

Department of Jobs, Skills, Industry and Regions



Your goals,
your way

BRAND AWARENESS CAMPAIGN

First Nations Stakeholder pack

March 2024



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INTRODUCTION

Since 2011, the Learn Local sector has helped Victorian adults upskill for life, work and study. Learn Local courses are available at low or no cost and can be undertaken at over 200 locations across Victoria.

Whilst most people understand the importance of Adult Education, there is low awareness of Learn Local and what it has to offer adult learners across the state.

That's where our new campaign comes in. The Learn Local brand awareness campaign kicked off on 3 March 2024 and aims to raise awareness of Learn Local amongst potential learners aged 18-64 across Metro and Regional Victoria.

In this pack you will find key messages and materials from the campaign. We ask for your support in sharing these widely through your networks. By doing so, you'll be helping more people access quality training and new opportunities close to home.

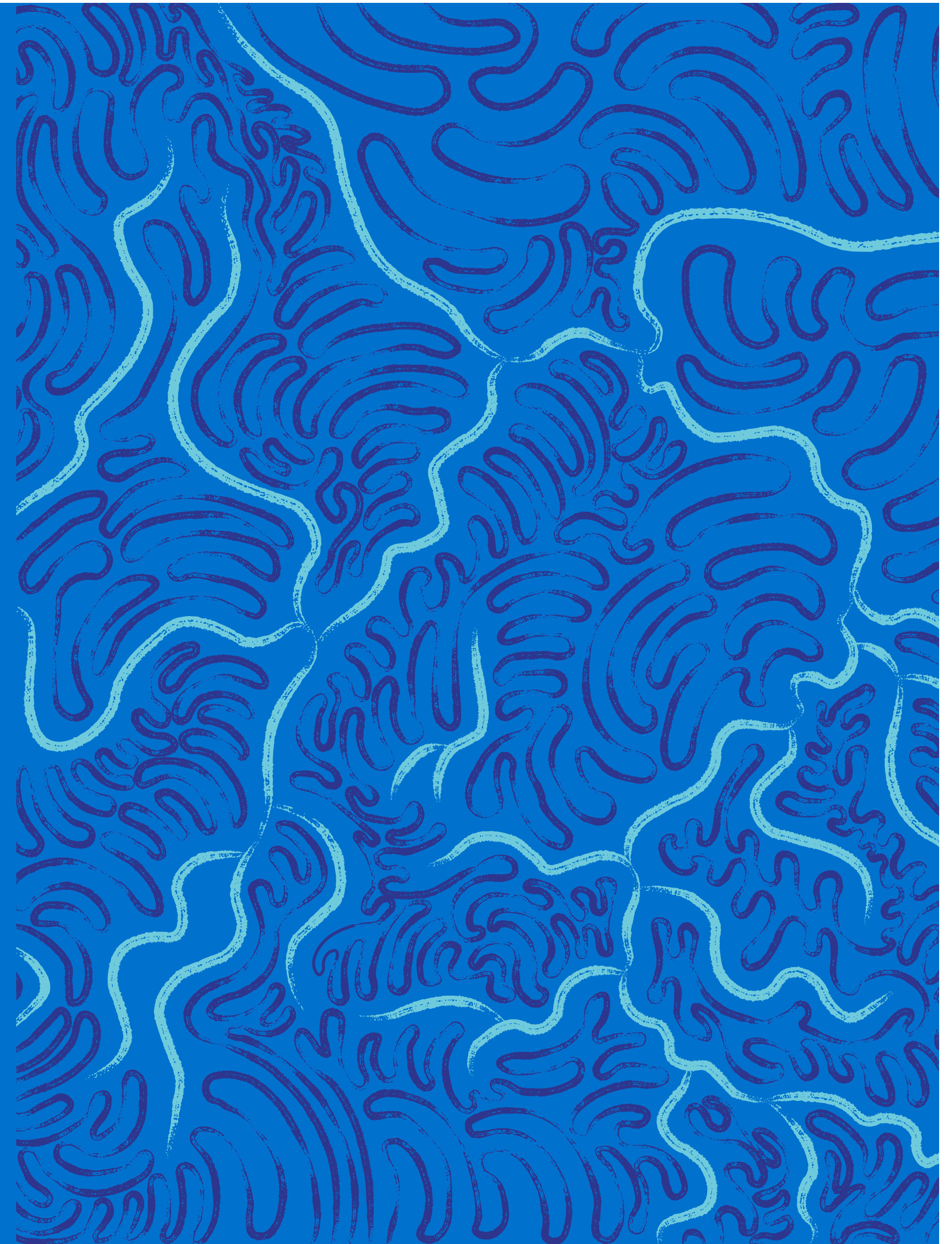
WHAT'S IN THE PACK?

