

***Learn Local* – Writing Guidelines**

Purpose

The *Learn Local* branding is being rolled out across Victoria in order to connect and unite the many different education and training organisations and present a strong image for the sector. A single brand used by all organisations will reinforce the message that people can expect similar services across the state and allow for greater marketing and promotional reach for the sector.

Brand message

The communication (both written and verbal) of a brand message is very important especially when launching a new brand positioning and visual identity. By using one consistent voice across all communication we can ensure that our network of organisations is promoted as a strong sector that delivers education, training, personal development and employment outcomes in flexible, community based local environments.

References to *Learn Local*

In all external communications '*Learn Local*' should replace all instances where 'ACE organisations' would have previously been used. Following is an example of this substitution:

| OLD | NEW | EXAMPLE |
|----------------------------------|--|--|
| Adult Community Education sector | <i>Learn Local</i> education and training sector | ACFE would like the awareness of the <i>Learn Local</i> education and training sector to grow and become a preferred option for local learning. |
| ACE sector | <i>Learn Local</i> sector | The <i>Learn Local</i> 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 | <i>Learn Local</i> organisations | <i>Learn Local</i> organisations offer the convenience of education and training just around the corner. |
| ACE providers | <i>Learn Local</i> organisations | Developing links with <i>Learn Local</i> organisations helps employers get training that is tailored for them and their employees. |
| ACE learners | Learners | <i>Learn Local</i> organisations can help learners transition from informal training to accredited training and on to further education such as TAFE or university. |

We understand this may take a while to get used to so we don't expect it happen overnight. However, we would appreciate you trying to incorporate this consistent messaging whenever possible. Remember you can ask any queries you may have regarding this to the ACFE Communications Team on the *Learn Local* Wiki at <http://learnlocal.acfe.vic.edu.au>

Email signature

All employees at *Learn Local* organisations should include the *Learn Local* logo in their email signatures. We recommend using the following format, or a similar one (Font: Arial; Size: 9pt).

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CentaVic ESL
Educational Services Inc.

Spelling

British spelling is preferred – watch out for words ending in –ize or -yze (should be –ise or –yse eg. Eg organise or analyse) –or (should be –our eg. colour), –er (should be –re eg. centre); and doubled consonants (eg. cancelled not canceled). Note the following spellings (and add entries specific to your organisation):

| | | |
|--|--|---|
| A | B | C Cannot (<i>not</i> can not) |
| D | E | F |
| G | H | I |
| J | K | L |
| M | N | O Organisations (<i>not</i> providers) |
| P | Q | R |
| S Statewide (<i>not</i> state-wide) | T Thank you (<i>not</i> thankyou) | U Upskill (<i>not</i> up-skill) |
| V | W | X |
| Y | Z | |

Audience and purpose

Thinking about who will read your writing will make it much easier to determine how to refer to your organisation and the *Learn Local* identity. It's also important to know what the purpose of your communication is – ie. is it to secure a business partnership or to provide information to an existing student? – as these audiences are extremely different.

Key messages

As well as the visual identity, the *Learn Local* brand contains strong messages which every *Learn Local* organisation can use to their benefit. These messages present a united image and easily target core audiences (see 'Targeted key messages' below). All of the following messages are applicable to the *Learn Local* network.

You can choose to use these messages in your communications or adapt them to fit your organisations.

- *Learn Local* is a network of organisations (not providers)
- Statewide locations – there's a *Learn Local* organisation near you
- Flexible delivery for individual needs
- Nationally recognised qualifications
- There are 320 *Learn Local* organisations across Victoria that provide training and education for individuals of all ages with limited previous education
- For more information please visit the *Learn Local* website www.acfe.vic.gov.au

Following is a number of messages for different audiences, which you can use to reinforce the brand within communications.

For Learners:

Use a tone which is accessible and engaging for this audience. Address learners directly – eg. you, your community, your family.

- Each *Learn Local* organisation is unique – just like you.
- *Learn Local* organisations have a genuine focus on your needs as a learner and the flexibility to meet each individual's learning requirements.
- Education and training is suited to learners of all ages who wish to gain qualifications and employment and may have previously had limited access to education.
- We offer you services from basic education to diploma-level qualifications.
- Accredited training provides learners with a set of qualifications that are high quality, nationally recognised and transferable.
- Pre-accredited training is designed for you to gain confidence and skills, which can lead to further education and training, employment, or both.
- *Learn Local* organisations can help you transition from informal training to accredited training and on to further education such as TAFE or university.
- *Learn Local* organisations offer the convenience of education and training just around the corner.

For Businesses:

Use a tone which is more formal and 'professional' for this audience. Include references to businesses' employees or prospective employees.

- *Learn Local* can provide customised, high quality on-the-job training programs on and off workplace premises.
- A partnership with a *Learn Local* organisation in your area will set your company on a path to higher productivity through employees with the skills required to more effectively and efficiently undertake their work.
- *Learn Local* organisations have qualified instructors who work with businesses to develop suitable training programs.
- Local insight and understanding means *Learn Local* organisations offer work-based programs that drive improved productivity, efficiency and effectiveness for local businesses.
- Many *Learn Local* organisations are also registered training organisations (RTOs) which means that they are able to deliver accredited training and offer qualifications.
- *Learn Local* instructors delivering accredited training have the same teaching qualifications as instructors at other organisations such as TAFE. *Learn Local* instructors also have a wealth of industry experience.
- *Learn Local* registered training organisations (RTOs) provide employers with nationally recognised training that is tailored for them and their employees and which meet the needs of the local workforce.
- *Learn Local* organisations that are not RTOs specialise in delivering pre-accredited programs. However, many of these work with other *Learn Local* organisations and TAFEs to offer their learners integrated pathways into accredited certificate and diploma programs.

