



**LearnWest**

**2022**

***Learning for Earning***

***Festival***

**Written by Wyndham City Council and Melton City Council**

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## Project Summary

The LearnWest 2022 Learning for Earning Festival was organised by the LearnWest Network, comprising representatives from Brimbank City Council, Hobsons Bay City Council, Maribyrnong City Council, Melton City Council, City of Darebin and Wyndham City Council.

When first run in 2021, the Learning for Earning Festival was LearnWest's collaborative response to the challenges the communities in the west were facing during and since the pandemic. Even pre-COVID, data indicated that many people who live in the West leave their local government areas for work. Additionally, the Festival responded to data indicating that a significant number of residents in our communities were on unemployment benefits (Department of Social Services - JobSeeker and Youth Allowance recipients - monthly profile via data.gov.au. Compiled and presented by .id - informed decisions, retrieved online). Youth disengagement (young people not in paid employment or enrolled in education 15-19 year olds and 20-24 year olds) is above the metro average for the majority of these LGA's, see table below.

<b>LGA</b>	<b>15-19 year olds</b>	<b>20-24 year olds</b>
Metro average	4.6%	10.7%
Brimbank	6.3%	15.0%
Darebin	4.7%	9.4%
Hobsons Bay	5.8%	14.1%
Maribyrnong	3.9%	9.6%
Melton	6.5%	17.5%
Wyndham	6.7%	16.6%

(Further information about social, health and economic conditions in Victorian municipalities is available at [www.socialstats.com.au](http://www.socialstats.com.au), from findings of the 2016 Census).

The Learning for Earning Festival returned for its second year in May 2022. This important collaboration between the six councils from Western and Northern Melbourne saw the members work together to support their various communities to improve learning and earning outcomes across the north and west. This model of collaboration amongst councils has meant a greater collective impact amongst our communities. Heartfelt thanks to all those involved in making the Learning for Earning Festival happen.

The festival was designed to provide participants with the knowledge and skills they need to upskill and look at different pathways to employment, to gain knowledge about starting or changing careers, to learn about leading and emerging industries and discover opportunities for the future.

The Network made the decision to move from the 2021 model of having over thirty events competing for audiences during the Festival to a more curated program in 2022 hosting three key flagship online forums:

### ***Opportunities in the West***

Kicking off the Festival, the Wyndham Humanitarian Network hosted a panel of speakers who provided an insight into employment opportunities for local communities. The breadth of programs included MiCare's Hope@Hand Traineeships; CALD and refugee employment services; Westjustice employment and equality law clinics; Ararat's new arrivals settlement program; and Good Cycles' social enterprise. This event provided the opportunity for the 90+ attendees (out of 167 registrations) to connect with employers, industry leaders & employment services.

### ***Meet the Major Employers in the West***

A range of major employers shared their current and varied vacancies and what they look for in candidates. Representatives from Amazon, Westgate Tunnel Project, Western Health, Victoria University, and the Multiplex Connectivity Centre provided insightful and timely commentary on current vacancies, career paths, and recruitment tips. Out of 135 registrations 68 joined the virtual room, the session was facilitated by the VU Jobs and Skills Centre.

### ***Want to Work in Local Government?***

From 174 registrations, over 70 attended this forum, hearing from representatives from Wyndham, Hobson's Bay, Melton, and Brimbank Councils who shared their varied employment experiences across their council careers. Moderated by Wyndham, topics included current vacancies in each of the Council areas, gender equity in recruitment, flexible working arrangements, what recruiters look for in applicants, transferable skills, and tips on searching and applying for vacancies.

The three online forums were scaffolded by a series of live and in-person events held in each Council's library featuring mock interview workshops; resume help; an introduction to online job searching; and social media workshops. All events were free.