This pack contains the following resources:

- Campaign video
- Social Media materials
- Poster
- Pull up banner
- Email signature
- Radio
- Zoom background

The materials have been designed in consultation with Aboriginal Community-Controlled Organisations (ACCO), Victorian Aboriginal Educations Association Inc (VAEAI) and feature designs from indigenous artist ENOKi.

For the full list of assets available to download visit vic.gov.au/learn-local-resources.



KEY MESSAGES

- Learn Local can help you reach your goals, your way.
- With over 200 Learn Locals across Victoria, finding a course near you has never been easier.
- Our courses can help you gain skills for life, work and further study.
- Build confidence in reading and writing, improve life skills like budgeting and cooking, or start a pathway to work or further study.
- Learn Local courses are delivered by experienced trainers from community organisations.
- Learn Local courses are inclusive and available online or in person.
- Learn Locals strive to offer culturally safe environments by maintaining a respectful partnership with VAEAI (Victorian Aboriginal Education Association Inc.), who operate through the guidance and support of the local Indigenous communities.

HOW CAN YOU HELP?

We need your help to spread the word about Learn Local.

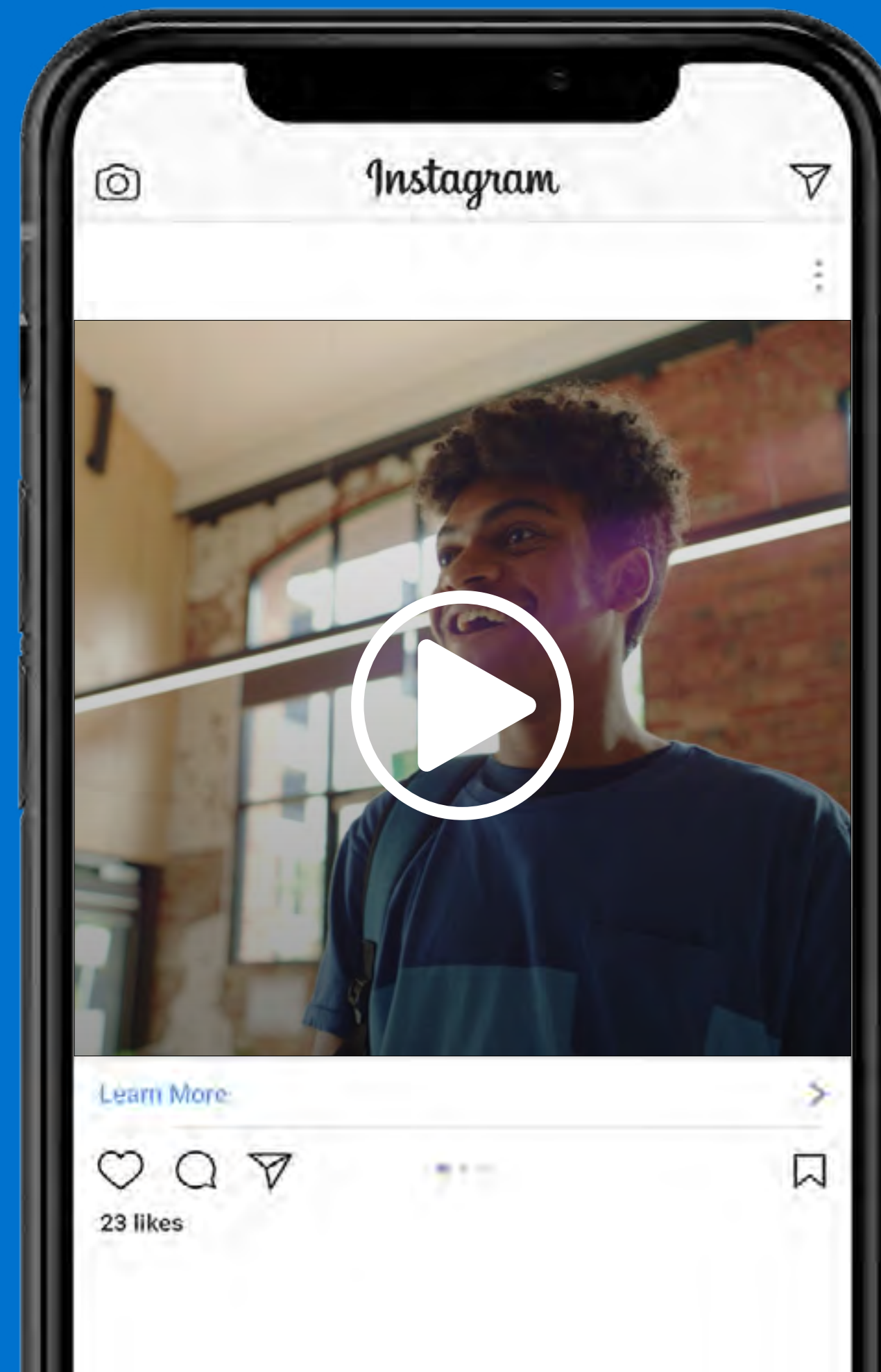
- Please share these materials with your community and contacts by email, social media and through the channels you know will reach them best.
- Encourage people to find out more by visiting vic.gov.au/learnlocal-firstnations

