

FOR THE LATEST NEWS FROM THE LEARN LOCAL SECTOR, PROVIDING QUALITY TRAINING FOR ADULTS IN EMPLOYMENT AND EDUCATION

## Message from the Minister...

During a visit to the Banksia Gardens Community Centre in March, I had the pleasure of announcing the recipients of the third round of the Adult, Community and Further Education (ACFE) Capacity and Innovations grants, with Banksia being one of the recipients. Banksia will use their funding to work collaboratively with Hume City Council and Broadmeadows businesses to match training to local business needs.

I would like to offer my congratulations to all those organisations who have been awarded the grants, as they showcase the impressive breadth of Learn Local projects going on across Victoria. These projects are of great benefit to learners, Learn Local organisations and most importantly, the communities which they serve.



Peter Hall with Christine Fyffe, Member for Evelyn (far left), presenting a round 3 Capacity & Innovation Fund project certificate to an ecstatic Jan Simmonds from Morrissons.

The third round of Capacity and Innovation grants will provide a total \$2.3 million boost to the sector, highlighting our commitment to building Learn Local business capacity, supporting innovative teaching and learning practice and to providing industry-focused training opportunities with a double benefit: helping increase the training base of the community and providing local businesses with work-ready employees.

I look forward with great interest to seeing all of the promising Round 3 projects rolled out during the year.

– Peter Hall, Minister for Higher Education and Skills

## Second series underway - apply now!

Following the success of the first series of TV show "A House around the Corner" applications are now open for Learn Local organisations to star in Series 2! This is a wonderful opportunity to get your organisation into the media and to celebrate the stories and successes of your learners, staff and communities.



The show, funded by ACFE, highlights the stories and successes of the Learn Local sector. The videos are streamed online after they air and segments can also be made available to organisations to use for their own promotional purposes. The second series will be screened on Channel 31 from September to November 2012.

So how do you get involved? Fill out the application attached to [General Memo 2012/05](#) before 20 April. Stories will be considered in the order they are received so be quick to put in your application!



Click the calendar for diary dates

- Professional development
- ACFE Agreement important dates

## Get more from

facebook 

1. Build your 'LIKES' - get every employee in your organisation to share the page with their friends.
2. Post pictures often. Images are the MOST looked at pieces of info on Facebook.
3. Make sure all your business details are filled out comprehensively so people can contact you.
4. Update the 'description' field to mention your training and other services.
5. Add a link from your website to Facebook, and vice versa.

**five easy ways**

## NAB 'Schools First' School-Community partnership applications now open

This opportunity is for Learn Local organisations to foster and enhance partnerships with schools. The 2012 NAB Schools First Awards have **\$3 million** available to 130 outstanding school-community partnerships.



The awards program is divided into three parts. The *Impact Awards* recognise established school-community partnerships. The *Seed Funding Awards* helps new and developing partnership. The third category awards partnership ideas initiated by students - *The Student Awards*.

The best starting point is to look at the [website](#) for further information. Stuck for an idea? The website has literally hundreds of [examples](#) of ways in which community organisations have partnered with schools.

The application will need to be lodged by your partner school and there is plenty of time to get talking – you have until 29 June to lodge the application.

**Hold the date!**  
AN E-LEARNING SHOWCASE FOR LEARN LOCAL PROVIDERS 2012

### e-learning - why?

View the E-Learning wiki for more details about Keynote speakers & presenters  
<http://eshowcase12.acfe.vic.edu.au>

Date: 22 June 2012 Start 9.30am - 4.30pm (Registration 9.00am)  
Venue: William Angliss TAFE Conference Centre  
LaTrobe Street Melbourne

## e-Learning skills help ACFE staff improve service to the sector

When the ACFE Board needed to roll out the training for its pilot project International Computer Driving Licence (ICDL), the Gippsland team offered to use virtual conferencing (*Blackboard Collaborate*) to benefit organisations from around the state that were unable to travel to the nearest training. And for those who could neither travel nor participate in real-time, the session was recorded and distributed via a link, which could be viewed at any time.

People from as far as Robinvale in the north-west, Wonthaggi in the south and Swifts Creek in the east of Victoria could virtually sit together and access the required training.

Special thanks to [e-mentor Junita Lyon](#) for her support to the ACFE Gippsland team.



