

Department of Jobs, Skills, Industry and Regions



Your goals,
your way



BRAND AWARENESS CAMPAIGN

Multicultural 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.

Throughout Victoria, Learn Local programs are offered at over 200 locations, in a safe and inclusive learning environment – either in a classroom, online or both. Programs include digital literacy, reading, writing, English, digital skills and more.

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 why the Department of Jobs, Skills, Industry and Regions (DJSIR) has launched a campaign to raise awareness about it.

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.

Assets have been translated into the following languages: Arabic, Chinese (Simplified), Chinese (Traditional), Cantonese, Dari, Farsi, Karen, Mandarin, Turkish, and Vietnamese.

WHAT'S IN THE PACK?

This pack contains the following resources:

- Video
- Radio
- A4 poster
- Social media materials
- Weibo
- Zoom background



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 help you gain skills for life, work and further study.
- Build confidence in reading and writing, improve life skills, or start a pathway to work or further study.
- Learn Local courses are low cost courses for everyone in Victoria.
- Learn Local courses are inclusive and available online or in person.
- To find a Learn Local course provider near you, visit vic.gov.au/learnlocal

$$(x+3)^2 = 4$$

WHAT YOU CAN DO



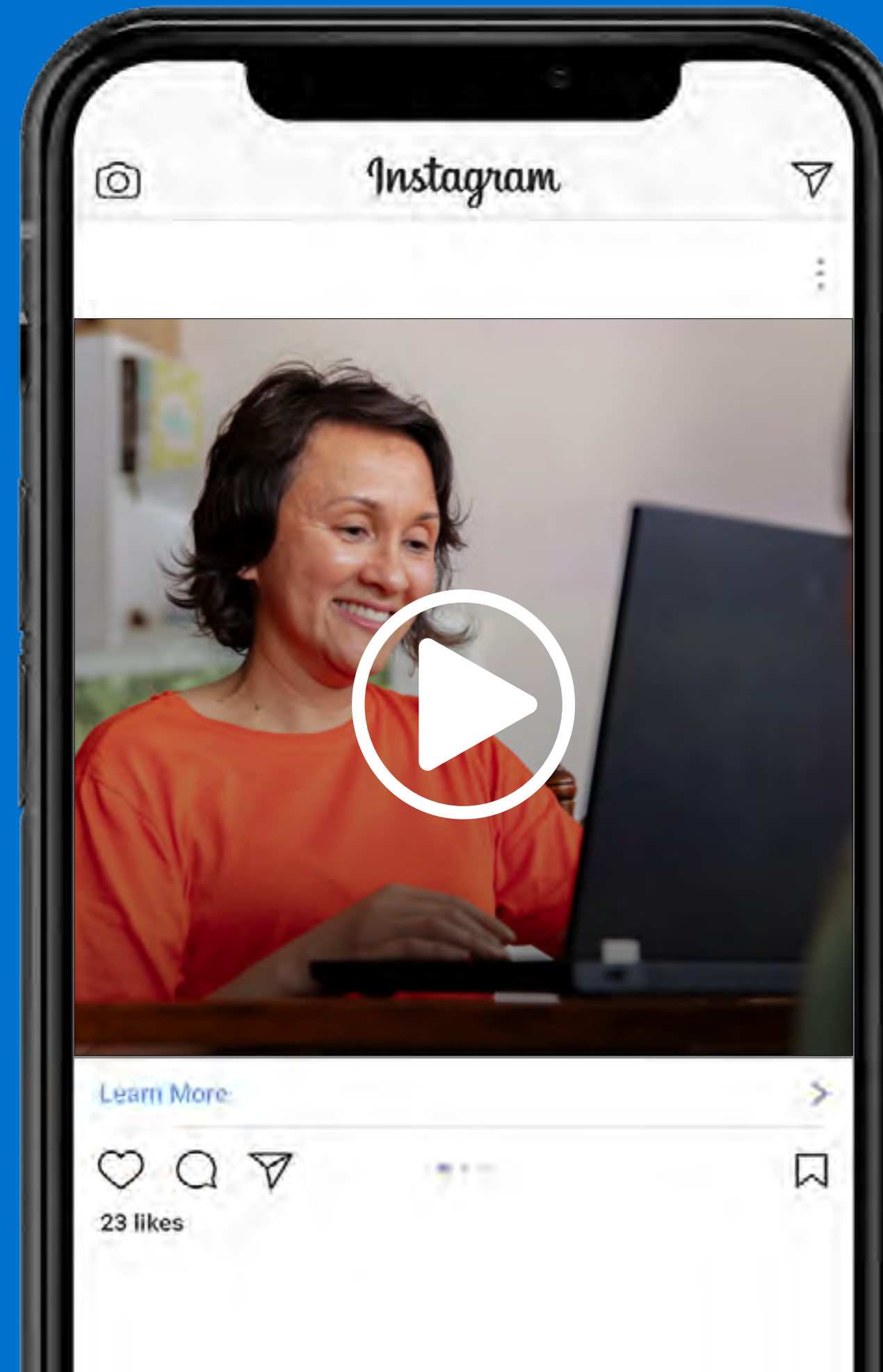
We need your help to spread the word about Learn Local, so more people can benefit.

