



Education Perfect

Make a difference



IMPACT REPORT
2022



Introduction

Education Perfect (EP) is an engaging, powerful, and intuitive full school solution for teaching and learning. We believe in humanising world-class technology to inspire inquisitive minds and create lifelong learners. Every day we strive to make a difference by empowering educators with the time, insights, and resources they need to help every learner achieve their full potential.

Today, we support over 50,000 teachers and 1.2 million students across more than 60 countries with our world-class technology. We're making a difference by delivering better educational outcomes. This year we completed a study of NAPLAN students' data in Australia, which showed a clear correlation between using EP and improved results.

We know that access to quality education is not universal. Governments have made progress in rolling out devices and connectivity, but these have limited impact if they are not paired with quality resources and technology. EP is committed to equitable access to education. This year, we have supported over 120,000 students via our partnerships with organisations such as The Smith Family, the Kaukauola Study Group, and our subsidised access scheme.

EP is proud to be a BCorp-certified company based in Aotearoa, New Zealand. Today, our 240+ EPeeps are spread across 10+ countries, but we are bound by a common set of values. We believe in responsibly growing our business, protecting the environment, and building a diverse and inclusive workplace.

Ngā mihi nui,



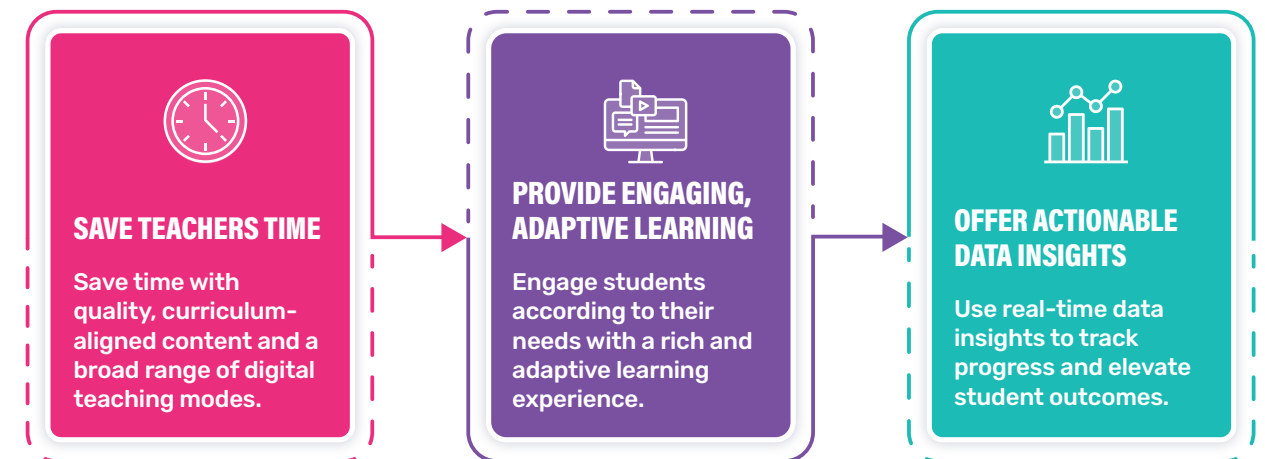
A Burke
CEO, Education Perfect

Educational Impact

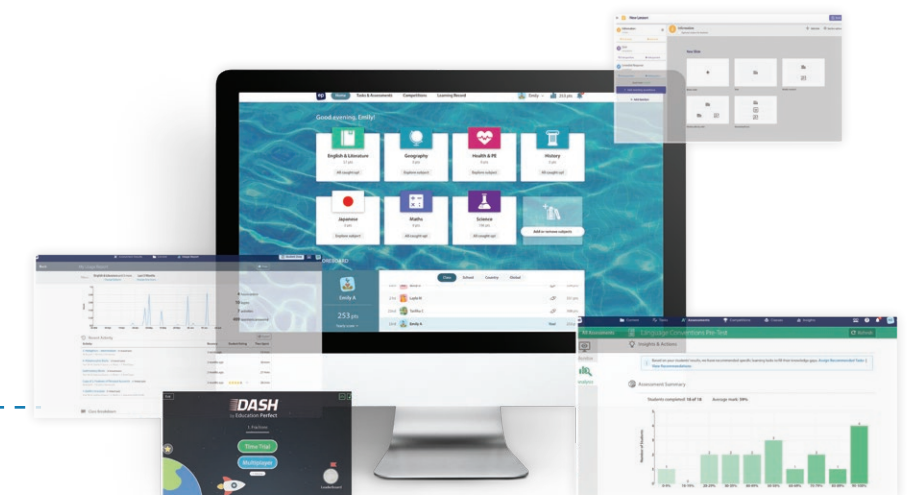
At EP, our vision is to provide educators with the time, insights and resources they need to support every learner in achieving their full potential.

