

2024 Sponsorship Prospectus

24

Learn
Local
Awards



Adult, Community and
Further Education



Learn
Local



VICTORIA
State
Government

Jobs, Skills,
Industry
and Regions



A message from the Adult, Community and Further Education (ACFE) Board Chairperson, Dr Teresa De Fazio OAM

As Chair of the ACFE Board, it is my pleasure to introduce the Learn Local Awards sponsorship prospectus. The Learn Local Awards recognise inspiring achievements within the adult community and education sector. Through these awards, we celebrate the dedication of learners, trainers, organisations, and programs that are transforming lives across Victoria.

The adult community education sector plays a pivotal role in empowering communities by fostering economic resilience. We've witnessed numerous individuals progress from adult community education to vocational training and gainful employment across various industries. From computer literacy to essential numeracy and communication skills, Learn Local providers are equipping learners with the tools they need to thrive in today's competitive job market.

Partnering with the Learn Local Awards offers your organisation a unique opportunity to align with a sector that is making a tangible difference in people's lives. By supporting this program, you not only contribute to the recognition of outstanding achievements but also gain valuable brand exposure within a growing sector. Partnering with the Learn Local Awards will enhance your brand's reach, contribute to community building, and showcase your commitment to growing a skilled workforce in Victoria.

I invite you to review the sponsorship prospectus and consider joining us in celebrating the remarkable contributions of the adult community education sector.

Kind regards,



Teresa De Fazio

Dr Teresa De Fazio OAM
Chairperson
*Adult, Community and Further
Education Board*

About the Awards

The Learn Local Awards are held annually by the Adult, Community and Further Education (ACFE) Board to recognise and reward the outstanding achievements of individuals, programs and training providers within the Learn Local sector.

Since 2006, the Learn Local Awards have represented the Learn Local spirit and been a highlight of the sector's calendar.

Through ACFE Board-funded, pre-accredited programs (Learn Local courses), the Learn Local sector plays a pivotal role in helping Victorians develop the core skills they need for study, work, and life. Core skills include English language and literacy, numeracy, employability and digital skills.

For learners the awards recognise their hard work and commitment to furthering their education, employment pathways and connections with their community.

For Learn Local programs, trainers and leaders the awards are an excellent promotional tool, celebrating the benefits their dedication and innovation have created for learners and the wider community.

For Learn Local providers the awards provide a benchmark of excellence that places their organisation at the forefront of the sector, as well as celebrating the achievements of their teachers and learners.

This year, there are eight general awards with a total prize pool of up to \$84,000.

For the principal partner and major sponsors, these awards provide broad networking, marketing and promotional opportunities, alongside the chance to develop connections between industry and students, trainers, training providers, community organisations and employers.

This year's awards ceremony will be held on Friday, 25 October, and will be attended by Learn Local providers, stakeholders and finalists. Winners and finalists gain state-wide recognition from industry experts, peers and the Victorian community.



About the Learn Local Sector

The Learn Local sector is essential to Victoria's post-secondary education and training system. It is vital to providing pathways for adult learners to transition to employment and further training, developing skills and economic resilience in their communities.

There are around 250 not-for-profit community organisations across Victoria that offer Learn Local courses. All these organisations, known as Learn Local providers, are registered and funded to deliver Learn Local courses by the Victorian Government, via the Adult, Community and Further Education Board.

Learn Local courses are short, low or no-cost courses offered to eligible adult Victorians. There is a wide range of available courses including digital and computer skills, English conversation, reading and writing, maths, communication, study skills, job skills, and preparation for various industries such as aged care, food processing, health services, warehousing and distribution.

Learn Local courses are flexible and can be tailored to suit learners' needs and schedules. Adults can learn in a classroom or online at their own pace. Class sizes are often small, with training delivered by highly experienced professionals.

Learn Local providers are agile and can develop or co-design customised Learn Local courses for a wide range of businesses to upgrade the employment skills of their existing or new workforce. Customised Learn Local courses can include:

- industry-specific training across a wide range of sectors (including health, disability, retail, tourism, hospitality, construction, trades, business, call centres, horticulture plus many more)
- digital literacy training
- language, literacy and numeracy assistance
- English language classes
- financial literacy assistance
- employability skills
- occupational health and safety.



Your contribution

Sponsoring the awards will enhance your brand's recognition and show your commitment to growing a highly skilled workforce in the state.

Partnering with the Victorian Learn Local Awards is your opportunity to support Victoria's vision as an education state and to acknowledge the innovative and sector-leading work of Victoria's adult community education sector.

There are opportunities for a principal partnership and 8 major sponsors.

The principal partner supports the whole award program, including the gala event, and the major sponsors contribute to the prize money for the award category they are sponsoring.

2024 Award categories



For learners

1. The Ro Allen Award – Learn Local Pre-accredited Learner (Skills for study and life)
2. Victorian Learn Local Pre-accredited Learner (Skills for work) Award



For trainers and leaders

3. Victorian Learn Local Pre-accredited Trainer Award
4. Victorian Learn Local Leadership Award



For Learn Local programs

5. Victorian Learn Local Pre-accredited Program Award (For small providers)
6. Victorian Learn Local Pre-accredited Program Award (For large providers)
7. Victorian Learn Local Innovation Award
8. Victorian Learn Local Partnership Award

Principal partnership

Sponsorship contribution \$25,000 (ex. GST)

This partnership is open to one organisation that wishes to provide the most comprehensive support to the Learn Local Awards, including the gala event itself.



