

**TALi**®

# TALi Digital LTD (TD1)

2025 Annual General Meeting (AGM)  
Company Presentation  
11 November 2025



**TALI.**

# Company update



November 2025

Johanna Crichton, CEO  
You Can Do It Education Australia  
PRESENTATION



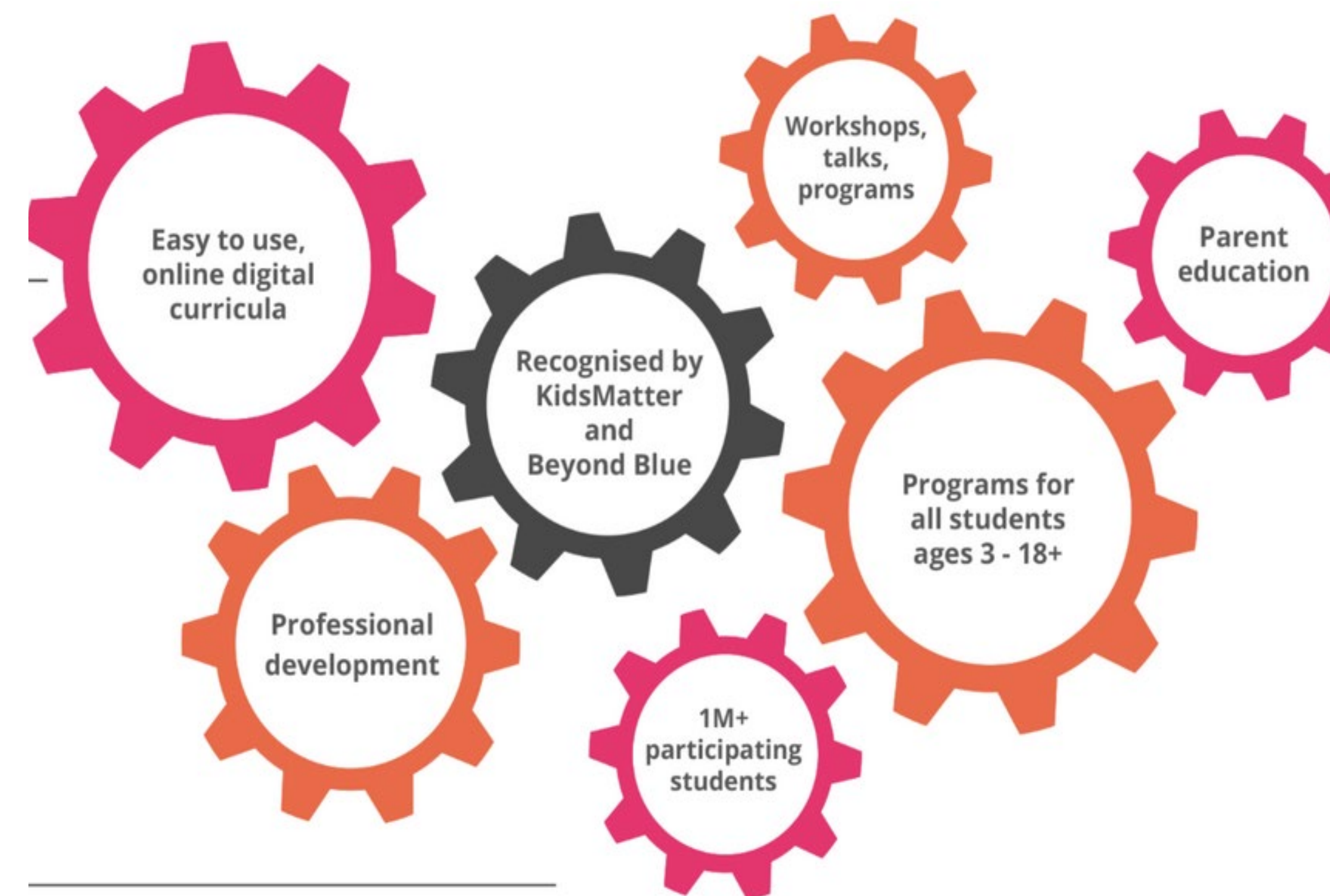
# OUR WINNING ASPIRATION

YCDI is a leading provider of social–emotional learning (SEL) programs in Australia and internationally, delivering measurable improvements in student resilience, confidence, and wellbeing in schools

Our programs are independently reviewed, aligned with the Australian curriculum, and recognised as best practice by Beyond Blue’s Be You initiative

