

***Learn Local* Toolkit**

Part One - 10 things you can do to help promote *Learn Local*

On the day of the Launch – Wednesday 13 April

1. Ensure everyone relevant in your organisation receives a copy of the ACE Memo regarding the *Learn Local* Launch that will be sent out on the day of the launch.
2. Request that everyone in your organisation with an email account add the *Learn Local* logo to their email signatures*. Examples below:

Regards

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3. Add the *Learn Local* logo to your organisations' website* – preferably on the home page with a link to the ACFE website www.acfe.vic.gov.au
4. Add the *Learn Local* logo to promotional material. This doesn't mean you need to destroy existing material – add to newly created material or alternatively print the *Learn Local* logo on a sticker and then place it on promotional material.

Ongoing (From 13 April)

5. Use the new *Learn Local* branded templates when producing new promotional material*.
6. Promote the new *Learn Local* Twitter / FaceBook accounts to current and potential learners and other stakeholders. Also, send your Regional Offices any ideas for items that could be promoted on the sites. For example:
 - Twitter: Big turnout for #learnlocal course @NAME today. @RobertRogers is presenting on computer skills.
 - FB: Reminder that applications for semester 2 @NAME open on Friday - get in early to secure your place by contacting NAME at (insert phone number)
 - FB: New Certificate II in animal husbandry beginning on March 20th @NAME - register here (insert website)

It would be great if your organisation aimed to send the Regional Office at least one Twitter / FaceBook entry per month. However, you are very welcome to send entries more frequently.

7. Attend the May / June series of Provider Forums where ACFE will be going through the new network brand and awareness strategy in detail.
8. At your strategic meetings with the local council / partner organisations / clients in the region, start discussing ways in which to co-promote *Learn Local*.
9. Encourage staff to attend the free Communications and Marketing Training that will be held by ACFE in July / August in your region.
10. Contribute to discussion forums and ask queries about the brand implementation on the *Learn Local* Wiki: <http://learnlocal.acfe.vic.edu.au> The ACFE Communications Team will be regularly monitoring this site and will endeavour to respond to queries within 48 hours.

* *Learn Local* brand guidelines, logos and templates will be available on the *Learn Local* wiki <http://learnlocal.acfe.vic.edu.au> as well as the ACFE website www.acfe.vic.gov.au in the Provider Services section under Communications Resources. The logo is available in a number of formats:

1. *JPG (Note: For use internally on Word, Publisher and Powerpoint)*
 - a. *COLOUR_Print – For use on material that will be printed internally in colour*
 - b. *B&W_Print – For use on material that will be printed internally in black and white*
 - c. *COLOUR_Web – For use in online material such as websites*
2. *EPS (Note: If you do not have professional design software on your computer such as Photoshop or In Design you will not be able to open / view the EPS logos, but your designer will so save it to your computer and send it to them):*
 - a. *CMYK – Full colour logo for use by professional designers on material that require the CMYK colour process (speak to your designer / printer regarding their requirements, however this is mainly required when there are three or more colours used in the design)*
 - b. *CMYK_Reverse – Blue and White logo for use by professional designers on material that require the CMYK colour process and the main background colour is a dark colour, such as black (speak to your designer / printer regarding their requirements, however this is mainly required when there are three or more colours used in the design)*
 - c. *MONO - Black and white logo for use by professional designers on material that is only going to be printed / produced in black and white with WHITE as the main background colour*
 - d. *MONO_Reverse – Reversed black and white logo for use by professional designers on material that is going to be printed / produced in black and white with BLACK as the main background colour*
 - e. *SPOT - Two colour logo for use by professional designers on material that require the Spot colour process (speak to your designer / printer regarding their requirements, however this is mainly required when only the two Learn Local blues are used in the design)*

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Part Two – Additional methods to incorporate *Learn Local* into your marketing strategy

Promoting your program...

Let's work together to promote your *Learn Local* organisation and programs. In doing this, we can support our learners, educate businesses and spread awareness.

Below are the most common ways used to promote your business. These methods are 'oldies' but indeed 'goodies' and still used as effective marketing tools today.

Logo/Co-branding

- Co-branding is a great opportunity to refresh your organisation's marketing approach.
- Wherever possible please co-brand using both your business logo and the *Learn Local* logo. This will help increase awareness of the ACE sector which in turn, will increase the profile of your own organisation.
- Ensure logos are present on all publications (brochures, posters, newsletters) and websites
*see branding guidelines for detailed instructions on how to co-brand.

Presentations/Templates

- Included in your Launch kit is a CD with the various *Learn Local* logos and branded templates. Extra copies of the kit will be posted to all eight regions. If you would like to access it yourself please visit our Wiki page at <http://learnlocal.acfe.vic.edu.au>
- When inserting copy into the templates ensure you keep things simple, whilst including all the relevant information (date, time, location, cost). Make sure you proof-read carefully before printing and distributing.
- Please utilise the power point templates when presenting both internally and externally.

Forums/Events/Networking

- Use your networks to help spread your message. When attending networking events and forums utilise this as a means of promoting your business and the *Learn Local* brand.
- We will be providing you with the option to co-brand banners for your use.
- Take collateral with you, ensure branding is visible.

Website

Promoting your service through a website enables you to reach out to individuals in a personal manner and expand your service capabilities. A customer may visit your site, click on a few links, and learn about your business, its history – all in one place. Here are some useful tips you may like to consider:

- Ensure your homepage is engaging, as you have about 20 seconds before the visitor loses interest. Use images and emphasise logos.
- Keep language simple, keep pages concise but informative.

- Including a reference to *Learn Local* and your particular organisation – it is a great way to educate the public on the variety of services available to them.
- If you are trying to target the CALD community, consider the possibility of using multiple languages on your website; it will ensure a wider reach. Additionally, try to adapt this to written or online publications where possible. If you need assistance with translation contact the Victorian Multicultural Commission or your local Ethnic Communities Council.

Media

- A great way to promote your brand is through local press and community radio.
- Find a contact person at the media outlet you want to approach – phone and ask for the name of the editor, senior producer, or relevant journalist. Obtain a phone number and email address. Find out what their deadline is for submissions for each edition / program, and ensure you meet this deadline.
- Inform them about the programs you offer, include reference to your website and that you are part of the *Learn Local* network as often as you can.
- Include case studies / success stories that show what people who use your organisation experience.

Word of Mouth

- Is a great way to stimulate ‘buzz’. When spoken about positively and enthusiastically it adds credibility to the brand.
- Try to generate as much awareness as possible through word of mouth. Again, direct people back to your website.

Local Businesses / Shopping Centres / Movie theatres

- Carefully consider the places in your area where you could display posters or distribute flyers.
- Contact local businesses and popular establishments – ask if they will assist in promoting your organisation / program.
- Provide them with background information about *Learn Local* (available in Toolkit and on the *Learn Local* wiki). Include case studies relevant to your own business.

Local RSL/ Football club

- Get in touch with local sporting facilities; they draw a large crowd on a daily basis and have a strong presence in the community.

Library

- Speak to facilitators at your local library. Ask them if you can promote your collateral at the front desk or on any community noticeboards.

More information

If you have any queries or would like further assistance in marketing your programs please don't hesitate to contact your ACFE Regional Office or access our *Learn Local* Wiki

<http://learnlocal.acfe.vic.edu.au>