The Festival aimed to help people to gain knowledge in starting or changing careers, learn about dominant and emerging industries in the west, and discover opportunities for the future. Delving more deeply, the festival focused on how to prepare job applications, where to look for work, how to start a business and career planning and pathways. The LearnWest Network believes that lifelong learning drives growth in communities' economic, civic, and social capacity in the Western Metropolitan Region.

This project is unique in its cross-council collaboration in learning in Australia. The LearnWest Network is a community of practice where people who are passionate about lifelong learning work together to drive the necessary changes to increase the economic and social capacity of our communities.

A snapshot of the Learning for Earning Festival includes:

- Participants came from different sectors, including university, local community, business, and local government
- Approximately 476 people registered to attend the 3 signature forum events
- Approximately 230 people logged in and 'attended' the 3 forum events
- More than 19 presenters shared their ideas and knowledge across the week in the scaffold events arranged by the various Libraries and Community Learning Teams.

On behalf of the LearnWest Network that coordinated the *2022 Learning for Earning Festival*, we are so proud and thrilled with the outcome of the event and look forward to bringing our communities more collaborative events like this Festival in the future for the shared benefit of our communities in the west!

*Diane Tabbagh, Wyndham Learning Community, June 2022*

### **Tracie's Story**

*"As a smaller LGA many residents of Hobsons Bay will be looking at job opportunities in surrounding municipalities, so it made sense to work as a western region".*

***For YOU personally, what was a significant insight or outcome of participating in the 2022 L4E Festival?***

As it was my first year being involved in the festival it was great to see the project come together. I thought there was a real strength in council, big business and community support organisations working together.

***For YOUR ORGANISATION/ LGA, what was a significant insight or outcome of participating in the 2022 L4E Festival***

It was good for my organisation to look at how we support job seekers across departments. If the festival is run again, we would try to bring in some other council departments from the outset. The other significant outcome was being able to widen the scope of job seeking for our community. As a smaller LGA many residents of Hobsons Bay will be looking at job opportunities in surrounding municipalities so it made sense to work as a western region.

***Any other feedback/quote you would like included?***

I thought the festival came together really well. It had a clear vision and focus that I believe was achieved. I thought the marketing produced was engaging, professional and positive. I think the festival provided good value to the community and reflected positively on the councils and businesses that participated.

## **Project Objective**

The Learning for Earning Festival was designed to provide upskilling opportunities to the communities in the west and north and to share information regarding pathways to employment. The Festival aimed to provide the LearnWest communities opportunities to gain knowledge in starting or shifting their careers, learn about dominant and emerging industries and discover opportunities for the future. This project was born out of a meeting between various councils working in lifelong learning, where the importance of promoting learning and earning for our communities in the North and West was discussed together with the need to enhance the image of the west as a place of opportunity and inclusion. Consideration was given to feedback gained through the evaluation of the 2021 Learning for Earning Festival resulting in a curated program of events targeted at the current issues facing our communities.

***From an Event Holder - "Running one of the flagship events as part of the Learning for Earning Festival gave us the chance to extend our reach into other communities and further highlight the great opportunities available to communities in the West"***

## **Project Collaborations**

The Learning for Earning Festival was led by the LearnWest network members and utilised their internal Council contacts and own networks in forming the three flagship events. LearnWest members drew upon various internal business units such as those driving economic development, skills and employment and social inclusion providing real world examples for the panels. Contacts within the business community were utilised to populate the Major Employers panel, showcasing current vacancies and insights into recruitment.

## **Project Working Group**

The LearnWest Network working group met fortnightly from the beginning of 2022, and until the festival took place 25-26 May 2022. While each Council was not able to provide member representation at every meeting due to resourcing, capacity and timing constraints, member representation included:

- Brimbank City Council
- Darebin City Council
- Hobsons Bay City Council
- Maribyrnong City Council
- Melton City Council
- Wyndham City Council

## **2022 Brand Marketing**

In early 2021, through consultation with the working group, Melton City Council designed and developed a LearnWest logo for the network. This logo was retained and used as the logo for the 2022 Learning for Earning Festival, and on marketing collateral.