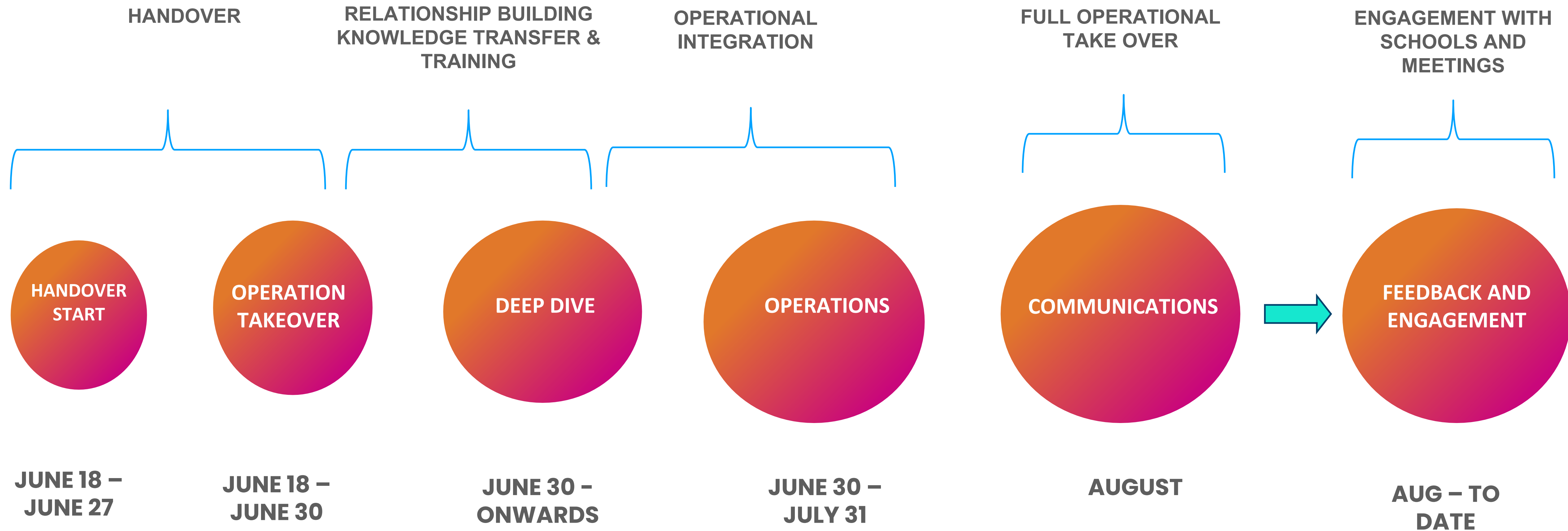
Our goal is to become the “must-have SEL partner” for schools by linking our programs to measurable student outcomes and curriculum standards

Looking ahead, we aim to expand beyond schools into NDIS, communities, and workplaces—building a lifelong SEL ecosystem for all ages.



