

Message from the ACFE Board

This month members of the Board and Regional Councils have been busy with the selection of grants as part of the Round 2 Capacity and Innovation Fund.

Successful and unsuccessful applicants will be notified shortly. Please contact your regional office if you require feedback on the outcome of your application.

Outstanding Learner

Congratulations to Jessica McKenzie who won the 'Outstanding Learner' award at the 2011 Victorian Learn Local Awards in early September. We think her story is incredible and we want to share it with you.

Jessica is one of seven children. She grew up in Wattle Glen and moved to Strathewen in 1994. At 14 years of age, in Year 9, Jessica's secondary education "went off the rails" and she was asked to leave school.

Deciding not to give up on her education, she enrolled at Diamond Valley Learning Centre (DVLC) in February 2007 and within a couple of years successfully completed studies in Maths, a Certificate III in Children's Services and a Certificate II in Community Services Work.

In 2009 Jessica experienced a further set-back and took 6 months off study after her family home was destroyed in the Black Saturday bushfires. Despite this, Jessica went on to complete VCE Maths Unit 1 at DVLC while living in temporary accommodation and working to support herself. She sat her VCE exams in November 2010 and passed with flying colours!

Studying at DVLC gave Jessica the confidence to apply for a Bachelor of Business at La Trobe University and received a first round offer. Jessica said *"I was pretty excited because I thought I had screwed my exams up, I was pretty much studying in my car really. It was a real struggle."*

In 2011, Jessica has scored very well in her first term University tests and has just received her semester one exam results. We should all take a leaf out of Jessica's book and live by her motto *"just do something"*.

Check us out on



or our [website](#)

or on the [Learn Local Wiki](#)

Important Dates (State-wide only)

Friday 7 October – CALD Action Research Workshops

Wednesday 12 October – Activity Schedule



Sian Lewis (far left), Jessica McKenzie (middle) and the Minister for Higher Education and Skills, the Hon. Peter Hall, MLC at the 2011 Learn Local Awards.



If you haven't seen it already – [check out the Learn Local television commercial on YouTube...](#)

Interesting Statistics

173 Learn Local organisations attend the Learn Local Communications and Marketing Training days held from July to September with a total of 257 attendees. – Learn Local Communications Team

As of Tuesday 26 September, the A House Around the Corner website has had 1,426 hits on the info page, 930 views of episode one and 544 hits on the Learn Local info page.

– Anne Burgoyne, Regional Manager, Eastern Metro.

Update – Improving Governance in the Learn Local sector

In the August edition we talked about the project 'Improving Governance in the Learn Local sector' which is aimed at improving the capabilities of Learn Local Organisations in the training environment.

This project looks at providing Committee of Management (COM) members with a framework and relevant tools to manage their education and training activities more effectively in a competitive skills-delivery environment.

A survey has been conducted to further identify and analyse the issues and define the key areas of focus for COM and a report is currently being finalised. The report will be presented to at the next meeting of the Projects Reference Groups for their input into the types of resources and tools to be developed.

An update on the findings will be included in a future Newsletter.

Learn Local success stories

It's been wonderful to see more organisations get on board promoting Learn Local. This month we are acknowledging Coonara Community House (CCH) and Mansfield Community Education Centre as successful advocates!

Recently, Coonara Community House placed the Learn Local logo prominently on their website and added it to their Course Guide for Term 3. We can't stress how important this is for brand recognition. With the advertising campaign in full flight, customers need to know when entering your website they are in the right place! Consistent branding will ensure customers recognise Learn Local and understand you fall under the umbrella of Learn Local organisations. Check out the CCH website at www.coonarahouse.org.au

Mansfield Community Education Centre has also used the branding effectively on printed publications such as the July-October course guide and general brochures. They have recently re-vamped their website where the Learn Local logo sits prominently. It really looks fantastic – take a look www.mace.vic.edu.au/our-community/

Why don't you go through the checklist below to see if you are promoting Learn Local effectively!

Checklist:

- ✓ Learn Local certificate is up on the wall
- ✓ Utilising Learn Local giveaways
- ✓ Learn Local posters are displayed
- ✓ Using branding on printed material and website
- ✓ Utilise banners once received
- ✓ Utilise lapel pins/badges once received

Learn Local competition!
WIN an iPad2 – tell your learners to enter via the [YouthCentral website](http://YouthCentral.com.au)



Recent Memos

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

- 2011 / 33 ACFE Numeracy Review (with 6 attachments)

A House Around the Corner...

is on the small screen!