To achieve this, we provide a comprehensive toolkit across a broad range of subjects, including pre-crafted curriculum content, extensive digital instruction tools, an engaging and adaptive learning experience, intelligent assessment tools, and rich data insights.

The core benefits we aim to provide to teachers and students are:

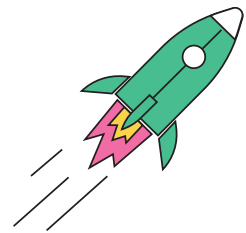


2022 modelling indicates that using our pre-built, curriculum aligned lessons saved teachers an average of over 44 hours of planning, marking, and feedback time.¹



¹ For each EP activity assigned:
• Nine minutes saved in lesson planning - from Grattan Institute's 2022 report and survey of 5,442 teachers and school leaders [Making time for great teaching](#)
• Nine minutes saved in marking and feedback - from EdWeek Research Center's 2022 report and survey of 1,324 teachers [Merrimack teacher survey](#)

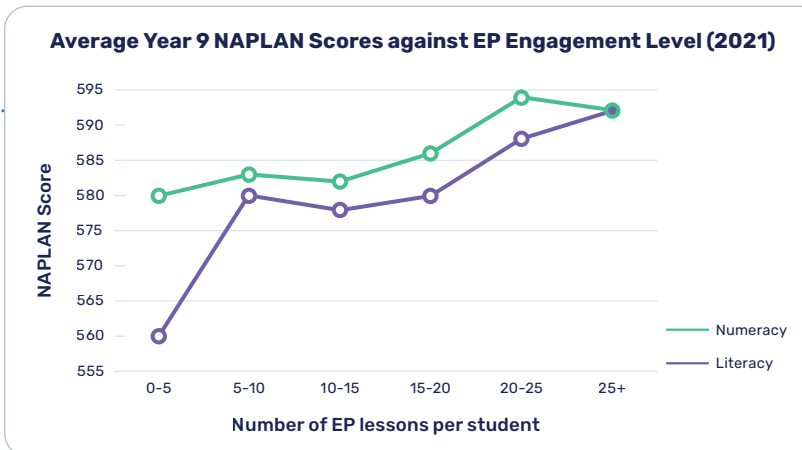
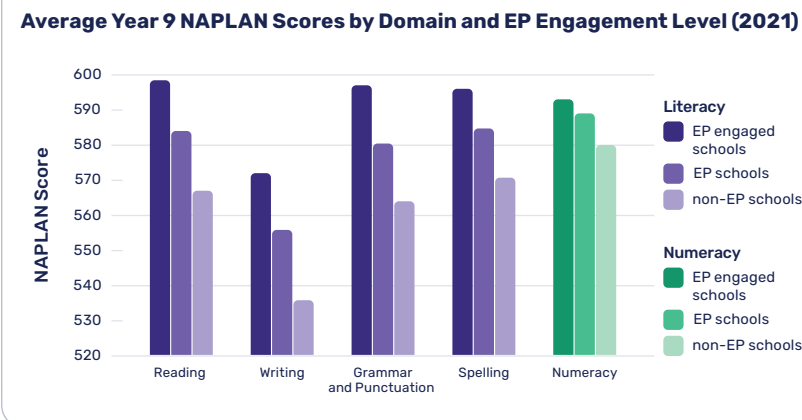
EP Impact on NAPLAN Results



NAPLAN is an Australian assessment program that assesses literacy and numeracy skills. In 2022 we conducted a longitudinal investigation comparing EP usage with NAPLAN results. Our research shows that highly engaged EP schools score between four and seven per cent higher on NAPLAN literacy assessments than those that do not use EP. This correlation demonstrates the value of EP and our research-based approach to providing an accessible and curriculum-aligned resource that enables students to receive extensive feedback, practice continually, and develop their own learning pathway.