**psssst.....here's the DIRECT LINE to Learn Local.**  
Click on the hotline to email us with your stories, give feedback or share ideas.

## RECENT MEMOS – click 'em

[2012 / 08 Pre-accredited quality framework – advice and arrangements for moderation workshops \(Word 226.0 KB\)](#)

[2012 / 07 Taking the Next Steps for Disengaged Learners: Policy levers for increasing the skills of low-skilled Victorians project \(Word 273.5 KB\)](#)

[2012 / 06 Skills Victoria changes its name to Higher Education and Skills Group \(HESG\)](#)

[2012 / 05 A House Around The Corner series 2](#)

[2012 / 02 ACE Business Capacity Program 2012: additional non-RTOs workshop \(Word 299.5 KB\)](#)



WIKI



FACEBOOK



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*We LIKE what you're doing!*

See how [Traralgon Neighbourhood Learning House](#) is using Facebook to promote the International Computer Driver's Licence.



*Free* e-Learning Showcase 2012 register NOW!

This one-day showcase on e-learning is definitely not to be missed! Stemming from the e-Mentor project funded by ACFE, Learn Local organisations have the chance to expand their understanding of e-learning, no matter what your current level of expertise is. There really is something for everyone. Take a moment to look at the [program...](#)

Program includes

- Social media in teaching and learning
- iPad in Education project
- Creating communities online and future trends in e-learning
- Updates on current e-learning projects funded by the Capacity & Innovation Fund
- And much, much more...

Registration is a simple online process and can be done in 2 minutes: [Register now](#)

- ▶ **COST** – free
- ▶ **WHEN** – 22 June 2012
- ▶ **WHERE** – William Angliss TAFE Conference Centre, Melbourne
- ▶ **TIME** – 9.00 until 4.30



## NORTH WESTERN METROPOLITAN REGION INFORMATION

Congratulations to the 12 successful applicants to Round 3 of the Capacity and Innovation Fund. We look forward to working with you on these new projects to help you grow and improve your business and reach more learners. Many of the projects will lead to flow-on benefits to the entire ACE sector in the region.

It was good to see the many enthusiastic faces at the two most recent Compliance and e-Learning Community of Practice (COP) events. Both were very productive sessions. If you would like to join any of the COPs, let us know.

### UPCOMING EVENTS

#### Learner Matters

15<sup>th</sup> May

Venue details TBC

#### A-Frame Workshop

8<sup>th</sup> May

Venue details TBC



### Getting found on Google: Tips for Search Engine Optimisation (SEO)

The Learn Local Marketing workshop manual has great website SEO tips, starting on page 35. If you can edit the content on your website yourself there is a lot you can do to make it more 'googleworthy'.

Some quick things you can do right now include:

- Update the content regularly- Google likes this. You don't have to make drastic updates- a word added or removed here and there is helpful.
- Give names to the photos uploaded using relevant keywords
- List yourself on the main online business directories i.e. [Truelocal](#), [Hotfrog](#) [Google places](#)

Below are two important 2012 NWM Regional Council initiatives being funded by the ACFE Board in 2012.

## THE EVENT of the year!

Don't miss the two day **Learn Local Provider Expo** in October 2012. This will be hosted by the Eastern, Southern and North Western Metropolitan Regional Councils.

### What's it all about?

Learn Local providers in the metro area can look forward to a great professional development event. It will have a particular focus on collaborating and problem solving to address market share growth. This will include three themes:

- Marketing and promotion to increase market share across the metropolitan region
- Strategies for running successful community businesses
- Developing successful partnerships with business and industry.

### For your diary

Put the 18<sup>th</sup> and 19<sup>th</sup> October in your diaries now and watch out for further information.

## Market Share project

NWMR council is currently conducting a research project which will benefit all Learn Local providers in the NWM region. This interesting project will investigate market share of NWM Learn Local providers.

Market share and trend analysis in the region will help identify opportunities for expanding and responding strategically in a competitive landscape.

### On a lighter note...

Round 2 of the NWM office 'Biggest Loser' competition has hit a minor snag, with competitors delaying the second weigh in. With Easter 'inbulgence' now behind us, the race is back on to keep up that losing feeling.

## Cheers from the NWMR