CAMPAIGN VIDEO

This video provides a short summary of key information about Learn Local courses.

Please download and share the message across your digital networks.

[Download campaign Video](#)



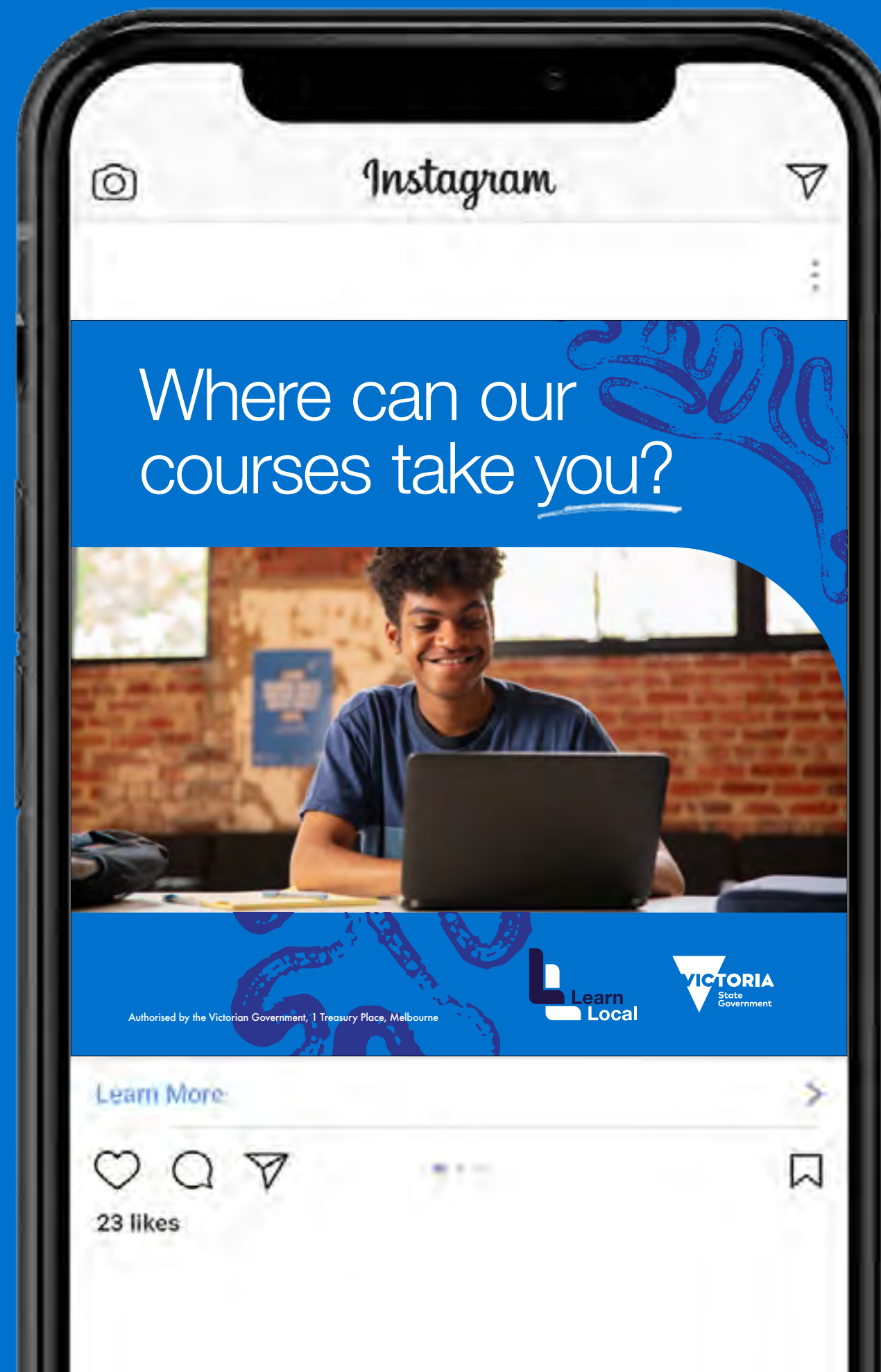
SOCIAL MEDIA ASSETS

These materials include text and images to provide further information about Learn Local.

You can download these to share on your social media channels, via messaging apps and email, and across other digital networks.

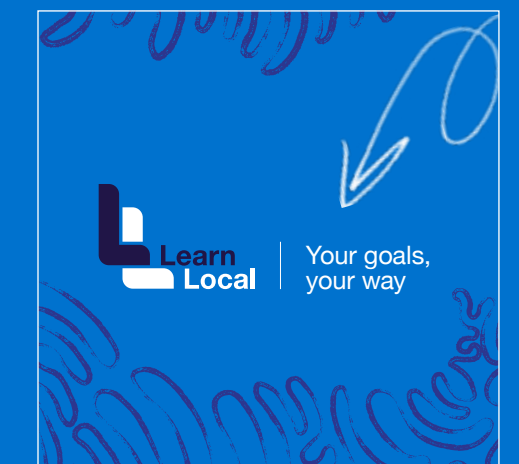
The carousel tiles are designed to be uploaded in one post together in order of Image 1 to Image 5.

[Download socials](#)



YOU CAN:

- Gain skills for work
- Build confidence in reading
- Improve everyday life skills




POSTER

This poster provides a quick summary of key information about Learn Local.


You can download and share this poster across your digital networks, or print it to display in your workplace.


[Download poster](#)



LEARN
NEW SKILLS
REACH YOUR GOALS
AND STAY
LOCAL

Gain skills for life, work and study with a wide range of courses all across Victoria.
vic.gov.au/learnlocal-firstnations

 **Learn Local** | Your goals, your way

 **VICTORIA**
State Government

Authorised by the Victorian Government, 1 Treasury Place, Melbourne

PULL UP BANNER

This pull up banner provides a quick summary of key information about Learn Local.

You can download and share this pull up banner across your digital networks, or print it to display in your workplace or event.

[Download pull up banner](#)



EMAIL SIGNATURE

This email signature outlines a key campaign message and can be added to the bottom of all internal and external emails.

Please link the signature to courses on your website or the homepage vic.gov.au/learnlocal-firstnations.

[Download email signature](#)



**OUR COURSES
HELP YOU REACH
YOUR GOALS, YOUR WAY.**

Learn Local **VICTORIA**
State Government

Authorised by the Victorian Government, 1 Treasury Place, Melbourne

RADIO

This 30 second audio message outlines the key benefits of studying with Learn Local and encourages listeners to explore the courses on offer.

You can download and share the message across your digital networks.

[Download radio message](#)

30" script

Want to open the door to opportunities?

Discover Learn Local right in the heart of your community.

Build confidence in reading and writing.

Gain work and life skills while supporting family.

Learn Local - a wide range of courses for all Victorians at over 200 locations across the state.

Your goals, your way.

