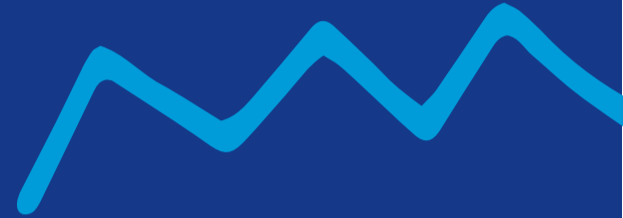
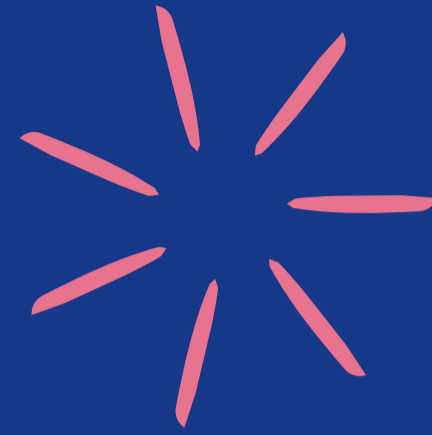


# CHAMPION YOUR LEARN LOCAL



LOVE  
YOUR  
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?