**ACFE Board Memo**

To: ACFE Regional Council Chairs

Adult Education Institutions

Learn Local Organisations

Learn Local Stakeholders

Training Participation and Facilitation Division Staff

From: Bronwen Heathfield, Director, Participation Branch

Subject: **2014 Learn Local Advertising Campaign – *Special advertising opportunity for Learn Local organisations***

Date: 20 May 2014

To coincide with the 2014 Victorian Learn Local Awards and to extend the promotion of the new Learn Local Network website ([www.learnlocal.org.au](http://www.learnlocal.org.au)), the ACFE Board will be implementing a state-wide Learn Local advertising campaign in August / September 2014. The aim is to increase the awareness of the Learn Local network and boost participation in the sector.

All elements of the campaign will highlight the benefits of Learn Local education and training, including the wide range of high quality course options available to learners, the ease of access and the flexibility of delivery. The campaign will also profile several of the finalists and winners of the 2014 Awards. The campaign will run from 10 August to 13 September and will include a range of digital and press media channels across Victoria. The full media schedule is at **Attachment 1**.

In addition to the activities outlined in the media schedule, the ACFE Board will also be boosting the promotion of Learn Local throughout the campaign via its social media channels (links below), editorial opportunities and other marketing activities:

* Learn Local Facebook: [www.facebook.com/learnlocal](http://www.facebook.com/learnlocal)
* Learn Local Twitter: [www.twitter.com/learnlocal](http://www.twitter.com/learnlocal)
* Learn Local YouTube: [www.youtube.com/learnlocal](http://www.youtube.com/learnlocal)

**Special advertising opportunity for Learn Local organisations**

As part of the campaign, the ACFE Board will be placing two insertions of a one page advertising feature in all 33 newspapers across the six Leader Community Newspaper regions in August 2014. The aim of the feature is to lift the profile of the sector by profiling real learner stories as well as providing an opportunity for Learn Local organisations that are located (or delivering training) within the boundaries of the six Leader regions to promote their own organisations at a significantly negotiated rate (approximately 40% off the casual advertising rate).

For more information about this special opportunity, including rates and Leader readership statistics, please see the attached presentation from Leader Community Newspapers (**Attachment 2**).

A sales representative from Leader Community Newspapers (also known as News Corp Australia) will be following up with all relevant Learn Local organisations in the coming weeks. However, in the meantime if you have any questions or would like to participate in this opportunity please contact Ann Margaret Laidlaw from Leader directly on (03) 9292 1944 or email [ann.laidlaw@news.com.au](mailto:ann.laidlaw@news.com.au)

Although this special advertising opportunity is only relevant for Learn Local organisations that are located (or delivering training) within the boundaries of the six Leader regions (ie. mainly Metropolitan based organisations) this year, if it is successful, the ACFE Board will look for similar opportunities for all Learn Local organisations right across Victoria in the future.

**Other ways all Learn Local organisations can be involved**

During the campaign, all Learn Local organisations across Victoria can also piggyback off the increased exposure of the sector by boosting the promotion of your own organisation in your local community. Some ideas include:

* Approaching the local media with good news stories about your organisation / learners / upcoming events etc
* Place an advertisement for your organisation alongside the general Learn Local adverts in the mainstream, CALD and regional newspapers, if budget allows. See Attachment 1 for media and placement information.
* Submit learner stories or information about your upcoming events to the Learn Local Network project managers (Adult Learning Australia and the Association of Neighbourhood Houses and Learning Centres) for inclusion on the website during the campaign. Send your suggestions to [info@learnlocal.org.au](mailto:info@learnlocal.org.au)
* Increase your comments / updates on your social media channels and when possible also comment / like messages on the Learn Local social media channels.

If you have any questions regarding the advertising campaign please contact Georgie Marinucci or Mary Masters in the ACFE Board Secretariat on (03) 9637 2473 or email [learnlocal@edumail.vic.gov.au](mailto:learnlocal@edumail.vic.gov.au)

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