

## 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](http://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](http://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 28<sup>th</sup> 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](mailto: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](http://www.atmald.com.au)



## Eastern Metropolitan Region Information

Eastern Metropolitan Region now on Facebook!

Search for us on Facebook "Learn Local ACFE Eastern Metropolitan Region" and "like" our page to be kept up to date with all the latest ACFE news in the Eastern Metropolitan Region.

### Pre Accredited Workshop Opportunity

#### Reinventing your Pre Accredited Program and Developing Innovative New Pathways For Learners

26 October 9.30 – 12.30 at Hawthorn Community House  
Facilitator: Wendy Hiam (invitations will be forwarded)

- Do you have trouble coming up with new ideas or ways to deliver courses that your community wants and needs?
- Are you time poor and want to make the most of your ACFE funded student contact hours which will suit your demographic?

This workshop is designed to help you to think differently about what and how you deliver your ACFE funded classes. It will give you help to brainstorm ideas, methods and knowledge to improve your chances of filling your classes and meeting Learner needs. It will look at the following:

- Industry and Learners' needs
- Funding requirements
- Partnerships
- Time management & sustainability
- Thinking innovatively
- Marketing ideas

### CALD Workshop Opportunity

This workshop will include presentations from participants in the 2011 "Responding to CALD Learners" Project (an ACFE Board funded Capacity Initiative) and the opportunity to reflectively engage with other practitioners around CALD Provision.

Topics will include:

- Pathways from ESL into VET
- Transitions to work and further study for CALD learners

The workshop will be held on Wednesday 19<sup>th</sup> October, 9.30am at Vermont South Community House. A formal invitation will be forwarded shortly.



**Brett de Hoedt, Media and marketing consultant, Hootville and marketing "guru" for Our Community keynote speaker at the ACFE EMR Provider Conference 2010**

### Congratulations!! to Upper Yarra Community House, winner of Innovation in Learning Award at the 2011 Victorian Learn Local Awards

In the Aged Care Industry Upper Yarra Community House (UYCH) found that many local aged care staff were overwhelmed with the need to use new technologies in their roles. In response, UYCH's team developed a unique delivery strategy using blogs, twitter and other collaborative platforms to teach aged care programs. Because many local aged care facilities use electronic devices to record information, UYCH provided learners with iPads before they started the course. They set up an iPad helpline, however most students were able to get family members, especially children, to help them learn to use the iPad. This whole-of-family participation was a fantastic unintended outcome.

### "A House Around the Corner" (click here for link to website and show)

**Now showing on Channel 31 Wednesdays at 4pm.**

Join Host Tricia Ziemer as she explores learning opportunities at community houses and Learn Local Organisations about fitness and wellbeing, gardening, Certificate Courses in IT, Aged Care, Hospitality, Business, special needs cooking, furniture restoration, English as a Second Language, career planning, Vocational Education fitness and wellbeing, gardening, and volunteering just to name a few. **Recommended viewing for all Victorians.**

### Stats Reporting DUE 3rd October - Pre Accredited Delivery

As we near the end of Term 3 2011, all Pre-accredited funded RTO's and non-RTO's are required to upload Enrolment Statistics to the SVTS website.

To assist us to monitor your contracts and to ensure your next scheduled payment is authorised for payment by 12 October 2011, we request that ACE Organisations send an error free "Enrolment Activity Report" that includes all enrolment activity up to 30 September 2011, from the SVTS website to the Regional Office, via fax or email, by C.O.B Monday 3rd October 2011.

### Business Viability Assessment & Annual Reports

Business Viability Assessments are to be submitted annually with your Annual Report and financial reports within one month of your AGM. If you have not already done so please forward this documentation to our office. Please note, it is a requirement that all ACFE income and expenditure appear as a separate line item in your financial reporting.