

## 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)



## GIPPSLAND INFORMATION

### IMPORTANT DATES AND ACTIONS

**Mid October** – final pre-accredited advance payment

**Update Regional Office contact details** – check email signature blocks for correct info

### Congratulations to Gippsland Learn Local Award Winner and Finalists

- **WINNER** Outstanding Pre-accredited Program - **Moe Life Skills Community Centre** \$10K
- Community College East Gippsland – Innovation in Learning **FINALIST**
- Community College Gippsland, Tracey Audsley – Outstanding Learner **FINALIST**
- Community College Gippsland – Outstanding Koorie Achievement **FINALIST**



Above: Winners of the Outstanding Pre-accredited Program – Moe Life Skills. From left: Wendy Gibson, Minister Peter Hall, Carole Burkett & Luana Brock.

## ACFE Board Capacity & Innovation Fund, Round 2

We are excited by the incredible number of project applications that have been received for the second round of 2011 Capacity & Innovation Funding. Seventeen applications involving over two-thirds of Gippsland Learn Local organisations will be presented to the regional and state-wide evaluation panels over the next couple of weeks.

The applications represent over half a million dollars of projects in Gippsland alone, from ACFE Board potential funding. Include in-kind support and the investment represents potentially more than \$750,000 in the Gippsland region. The scope of ideas is impressive, to say the least!

Well done to all those involved in submitting the applications – we see how much work goes into them.

**HOT TIP** – most funding applications need a concise description of **what** you want to do, **why** you want to do it, **how** you will do it, and **outcomes** you anticipate seeing. When a project idea pops up, take the time to write a brief rationale, and file it along with an estimate of cost. The right grant is bound to come along and you'll be ready to apply!

## How is your 2011 delivery going?

All Learn Local organisations have been contacted directly with feedback for Year-to-30-June delivery data (emails sent around 11 August). Thanks to those who have supplied the SVTS report that was requested in the email. If you have not emailed this back, please do so as a matter of urgency. Email to [Langford.elizabeth.l@edumail.vic.gov.au](mailto:Langford.elizabeth.l@edumail.vic.gov.au).

## Thanks for your support Gippsland! Feedback from Provider Briefing 23 August

The recent Provider Briefing on 23 August was an exciting milestone for ACFE Gippsland. For the first time, the material was only presented using the online program Blackboard Collaborate (formerly Elluminate Live!). Why is this exciting? Because it demonstrates the ability and willingness by Gippsland Learn Local organisations to access live presentations in an online format. No other region in Victoria offers this kind of access to ACFE presentations – Gippsland is leading the way!

Don't worry, we do understand the benefits of face-to-face events and these will still be scheduled when it is best to do so. But we want to say a BIG THANK YOU for supporting an alternative mode of sharing information.

If you missed the presentation in real time, please [click here](#) for the recording.

### WE WANT YOUR FEEDBACK

The regional team is constantly looking at ways of improving communications with its stakeholders and making better use of current and emerging technologies. We also constructed a '5 minute Survey Monkey' asking for feedback on both the live and re-play session of the Blackboard Collaborate (*Elluminate*) session on 23/08/2011. [Click here](#) to go to the survey, closing 16/09/11.



From left: ACFE Regional Councillors congratulating Moe Life Skills. From left: Karen Fleischer, Luana Brock, Carole Burkett, Wendy Gibson, Glenda McPhee & Debbie Brown.