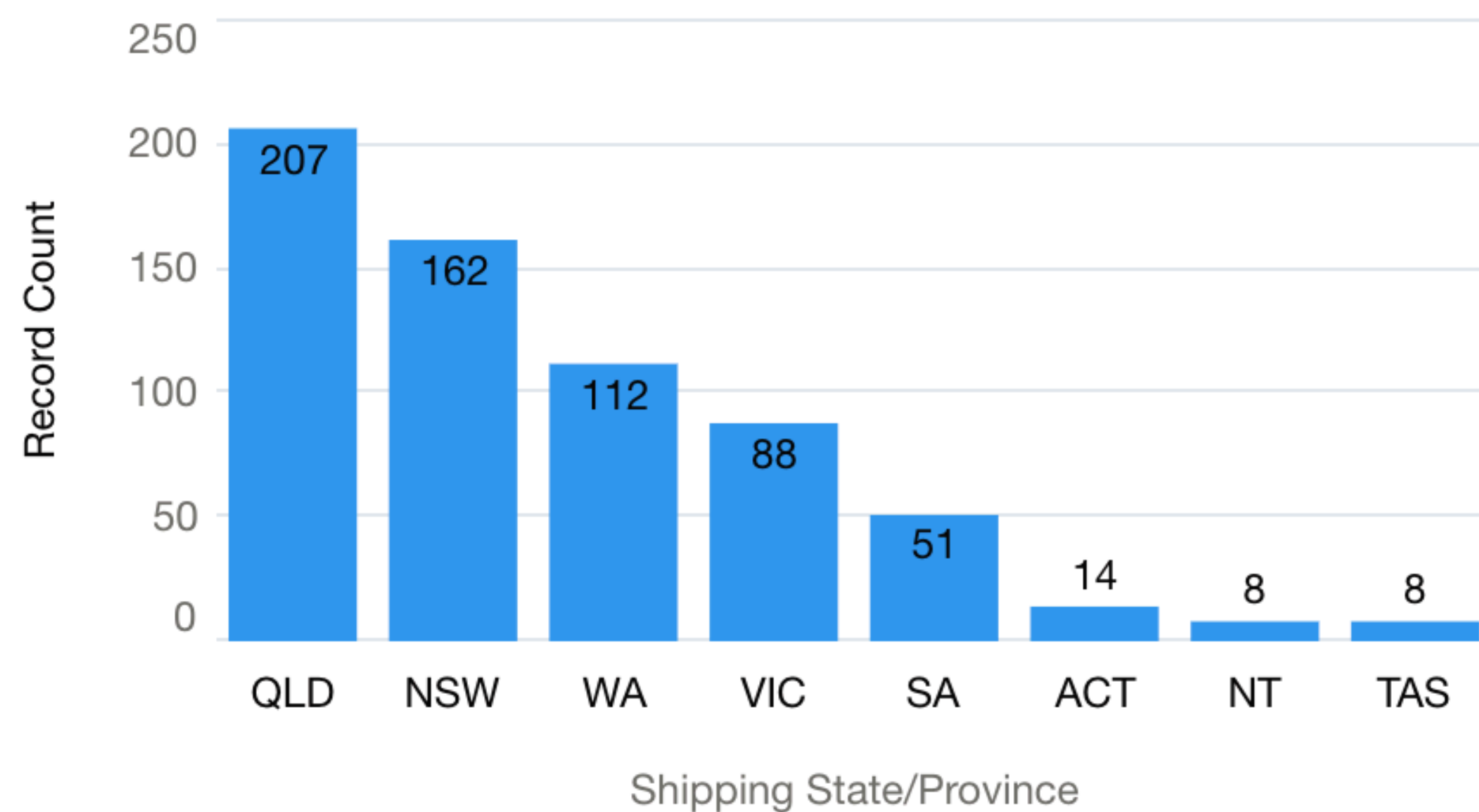
# TRANSITION TIMELINE

STEP BY STEP, BUILDING, PLANNING AND FINE-TUNING OUR VISION, OPERATIONS AND STRATEGY



# CURRENT SCHOOL CUSTOMER DATA

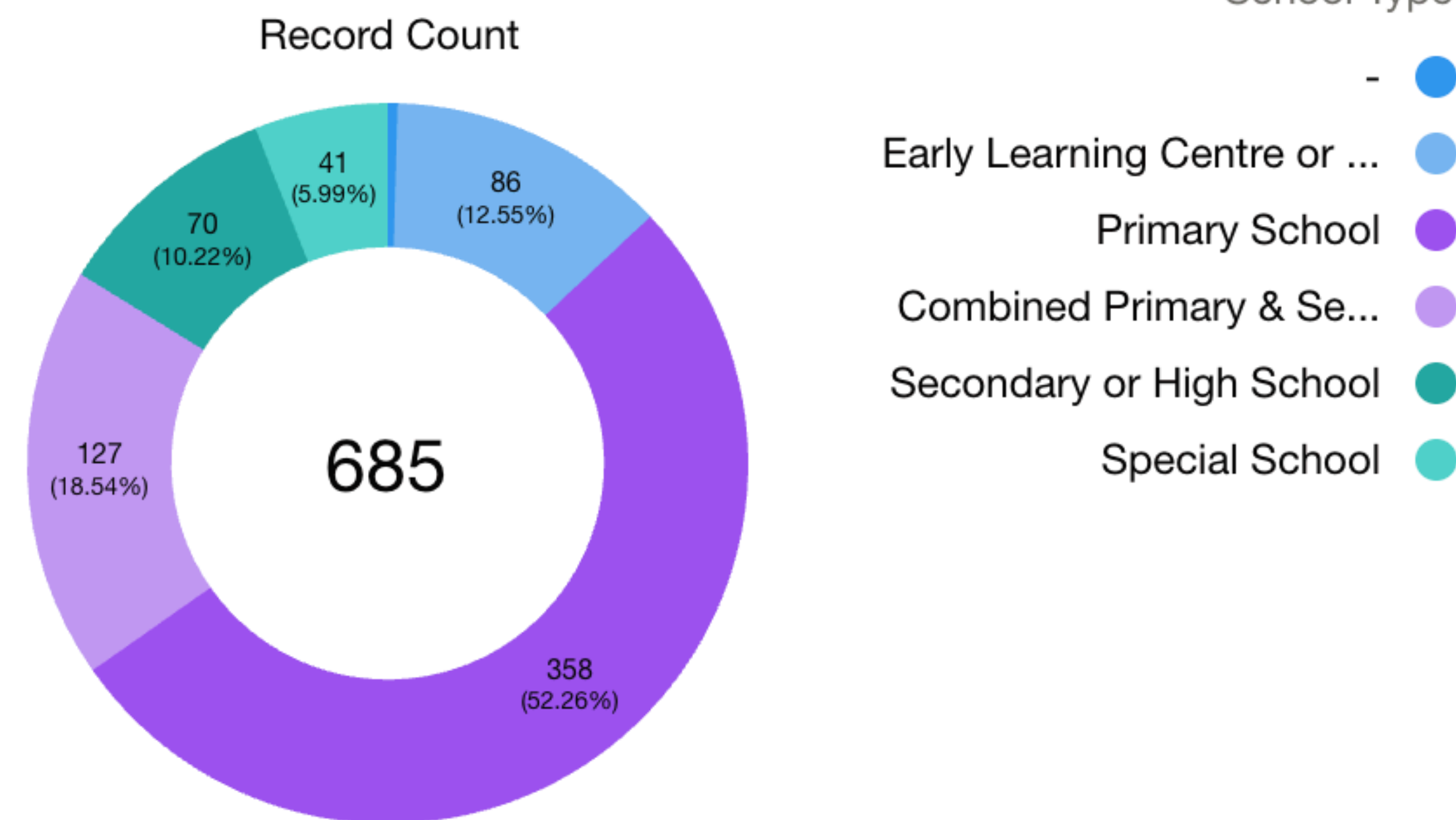
## Australian States



[View Report \(YCDI Australian States\)](#)

As of 21 Oct 2025, 10:22 am

## School Type



[View Report \(YCDI School Type\)](#)

As of 21 Oct 2025, 10:22 am