A House Around the Corner is a weekly television series running for 13 weeks on Channel 31 highlighting the incredible range of educational programs Learn Local organisations provide across Victoria.

It includes an associated website, providing viewers with follow up information and links to Learn Local and Neighbourhood House activities.

The aim of this project is to increase engagement with Learn Local and accredited training by showcasing examples and opportunities.

We hope it will increase visibility and awareness of local community learning opportunities and hopefully improve understanding of the community house based adult education sector.

Students from Coonara House's Certificate II in Media are involved in filming, lighting and editing of the series. This experience offers a range of skills and is helping provide growth paths for those seeking employment in Media with particular focus on the television industry in Melbourne.

Thank you to all involved - it's off to a great start!

To take a look at episodes already aired (especially if you are in an area without Channel 31 access) visit:

<http://ahousearoundthecorner.org/Episodes>



GIPPSLAND INFORMATION

Greetings to our fantastic Learn Local providers, the school holidays are in full swing and we hope those who are on leave have a good and well deserved break! For those who are not on leave, we hope you are enjoying the office and all the wonderful things that happen at work...

IMPORTANT DATES AND ACTIONS

[AVETMISS Upload & 4th ACFE Payment 15th October](#)

[Learner Satisfaction Survey closes 31st Dec](#)

Business Viability Statements and Annual Reports

We would like to say, "Well done!" to those of you who have promptly sent the Regional Office their BVC's and annual reports. We send out an automated reminder before your annual general meetings and anticipate these documents arrive soon after. Keep up the good work.

Communications and Marketing Manual

A good number of providers attended the Learn Local marketing workshop in August. This training was extremely beneficial and quite a hit amongst all regions, extra copies of the manual have been requested and we have also organised copies for those who were unable to attend, so be expecting this little beauty to arrive in the mail. We strongly advise that this information is soaked up and taken advantage of, we urge you to take the time to read through the manual. It was developed to provide information, tools and resources to Learn Local organisations to assist with their marketing efforts. Reading a section at a time would assist you in fitting this into your daily schedule. Some interesting topics such as brand identity (start here!), website design, social media and Google analytics were of significance to those who participated, and will definitely give an edge over folks who are not up to date with this advanced dynamic content! Following are two links to two interesting short You Tube clips well worth watching from the training to give you an idea of some of the topics covered in the manual.

<http://www.youtube.com/watch?v=3SuNx0UrnEo>

<http://www.youtube.com/watch?v=7XyWTGepCho>

Thank you for your participation in 'Survey Monkey'

We would like to take this opportunity to thank providers who participated in the recent 'Survey Monkey' relating to the 'blackboard collaborate' session (illuminate) on 23/08/11 about the '2006-2011 data pack'. We appreciate your time, feedback and suggestions to help us develop a more effective means of communicating with our stakeholders, in the future. The information collected will be presented to the Regional Council for discussion, and a report back to providers will be sent out after that. We will keep you posted.

Learner Satisfaction Survey

This is a friendly reminder that the Learner Satisfaction surveys are a contractual requirement and we anticipate that all providers will have completed a number of uploads by the end of October. Remember, the survey is a useful means of reporting learner satisfaction to your Committees of Management. Well done! To Bass Coast Adult Education Centre, Mallacoota District Health & Support Service & Sale Neighbourhood House who have already exceeded the number of surveys requested.

Business Survey

The CWCC business survey has been sent to the providers for the past 6 years. The information gathered is important and used to influence government and other stakeholders; for this reason we ask all providers to complete the survey. Please refer to the email from ACFE Central in August, or the follow up emails sent from the Regional Office on the 16th and 23rd of September. If you are experiencing difficulties with this please contact the Regional Office for support. Thank you for those who have taken part it is greatly appreciated.

CHECK IT OUT

Learn Local on Facebook & Twitter

- <http://www.facebook.com/learnlocal>
- <http://twitter.com/#!/learnlocal>

Is your organisation on these social media sites? (Be sure to check out the social media section in the Communications and Marketing manual mentioned earlier!)



Maryanne Meyer, Jeff Tellefson, Merle Rose & Bernadette O'Conner from Community College Gippsland at the recent Learn Local Awards on the 6th of September.