Use EP, get better NAPLAN results

Year 9 NAPLAN results in 2021 show a clear correlation between schools that use EP and higher test scores, with an even stronger effect for schools who are highly engaged with EP.



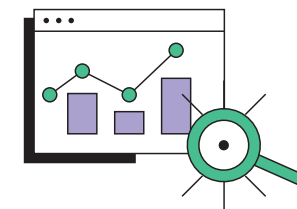
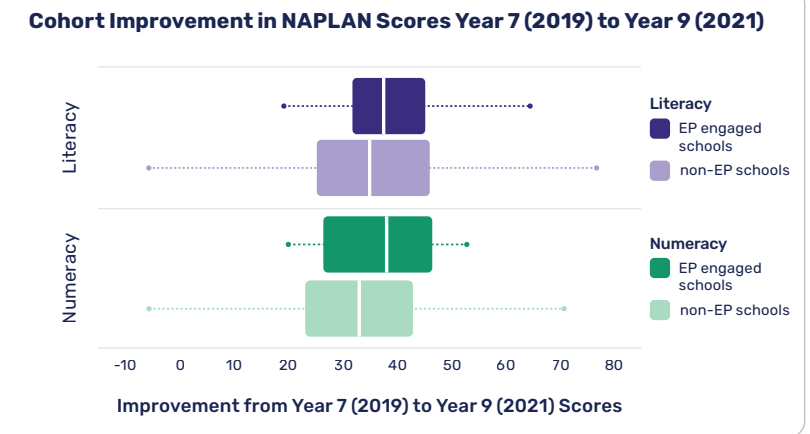
We can also see a strong correlation between the amount of EP usage and performance in NAPLAN.

Highly engaged EP schools score **4.4%–6.7%** higher than schools not using EP

EP schools score **1.5%–3.8%** higher than schools who do not use EP

Schools engaging with EP see greater learning growth from Year 7 to Year 9

Analysing and tracking the progress of a specific cohort of Australian students from 2019–2021, there is a clear correlation between use of EP and the improvement from Year 7 to Year 9 NAPLAN assessment scores.



Methodology and sample size

This analysis compares school NAPLAN literacy and numeracy results for Year 7 and Year 9 students in 2019 and 2021 with usage of EP over that same time period. Individual student results have not been collected, with the aggregate school level data provided by the Australian Curriculum, Assessment and Reporting Authority (ACARA).

In the context of this analysis, an 'engaged' EP school is defined as a school with at least 80% of students in the year level using EP for the corresponding subject(s) – English and mathematics, with an average of at least 20 lessons per student in that subject over the 16 months preceding the NAPLAN assessment.

The analysis includes all Australian secondary schools, with the number of schools in each cohort summarised in this table.

	Non-EP schools	EP schools	Engaged EP schools
English	1782	775	105
Mathematics	1860	673	110

*Not all schools have NAPLAN results for both literacy and numeracy.

Social Impact



Equitable Access

EP is committed to supporting global equitable access to education. Our vision is to support teachers and communities to improve educational outcomes for students and young people. We have a social conscience and empower educators and students to achieve their fullest potential.

We understand that students living in low-income communities experience an opportunity gap, which can lead to reduced literacy and numeracy skills. In Australia, these students average a two to three-year learning progression deficit by the age of 15 and consequently are at a significantly higher risk of not finishing secondary school.

In 2022, EP supported 129,000 students in low-income communities by providing equitable access subsidies. These subsidies had a total value of over AU\$2m.

EP worked with The Smith Family, a leading children’s education charity in Australia, with the goal of helping young Australians to overcome educational inequality caused by poverty. EP supports its after-school Learning Clubs by offering free digital learning access to the platform, further supported by dedicated EP teacher consultants.



thesmithfamily.com.au



Other partner organisations EP works with to provide equitable access include:

Science Alive Mātauranga

- EP partners with Science Alive Charitable Trust to provide free resources for all New Zealand schools.
- 200+ lessons that inspire the young people of New Zealand to engage in STEM learning through culturally responsive learning experiences.



sciencealive.co.nz/science-alive-matauranga/

Sustainable Oceans

- 25 lessons in total, designed for science and geography students to raise awareness of the challenges our oceans are facing, and empower students to take positive action towards a more sustainable future.



sustainableoceansociety.co.nz

Animals and Us

- 24 lessons that inspire students to think critically about some of the most interesting issues related to animals and their protection. These resources have been created by SAFE and Voiceless, two prominent animal welfare organisations.



safe.org.nz and voiceless.org.au

Images are from competitions run throughout the year and facebook posts.

