

Message from the ACFE Board

Congratulations to the 2011 Learn Local Finalists and Winners!

The ACFE Board made a recent submission to the VET Fees and Funding Review and will also respond to the Essential Services Commission report to the Minister when it is finalised in the coming weeks.

The Board encouraged providers to have input into this process and thanks to all those who have made time to attend consultations and make submissions.

Promotional Banners Update

Over the month of September Learn Local promotional banners will be printed and distributed via Australia Post. We are hopeful that all banners should be received by organisations week ending Friday 7 October. So get excited and start thinking of ways to use them!

Learn Local success stories – Olympic Adult Education

Olympic Adult Education (OAE) spotted a fantastic promotional opportunity to reach the CALD community and spread awareness about Learn Local!

Eid is a Muslim holiday that marks the end of Ramadan. It celebrates the conclusion of the 29/30 days of dawn-to-sunset fasting. The celebration took place on Saturday 3 September and OAE decided this would be a great way to target potential CALD learners. A calico bag full of goodies was distributed at the celebration with OAE branding printed directly on it as well as the Learn Local logo, helping to provide consistency and brand recognition across the sector - *"Through the bags we want to showcase awareness about our organisation and Learn Local amongst the CALD community"* said Angelina Louey, Office Manager from OAE.

This simply is a great way to raise awareness of Learn Local! If you have similar stories on how you have implemented the new branding, please send them through!

People of Australia Ambassadors Program

Well done to Jennie Barrera, CEO of Wyndham Community and Education Centre who has been nominated by PM Julia Gillard to be one of forty ambassadors for the 'People of Australia Ambassadors Program'. Nominations will be taken from across the country acknowledging people who have actively encouraged participation and social inclusion. Jennie is a wonderful example and we wish her all the best!

To find out more on the program visit www.amc.gov.au

Check us out on



or our [website](#)

or on the [Learn Local Wiki](#)

Recent Memos

[Click on this link to read the memos:](#)

- Website transition to Skills Victoria
- Attachment 2 CHANGE REQUEST find a course provider
- Attachment 1 NEW REQUEST find a course provider
- Learn Local Advertising Campaign starting 28th August
- Attachment 1 Advertising Schedule
- ACFE's move to DEECD
- ACFE e-mentor project
- EFT Remittance advice to providers Attachment 1_ACFE Professional Learning Workshops 2011
- ACFE Professional Learning Workshops offered July to December 2011 by the TDC

[Click on this link to read the Capacity Initiatives memos:](#)

- Improve Governance in the Learn Local Sector Project - Survey of Committees of Management
- ACE Business Capacity Program workshops for non-RTO Learn Local Providers
- Business Mentoring for Learn Local organisations Further Opportunities

Interesting Statistics

Some 65,000 ACE learners were enrolled in VET courses during 2010. Another 34,000 learners were enrolled in non-VET enrichment programs, taking the total number of Victorians who participated in ACE programs during 2010 to around 100,000 - (2010 Datapack).

Important Dates (State-wide only)

26 – 27 September – Adult Learning Australia Conference

27 – 28 September - VALBEC

Saturday 30 September – AVETMISS Upload

1 – 8 October - National Skills Week

7-12 October - Successful Round 2 ACFE Board Capacity and Innovation Fund projects announced.

Learn Local Advertising Campaign!

The State-wide advertising campaign is underway so keep an eye out for Learn Local branding.

Key messaging for the campaign will encompass our overarching theme: 'Learn Local: Take your next step with us' and will focus on youth, parents returning to work and the CALD community.

The campaign will run from 28 August to 19 November through various media channels. Some of these include; social media, CALD radio and newspapers, mainstream radio and newspapers, community and regional newspapers and a regional television commercial.

Check out the TVC on the Learn Local YouTube site:

www.youtube.com/learnlocal

During this time it would be beneficial for your organisation to piggyback off this increased exposure by boosting the promotion of your own organisation in your local community. Help us spread awareness and give the Learn Local sector the recognition it deserves!

For more information and ideas on how to do this, please see recent memo [Learn Local Advertising Campaign starting 28th August](#).

Communications and Marketing Training

The communications and marketing training has been so well received, we thought we would share some thoughtful feedback with you.

“There are just so many things I have learnt and will be using. The Learn Local templates, tracking and raising the profile of our website and much more...”

- Evelyn Schmidt, Buchan Neighbourhood House, Lakes Entrance session.

“I would like to thank ACFE for one of the best sessions I have been to in many years of training. The people running the session were exceptional and the content was extremely relevant to our organisation. Thanks so much for making this available to us. Extremely inspiring!!”

- Jan Thorpe, Wingate Avenue Community Centre, Melbourne session.

Thank you for all your lovely feedback – we can't wait to see examples of how you have implemented some of the marketing tips provided in the training session.

2011 Victorian Learn Local Awards

Congratulations to all the winners:

Outstanding learner: Jessica McKenzie, Diamond Valley Learning Centre

Outstanding practitioner: Amy Baillie, Meadow Heights Learning Shop

Outstanding organisation: Wyndham Community and Education Centre

Outstanding Koorie achievement: Wimmera HUB

Outstanding pre-accredited program: Moe Life Skills Community Centre

Innovation in learning: Upper Yarra Community House

Capacity Initiatives – CALD Learners Project

In January 2011 Learn Local organisations were invited to apply for funding of \$15,000 to undertake combined research projects investigating *good practice* characteristics when responding to CALD learners.

To measure *good practice*, 3 key principles were put in place:

1. Engagement
2. Supportive learning environments
3. Supported pathways

Support workshops have been conducted in Melbourne in April and July. The final central workshop will be held Friday 7 October.

All projects are being documented and will contribute to a publication that will inform professional practice by sharing the insights gained through the research.

The publication is due to be completed in 2012. For further information please contact Lynda Achren on 9926 4798 or email achrenl@ames.net.au

2011 ATMA National Conference

The 2011 ATMA National Conference is soon approaching! The Australian Training Marketing Association (ATMA) is a non-for-profit organisation that seeks to promote excellence in marketing within TAFE and the Vocational Education and Training (VET) sector.

The 2011 ATMA National Conference will take place on Wednesday 9 and Thursday 10 November 2011 at the William Angliss Conference Centre in Melbourne. It will explore and discover ideas to adapt, respond and thrive in the highly competitive Vocational Education and Training (VET) market.

Registrations can be completed through the [online registration form](#). For a copy of the flyer please visit www.atmald.com.au



REGIONAL INFORMATION

Barwon South Western Calendar

12 September	Communications & Marketing - Geelong
13 September	Communications & Marketing - Warrnambool
12 October	AVETMISS Upload & 4 th ACFE Payment
15 October	SCH Reallocations/Negotiations finalised
8 November	BSW Provider Forum - Geelong
9 November	BSW Provider Forum - Warrnambool
25 November	2012 Pre-accredited Delivery Plan
31 December	Learner Satisfaction Survey closes

Communications & Marketing Workshops

Don't miss out on the Communications & Marketing Workshops scheduled for Geelong on Monday 12 September and Warrnambool Tuesday 13 September. It's still not too late to register.

Business Viability Assessment

Business Viability Assessments to be submitted annually with financial reports within one month of AGM.

A Frame

Use of the A Frame Quality Framework is mandatory to support the delivery of Pre-accredited programs.