|  |
| --- |
| Higher Education and Skills Group**Participation Branch Memo****Department of Education and Early Childhood Development** |

***NUMBER:*** *2014 / 07 / 14*

**TO:**

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

**FROM:** Bronwen Heathfield, Director, Participation Branch

**DATE:** 14/07/2014

**SUBJECT:** Learn Local Advertising Campaign - Reminder

**ACTIONS / CRITICAL DATES:**

* Book an advert in the 1st Leader Learn Local Feature **by 21st July** (*Publication date w/c 10th August*).
* Book an advert in the 2nd Leader Learn Local Feature **by 11th August** (*Publication date w/c 1 September*)
* Across August and September, ask new learners ‘how they found out about your organisation’ and include [www.learnlocal.org.au](http://www.learnlocal.org.au) and Learn Local advert as two of the choices.

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

As advised in [Participation Branch Memo No: 2014/05/20](http://www.education.vic.gov.au/Documents/training/providers/learnlocal/memo/2014/abmemo20140520.docx), the ACFE Board is implementing a state-wide Learn Local advertising campaign from 10 August to 13 September which will include a range of digital and press media channels. The full media schedule is available at <http://www.education.vic.gov.au/Documents/training/providers/learnlocal/memo/2014/abmemo20140520att1.docx>

The campaign highlights 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 and how to find a Learn Local organisation through [www.learnlocal.org.au](http://www.learnlocal.org.au).

**Special advertising opportunity for Learn Local organisations – *Reminder***

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. The features will also provide an opportunity for Learn Local organisations to advertise their own organisations at a significantly negotiated rate (between 20% and 40% off the casual advertising rate).

A number of Learn Local organisations have already taken up this special advertising opportunity but there are still places available. Leader have tailored the opportunity to allow Learn Local organisations to either purchase an advert that will appear in all the Leader papers across a relevant region or just purchase an advert in one Leader newspaper (eg. Knox Leader). More information about this, including the significantly reduced prices available only to Learn Local organisations, is available at <http://www.education.vic.gov.au/Documents/training/providers/learnlocal/memo/2014/abmemo20140520att2.pdf>

**Booking**

For more information or to book an advert please contact Ann Margaret Laidlaw from Leader Newspapers directly on (03) 9292 1944 or email ann.laidlaw@news.com.au. The booking deadlines for this special advertising opportunity are outlined below:

|  |  |  |
| --- | --- | --- |
| **Leader Feature** | **Publication Date** | **Advert Booking Deadline** |
| 1st Feature | w/c 10 August 2014 | **21 July 2014** |
| 2nd Feature | w/c 1 September 2014 | **11 August 2014** |

All elements of this campaign will direct people to the new Learn Local Network website ([www.learnlocal.org.au](http://www.learnlocal.org.au)) to find a Learn Local organisation in their community.

**Measuring success**

To gauge the success of this advertising investment, we will be seeking feedback from organisations to find out how much interest you have had from learners finding you through the Learn Local website or any of the Learn Local adverts (both press and digital).

So, when you ask new learners ‘how did you hear about us?’ please add [www.learnlocal.org.au](http://www.learnlocal.org.au) and Learn Local advertising to your list of options.

Please record this data throughout August and September. We will be seeking your feedback in early October.