip Smith, the Mapp family, Harry Triguboff, Marcus and Caroline Blackmore, and Paul Wheelton.



Funds were also donated to the Foundation by Gary Johnston, Martin Stone, Arthur Nakety and Angela Young.

In total, \$700,000 in cash was donated to the Foundation in 2015/16 as part of financial commitments made to the Foundation totalling \$1,325,000.

The following individuals were appointed as the inaugural Guardians of the Foundation in recognition of their long standing support for Life Education and their contribution to the Millions of Choices campaign.



Dick Smith AC, Grahame Mapp AM, Harry Triguboff AO, Marcus Blackmore AM, and Paul Wheelton OAM

Funds under management

The Foundation will maintain 2 discrete accounts –

- 1. Capital Fund** – holding a significant corpus which is invested to generate an income stream that would be directed into the Operating Fund.
- 2. Operating Fund** – which is used to fund projects in furtherance of the Foundation’s purpose.

The funds raised to date have been used to establish the Operating Fund and start funding purpose-consistent projects.

Funding activities

The Foundation will support initiatives that are catalytic in nature – that offer the prospect of positive and material change. They could be related to –

- the promotion of the Life Education program to schools and the community.
- the development of content used in the delivery of the program.
- resources used to enhance program delivery – hardware, software.
- the evaluation of the program and the ongoing development of its evidence base.
- the raising of funds to sustain our growth in program delivery.

The Foundation will not provide funding for Life Education’s general day-to-day operating costs.



In 2015/16 the Foundation supported the following projects –

Content Development

Redevelopment of the Foundation to Year 2 program content

The comprehensive development of 5 brand new modules for students in the junior primary school age range, supporting learning in relation to body knowledge, food and nutrition, benefits of physical exercise, hygiene, personal safety, and relationships.

The development of the first 3 of these 5 new modules was completed in June 2016 –



MY BODY MATTERS – FOUNDATION

Harold and his friends want to look their best for photo day at school, but discover that things don't always go to plan. This module focuses on things children can do to keep themselves healthy including:

- the importance of personal hygiene
- choosing foods for a healthy balanced diet
- benefits of physical activity and sleep
- ways to keep safe at home, school and in the community.



READY, STEADY, GO – YEAR 1

Harold and his friends are ready for their big race at the school athletics carnival. Or are they? When one member of their relay team doesn't show up, what will they do? This fun, engaging narrative provides opportunities to discover:

- benefits of physical activity
- safety strategies in different environments
- how our body reacts in new situations
- what our body needs to be healthy including a nutritious diet, water and sleep



GROWING GOOD FRIENDS – YEAR 2

Harold battles to figure out what to give his grandma for her birthday, until his friends, Boots and Red step in and offer some good ideas. This animated story takes us to familiar surroundings where students can:

- explore what health messages mean
- identify safety signs
- recognise how physical activity and nutrition contribute to a healthy lifestyle
- explore how positive relationships benefit our health and wellbeing.

The training of our Educators in the delivery of these 3 new modules was undertaken in the 2016 mid-year school holiday break. In the calendar 2017 school year we would expect approximately 180,000 students aged 5 to 8 years old to participate in these modules. Complementary resources have also been developed to better support their teachers and parents.

Content Development

Development of digital body systems assets

The development of 5 new digital assets that explore the systems of the body (digestive, nervous, respiratory, circulatory, urinary) and demonstrate the effects that things such as food and drink, physical activity, medicines, smoking, caffeine and alcohol have on these systems.

To be used when teaching about the body and its systems, these high quality, visually rich, 3D animated fly throughs will enhance our program's delivery, and in particular our ability to promote in our young audience a strong sense of amazement about the human body.

The first of these assets, covering the central nervous system, has been completed and will be inserted into our upper primary module – It's Your Call – dealing with drugs and decision making.

We are thankful to the Grahame Mapp Foundation which also provided financial support to this project.

