

Department of Jobs, Skills, Industry and Regions



Your goals,
your way



BRAND AWARENESS CAMPAIGN

Stakeholder pack

February 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 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 kicks off on 16 February 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:

- Video assets
- Social media assets
- Poster
- Radio



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 all Victorians.
- Learn Local courses are inclusive and available online or in person.

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

HOW CAN YOU HELP?



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

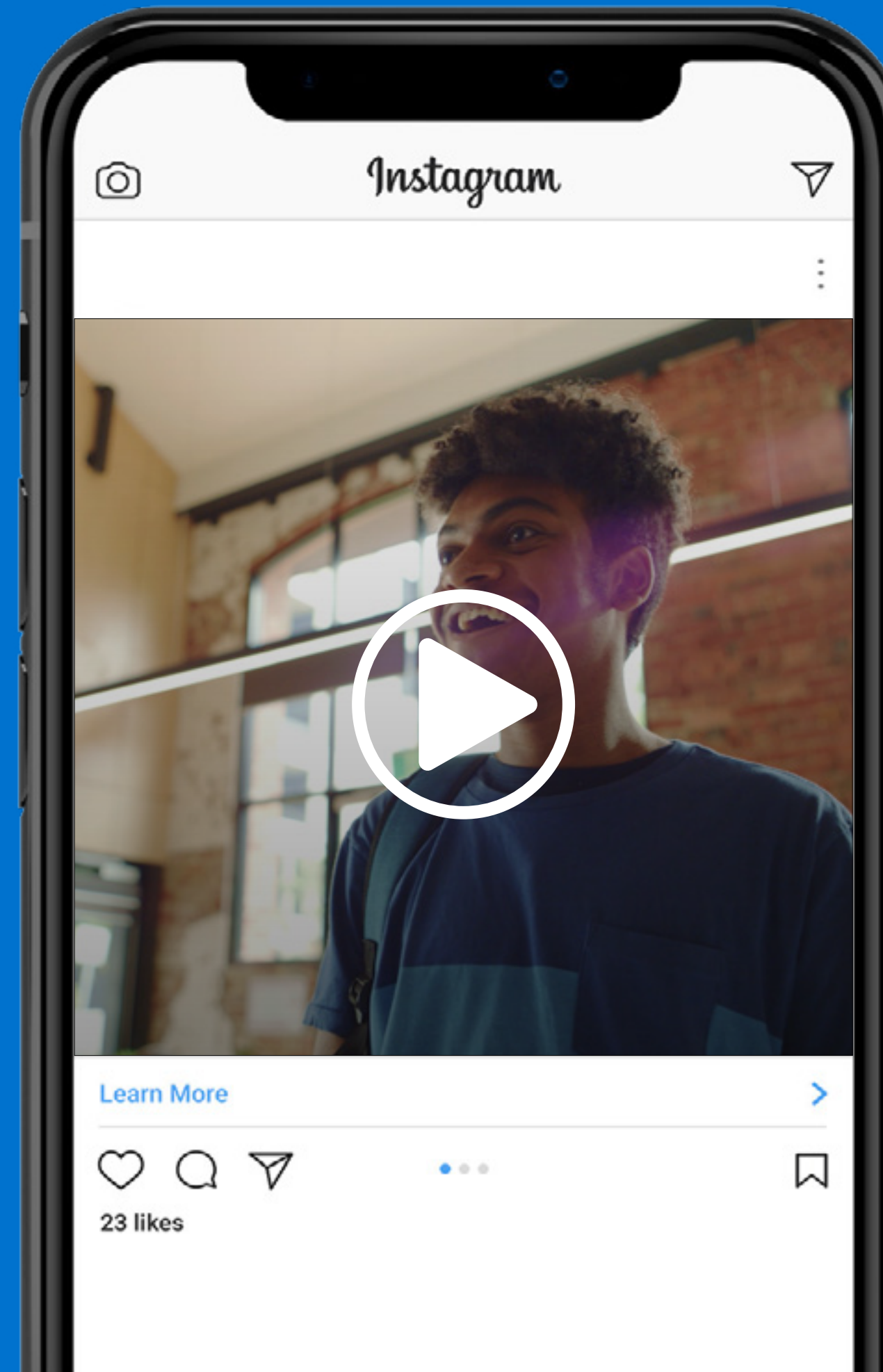
- Please share these materials with your community and contacts by email, social media and through the channels you know will reach them best.
- Encourage people to find out more by visiting vic.gov.au/learnlocal

VIDEO ASSETS

These videos provide short summaries of key information about Learn Local courses. There are 30, 15 and 6 second versions of the videos.

Please download and share the message across your digital networks.

