

Learn Local Writing Guidelines



Purpose

The Learn Local network brand was launched in 2011 to connect the many ACFE Board registered adult education and training organisations across Victoria and present one united image for the sector.

The underlying aims of the Learn Local network brand, as outlined in the [Learn Local Awareness Strategy](#), is to increase awareness of the sector as a provider of quality education and training, and increase participation in the sector by learners, with a particular focus on nine priority segments (target audiences).

A network brand was chosen so that all Learn Local organisations benefit from the greater marketing and promotional reach afforded by the use of one brand, one visual image and one voice.

Brand integrity

The communication (both written and verbal) of the brand is crucial to safeguard positioning and brand integrity. Just as we provide [visual guidelines](#) to explain how to implement the brand identity through the components of colour, lay out and logos: we also provide writing guidelines to ensure the words we use to describe and promote Learn Local are consistent. Key messages ensure our collective marketing efforts combine to build brand awareness across Victoria.

Key messages

Key messages are the messages about your brand or organisation you want your audience to hear and remember. They create meaning and headline the issue. The key messages of the Learn Local network brand have been crafted to provide Learn Local organisations with ready-to-go content for promotional and media materials. Why? Well, because as any professional writer will tell you, writing good copy is hard work! With pre-written copy just a click-away, you don't have to waste extra time and precious energy reinventing the wheel.

Here is an example of a core key message, which explains the Learn Local brand in a big picture way and was crafted for use in all [Learn Local media releases](#),

[Our organisation] is a member of Learn Local – a network of over 300 not-for-profit organisations across Victoria offering adult community education and training to people from all walks of life.

Other 'big picture' Learn Local key messages include:

1. Every year over 100,000 Victorians choose to learn through government registered Learn Local community education organisations.
2. New skills can be life changing, offering job choices, further education and the chance to interact with others in your local community. Let Learn Local help you take your next step!
3. Learn Local organisations focus on individual needs and tailoring programs for both learners and businesses.

Audience and purpose

Thinking about who will read your writing makes it easier to choose the right words. It's also important to know the purpose of your communication; is it to secure a business partnership or to provide information to an existing student? As you would speak differently to these audiences, so too you would choose different words.

Communicating with learners

Use a tone which is accessible and engaging. Address learners directly: you, your community, your family. Messages include:

1. Each Learn Local organisation is unique – just like you.
2. Pre-accredited programs are designed for you to gain confidence and skills, which can lead to further education and training, employment, or both!
3. Let Learn Local help you take your next step!

Or, if you need a step-by-step outline:

Learn Local offers:

- courses to help you start work, go back to work, change jobs or keep your job
- courses that provide you with nationally recognised vocational qualifications
- courses to help you get back into learning
- courses for your own interest and personal development.

Communicating with businesses

Use a tone which is more formal. Include references to businesses, employees or prospective employees.

Messages include:

1. Every year over 100,000 Victorians choose to learn through government registered Learn Local community education organisations.
2. Learn Local organisations can provide customised, high quality on-the-job training programs on and off the job.
3. Local insight means Learn Local organisations offer training programs that drive improved productivity and efficiency for local businesses.

Communications between Learn Local organisations

Internal communications between organisations often use informal language, acronyms (such as AFCE, CALD, AElS) or jargon – and that's fine. But, remember the aim of the brand is to grow awareness and attract new learners so please refer to the sector publically (and in all marketing materials) as Learn Local.

Obsolete vs. current references to Learn Local

Old	New	Example
Adult Community Education sector	Learn Local education and training sector	There are over 300 Learn Local organisations across Victoria that provide training and education for individuals of all ages with limited previous education.
ACE sector	Learn Local sector	The Learn Local sector is particularly suited to learners of all ages who wish to undertake programs that help them gain qualifications and employment and may have previously had limited access to education.

ACE organisations	Learn Local organisations	Learn Local organisations offer the convenience of education and training just around the corner.
ACE providers	Learn Local organisations	Developing links with Learn Local organisations helps employers get training that is tailored for their business and their employees.
ACE learners	Learners	Learn Local organisations can help learners transition from informal training to accredited training and on to further education such as TAFE or university.