# CATEGORY PRIORITISATION

## Primary Schools - Priority 1

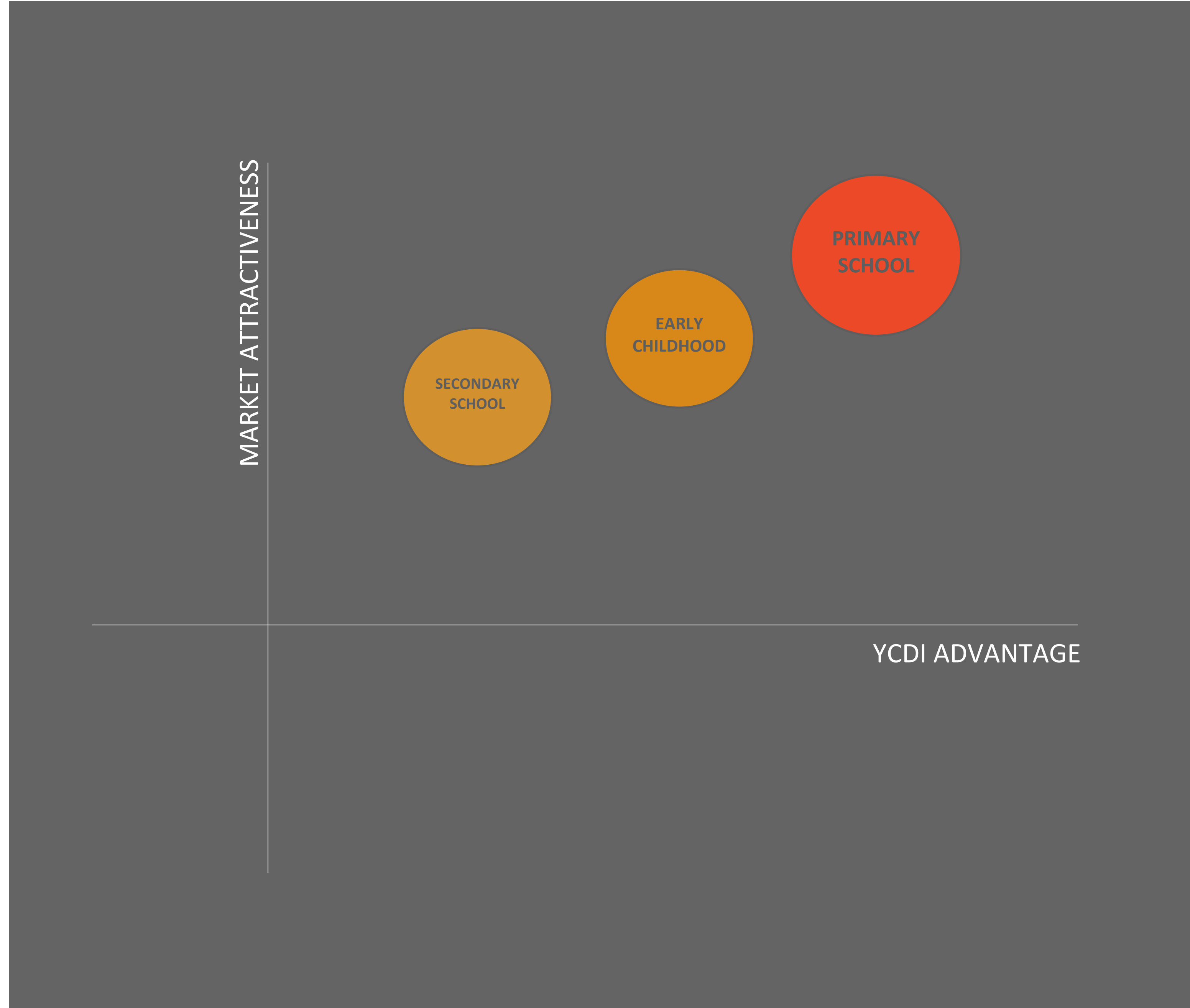
- ❖ High market attractiveness (~\$5.9m TAM)
- ❖ Strong structural drivers: wellbeing embedded in ACARA curriculum, federal & state funding
- ❖ Easier to enter clear sales channels (principals, wellbeing coordinators)
- ❖ High differentiation: whole-school, evidence-based SEL offering.