Supporting Indigenous Culture and Literacy

2022-2031 is the UN's Decade of Indigenous Languages, an initiative focusing on building a global community for the preservation, revitalization and support of indigenous languages worldwide.¹ In 2022 EP focussed on supporting NZ and Pacific communities and launched;

New Zealand, Māori Language and Culture Education:

- Te Ao Māori has five separate streams with 100+ lessons. More than 60,000 learners have benefited from these in the last 12 months.

Samoa Language Initiative:

- EP partnered with the NZ Ministry of Education to build 30 lessons that comprise the Beginners' Gagana Samoa course (language and culture), which will be free to all schools throughout NZ.

Tim Offen, Associate Product Marketing Manager, with members of the Kaukauola Study Group in Hamilton.



Kaukauola Study Group:

- EP has been supporting Tongan communities from low-income areas in the Hamilton region of New Zealand for the past 18 months.
- Access to EP has resulted in better in-class participation and an increase in grades. Parents are empowered to understand the curriculum, and the mastery model helps them feel confident to support their children.
- These communities also use EP's English as an Additional Language (EAL) resources to help increase literacy and confidence in the language.



¹ <https://en.unesco.org/idiil2022-2032>



Environmental Impact

Our purpose is to embed sustainability throughout the organisation, empower individuals to become kaitiaki and engage our wider ecosystem.

Environmental Impact Committee

This year, as part of our journey towards a more clean and sustainable company, and to continue building on the progress we've made to date, we formed the Environmental Impact Committee.

The objective of this committee is to assist in establishing environmental strategic priorities and implementing initiatives across the whole company aligned with our BCorp and carbon emissions goals.

Community Service Day

Our inaugural Community Service Day was an initiative launched to reinforce EP's commitment to being an environmentally responsible company. EPeeps worldwide took part in various projects on 26th September 2022. These ranged from beach clean-ups, roadside clean-ups, and planting native seedlings, to gardening for local organisations and spanned the world across NZ, Australia, Scotland, Canada and the Philippines.

The EP Community Service Day is a fully funded day by EP, where employees can get involved in a community initiative that gives back to the environment.

Top left: Manila Bay, Philippines;
Bottom left: Dubai, UAE;
Bottom right: Christchurch, NZ





EP Certified as Carbon Net Zero

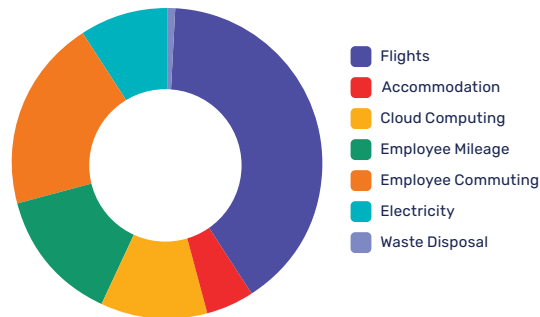
We partner with Toitu Envirocare to measure and offset our carbon emissions each year.

This year we implemented tools to better track emissions and set reduction targets. We support various projects, such as native tree planting, in NZ and globally to offset our annual carbon emissions.

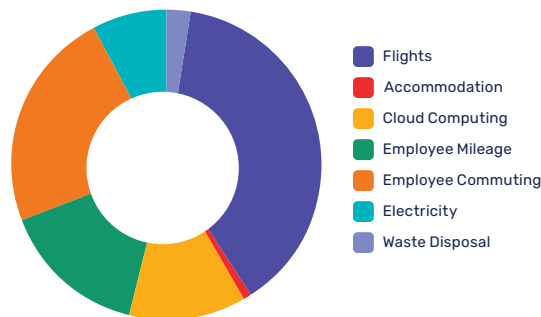
As travel has restarted in 2022, our emissions have increased as our team reconnects, but we are actively managing this and looking at ways to reduce our emissions.