For *Learn Local* organisations:

Use a tone which is appropriate for communicating with your colleagues. Internal communications between organisations can use informal language and acronyms (such as AFCE, CALD, AElS).

- The ACFE Board would like awareness of *Learn Local* education and training provision to grow and become a preferred option for local learning. While use of the old 'ACE' terminology is fine internally, please do all you can to externally refer to the sector as the *Learn Local* education and training sector.

Background information and targeted key messages

Following is more specific information on the nine target markets which are supported by the ACFE Board and have been flagged as most crucial for *Learn Local* organisations to provide services to (as detailed in the *Learn Local* Awareness Strategy – [available on the Wiki](#)).

Early school leavers (all ages)

Early school leavers represent 20% of the wider community. Almost 50% of 24 year olds living in low socio-economic status areas have no qualification after school particularly those living in rural and remote areas.

Early school leavers can be any age – not just young people. Make sure that you target your communications to the appropriate target age, as older early school leavers do not often connect with being part of this market 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 engaging and exciting language to encourage participation and also demonstrate that there are others ('just like you') who have achieved through *Learn Local*.

Messages include:

- There are many programs available that will help you build skills and confidence after leaving school early. It's never too late to start.
- Further education and training can open doors to employment or a job change.
- *Learn Local* courses are very affordable and may be government subsidised.

Disengaged youth

Defined as aged 15-19, unemployed and did not complete Yr 12, disengaged youth represent 4% of the wider Victorian population. Many young people who have low literacy and numeracy also have low confidence which can inhibit participation in education and work. (Also refer to 'Early school leavers' above.)

Messages include:

- *Learn Local* organisations are here to help – young people are the future.
- *Learn Local* organisations can find a course that suits your needs and help you feel equipped for the future.
- There are a variety of exciting and interesting options to upskill, enter the workforce and find a job.
- *Learn Local* is different to any education you have likely experienced before – give it a try.

CALD learners

The proportion of CALD residents in Victoria is 21%. The main CALD groups in Australia are Italians, Chinese, Vietnamese, Indians, Filipinos, Greeks, Germans, Malaysians, Dutch, Lebanese and people from Hong Kong. Each *Learn Local* organisation will have the best knowledge of their community's CALD population. Consider translating communications in order to reach specific language groups within your community.

Messages include:

- *Learn Local* organisations include the entire community and students come from a wide range of backgrounds.
- There are special courses that can help new migrants with language and maths skills.
- With basic language and numeracy skills learners can undertake further education and/or find a job.
- *Learn Local* is close to home, offers a friendly environment and has teachers who are focussed on doing what individual learners need to succeed.

Learners with a disability

People with a disability have lower levels of prior educational achievement than those without. A 2005 study found that 54% of VET learners with a disability left school at or before the end of Yr 10 compared with 39% of all VET learners. The type and severity of a disability affects participation, achievement and outcomes differently so messages have to be carefully tailored to your audience.

While it is recommended that communications targeting this market are written for the learner it is important to remember that 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:

- *Learn Local* organisations are here to listen and suggest courses that fit your particular needs.
- There are a variety of flexible training options and courses available for everyone.
- Obtaining skills through *Learn Local* organisations can be life changing, offering community involvement, further education and/or job placement.

Indigenous learners

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:

- *Learn Local* organisations will work with you to ensure you are placed in the course that best suits your needs.
- Completing training assists with getting a job, an education and in helping your community.

Males over 45

TAFE attracts a significant number of older male learners to courses such as General Manufacturing, Transport and Storage (courses not often offered by *Learn Local*). This market represents 18% of the 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. Appeal to this audience's sense of self-improvement and need for support/community – older learners can also be dealing with external factors such as isolation through divorce or death of a spouse or not working.

Messages include:

- *Learn Local* offers accredited training and further education at the same quality and qualification as TAFE, but it is more flexible and is nearby.

- With the help of your *Learn Local* organisation the sky is the limit with options to transition into TAFE courses such as General Manufacturing, Transport and Storage or on to university.

Vulnerable low-skilled workers

This market has generally only completed Yr 9 or below of high school and have 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. Also refer to key messages under ‘Early school leavers’ above.

Messages include:

- Pre-accredited training is available to help with numeracy, literacy and general work skills.
- Once completed there are more options to upskill – to accredited training or to further education such as TAFE or university.
- By furthering your qualifications you can increase your earning potential, change jobs, and become a more valuable employee.

Low socio-economic status

Refer to description under ‘Vulnerable low-skilled workers’ above.

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 focussed on doing what individual learners need to succeed.

Messages include:

- It doesn’t matter what level of education or training you have had in the past.
- Each year over 110,000 Victorians choose to learn through a *Learn Local* organisation.

Unemployed / under-employed

Unemployment is a big issue that is constantly addressed by the government and in the media and gaining vocational skills and employment is a key focus for many *Learn Local* courses. However, under-employment (employees who want to work more hours) 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* to target.

Messages include:

- *Learn Local* organisations want to not only assist in helping people gain a valuable education but equip them with skills to enter the job market.
- By furthering your qualifications you can increase your earning potential, re-skill to change jobs and become a more valuable employee.
- With the help of your *Learn Local* organisation the sky is the limit with options to progress to further education and such as TAFE or university.
- *Learn Local* courses can be government funded, meaning they can be provided at low cost to the learner. Talk to your local organisation about how they can work with you and your employer to provide cost effective education and training options – inside or outside of the workplace.