PROMOTE YOUR LEARN LOCAL

LOVE YOUR LEARN LOCAL

GIPPS-LAND LEARN LOCAL

01 RIGHT PEOPLE

Consider the following:

- Previous Learn Local stats
- ABS data
- NH annual data (if relevant)
- Anecdotal
- LGA data
- Industry Consultation

What does this data tell you about your community?

- Starts or continues the story
- Creates a picture
- Supports direction
- Determines the future
- Identifies gaps

Who is your target audience?

This term, this year, or this course?

02 RIGHT MESSAGE

The right people influence the right message.

What do they need to know?

- Brand
- Community
- Benefits
- Stories
- What else?

03 RIGHT CHANNEL

The right people and the right message influence the right channel.

How do you get the message out?

- Print media
- Social media
- Community
- Radio
- Course Guide: How?
- Each other: How much do you share and value add?

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