- This kit contains both English and translated materials, including video, radio, social media materials and a poster that can be downloaded.
- 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
- Should you require materials translated into languages, not in this pack, please inquire at joanne.matthews@ecodev.vic.gov.au
- You can also find the materials linked in this pack online at vic.gov.au/learn-local-resources

VIDEO

You can download and share the video across your social and online networks.

Download video assets



Languages available:

- Arabic
- Cantonese (with Traditional Chinese captions)
- Dari
- Farsi
- Karen
- Mandarin (with Simplified Chinese captions)
- Turkish
- Vietnamese.



RADIO

You can download and share the audio file across your social and online networks.

[Download radio message](#)

45" script

Ready to open the door to new opportunities? Discover Learn Local and start learning right in the heart of your community.

Learn new workplace skills while taking care of the family

Learn computer skills and explore new possibilities for your future

Learn english skills to go on to further study... or a job.

Learn Local - low cost courses at over 200 locations across the state. Your goals, your way.

Visit vic.gov.au/learn-local-arabic to start exploring now.

Authorised by the Victorian Government Melbourne.

Languages available:

- Arabic
- Cantonese
- Dari
- Farsi
- Karen
- Mandarin
- Turkish
- Vietnamese.

A4 POSTER

You can download and share this across your digital networks, or print it to display on community noticeboards.

[Download poster](#)



LEARN

مهارات القراءة
مهارات الكتابة
مهارات سوق العمل

LOCAL



دورات منخفضة التكلفة لجميع سكان ولاية فيكتوريا.
اختر من بين أكثر من 200 موقع قريب منك.

Your goals, your way



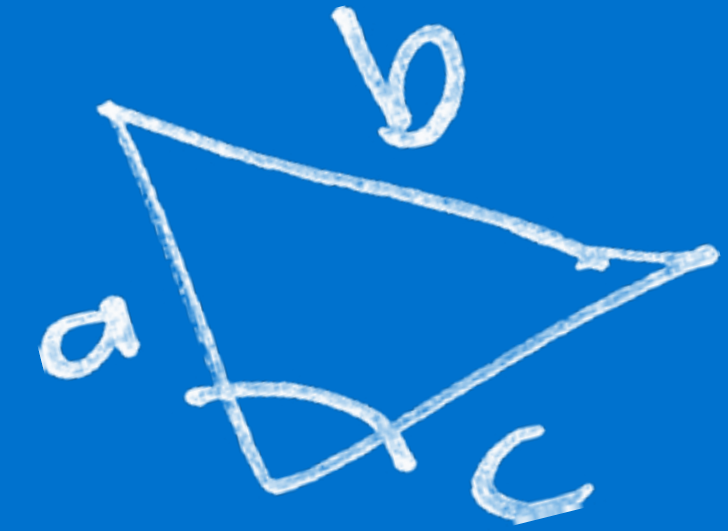
vic.gov.au/learn-local-arabic



Authorised by the Victorian Government, 1 Treasury Place, Melbourne

Languages available:

- Arabic
- Chinese (Simplified)
- Chinese (Traditional)
- Turkish
- Vietnamese.



SOCIAL MEDIA MATERIALS

These assets 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.

Headline

Your goals, your way.

Body Copy

Low cost courses at over 200 locations across Victoria to help you learn skills for work, study and life.

[Download socials](#)



Languages available:

- Arabic
- Chinese (Traditional)
- Turkish
- Vietnamese.



WEIBO

Languages available:

- Chinese (Simplified)

This asset provides further information about Learn Local.

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

Headline

Study online or in-person

Sub-headline

Your goals, your way.

Body Copy

Low-cost courses for everyone living in Victoria at over 200 locations across the state.

Button CTA

Learn More



Download weibo



ZOOM BACKGROUND

Zoom background is a great way to promote Learn Local on your platform. By using this background, you can create an engaging environment for your virtual meetings and events.

You can also download and share the Zoom background across your social and online networks.

[Download zoom background](#)



SUMMARY PAGE OF ASSETS

Video

Arabic, Cantonese (with Traditional Chinese captions), Dari, English, Farsi, Karen, Mandarin (with Simplified Chinese captions), Turkish, and Vietnamese.

Radio

Arabic, Cantonese, Dari, English, Farsi, Karen, Mandarin, Turkish, Vietnamese

A4 Poster

Arabic, Chinese (Simplified), Chinese (Traditional), English, Turkish, Vietnamese

Social media materials

Arabic, Chinese (Traditional), English, Turkish, Vietnamese

Weibo

Chinese (Simplified)

Zoom background



MORE INFORMATION

To learn more, visit the Learn Local landing pages below and start exploring now.

In-language URLs

Arabic

vic.gov.au/learn-local-arabic

Chinese (Traditional)

vic.gov.au/learn-local-traditional-chinese

Chinese (Simplified)

vic.gov.au/learn-local-simplified-chinese

Dari

vic.gov.au/learn-local-dari

Farsi

vic.gov.au/learn-local-farsi

Karen

vic.gov.au/learn-local-karen

Turkish

vic.gov.au/learn-local-turkish

Vietnamese

vic.gov.au/learn-local-vietnamese



Your goals, your way