## Early Childhood Centres - Priority 2

- ❖ Largest TAM (~\$7.4m), growing denominator ( given there are more centres)
- ❖ Universal ECEC reforms create strong structural drivers.
- ❖ Medium ease of entry: fragmented sector which means lots of individual customers, small budgets, staff turnover
- ❖ Moderate differentiation: YCDI stands out, but less demand for rigorous evidence for this sector. Needs to be easier to implement for staff

## Secondary Schools - Priority 3

- ❖ Smallest TAM (~\$2.9m).
- ❖ Low ease of entry: crowded curriculum, wellbeing may be deprioritized relative to academic results.
- ❖ Competitors (Headspace, Reach, Resilient Project) strong cultural presence.
- ❖ Differentiation weaker: wellbeing valued where linked to measurable student outcomes.
- ❖ Strategic opportunity: long-term play to upsell from existing YCDI Primary schools which is why the priority is primary school which leads into secondary school potential



# PRODUCT “BE YOU” REVIEW & STRATEGIC IMPLICATIONS

YCDI has market-leading evidence; the gap is implementation. Use Primary as the flagship while lifting Implementation to 4 across the suite

## Program Achieve (Early Childhood) – Evidence 4 | Implementation 2

Well regarded for research strength but harder for schools to implement. Maintain premium positioning on evidence, but priority is to simplify delivery and training to raise implementation to a 3–4

## Program Achieve (Primary) – Evidence 4 | Implementation 4

Flagship program with both research credibility and ease of adoption. Should be marketed as the benchmark SEL solution, priced at a premium, and used as the lead product to anchor bundles across schools

## Program Achieve (Secondary) – Evidence 3 | Implementation 3

Rated below benchmark. The focus should be on strengthening the evidence base and aligning to curriculum needs to lift it to a 4. Current pricing should remain moderate until improved

## Bullying: The Power to Cope – Evidence 4 | Implementation 2

Strong specialist program with high evidence rating but weaker ease of adoption. Position as a valuable add-on to the core suite, while investing in teacher support tools to raise implementation

YCDI’s heritage, evidence base, and Be You recognition mean all programs should be positioned as **market-leading, research-backed solutions**. The goal is to bring every program to a **rating of 4**, ensuring consistency in perceived quality, which justifies a **premium pricing** and strengthens brand authority in SEL.



### You Can Do It! Education: Program Achieve (Early Childhood)

Program Achieve (Early Childhood) strengthens the social-emotional skills and positive attitudes of younger children.

4/4 Evidence | 2/4 Implementation

Compare

ACT NSW NT QLD SA TAS VIC WA

Learn more



### You Can Do It! Education: Program Achieve (Primary)


Program Achieve (Primary) is a socio-emotional learning program teaches children positive attitudes to influence their wellbeing and achievements.

4/4 Evidence | 4/4 Implementation

Compare

ACT NSW NT QLD SA TAS VIC WA

Learn more



### You Can Do It! Education: Program Achieve (Secondary)

Program Achieve (Secondary) promotes social-emotional skills for secondary school students.

3/4 Evidence | 3/4 Implementation

Compare

ACT NSW NT QLD SA TAS VIC WA

Learn more



### You Can Do It! Education: Bullying - The Power to Cope

Bullying - The Power to Cope teaches students to self-manage faced with different types of bullying.

4/4 Evidence | 2/4 Implementation

Compare

ACT NSW NT QLD SA TAS VIC WA

Learn more

# POSITIONING

*Our tone is authentic and supportive. We are grounded in research and experience, but always personal with an emphasis on practical. We speak with warmth and confidence, ensuring educators and families feel understood and empowered. Unlike competitors who lean on celebrity, we lean on evidence, heritage, and proven impact.*

## SUPPORTIVE

We speak directly to teachers, parents, and students. Our tone reflects real classrooms and real lives, making our content relatable, practical, and grounded in everyday experience.

