Higher Education and Skills Group

**Participation Branch Memo**

**Department of Education and Training**

***NUMBER:*** *2017 / March / 21*

**TO:**

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| All Learn Local providers | Adult Education Institutions | ACFE Board |
| ACFE Regional Councils | Learn Local stakeholders | Participation Branch Staff |

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

**DATE:** 21 March 2017

**SUBJECT: Review of Learn Local Digital Strategy and list of current online resources**

**ACTIONS:**

* Ensure your team is aware of the various ACFE Board Online Resources.

The ACFE Board is about to begin a review of its overall approach to managing the Board’s online resources. It is anticipated that this review will result in the refresh of the Board’s Learn Local Digital Strategy in order to accommodate the expanding role of Board supported online resources and to align this strategy with the Board’s 2016 - 2019 Strategic Plan. As part of the review, the Board will consult with its stakeholders, including Learn Local providers and Adult Education Institutions. Further information will be provided about this in coming months.

In the meantime, please find below a list of the current Board online resources that may be of use to Learn Local providers and Adult Education Institutions:

* Content on the Department of Education and Training’s website
* Learn Local network website
* A-Frame Exchange
* Community Career Hub
* Learn Local social media channels
* Learn Local Wikipedia
* Learn Local Wiki.

Some of these resources are targeted directly to Learn Local providers and Adult Education Institutions while others are targeted at other stakeholders, such as potential and current learners and businesses. No matter the target audience, all of these resources have been developed to assist the Learn Local providers and Adult Education Institutions in some way – whether that be operational, promotional or to assist with program development and learner pathways.

Please ensure that your team is aware of all of these online resources so that they can access them / contribute to them when appropriate.

Further details about all of these resources (including the relevant URLs) are at **Attachment 1**.