Visit vic.gov.au/learnlocal-firstnations to start exploring now.

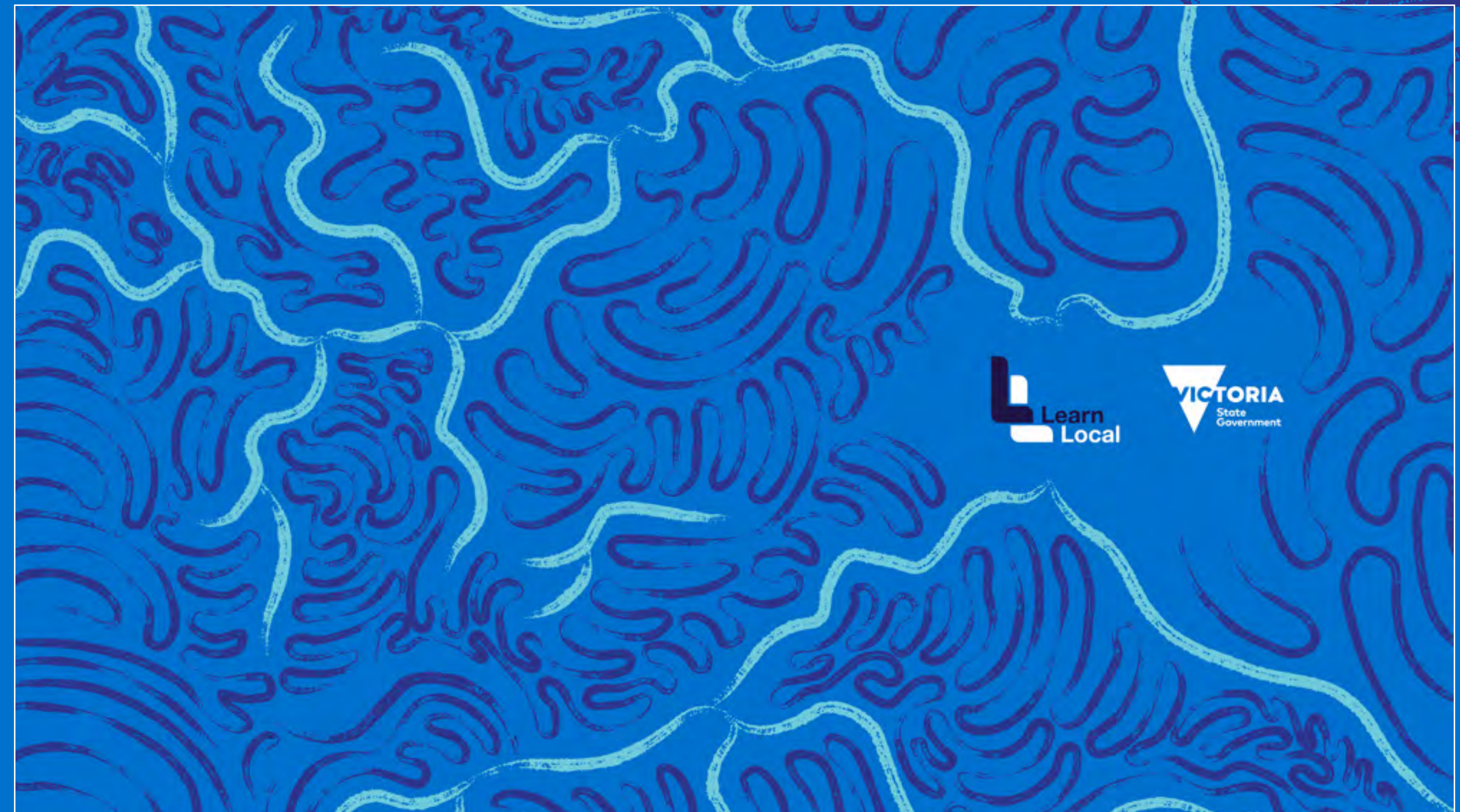
Authorised by the Victorian Government, Melbourne.

ZOOM BACKGROUND

This zoom background was created in collaboration with indigenous artist ENOKi.

You can use the background during internal and external meetings as a conversation starter to help spread the word about the campaign.

[Download zoom background](#)





Your goals, your way