## AUTHENTIC

Our voice is built on psychology and evidence, not gimmicks or passing trends. We are genuine and transparent, giving schools confidence that what we offer is credible and trustworthy.

## CREDIBLE

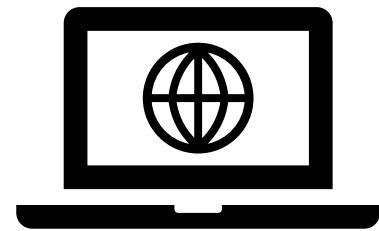
With 30+ years of research and proven delivery, our expertise sets us apart. We balance academic credibility with clear, accessible communication that educators can put into practice immediately.

## MEASURABLE

Our refreshed partnership programs are supported with qualitative and quantitative metrics to measure and report on the value and changes within school communities to provide reports and ensure quality.

# DISTRIBUTION STRATEGY

*Making programs accessible to every school, teacher, and parent*



## DIGITAL DELIVERY

Move towards a centralised digital platform for school access (curriculum, PD, surveys, parent resources) through Canvas

Ensures consistency of implementation and reduces friction in onboarding.

Builds a direct, ongoing channel between YCDI and schools

Built in webinars, team coaching and engagement features to create a supportive hub for educators.



## HUMAN-LED EXPERTISE

Leverage YCDI's trusted national trainer network as local "faces of YCDI" in each market

Long-standing trainers (10+ years) provide credibility, human connection, and coaching support:

Grace Herrera, Margaret Milne,  
Tammy-Anne Caldwell, Leah Koen,  
Clare Froggart, Susie Edmonds, Anna Lee Grant

This hybrid model blends digital access with human relationships.



## PARTNERSHIPS FOR REACH

Explore strategic partnerships to expand accessibility and align with other wellbeing programs

Potential partners:

- Reach Foundation (youth development), School of Play (creativity and engagement)
- The Wellbeing Distillery (teacher wellbeing), Blooming Buds (early learning)
- Inner Directions (coaching & leadership)

Partnerships allow co-delivery, co-marketing

# FORWARD FOCUS

## REVENUE RAISERS

### **SELL COURSES**

- Term 4 sales push as schools plan for 26
- Use video footage to market refresh and impact from students, parents and staff
- Increase meetings with enquiries for higher % of converting sales
- Sell workshops via our existing trainers and via our new strategic partnerships. Trainers and facilitators receive a commission for any online programs sold to boost sales.

### **MARKETING**

- Increase meetings with enquiries for higher % of converting sales
- Outsource social media and marketing to clarify brand and expand reach

### **PRICING STRATEGY**

- Bundling programs according to school community audience and targeted school needs and to increase revenue
- Subscription model on our website to increase resource sharing and revenue.

## HYBRID PROGRAM ENGAGEMENT STRATEGIES

### **CONTENT**

- Canvas live by January – courses currently being migrated with video content for better engagement
- Pre and post surveys embedded into the programs to collect data from users and provide reports to schools on the impact of our programs

### **WORKSHOPS AND WEBINARS**

- Sell workshops and webinars across our current active and inactive database
- Implement live coaching sessions for YCDI membership schools to increase opportunities for program sales

## STRATEIC PARTNERSHIPS

### **ALIGNED PROVIDERS IN OUR SPACE**

- Commercial agreements with the following education providers:
  - Reach Foundation (pilot timeline currently being agreed)
  - School of Play (online proposal of 50% commission being checked within our team before launching)
  - Destination Happiness with Angie Hilton (proposal for Parent, Staff and Senior School student program to be embedded in CANVAS in review)

