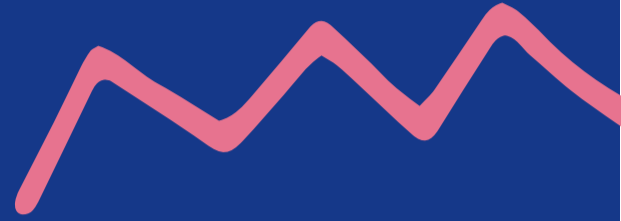


CHAMPION YOUR LEARN LOCAL

LOVE
YOUR
LEARN
LOCAL



GIPPS-
LAND
LEARN
LOCAL



01 RIGHT PEOPLE



02 RIGHT MESSAGE



03 RIGHT CHANNEL

**"Every member
of your Learn
Local is a
champion!"**

**Who are they, and
what do they really
know about your
Learn Local?**

**Members of your
Learn Local include:**

- › Committee of Management
- › Volunteers
- › Existing staff
- › Partners
- › Local government
- › Learners
- › Community organisations
- › Who else?

**What is your Learn
Local's unique
message?**

**What's most
important to your
Learn Local?**

- › Community
- › Industry
- › Local learning
- › Pathways
- › Stories
- › What else?

**How do you get the
message out?**

- › Stories: How do you collect them, use them?
- › Word of mouth
- › Organisational collateral
- › Print: Local press, Newsletters
- › Social: Facebook, Instagram
- › Media: Radio, TV, Community
- › Posters or Flyers: Where and when?

TAFE AND TRAINING LINE **CALL 131 823** WEBSITE **WWW.LEARN
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