

2026 Victorian Learn Local Awards

Sponsorship Prospectus







A message from the Adult, Community and Further Education (ACFE) Board Acting Chairperson, John Maddock AM

The Learn Local Awards are Victoria's premier celebration of excellence in adult community education, recognising the individuals, organisations and programs that are changing lives and strengthening communities across the state.

Adult community education is a powerful driver of workforce participation and economic resilience. Learn Local providers play a pivotal role in building critical skills, supporting pathways into vocational training, and preparing learners for employment across diverse industries. From digital capability to core numeracy and communication skills, these programs help people gain the confidence and qualifications needed to succeed in today's evolving labour market.

Partnering with the Learn Local Awards positions your organisation at the forefront of meaningful education and social impact. It is an opportunity to align your brand with a trusted, high impact sector that delivers tangible outcomes for communities and employers alike. Sponsorship offers strong brand visibility, access to sector leaders and influencers, and association with a statewide program that champions skills development, inclusion and workforce growth.

By supporting the Learn Local Awards, your organisation demonstrates leadership in corporate social responsibility while contributing directly to the development of a skilled, adaptable workforce for Victoria. This partnership not only recognises achievement but reinforces your commitment to community, opportunity and long term economic strength.

I invite you to review the sponsorship prospectus and consider this opportunity to partner with us in celebrating—and investing in—the future of Victoria's workforce.

Kind regards

John Maddock AM

Acting Chair

Adult, Community and Further Education Board



About the awards

The Learn Local Awards 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 Victorian Government-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.

Celebrating their 20th anniversary in 2026, this year's awards have eight general categories 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 Thursday, 8 October, 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 just under 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.



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 and 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.

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 2026 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 5 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
- logo on lectern signage at the gala event
- a table of 10 guests and two additional VIP table guest invitations
- 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

Post event

- 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



2025 winner profiles

Learn Local Leadership Award Winner



Donna Dowler

Foundation Learning Centre

Donna brings a rich background in arts and community engagement to her role as Head of Department – Community Education at Foundation Learning Centre. Her leadership style is grounded in empathy, responsiveness and inclusion. Beyond her organisation, Donna offers invaluable support to Learn Local coordinators sector-wide, promoting collaboration and professional growth.

In 2024, Donna led the development of the Engaging in Life and Work program, designed to support job seekers and adults who are rebuilding their lives. The initiative filled a critical gap in employability and self-esteem training. Through strategic partnerships, Donna expanded pre-accredited training into high-demand sectors. Key highlights are the continued partnership with Chisholm TAFE to support their early childhood education traineeship program; and their collaboration with Nursery and Garden Industry Victoria and Skills Plus – leading to the training of 140 horticulture job seekers, with 80% successfully gaining employment.

Donna's programs delivered over 33,000 contact hours in 2024, with the majority supporting learners at foundational levels. What drives her is the knowledge that Learn Local often reaches more people that might be missed by mainstream education.

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



Nicole Cusma

genU Training

Nicole Cusma is a resilient single mother who re-entered the workforce after overcoming serious health challenges. During recovery, she was introduced to genU Training's pre-accredited Digital Literacy courses, which reignited her love of learning and led her to complete a Certificate IV in Community Services. Now pursuing a Certificate IV in Mental Health, Nicole is driven by a passion for criminal psychology and a deep drive to support vulnerable people.

Digital literacy courses helped Nicole re-engage with formal learning. She learnt to balance studying and parenting and manage stress, aided by genU's supportive and nurturing training environment. Nicole discovered her great interpersonal and communication skills, built resilience, and achieved goals that once felt unreachable.

Nicole's journey now inspires classmates who are also rebuilding their lives. She models the possibility for change that many strive for. Now she's channelling her experience into practical skills for a career in community service and mental health, to enrich the lives of others.

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 2026, one for each category.

Here are some of the benefits that major sponsors of the 2026 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 2026 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

Post event

- 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.



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 2026 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

Post event

- framed certificate appreciation acknowledging your organisation as a general sponsor.

CONTACT

For sponsorship enquiries, please contact Janine Doney on email janine.m.doney@ecodev.vic.gov.au
For general enquiries contact **1800 413 622** or email learnlocal@ecodev.vic.gov.au



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