The nine target audiences of the Learn Local network brand

The Learn Local network brand contains key messages for each of the nine separate target audiences with whom the brand is trying to connect. For more information please see the [Learn Local Awareness Strategy](#) document. You can also read more about each of the nine priority audiences for Learn Local in the [state-wide data packs](#).

As you read through the suggested key messages, you will notice repetition. This is because our nine audiences are interlinked rather than separate. One potential learner may belong in several groups at once, such as early school leaver/male over 45/learner with a disability. For this reason you are, of course, welcome to mix and match to suit whatever audience you aim to reach.

Early school leavers (all ages)

- Defined as people of all ages (not just young people) whose highest qualification is year 10 or 11
- In 2012 in the Learn Local sector, 33.4% of learners were early school leavers, compared to 22.5% of the wider Victorian population

Make sure you target communications to the age group you are trying to reach. Older early school leavers often don't connect as being part of this audience or requiring these services.

Many people who left school early and have low literacy and numeracy also have low confidence, which can inhibit participation in education and work. Use supportive uncomplicated language and focus on similarities rather than differences eg. "Many others just like you have achieved their goals with Learn Local organisations".

Messages include:

1. Do you want help to fulfil your potential? It's never too late to start. New skills can be life changing and lead to more job choices.
2. No matter what level of education or training you have had in the past Learn Local can help – we offer flexible training options and courses for everyone.
3. Learn Local organisations have the space, skills and people to help you figure out not only what you want to do but also how to do it. Don't hesitate, come in and have a chat.
4. Learn Local training is very affordable and many of our courses are government subsidised.

Disengaged young people

- Defined as people aged 15-19, currently unemployed and have not completed year 12
- In 2012 in the Learn Local sector, 5.2% of learners were disengaged young people compared to 0.3% of the wider Victorian population

As is the case with early school leavers, many disengaged young people who have low literacy and numeracy also have low confidence which can inhibit participation in education and work.

Messages include:

1. Learning with Learn Local is different from being at school. We offer flexible training options and courses for everyone, our centres have a relaxed, community feel and our people are friendly – give us a try.
2. Learn Local organisations have the space, skills and people to help you figure out not only what you want to do but also how to do it. Don't hesitate, come in and have a chat.
3. Learn Local is close to home, offers a relaxed environment with tutors who are focused on teaching the skills YOU need to help you get a job or graduate to further training – give us a try.
4. Do you want help to fulfil your potential? No matter what level of education or training you have had in the past learn Local can help. New skills can be life changing and lead to more job choices.

CALD learners

- Defined as people who are from a 'non English speaking' background
- In 2012 in the Learn Local sector, 25.2% of learners were from a culturally and linguistically diverse (CALD) background, similar to the proportion of CALD residents in the wider Victorian population (27.6%)

When communicating with this group it may also be useful to consider using a translating service in order to reach specific language groups within your community.

Messages include:

1. Learn Local students come from a wide range of backgrounds. We offer special courses to help you to improve your English language and maths skills.
2. Learn Local organisations can help you choose the training you need to take the next step forward. Come in and have a chat... We're just around the corner.
3. Learn Local training is very affordable and many of our courses are government subsidised.
4. By furthering your qualifications you can increase your earning potential, re-skill to change jobs and become a more valuable employee.
5. Most Learn Local students enrol to complete year 12 or gain Certificate I, II and III qualifications in a wide range of areas, such as child care, aged care or English language studies.

Learners with a disability

- Defined as people who identify as having a disability or impairment
- In 2012 in the Learn Local sector, 18.8% of learners identified as having a disability or impairment, compared with 4.8% of the wider Victorian population

People with a disability have lower levels of prior educational achievement than those without. The type and severity of a disability affects participation, achievement and outcomes differently so messages need to be tailored to your audience.

While it is recommended that communications targeting this market are written for the learner, it is important to remember the reader may be the learner's parent, carer or guardian. As well as providing specialised training, the courses for special-needs learners can offer regular and affordable respite options for carers.

