# ACFE Board Memo 21 March 2014

**To:** ACFE Regional Council Chairs

 Adult Education Institutions

 Learn Local Organisations

 Learn Local Stakeholders

 Participation Branch Staff

From: Bronwen Heathfield, Director, Participation Branch

**Subject: Learn Local Marketing Mentorship – Expression of Interest now open**

Date: 21 March 2014

The ACFE Board has engaged the services of the Small Business Mentoring Service (SBMS) to assist Learn Local organisations with the development of marketing plans and to provide support with the implementation of these plans to Learn Local organisations working as networks or as individual organisations. There is no cost to Learn Local organisations.

Participating Learn Local organisations will receive 4 x half day workshops in their general geographical area covering the following topics…

* **Workshop 1** – **Who are YOUR Customers?** – builds understanding of the importance of customer focused marketing and provides effective customer focused client attraction tools
* **Workshop 2** – **Marketing & Promotion** – creates understanding of a variety of tools available for marketing & promotion and identifies those appropriate for individual Centres
* **Workshop 3** – **Effective use of Social Media** – helps determine the importance of using electronic/social media and provides guidelines and strategies for their effective use
* **Workshop 4** – **Creating your Marketing Action Plan** – assists with development of a realistic and workable action oriented marketing plan and the implementation of that plan

In addition to the workshops, each participating Learn Local will receive 4 x 1-1.5 hour mentoring sessions at their organisation, to better understand how the workshop content is applicable to their business and to assist with development and implementation of their Marketing Strategy and Action Plan.

Program Delivery

SBMS will provide the above Program to groups of Learn Local organisations (each with a minimum of 4 and a maximum of 10 participating organisations per session) in 6 Metropolitan and 4 Regional locations. Area selection will be based on expressions of interest/registrations received and numbers of organisations in each area.

Delivery of workshops will be on a monthly basis held from April to August (dates to be confirmed) with the mentoring sessions held within 2 weeks after each workshop.

Requirements

There are a few requirements for participants of the program and for their organisation:

* Participation in the program will require participants to commit to attending all four workshops over April to August and the mentoring sessions – this is a commitment of at least 22 contact hours for each applicant.
* Organisations can apply as individuals, or as a network of organisations, or as individual organisations interested in working as part of a network. Preference will be given to networks of organisations already working together or for organisations who are willing to work together as this will make it simpler to identify suitable delivery locations.
* The information and support that will be provided will be more suited to organisations or networks which do not have existing marketing plans and have not worked together on shared marketing services previously – it will be suitable for staff with novice to intermediate marketing skills.
* Participating Learn Local organisations may be requested to provide meeting facilities for a workshop session throughout the program and/or will have to be willing to travel to selected workshop delivery locations.

This immersive opportunity is being offered to Learn Local organisations at no cost to your organisation and comes with potential gains – at the very least your organisation will be equipped with a new marketing plan and up-skilled in the areas of promotion through working with an industry professional mentor. Other outcomes could include success as a collaborative network with other organisations and the successful sharing of marketing services across your organisations.

Participation requires completion of an Expression of Interest form (Attachment 1) and submission of that document by close of business on Thursday 3 April, 2014.

For more information you can contact your Regional Manager or Mary Masters masters.mary.m@edumail.vic.gov.au (03) 9637 2498.

**Bronwen Heathfield**

Director, Participation Branch