

2025 Victorian Learn Local Awards

Sponsorship Prospectus







A message from the Adult, Community and Further Education (ACFE) Board Chairperson

As Chair of the ACFE Board, it is my pleasure to introduce the Learn Local Awards sponsorship prospectus. The Learn Local Awards recognise inspiring achievements within the adult community and education sector. Through these awards, we celebrate the dedication of learners, trainers, organisations, and programs that are transforming lives across Victoria.

The adult community education sector plays a pivotal role in empowering communities by fostering economic resilience. We've witnessed numerous individuals progress from adult community education to vocational training and gainful employment across various industries. From computer literacy to essential numeracy and communication skills, Learn Local providers are equipping learners with the tools they need to thrive in today's competitive job market.

Partnering with the Learn Local Awards offers your organisation a unique opportunity to align with a sector that is making a tangible difference in people's lives. By supporting this program, you not only contribute to the recognition of outstanding achievements but also gain valuable brand exposure within a growing sector. Partnering with the Learn Local Awards will enhance your brand's reach, contribute to community building, and showcase your commitment to growing a skilled workforce in Victoria.

I invite you to review the sponsorship prospectus and consider joining us in celebrating the remarkable contributions of the adult community education sector.

Kind regards

Dr Teresa De Fazio OAM

Chairperson

Adult, Community and Further Education Board



About the awards

The Learn Local Awards are held annually by the Adult, Community and Further Education (ACFE) Board to recognise and reward the outstanding achievements of individuals, programs and training providers within the Learn Local sector.

Since 2006, the Learn Local Awards have represented the Learn Local spirit and been a highlight of the sector's calendar.

Through ACFE Board-funded, pre-accredited programs (Learn Local courses), the Learn Local sector plays a pivotal role in helping Victorians develop the core skills they need for study, work, and life. Core skills include English language and literacy, numeracy, employability and digital skills.

For learners the awards recognise their hard work and commitment to furthering their education, employment pathways and connections with their community.

For Learn Local providers, trainers and leaders the awards are an excellent promotional tool, celebrating the benefits their dedication and innovation have created for learners and the wider community.

This year, there are eight general awards with a total prize pool of up to \$76,000.

For the principal partner and major sponsors, these awards provide broad networking, marketing and promotional opportunities, alongside the chance to develop connections between industry and students, trainers, training providers, community organisations and employers.

This year's awards ceremony will be a lunchtime event, held on Wednesday, 3 September, and will be attended by Learn Local providers, stakeholders and finalists. Winners and finalists gain state-wide recognition from industry experts, peers and the Victorian community.



About the Learn Local sector

There are around 200 not-for-profit community organisations across Victoria that offer Learn Local courses. All these organisations, known as Learn Local providers, are registered and funded to deliver Learn Local courses by the Victorian Government, via the Adult, Community and Further Education Board.



Learn Local courses are short, low or no-cost courses offered to eligible adult Victorians. There is a wide range of available courses including digital and computer skills, English conversation, reading and writing, maths, communication, study skills, job skills, and preparation for various industries such as aged care, food processing, health services, warehousing and distribution. Learn Local courses are flexible and can be tailored to suit learners' needs and schedules. Adults can learn in a classroom or online at their own pace. Class sizes are often small, with training delivered by highly experienced professionals. Learn Local providers are agile and can customise Learn Local courses for a wide range of businesses to upgrade the core skills of their existing or new workforce. Customised Learn Local courses can include:

- core skills training contextualised across a wide range of sectors (including health, disability, retail, tourism, hospitality, construction, trades, business, call centres, horticulture plus many more)
- digital literacy training
- language, literacy and numeracy assistance
- English language classes
- financial literacy assistance
- employability skills
- occupational health and safety.

Your contribution

Sponsoring the awards will enhance your brand's recognition and show your commitment to growing a highly skilled workforce in the state.

Partnering with the Victorian Learn Local Awards is your opportunity to support Victoria's vision as an education state and to acknowledge the innovative and sector-leading work of Victoria's adult community education sector. There are opportunities for a principal partnership and 8 major sponsors as well as a general sponsorship opportunity. The principal partner supports the whole award program, including the gala event, and the major sponsors contribute to the prize money for the award category they are sponsoring.



For Learners

The Ro Allen Award – Learn Local Pre-accredited Learner (Skills for study and life)

Learn Local Pre-accredited Learner (Skills for work) Award



For trainers and leaders

Learn Local Pre-accredited Trainer Award

Learn Local Leadership Award



For Learn Local providers

Small Learn Local Provider of the Year

Large Learn Local Provider of the Year

Learn Local Innovation Award

Learn Local Partnership Award

Principal partnership

Sponsorship contribution \$15,000 (ex. GST)

This partnership is open to one organisation that wishes to provide the most comprehensive support to the Learn Local Awards, including the gala event itself.

Here are some of the benefits that the principal partner of the 2025 Learn Local Awards will enjoy.