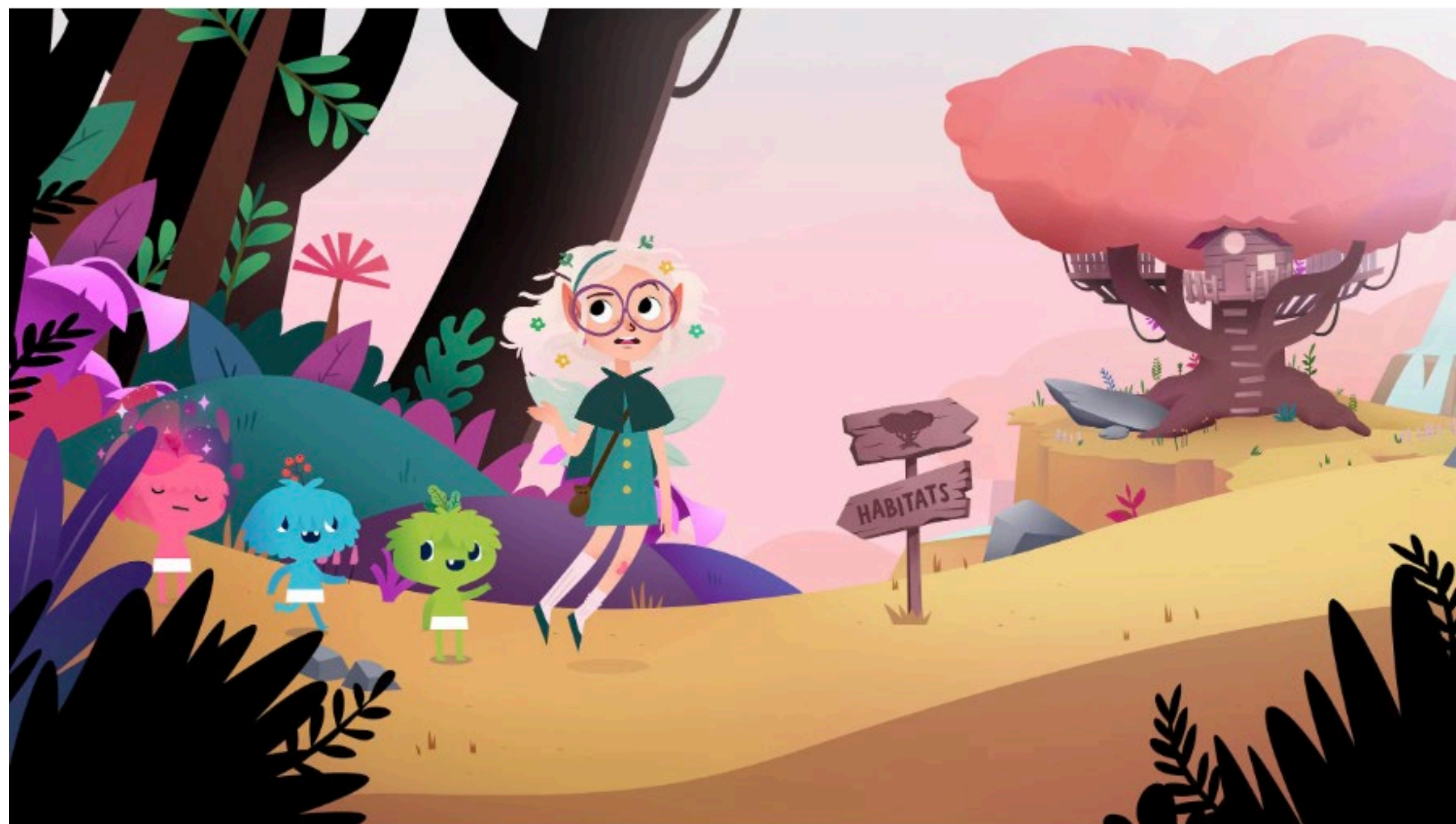
### **GOVERNMENT AND ACCREDITED BODY PARTNERSHIP**

- Application Vic School Readiness program pending
- Application with SA Wellbeing Directory pending
- Application to sponsor Victorian Principals Association (VPA) in process along with School of Play referral (decision makers)
- Contact with Be You and Beyond Blue has been made to leverage existing credentials
- Meeting with Dept Ed QLD, QUT, Curtin University and Independent Schools Victoria all in action to commence an action research with our programs

# GROWTH PILLARS

	STRATEGY	COMMERCIAL OUTCOMES	KPI'S
<b>RETENTION</b>	Implement targeted renewal campaigns, offer loyalty incentives, provide ongoing support and exclusive content for current clients via website resource portal, coaching packages and live webinars.	Increased subscription renewals and long-term client value.	<ul style="list-style-type: none"> <li>• Subscription renewal rate</li> </ul>
<b>RELATIONSHIP ENGAGEMENT</b>	Enhance communication via personalized EDMs, regular check-ins, webinars, and feedback surveys; develop a user community.	Higher engagement, positive client feedback, improved brand loyalty and advocacy.	<ul style="list-style-type: none"> <li>• EDM opening rate</li> <li>• Survey ratings (quantitative and qualitative data)</li> </ul>
<b>STRATEGIC PARTNERSHIPS</b>	Identify and collaborate with aligned organisations for joint offerings, co-branded events, and shared resources.	Broaden market reach, shared revenue streams, increased market credibility.	<ul style="list-style-type: none"> <li>• Number of new partnerships signed</li> <li>• Number of joint events/workshops</li> <li>• Revenue increase</li> </ul>
<b>CROSS SELLING ACROSS DATABASES</b>	Utilise CRM and data analytics to identify cross-sell opportunities; create bundled packages; targeted campaigns to existing clients.	Increased uptake of multiple products/programs per client, higher average transaction value.	<ul style="list-style-type: none"> <li>• Increase in school numbers</li> <li>• Number of products/programs sold per client</li> <li>• Revenue growth</li> </ul>