A range of updated social media tiles was created by the Brimbank team for this year's Festival, for use across websites, eDM's, Facebook, LinkedIn and Instagram.



A generic flyer was produced together with three posters for the signature forum events.



Learning for Earning Generic Poster and Signature Forum Event Posters



## **Community Engagement and Marketing**

The Festival was promoted heavily through social media and existing co-lead contacts and networks both internally in council networks and externally to broader networks and partnerships. Two Electronic Direct Mails (eDM's) were sent out through Mailchimp to encourage people to register to participate in events. A draft media release template was prepared by Maribyrnong Council and shared with the LearnWest Network to modify to suit each member's community media cohort.

**Wyndham Council** Communications team arranged an article in the Wyndham Star Weekly and promoted the Festival at the Volunteer Expo and the Living Your Best Life Expo and the Wyndham Careers Expo. Wyndham City promoted the Festival through the Councillor Bulletin, on their Wyndham Business Matters page on LinkedIn and promoted the Forums on members' personal LinkedIn pages and Wyndham Council 'What's On' Page, together with circulating amongst their Learning Community networks. The digital signage within the five Wyndham library branches were also utilised for promotion in the lead up to the Festival, together with the self checkout kiosk screens and the display of posters and flyers. The Festival featured in a range of eNewsletters and articles, including the Committee for Wyndham Inc, Wyndham Employment Pathways and WynBay-LLen eNewsletters.

**Brimbank Council** invested in a Facebook advertisement to promote the events as well as promotional posts on Instagram and other social media platforms. Brimbank promoted it in their local newspaper and libraries and learning newsletters, and had listings on the Brimbank Council events page, the Discover Learning in Brimbank website and the Brimbank Libraries website and digital signage was present in the libraries. Posters and flyers were also located at multiple Council venues including libraries, neighbourhood houses and the civic centre. Internal promotions to Councillors and staff was also undertaken using email and presentations at events. In the weeks prior to the festival, Brimbank staff attended and distributed flyers at a number of events, including a local careers expo attended by over 1300 people and at the Brimbank What's NExpo? careers expo attended by local job seekers at Brimbank Learning Futures. The Brimbank team also managed the LearnWest mailing list sending four eDM's within the two weeks leading up to the festival as well as handling inbox enquiries.

**Melton City Council** invested in a number of social media engagements, including Facebook, Instagram, LinkedIn and eDM's. Melton also promoted internally to all staff and Councillors newsletter, as well as printed flyers for every community centre. Flyers were also distributed via Young Communities, Libraries and individual posts at the Melton Learning Directory website. Additionally, Melton approached job service providers, schools, and local businesses to promote the festival.

**Darebin** invested in social media Facebook posts using the LearnWest social media tiles.

**Hobson's Bay** also invested in social media posts using the provided LearnWest social media tiles.

**Maribyrnong Libraries** invested in a number of social media engagements, including Facebook and Instagram. Maribyrnong promoted internally to all staff, posters and flyers were distributed across the library service.

***LearnWest Zoom Background, Local media article in Wyndham Star Weekly and Wyndham Libraries self-checkout kiosk***



Zoom Background  
Local Media – Star Weekly 25 May 2022  
Local Promotion - Wyndham Libraries Self CKO

**eDM Marketing**

LearnWest eDM sent out 25/05/2022 **(see below)**  
The Learning For Earning Festival kicks off TODAY!

And **Public Libraries Victoria (PLV)** eDM sent out 14/05/2022 **(see below)**  
Update for PLV News



**Melton Council Learning Directory** eDM sent out 19/05/2022



**Wyndham Council Employment Pathways** eDM sent 20/05/2022



**WynBayLLEN** e-Bulletin - sent out 13/05/2022



**Committee for Wyndham** eNewsletter sent 5/5/22

[View this email in your browser](#)



## The Learning for Earning Festival happening NOW!

Don't miss your opportunity to gain knowledge in starting or changing careers, learn about dominant and emerging industries and discover opportunities for the future at a range of free workshops and webinars.



