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| Higher Education and Skills Group  **Participation Branch Memo**  **Department of Education and Training** |

***NUMBER: 2016 / 10 / 02***

**TO:**

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| Learn Local organisations  *– ALL* | Learn Local stakeholders | ACFE Regional Councils |
| Adult Education Institutions | Participation Branch staff |  |

**FROM:** Eduard de Hue, A/Director, Participation Branch

**DATE:** 2 October 2016

**SUBJECT:** *Learn Local Network Brand Review – Survey for all Learn Local organisations*

**ACTIONS / CRITICAL DATES:**

* Complete the Learn Local Network Brand Review survey by Tuesday 18 October 2016: <https://www.surveymonkey.com/r/DLBXHLP>

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The ACFE Board has partnered with Studio Blueboat, a brand development and evaluation specialist, to develop refreshed brand guidelines for the Learn Local network brand. In order to better understand your unique brand needs, any Learn Local related promotional challenges faced by your organisation and to identify opportunities for improving your experience using the Learn Local network brand, we have developed a short survey for all Learn Local organisations to complete.

The Learn Local network brand has been around since 2011 and some organisations have used it more than others and this is fine. This survey is to help us to get an idea of how organisations have used the Learn Local network brand over the past five years (if at all), any challenges you have experienced as well as any suggestions for ways that we can improve your experience using the brand and thereby assist your Learn Local related marketing efforts.

Your feedback will help us to develop functional, easy to understand and relevant brand guidelines that you can use to support your Learn Local related marketing efforts. We welcome your suggestions and thank you in advance for taking the time to share your thoughts.

Before you get started, we would just like to reiterate that the purpose of the Learn Local network brand is to bring all the organisations together that deliver ACFE Board funded pre-accredited training under a network positioning (ie. Learn Local). This then assists the ACFE Board to increase the awareness across the state of the highly valuable work that you all do and the learning opportunities available. One way the ACFE Board is currently using the Learn Local network brand to promote all Learn Local organisations is the Learn Local network website ([www.learnlocal.org.au](http://www.learnlocal.org.au)). The Learn Local network brand is not meant to replace or take over from your organisation’s own existing brand.

The survey is available at: <https://www.surveymonkey.com/r/DLBXHLP>

Please complete the survey by close of business Tuesday 18 October 2016.