Carbon Emissions Profile - Year on Year

EP Carbon Output 2021

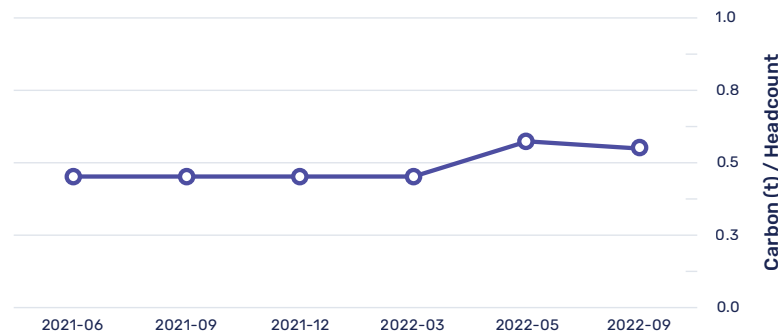


EP Carbon Output 2022



Current year emissions are estimated based partially on company wide assumptions on commuting, waste, electricity etc.

Carbon Emissions per FTE



continuous improvement

Our EPeeps

Our people are at the heart of everything we do. EP now has a team of over 240 spread across more than 10 countries. Over 51% of our team identify as female.

We are committed to supporting a diverse and inclusive culture and ensuring that all team members feel included, encouraged, and valued. We believe this is crucial for developing a world-class product that engages and inspires our customers—*customers just as diverse as us.*

Our diverse, multicultural workforce is one of our strengths as we welcome people into our whanau from all backgrounds. EP is proud of its Kiwi heritage and recognises Te Tiriti o Waitangi (The Treaty of Waitangi) and the principles of partnership, participation and protection.

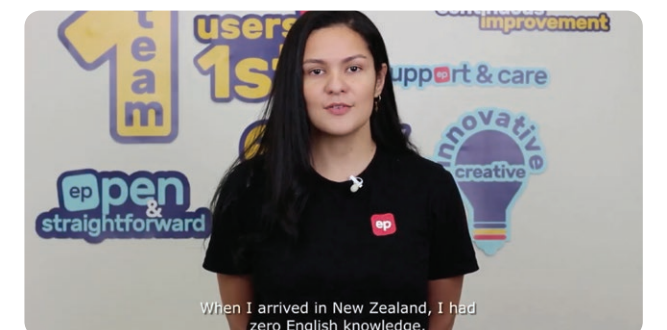
To support this, we have a Diversity and Inclusion Committee. This year it launched a programme to support non-native English speakers, which included live transcription embedded in all meetings, access to grammar tools, and increasing overall awareness of areas that our non-native English speakers have expressed they struggle with. This initiative received a highly commended award at the NZ Diversity Works Awards in 2022.

We also have Mana Wāhine, a group developed to empower and support all women and individuals who identify as women, which has run monthly sessions in 2022 on themes such as Building Resilience, Breaking the Bias, and Understanding Impostor Syndrome.

We encourage our EPeeps to be lifelong learners and strive to provide the best development opportunities we can. We have a set of internally developed courses, and this year over 50% of our team has attended an in-person course.

We are building our global community of EPeeps with a shared set of values. We empower our EPeeps to work the best way they can with a comprehensive, flexible working scheme that provides financial support for setting up a home office, gives EPeeps access to shared workspaces in major centres, and supports international relocations. We also support new parents with paid parental leave and childcare benefits and flexible return to work arrangements.

These initiatives have all been inspired by our team. Our bi-annual engagement survey provides invaluable insights into where we can continue to improve. In 2022, participation was 99%, and our engagement score was 80% (up from 74% in 2021). Our value of continuous improvement is one we take seriously, and we are always seeking to find new ways to value our employees.



Screensnaps from our non-native English speakers mini series. EPeeps Maiko Tsuji from Japan and Lua Leite from Portugal.

Summary

We are a purpose-driven organisation with a clear desire to make a difference for educators worldwide. Operating from a place of purpose, values, and vision allows us to think creatively, view the big picture, and place our work in the much larger context of the education landscape with an understanding of how facilitating access to knowledge can create powerful ripples with exponential positive impact.

EP looks to the future with clear eyes and an understanding that we have a responsibility to give back and to set an example for the students that we help to learn and the educators we support daily. As we look back at what we have achieved this year and set goals for 2023, we keep people and communities at the forefront of our minds and commit to having a positive impact on social, environmental, and education issues.

Eke panuku, eke tangaroa. Onwards and upwards.

Education Perfect