[Check out the Full Program HERE](#)



### Meet the Major Employers in the West

Join leaders from major employers as they talk about the range of different careers available and what they look for in candidates



### Want to Work in Local Government?

Learn about diverse career paths, recruitment processes and how to stand out from the crowd.

[Check out the Full Program HERE](#)



Update for

## PLV News - Public Libraries Victoria

### [Learning for Earning Festival – 25-26 May](#)

*By Jacinta Cloney on May 13, 2022 01:15 pm*

Hello Learning Community,

On behalf of the LearnWest network I would like to share an invitation for your communities to take part in **The Learning For Earning Festival**, a joint program of events coordinated by LearnWest: a network of six councils in Melbourne's north west, including Wyndham City, Brimbank City Council, City of Darebin, Hobsons Bay City Council, City of Maribyrnong and Melton City Council.

The 2022 Festival will run over two days – **25-26 May** and will feature 3 key flagship online Forums in which participants will gain knowledge about starting or changing careers, learning about dominant and emerging industries and discover opportunities for the future.

#### **Opportunities in the West – Employment Forum**

- gain an insight into employment opportunities and supports for local communities
- this event is the perfect chance to connect with employers, industry leaders & employment services.

[Register via the website](#)

#### **Meet the Major Employers in the West**

- Join major employers in the West and North as they talk about the range of different vacancies currently available and what they look for in candidates.
- Hear from representatives from Amazon, Westgate Tunnel project, Victoria University, The Footscray Connectivity Centre – Multiplex, Western Health and Rail Projects Victoria.

[Register via the website](#)

#### **Want to Work in Local Government?**

- Learn about the diverse career paths available, recruitment processes and how to stand out in the crowd
- Council Panel members include a Jobs Victoria Advocate, a recruitment business partner, Library Services Coordinator, a Farm Coordinator and a First Nations Project Officer

[Register via the website](#)

Scaffolding the 3 signature events are a series of live, in-person sessions including Resume Writing sessions, Effective Marketing workshops, How to Promote Your Small Business on Social Media, Mock Job Interviews, and much more. These supporting events will run at participating libraries and Council venues across the West and North.

See the [LearnWest](#) website for further details.

## Posters

[Learning for Earning Learn West Festival 2022](#)

[Opportunities in the West Employment Forum 2022](#)

[Meet the Major Employers in the West 2022](#)

### **John's Story**

*'Provides an opportunity for service providers and communities to work collaboratively to become strong'.*

John works for Wyndham Community and Education Centre and was approached by the LearnWest Network to be involved again in this year's Festival following on from his organisation's successful involvement in the 2021 Learning for Earning Festival.

The Employment & Training Working Group of the Wyndham Humanitarian Network (WHN) aligned its annual Opportunities in the West Employment Forum as part of the Learning for Earning Festival in 2022.

The WHN, auspiced by Wyndham Community & Education Centre, was established in 2006 in response to increased numbers of refugee and humanitarian entrants settling in the City of Wyndham. The WHN provides an opportunity for service providers and communities to work collaboratively to become a strong integrated network of support for refugee and humanitarian entrants settling in the city.

The Employment & Training Working Group of the WHN has a focus on economic inclusion for refugees and more widely migrants across western Melbourne. In this context, the delivery of the forum as part of the festival assisted in broadening both the employment opportunities that were being showcased, as well as broadening the audience attending the forum, which included a mix of community agencies and individual community members seeking work.