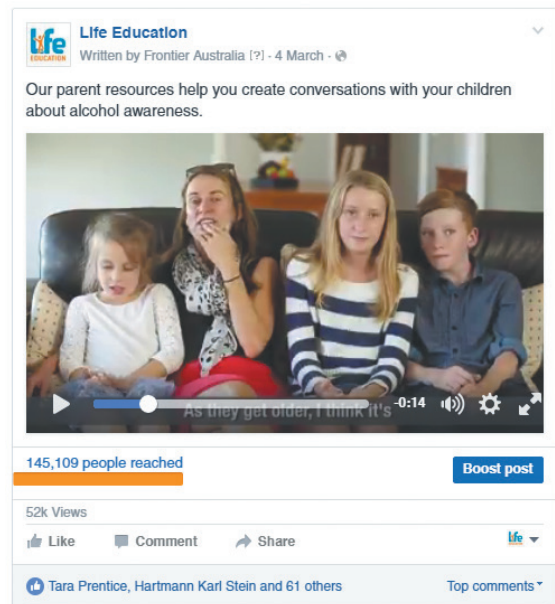
Program promotion

Digital campaign targeting parents

A 4 month digital marketing campaign, utilising a recently developed bank of assets including AV and photography, targeting parents in particular, to increase awareness and understanding of Life Education and deepen their commitment to and support of our work.

This saw us reach 1,651,803 individuals through Facebook, our chosen social channel. We grew our following through Facebook to over 10,000 unique "Likes" from a starting point of just 600 in this short period. These followers will now regularly receive our promotional content. Our data indicates this audience is 95% female with more than 54% aged between 25-34. Engagement is highest between 5.30pm and 9.00pm. Together with an aligned SEM campaign, this campaign resulted in a 54% increase in traffic [from 15,523 to 27,911] in a fixed 2 month period to our website.

We have been able to clearly demonstrate that we have a place in the digital landscape and an audience who are eager to engage with us. Our next challenge, which we will address in forthcoming campaigns, is to better define the purposeful course of action we would like our audience [be it parents, teachers, donors, etc] to undertake.



Summary of cash flow

The following is a summary of cash flow within the Foundation in 2015/16. Please note that the following information is yet to be audited.

Starting cash	\$100
Receipts	
Donations	\$700,000
Interest	\$5,796
	\$705,796
Payments	
Projects	\$462,950
Fees	\$35,000
	\$497,950
Net cash flow	\$207,846
Closing cash	\$207,946

The funds managed in the Operating Fund are held either in short term deposits, or as cash and at call, with Westpac Banking Corporation.

Next steps

Once the Operating Fund is in a secure position, able to meet likely project funding commitments over the medium term, we will shift focus to the raising of an \$8 million corpus for the Capital Fund to underpin the operation of the Foundation, longer term.

Attached is our Millions of Choices campaign booklet which we are using to support the raising of this \$8 million.

The success of this campaign will provide the critical underpinning necessary to achieve our goal – to be meaningfully supporting 1 million Australian children and young people each year by 2020, developing in them the capacity to make safer and healthier choices throughout life.

Governance

The Trustee of the Foundation is a newly incorporated company, Life Education Foundation Limited.

The Directors of the Trustee are Tony Hasham AM, Paul Wheelton OAM, Paul Siviour, Christopher Mapp, and The Hon Justice David Yates – all current or past Directors of Life Education Australia.

The Directors of the Trustee are responsible for deciding what projects will be funded by the Foundation and overseeing distributions from the Foundation.

The Foundation has no staff.

In recognition of the services provided to the Foundation by the executive of Life Education Australia, particularly in relation to fund raising, the Foundation pays a fee to Life Education Australia, based on funds donated to the Foundation. In 2015/16 these fees totalled \$35,000.

On behalf of my fellow Directors we thank the partners and staff of Corrs Chambers Westgarth for their pro bono legal advice and support in establishing the Foundation.

I look forward to keeping our supporters informed of future developments concerning Life Education and the Foundation.



Tony Hasham AM
Chairman
Life Education Foundation Limited



@ Email: dballhausen@lifeeducation.org.au

☎ Phone: (02) 8262 4300

www.lifeeducation.org.au