**ACFE Board Online Resources**

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| Online Resource | URL | Target Audience | Details |
| Department of Education and Training websiteNote: The content on the Department website is grouped by education sector (eg. Early Childhood, Schools and Further Education and Training) and then split into sections depending on the target audience (eg. Learners, Training providers, Employers and Industry). This is why the ACFE Board owned / managed content is split over several sections. | ACFE Board<http://www.education.vic.gov.au/about/department/structure/Pages/acfe.aspx> | * Sector peak bodies
* TAFE Institutes and other training providers
* Other government departments
* General public
 | This page contains information about the ACFE Board including its membership, role, relationship with Learn Local providers and its governance structure including the ACFE Regional Councils. It also sometimes has information about how to apply to join the Board and / or the Regional Councils.  |
| Regional Council Resources Hub<http://www.education.vic.gov.au/about/research/Pages/regcouncilhub.aspx> | * ACFE Regional Council members
* ACFE Board members
 | The ACFE Regional Council Resources Hub was developed to assist the ACFE Regional Councils and the ACFE Board with understanding and fulfilling their governance role. The resources have been grouped into activities each Council member, chairperson/deputy chairperson or ACFE Board member is likely to undertake around its governance role.  |
| ACFE Publications and Research<http://www.education.vic.gov.au/about/research/Pages/ace.aspx>  | ACFE Board stakeholders including:* Learn Local providers
* Sector peak bodies
* TAFE Institutes and other training providers
* Other government departments
* General public
 | This page contains policy and research publications that have been either developed by the ACFE Board or on its behalf as well as a link to the ACFE Board Annual Report. |
| Learn Local organisations<http://www.education.vic.gov.au/training/providers/learnlocal/Pages/default.aspx>  | * Learn Local providers
* Committees of Management
* Community organisations interested in being registered with the ACFE Board
 | This section of the website contains information about:* Membership of the Learn Local network
* Committees of Management resources and tools
* Grants and funding opportunities for Learn Local providers, including a list of all successful ACFE Board funded CAIF projects on the CAIF page available at <http://www.education.vic.gov.au/training/providers/learnlocal/Pages/acfeboardfund.aspx>
* Programs and projects relevant to Learn Local providers
* Formal notifications from the DET / ACFE Board to Learn Local providers and other stakeholders (see: <http://www.education.vic.gov.au/training/providers/learnlocal/Pages/memo.aspx>)
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| Learn Local courses<http://www.education.vic.gov.au/training/learners/learnlocal/Pages/default.aspx>  | * Potential and current learners
* Businesses
 | This section of the website contains information about the Learn Local network and the type of training it delivers. Visitors to this section of the website are directed to the Learn Local Network website for further information. |
| Victorian Learn Local Awards<http://www.education.vic.gov.au/learnlocalawards>  | * Learn Local providers
* Potential and current learners
* Sector peak bodies
* Other government departments
 | This page contains nomination and event information about the Victorian Learn Local Awards which are held annually by the ACFE Board to recognise the inspirational efforts of learners, practitioners and training providers in the Learn Local network. |
| Learn Local Network website | [www.learnlocal.org.au](http://www.learnlocal.org.au)  | * Potential and current learners
* Businesses
* Other government departments
* Community organisations
 | The Learn Local network website acts as a ‘gateway’ for users to find out about their nearest Learn Local provider. While it provides a little information about what Learn Local education and training is all about, its main purpose is to drive traffic straight out to Learn Local providers.  You will be able to see this in action on the website as almost every page leads users to the ‘Find a Learn Local’ search function, and then directly to individual Learn Local providers.This website has been built to support the network and increase the online presence of Learn Local providers. It is not intended to compete with or replace Learn Locals’ individual websites. All registered Learn Local providers are welcome to submit content ideas to the website managers (via email to info@learnlocal.org.au) such as:* events and programs for the *Spotlight on news and events* page (rotated regularly), and
* new learner stories for the *Stories from learners* section.
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| A-Frame Exchange | [www.aframeexchange.com.au](http://www.aframeexchange.com.au) | * Learn Local providers
 | The purpose of the A-frame Exchange is to stimulate creative and innovative program design responses to meet the learning needs of disadvantaged learners. Through the Exchange, staff and practitioners from Learn Local providers can access quality pre-accredited A-frame Course and Session Plans that have been Pre-accredited Quality Framework (PQF) moderated.The A-frame Exchange is a secure website restricted to Learn Local providers registered with the ACFE Board. Learn Local providers can upload their own A-frames, share A-frames and also download A-frames. |
| Community Career Hub | <https://communitycareerhub.com.au/>  | * Potential and current learners
* Learn Local providers
* Career practitioners
 | The Community Career Hub provides careers and pathways information for potential and current learners, assisting them to map their pathways, investigate options, connect with appropriate people or organisations, explore the world of work and if needed change careers. The Hub is also a useful resource for Learn Local providers and career practitioners when helping people to explore their career and training options. |
| Learn Local social media channels | Facebook[www.facebook.com/learnlocal](http://www.facebook.com/learnlocal)  | * Potential and current learners
 | The Learn Local Facebook page is targeted at learners and potential learners. To help build a community and encourage engagement, the project managers’ post on a daily basis including:* posts from the Facebook pages of Learn Local providers about events and course updates
* images and facts on lifelong learning
* research related to education and learning
* links to learner stories on the Learn Local website
* inspirational quotes and stories about education and learning
* information about the annual Learn Local awards including award nominees and winners
* other DET initiatives such as the Victorian Skills Gateway website
* various ‘calls to action’ around accessing Learn Local courses including the ‘Find a Learn Local Directory,’ etc
* sharing Learn Local ‘Spotlight’, Blog and video content.
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| Facebook – Learn Local Provider Network (closed group)*No url – see details section for how to join.* | * Learn Local providers
 | The Learn Local Provider Network closed group on Facebook is just for Learn Local providers to share information about what they are doing in the digital space. There are already over 100 members and it's very easy to join!1. Login to your personal Facebook profile (not your organisation's page).
2. Type 'Learn Local Provider Network' into the search box (on the top) of Facebook.
3. Click on the 'Join' button on the top right hand side of the Facebook Group.
4. Wait – the project managers will accept you once they are notified that you are interested.
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| Twitter[www.twitter.com/learnlocal](http://www.twitter.com/learnlocal)  | * People working in the education and training sector
* Other government departments
* Potential and current learners
* Learn Local providers
 | The Learn Local Twitter channel is primarily aimed at external stakeholders working in the education and learning sector rather than individual learners. Regular information is ‘tweeted’ that drives users to the Learn Local network website. ‘Tweets’ of individual Learn Local providers and other relevant stakeholders is also regularly shared on this channel. |
| YouTube[www.youtube.com/learnlocal](http://www.youtube.com/learnlocal)  | * Potential and current learners
* Learn Local providers
 | The Learn Local YouTube channel contains over 25 videos of learners and practitioners from the Learn Local network.All registered Learn Local providers are welcome to submit learner story ideas to the social media managers (via email to info@learnlocal.org.au). |
| Learn Local Wikipedia article | <https://en.wikipedia.org/wiki/Learn_Local> | * People working in the education and training sector
* Other government departments
 | The Learn Local Wikipedia article contains information about the Learn Local network including the type of training it delivers, its funding sources and the Victorian Learn Local Awards. |
| Learn Local Wiki | <http://learnlocal.acfe.vic.edu.au/> | * Learn Local providers
 | The Learn Local Wiki is the place to go to view and download all Learn Local related documents, logos and templates including the Learn Local brand guidelines. |