Messages include:

1. Do you want to help to fulfil your potential? Learn Local organisations offer a variety of flexible training options and courses for everyone.
2. Learn Local is close to home, and offers a relaxed environment with tutors who are focused on your needs – give us a try.
3. Learn Local training is very affordable and many of our courses are government subsidised.
4. Learn Local organisations are here to help with every step – from how to enrol to which training to choose. Come in and have a chat, we're just around the corner.

Indigenous learners

- Defined as people being from an Indigenous background
- In 2012 in the Learn Local sector, 1.6% of learners were from an indigenous background, more than double the proportion of indigenous persons aged 15-64 in the Victorian population (0.7%)

Completion rates are lower and withdrawal rates higher than for non-Indigenous people. Unemployment rates for Indigenous people are higher than non-Indigenous people and Indigenous people tend to take lower-level courses with poorer employment outcomes.

Messages include:

1. Learn Local offers flexible training options and courses for everyone. Our centres have a relaxed, community feel and our people are friendly – give us a try.
2. Take your next step with us... No matter what level of education or training you have had in the past, Learn Local can help.
3. Learn Local training is very affordable and many of our courses are government subsidised.

Males over 45

- Defined as men over 45 years of age
- In 2012 in the Learn Local sector, 11.9% of learners were men over 45 years of age, compared to 18.6% of the wider Victorian population

Age is a huge barrier to involvement – older workers can be happy to ride out their current job until retirement or think they're too old to re-train or for education. Older men can value experience over education and don't recognise the value of qualifications when facing unemployment. Older learners can also be dealing with external factors such as isolation through divorce or death of a spouse or not working. Appeal to this audience's sense of self-improvement and need for support/community.

Messages include:

1. Do you want help to fulfil your potential? It's never too late to start. New skills can be life changing and lead to more job choices.
2. It doesn't matter what level of education or training you have had in the past. Learn Local organisations offer a variety of flexible training options and courses for everyone.
3. Learn Local organisations can help you choose the training you need to take the next step forward. Come in and have a chat... We're just around the corner.
4. Learn Local training is very affordable. Many courses are government subsidised and what you have learned through your work or other training can be recognised, reducing the time and cost for getting a qualification.

Vulnerable low-skilled workers

- Defined as employed people whose highest qualification is year 9 or below
- In 2012 in the Learn Local sector, 5.2% of learners were vulnerable low skilled workers, compared to 3.3% of the wider Victorian population

This market generally has little access to training and development. A 2010 report found 75% of businesses were affected by low levels of literacy and numeracy – these levels were an issue for 45% of labourers and process workers, 25% of apprentices, 23% of technicians, 17% of administration staff and 13% of IT staff.

Messages include:

1. It doesn't matter what level of education or training you have had in the past. New skills can be life changing and lead to more job choices. Learn Local organisations offer a variety of flexible training options and courses for everyone.
2. Learn Local training is very affordable and many courses are government subsidised.
3. Learn Local organisations can help you choose the training you need to take the next steps forward. Come in and have a chat... We're just around the corner.

Low socio-economic status

These learners come from a wide range of backgrounds but often choose Learn Local because it is close to home, offers a friendly environment and has teachers who are focused on doing what individual learners need to succeed.

Messages include:

1. New skills can be life changing and lead to more job choices. Learn Local organisations offer a variety of flexible training options and courses for everyone.
2. Learn Local organisations can help you choose the training you need to take the next steps forward. Come in and have a chat... We're just around the corner.
3. Learn Local training is very affordable and many courses are government subsidised.

Unemployed / under-employed

- Defined as people who are either unemployed or people who are employed but want to work more hours than are currently available to them
- In 2012 in the Learn Local sector, 32.4% of learners are unemployed compared to 5.4% of the wider Victorian population

Gaining vocational skills and employment is a key focus for many Learn Local courses. However, under-employment (employees who want to work more hours than are currently available to them) also affects many thousands of Victorians. The under-employed market is often overlooked by organisations marketing their education and training services making it an important market for Learn Local.

Messages include:

1. New skills can be life changing and lead to more job choices. Learn Local organisations offer a variety of flexible training options and courses for everyone.
2. Learn Local organisations can help you choose the training you need to take the next steps forward. Come in and have a chat... We're just around the corner.
3. Learn Local training is very affordable and many courses are government subsidised.