Including the Forum in the Learning for Earning Festival helped create connections between service providers across the west and opportunities for collaboration in the future. Wyndham CEC, as the auspice of the WHN, would have no hesitation participating in any future Learning for Earning Festival that could provide similar opportunities

*"Including the Forum in the Festival helped create connections between service providers across the west and opportunities for collaboration in the future". **Event Host***

## Events Offered and Demographics

There were **22 events offered across the week**. A detailed list of the events offered is below:

Melbourne Airport/Brimbank Employment Pathways (Brimbank City Council)

What's Next Expo? - careers expo (Brimbank City Council)

Resume Help for 15-25-Year-Olds (Wyndham Libraries)

Free CV and cover letter help, online 24/7 (Brimbank Libraries)

Landing a job in Local Government (Brimbank Libraries)

Resume Help x 5 sessions (Brimbank Libraries)

Social Media Workshops - Selling Online (Brimbank Libraries)

Mock Job Interviews (Wyndham Libraries)

Resume Help for 15-25-Year-Olds (Wyndham Libraries)

Free CV and cover letter help, online 24/7 (Brimbank Libraries)

Turn Your Passion into a Business: Strategies to Advance Your Online Business (Brimbank Libraries)

Mock Job Interviews (Wyndham Libraries)

Resume Help for 15-25-Year-Olds (Wyndham Libraries)

Free CV and cover letter help, online 24/7 (Brimbank Libraries)

Introduction to Online Job Searching (Brimbank Libraries)

Free CV and cover letter help, online 24/7 (Brimbank Libraries)

Social Media Workshops- An Instagram Profile with Purpose (Brimbank Libraries)

Social Media Workshops - Permission to Promote (Brimbank Libraries)

English Conversation Classes - (Melton Libraries)

Job Search Consultation - (Jobs Advocates, Melton Libraries)

Registered Cafe Operations - (Timbertop Community Centre, Melton)

Resume Help (Maribyrnong Libraries)

## Evaluation Framework

The LearnWest team took a multifaceted approach to capture the qualitative and quantitative impact of the Learning for Earning Festival. The team captured some anecdotal stories from community members, used Survey Monkey to capture participant and event holder surveys at end of sessions and post Festival and Survey Hero as a base for the partnership survey for participating councils within the LearnWest network.

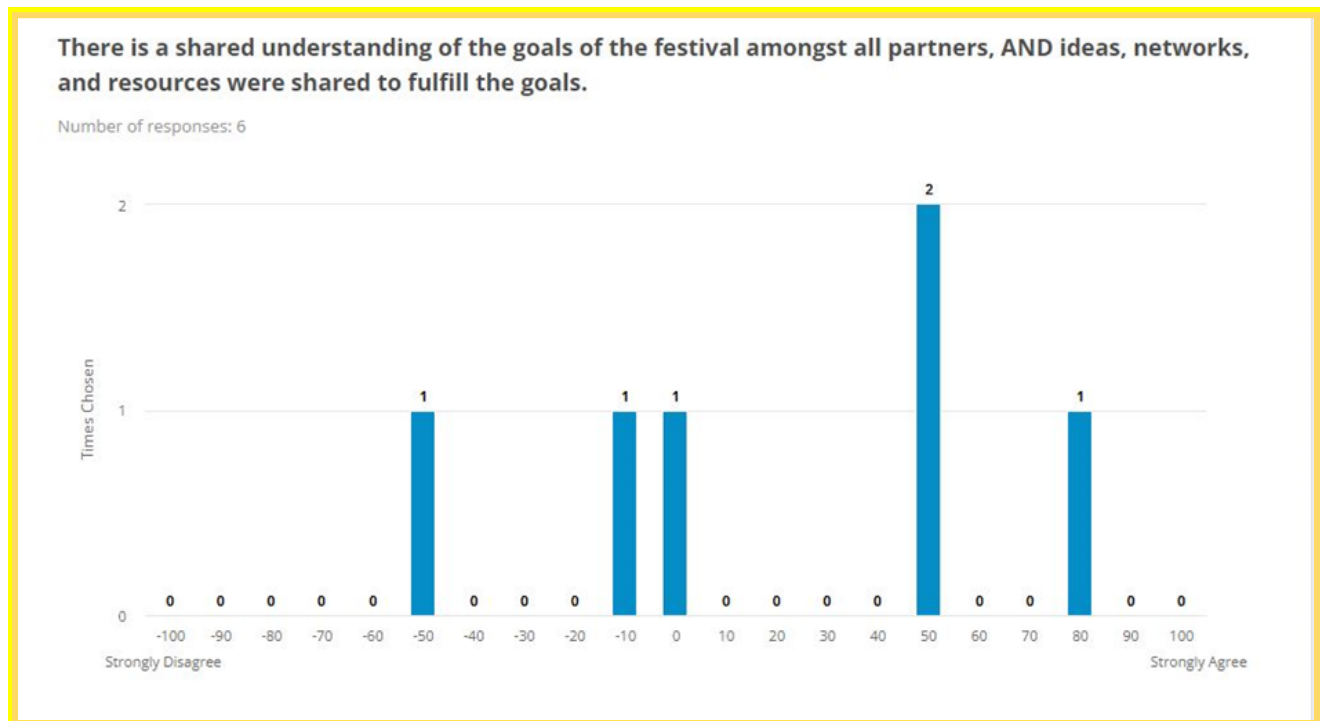
## Measuring Our Collective Impact as A Partnership