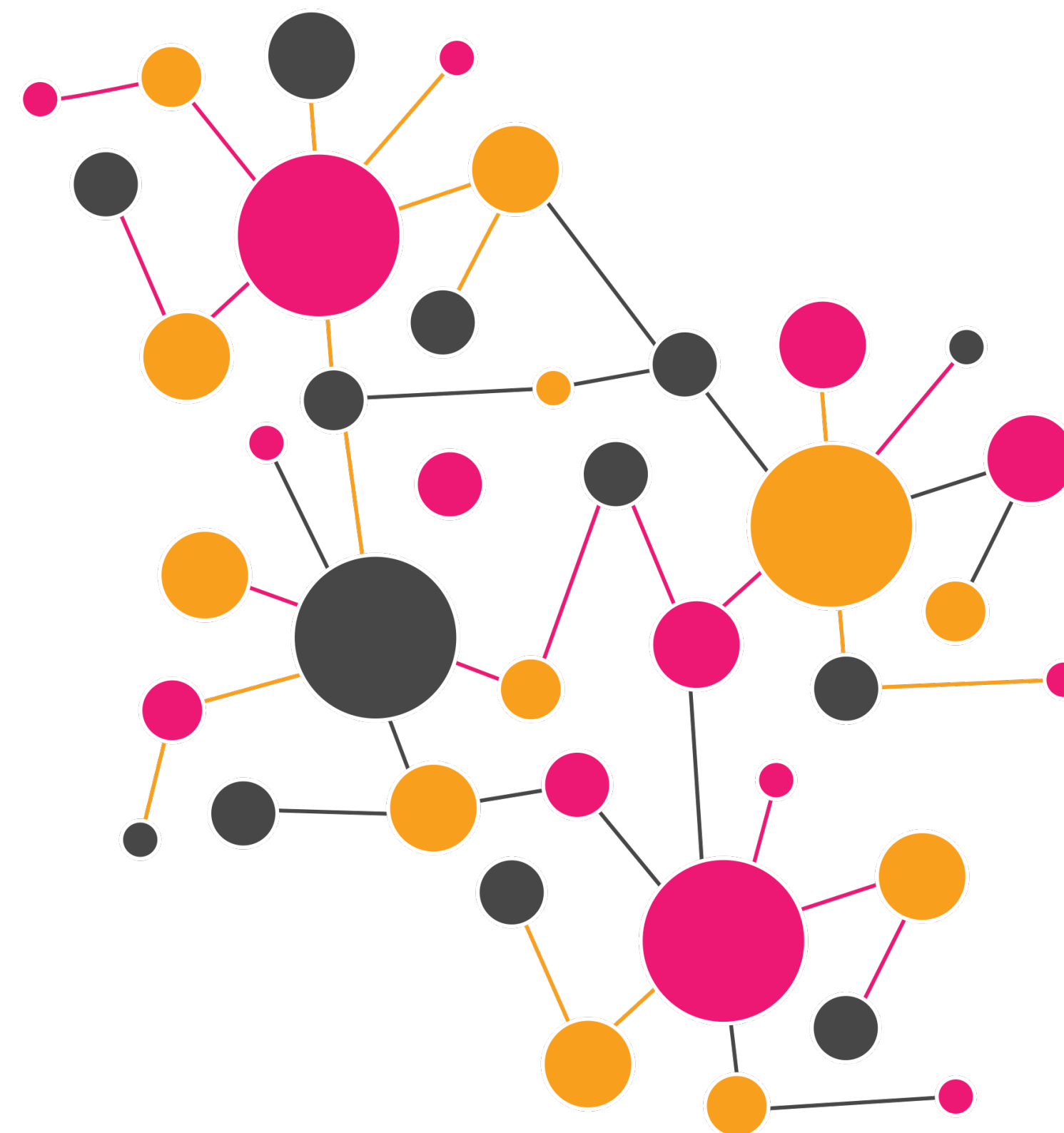
# Ready Attention Go App



We have engaged an independent Australian based expert in gamification to evaluate the current state of the products, identify the steps required to make them operational, and develop a roadmap for their future integration onto the You Can Do It! platform

# WINS TO DATE

- Successful YCDI! integration and digital transformation underway
- Refreshed website
- Two successful teacher webinars across Australian school partners
- Operational handover completed smoothly
- Customer re-engagement launched across a 16,000-strong database of existing contacts
- Migration to the CANVAS Learning Management System on track for January 2026 with refreshed video embedded programs, metrics for program evaluations and engagement features.
- Strategic partnerships progressing, including international expansion for YCDI!
- New wellbeing collaborations launched with School of Play and Destination Happiness



November 2025

THANK YOU