Here are some of the benefits that the principal partner of the 2024 Learn Local Awards will enjoy:

Campaign promotions

- logo placement and content on the Learn Local Awards website (200 words) and links to your partner website
- logo placement on gala event invitation and on the front cover of souvenir program
- logo placement on all finalist certificates and winners' trophies
- one full-page advert in souvenir program
- a minimum of 7 posts on the Learn Local social media channel (Facebook)
- opportunity to feature in a sponsor profile news article on the Learn Local Awards website or social media
- acknowledgement in media advertising
- sponsor toolkit including digital assets and suggested social media posts about the awards for your channels
- promotional materials, including media releases for finalists and winners, which can be distributed and shared via your organisational channels.

Gala event

- speaking opportunity of up to 3 minutes (pending approval of speaking notes from the Adult, Community, and Further Education (ACFE) Board
- logo on lectern signage at the gala event

- Two seats at the table of the ACFE Board Chair
- a table of 10 guests
- additional corporate tickets available at early bird rates
- acknowledgement as principal partner by the master of ceremonies and in high profile speaker addresses
- a digital suite of Learn Local Awards photos and video footage
- logo on audio visual display
- prominent placement of the logo on media wall
- logo placement on your table
- logo placement on the event show bag
- opportunity to supply promotional material/goods for the finalists' event show bag.

Stakeholder engagement

- access to all winners for post-event sponsorship (pending promotion review and approval)
- a framed certificate of appreciation acknowledging your organisation's contribution as principal partner.

Winner profiles



Ayan Daher

Kensington Neighbourhood House

Born in Somalia, Ayan, the youngest of 9 children, was unable to attend school. Her first educational experiences happened when she came to Australia. In 2021, Ayan joined the Kensington Neighbourhood House Reading & Writing for Work course.

Exceptionally determined and a highly motivated leader, Ayan supported the development of the pre-accredited program Sew & Grow, launched in 2022.

Sew & Grow was designed for women from culturally and linguistically diverse backgrounds with complex needs, including mothers looking for flexible employment, small business opportunities or connection. Fostering and nurturing participants, Ayan mentors fellow students in basic sewing.

Although she prefers to be out of the limelight, Ayan's contributions to major events don't go unnoticed. In 2022 Moonee Valley City Council described her as one of the most engaged and inspiring participants in their Women's Leadership program.

Time at Sew & Grow reinforced Ayan's desire to become a fashion designer. She hopes to establish her own business creating clothing for Muslim girls and women.



Just in Time Industry Grant Project 'Hungry 4 Success - Training'

Glen Park Community Centre Inc., Eastland Shopping Centre & Glad Group

Hungry 4 Success – Training is a pre-employment program offered by Glen Park Community Centre, in partnership with Eastland Shopping Centre and Glad Group property services. It was created specifically for people living with significant issues that hamper life success. This includes mental illness, substance abuse, homelessness, mild to moderate intellectual disabilities and repeated interrupted learning. The training transforms lives by breaking the cycle of unemployment.

Learners develop the attributes to achieve paid employment in industries such as hospitality, cleaning, security, maintenance and guest services. In partnering with Eastland Shopping Centre and Glad Group, learning and employment opportunities expanded. Learners undertook 'a day in the life' trade taster, to experience various roles and services, which fostered confidence.

On completion they have the option of a job or steppingstones to further education and training. The training has a high completion rate of 77%, with most participants going into further education or gaining employment.

Major sponsorship

Sponsorship contribution \$10,000 (ex. GST)

A major sponsorship is a contribution towards an award category prize. There are eight major sponsorships available in 2024, one for each category.



Here are some of the benefits that the major sponsors of the 2024 Learn Local Awards will enjoy:

Campaign promotions

- logo placement and content on the Victorian Learn Local Awards website (100 words) and links to sponsor website
- logo placement in the souvenir program
- logo placement on your sponsored category finalist certificates
- full-page advert in the souvenir program
- a minimum of 3 posts on the Learn Local social media channel (Facebook)
- sponsor toolkit including digital assets and suggested social media posts about the awards for your channels.

Stakeholder engagement

- access to the sponsored category winner for post-event sponsorship (pending promotion review and approval)
- a framed certificate of appreciation acknowledging your organisation's contribution as a major sponsor.

Gala event

- present the award to the 2024 sponsored category winner
- a table of 10 guests
- acknowledgement as a major sponsor by the master of ceremonies and in high profile speaker addresses
- logo on the audio-visual display
- logo on media wall
- logo placement on your table
- opportunity to supply promotional material/goods for the finalists' event show bag.

In-kind sponsorship

Your organisation can also provide in-kind sponsorship, which may include travel, accommodation, mentoring for finalists and services at the gala event.

In-kind sponsors of the 2024 Learn Local Awards will enjoy:

- logo placement in souvenir program
- minimum of 1 post on the Learn Local social media channel (Facebook)
- acknowledgement of in-kind sponsorship in the master of ceremonies address.



For any sponsorship enquiries
contact Janine Doney on email
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For general enquiries contact
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Annual Awards
2023

Learn Local Awards
2023