Campaign promotions

- logo placement and content on the Learn Local Awards website (200 words) and links to your partner website
- logo placement on gala event invitation and on the front cover of souvenir program
- logo placement on all finalist certificates and winners' trophies
- one full-page advert in souvenir program
- a minimum of 7 posts on the Learn Local social media channel (Facebook)
- opportunity to feature in a sponsor profile news article on the Learn Local Awards website or social media
- acknowledgement in media advertising
- sponsor toolkit including digital assets and suggested social media posts about the awards for your channels
- promotional materials, including media releases for finalists and winners, which can be distributed and shared via your organisational channels

Gala event

- speaking opportunity of up to 3 minutes (pending approval of speaking notes from the Adult, Community, and Further Education (ACFE) Board)
- logo on lectern signage at the gala event
- two seats at the table of the ACFE Board Chair
- a table of 10 guests
- additional corporate tickets available at early bird rates
- acknowledgement as principal partner by the master of ceremonies and in high profile speaker addresses
- a digital suite of Learn Local Awards photos and video footage
- logo on audio visual display
- prominent placement of the logo on media wall
- logo placement on your table
- logo placement on the event show bag
- opportunity to supply promotional material/goods for the finalists' event show bag.

Stakeholder engagement

- access to all winners for post-event sponsorship (pending promotion review and approval)
- a framed certificate of appreciation acknowledging your organisation's contribution as principal partner
- an invitation to attend a Thank you event hosted by the Victorian Skill Authority

Winner Profiles

The Ro Allen Award – Learn Local Pre-accredited Learner (Skills for study and life) Winner

Paw Say Paw

Paw Say Paw arrived in Australia from a refugee camp in Thailand in 2022 and wasted no time in embracing life in her new home. A week after arrival, she enrolled in English beginners' class at the Centre for Participation. For Paw Say Paw, 2023 would be a year of great achievements as she undertook 3 life-changing educational opportunities.

Boldly immersing herself in social situations where English was spoken, Paw Say Paw learnt English quickly. She enrolled in the basic computer course and attended a sewing class. Because she enjoyed sewing, she enrolled in a micro business course, which supported her to create a sewing business specialising in making hats and bags. She gained confidence and made friends.

On graduation day, Paw Say Paw showcased her new business and dedicated her first creations to her teachers. Continuing into further studies, Paw Say Paw has a scholarship to study individual support at Federation University.



Learn Local Leadership Award Winner

Gina Dougall

CEO of Banksia Gardens Community Services (BGCS), Gina Dougall, was instrumental in growing the organisation from a small Learn Local to one of the largest providers of adult training and employment services in Victoria. BGCS sits in a strong multicultural location and has provided opportunities for over 5,000 people.

Fostering a culture of quality learning and exemplary leadership in the sector and the state, Gina is regularly contacted for support and advice by other Learn Locals. She provides administrative oversight for all the Learn Local programs at 14 Hume school hubs. During the 2023–24 period, BGCS courses attracted approximately 1,000 students to 26 courses and programs. As a result, 51 participants found jobs out of 75 enrolled in the Passport to Work program. Gina developed an impactful relationship with Bendigo Kangan Institute and established 2 social enterprises on the Broadmeadows site that support vulnerable people into work.

Major sponsorship

Sponsorship contribution \$10,000 (ex. GST)

A major sponsorship is a contribution towards an award category prize. There are eight major sponsorships available in 2025, one for each category.

Here are some of the benefits that major sponsors of the 2025 Learn Local Awards will enjoy.

Campaign promotions

- logo placement and content on the Victorian Learn Local Awards website (100 words) and links to sponsor website
- logo placement in the souvenir program
- logo placement on your sponsored category finalist certificate and trophy
- full-page advert in the souvenir program
- a minimum of 3 posts on the Learn Local social media channel (Facebook)
- sponsor toolkit including digital assets and suggested social media posts about the awards for your channels.

Gala event

- present the award to the 2025 sponsored category winner
- a table of 10 guests
- acknowledgement as a major sponsor by the master of ceremonies and in high profile speaker addresses
- logo on the audio-visual display
- logo on media wall
- logo placement on your table
- opportunity to supply promotional material/goods for the finalists' event show bag.

Stakeholder engagement

- access to the sponsored category winner for post-event sponsorship (pending promotion review and approval)
- a framed certificate of appreciation acknowledging your organisation's contribution as a major sponsor.
- an invitation to attend a Thank you event hosted by the Victorian Skill Authority



General sponsorship

Sponsorship contribution \$5,000 (ex. GST)

A general sponsorship is a smaller contribution towards the awards as a whole.

Here are some of the benefits that general sponsors of the 2025 Learn Local Awards will enjoy.

Campaign promotions

- logo placement and content on the Victorian Learn Local Awards website (50 words) and links to sponsor website
- Learn Local social media channel (Facebook) post recognising your organisation as a general sponsor
- sponsor toolkit including digital assets and suggested social media posts about the awards for your channels.

Gala event

- logo placement in the souvenir program
- opportunity to present winner's trophy on stage for an award without a major sponsor
- 5 tickets to the gala
- acknowledgement as a general sponsor by the master of ceremonies
- logo on the audio-visual display
- logo on media wall

Stakeholder engagement

- an invitation to attend a Thank you event hosted by the Victorian Skills Authority
- framed certificate appreciation acknowledging your organisation as a general sponsor.

CONTACT

For any sponsorship enquiries contact Janine Doney on email janine.m.doney@ecodev.vic.gov.au

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