[Download video assets](#)



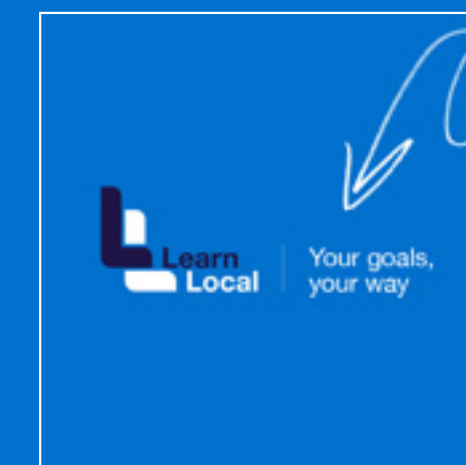
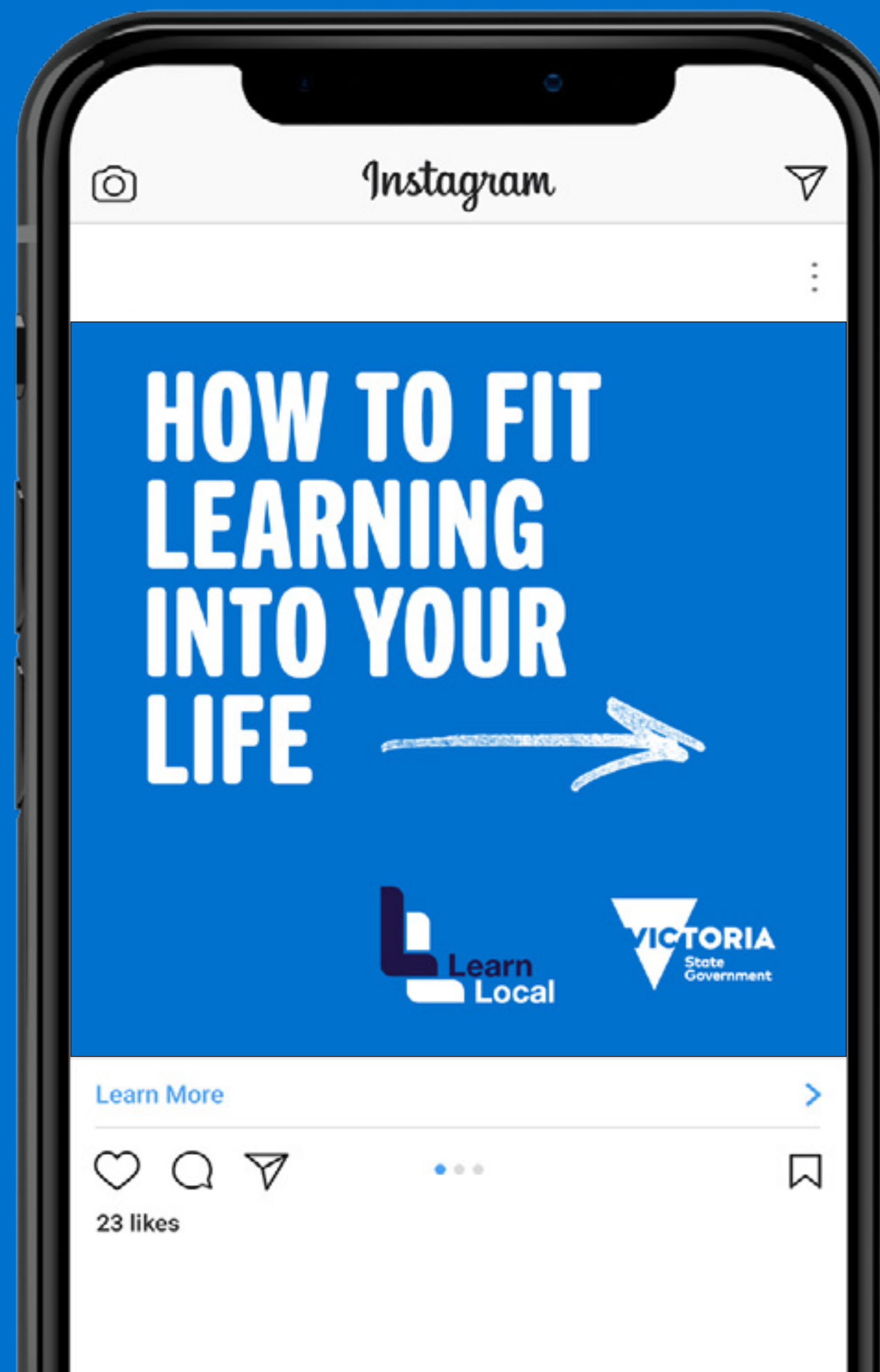
SOCIAL MEDIA ASSETS

These assets provide further information about Learn Local in a social media carousel format.

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 4.

[Download socials](#)



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 JUGGLE FAMILY AND STAY LOCAL



Low cost courses for all Victorians
at over 200 locations across the state.

Your goals, your way



Visit vic.gov.au/learnlocal
to explore courses near you.



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

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 juggling the kids.

Learn computer skills and tap into new possibilities for your future.

Learn reading and writing to go on to further study.

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

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

Authorised by the Victorian Government, Melbourne



Your goals, your way

