

## 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 Stat

Some 65,000 ACFE learner enrichment programs, taken from the 2010 Datapack).

ers were enrolled in non-VET learning 2010 to around 100,000 -

## 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)

## ACFE Grampians Calendar

October	AVETMISS Upload – September (Prior to 7 Oct 2011)
7-12 October	Notification of funding for Round 2 – Capacity & Innovation Fund
8 November	Grampians Provider Forum - Ballarat
9 November	Grampians Provider Forum - Horsham
December	AVETMISS Upload – Final (Prior to Christmas closure)
31 December	Learner Satisfaction Survey closes

## Small Business Mentoring

It is not too late to apply for a Small Business Mentor. Refer to [ACFE Capacity Initiative Memo No. 51](#). Available to Learn Local organisations that have and have not used a Small Business Mentor.

## Statistical Data and Enrolment Activity Reports

A reminder to submit your Statistical Data via the SVTS system and forward a copy of your Enrolment Activity Report to Ellen. RTO's are required to report monthly and non RTO's quarterly (see calendar dates above).

## Financial Statements & BVA's

Please remember to forward to Brett a copy of your Financial Statements (annual report) and Business Viability Assessment within one month of your AGM (in the mail or electronically).

## Learn Local Award Winner

Congratulations to Wimmera Hub, the winners of the Outstanding Koorie Achievement award for their 'Supporting Indigenous trainees to succeed' program. The Department of Sustainability and Environment (DSE) in the south west area engaged Wimmera Hub to deliver training to Indigenous trainees and workplace-training facilitators to help Koorie community members gain ongoing employment with DSE. Hub successfully adapted several courses to better suit Indigenous learners' preferred learning styles. At the conclusion of the program trainees have gained the skills to apply for ongoing positions at DSE and with other employers.

## Regional Council update

Regional Council has continued with the action of inviting providers and other stakeholders to attend its bi-monthly meetings held across the region. The meetings provide a framework for communication with other stakeholders to inform them about the Learn Local sector and to initiate and enhance connections and networks. In 2011 meetings have been held in Nhill, Ballan, Bacchus Marsh, Horsham and Ballarat. Stakeholders that have attended 2011 meetings: Chief Executive Officers (or their representative) from the local government areas of Ballarat, Golden Plains, Horsham, Hindmarsh and Northern Grampians; Australian Industry Group; Men's Sheds, Local Learning and Employment Networks; Wimmera Development Association and industry. If you haven't attended a meeting there will be an opportunity to do so in the future. Thank you to those providers who have attended.

## Regional Council Members

Jeff Rigby (Chairperson) - Chief Executive Officer, Grampians Wimmera Mallee Water

Keith Peters (Deputy Chairperson) - Senior School Improvement Officer, Department of Education & Early Childhood Development

Wendy Draayers (Executive) - Executive Officer, Highlands LLEN

Karen Monument - Community Engagement Officer, Social Inclusion & Planning, Department of Human Services

Dean Miller - CEO, Hindmarsh Shire

Geraldine Frantz - Mayor, Golden Plains Shire

Margaret Cousins - Regional Manager, VECCI

## Grampians ACFE contact details

ACFE Grampians  
Department of Education and Childhood Development  
109 Armstrong Street North  
Ballarat 3350

Ruth Barnes, Regional Manager  
5337 8413      0400 545 155  
[barnes.ruth.e@edumail.vic.gov.au](mailto:barnes.ruth.e@edumail.vic.gov.au)

Ellen Lawson, Education Support and Development Officer  
5330 8603      0438 323 989  
[lawson.ellen.l@edumail.vic.gov.au](mailto:lawson.ellen.l@edumail.vic.gov.au)

Brett Sinclair, Program Support Officer  
5330 8634  
[sinclair.brett.n@edumail.vic.gov.au](mailto:sinclair.brett.n@edumail.vic.gov.au)

### General

Phone: 5330 8634  
Fax: 5333 2135  
Email: [acfegr@edumail.vic.gov.au](mailto:acfegr@edumail.vic.gov.au)  
Web: [www.acfe.vic.gov.au](http://www.acfe.vic.gov.au)