PROMOTE YOUR LEARN LOCAL

LOVE YOUR 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?

TAFE AND TRAINING LINE CALL 131 823 WEBSITE WWW.LEARNLOCAL.ORG.AU FACEBOOK @LEARNLOCAL TWITTER @LEARNLOCAL