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

**NUMBER:** 2014 / 10 / 17

**TO:**

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| Learn Local organisations – ALL  |  |  |
|  |  |  |
| Participation Branch staff |  |  |

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

**DATE:** 17/10/2014

**SUBJECT:** Learn Local Marketing Mentorship – final opportunity

**ACTIONS / CRITICAL DATES:**

* Final opportunity for 10 organisations to take part in the Learn Local Marketing Mentorship – program includes four half-day workshops, plus four mentoring sessions.
* One workshop series will be held November-February in Ringwood – exact dates listed below.
* Submit expressions of interest by **Friday 31 October**

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The ACFE Board is pleased to be able to offer one final opportunity to Learn Local organisations to undertake a Marketing Mentorship run through Small Business Mentoring Services. There is no cost to Learn Local organisations.

**The program**

Four half-day workshops will take place at the SBMS office in **Ringwood** from **10am to 1pm** on the following dates:

* **Wednesday November 19,** (Workshop 1) Who are YOUR Customers? – builds understanding of the importance of customer focused marketing and provides effective customer focused client attraction tools.
* **Wednesday December 10,** (Workshop 2) Marketing & Promotion – creates understanding of a variety of tools available for marketing & promotion and identifies those appropriate for individual Centres.
* **Wednesday January 21,** (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.
* **Wednesday February 18,** (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, each participant will receive 4 x 1-1.5 hour mentoring sessions delivered at their organisation, to better understand how the workshop content can apply to their business and to assist with development and implementation of their Marketing Strategy and Action Plan.

Participation in the program will require participants to commit to attending all four workshops and the mentoring sessions – this is a commitment of at least 22 hours for each applicant.

**Who will benefit?**

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.

The feedback from the 70 organisations who have already undertaken this program has been excellent:

* “I have found the Marketing Mentorship to be of enormous value to myself and Winchelsea Community House. I came to the group with very limited marketing knowledge and now I feel equipped with lots of tools to be able to successfully complete our marketing plan and submit to my Committee of Management for adoption. The materials used were very informative and are a great reference tool to take away. I would have no hesitation in recommending this program to others”. – Wendy Greaves, Winchelsea Community House
* “The program offered many ideas to assist with marketing our cluster programs and for marketing our organisations individually. Ideas flowed from the very first session”. – Chris Mountford, Manager, Bulleen & Templestowe Community House Inc.
* “There is so much I have taken away from these sessions. We found it very beneficial and the books are a great resource”. – Sharon Cosgriff, Manager, Arrabi Community House Inc.

**How to apply**

The Expression of Interest form (Attachment 1) must be **submitted to Mary Masters by close of business on Friday 31 October**. Successful **applicants will be** **notified by November 7th**.

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

Bronwen Heathfield

Director, Participation Branch