



# OUR STRATEGY



## VISION

Enabling children to reach their full potential.



## PURPOSE

To educate and inspire generations to embrace positive choices for a healthy mind and body.



## OUR POINTS OF DIFFERENCE

- We have a nationwide team of skilled, registered teachers working directly with schools to meet their individual needs.
- We embrace educational best practice and an evidence-based approach.
- We have incredible support with 80% of New Zealand's schools choosing to use Life Education as their specialist provider.
- Our philosophy and the unique learning experience offered through our mobile classroom concept.
- Dedicated volunteers providing 25,000 hours of time a year enabling costs to be minimal.



## OUR OPPORTUNITIES

- To strengthen our brand as a health expert and build relationships with adults.
- Increased income from new partnerships built upon our expertise and community relationships.
- To be recognised as a lead professional development provider for teachers.
- Sustainability, by exploring mobile classroom concepts.
- Advancing technology enabling stronger, responsive relationships with children and their families.
- Collaborating with other organisations.



## OUR MEASURES

- We will:
- Continuously monitor and report of improved health knowledge and attitudes among children.
  - Measure our income growth from new partnerships, as we strengthen our position as health and well-being experts.
  - See improved understanding by adults of our work and expertise.
  - Continuously monitor and respond to feedback of our work educating and empowering children.
  - See growth in the number of schools who choose Life Education to support their children.
  - Use online analytics to measure increased integration of our health resources into school classrooms.
  - Actively monitor our Trust's health to ensure they are supported to excel.

## OUR POTENTIAL DISRUPTORS

- Evolving technology and ease of entry for other providers.
- Children, our target audience, are early adopters of evolving technology.
- The changing face of volunteerism.
- Changes in community funding streams, particularly charity gaming.
- Changes in Government's education policies.

## OUR GOAL

By 2025 we will engage directly with 85% of children and families each year

## OUR CRITICAL SUCCESS FACTORS

- Sustainable and effective Trusts in communities throughout New Zealand.
- Recognised as specialists who are at the forefront of education practice.
- Future-focussed, evidence-based, continuous evaluation.
- Our independence.
- Sufficient diversified income to enable continuous improvement.



### We will provide knowledge...

We will lead health teaching in schools and grow the number of children we teach each year. We have an evidence-based approach to our practice and our specialist health teachers strive to meet the individual needs of children in our communities.

Our successful mobile classroom concept will evolve to enhance our unique and engaging learning experience.

### beyond the mobile classroom...

As health education specialists, we'll be recognised and sort after as leading practitioners. Through collaboration our resources and expertise will ensure we are supporting children and families in every community.

### to children, youth and families

We want to be accessible at any time, be relevant and topical, create a sense of community and be a source of information and support. Harold will strengthen his relationship with children at and beyond their primary school years so they can make healthy decisions and reach their full potential.



[www.lifeeducation.org.nz](http://www.lifeeducation.org.nz)