This year the working group used Survey Hero to measure the partnership outcomes, incorporating key questions used from last year's Collective Impact Assessment Tool (CIAT) to measure the partnership in a more streamlined direct approach.

*“My organisation supports cross council collaborations, and it was positive to build on connections made at the previous Festival.”*

## Survey Hero Partnership Results

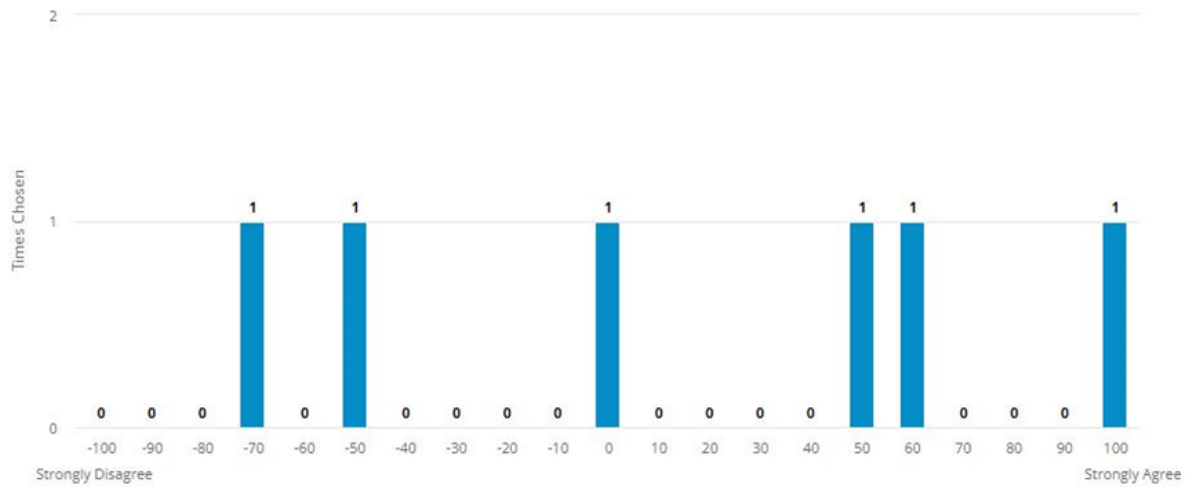
The survey results showed that there is a need to manage expectations of the working group; the goals and expectations need to be understood clearly by all partners. Planning and marketing of the festival was agreed to be strong by most partners and overall, the Festival was socially inclusive and accessible for the community. For future Festivals, tasks will need to be delegated to ensure a fair distribution of workload amongst the working group. It was overwhelmingly agreed by partners to continue the Festival in 2023!





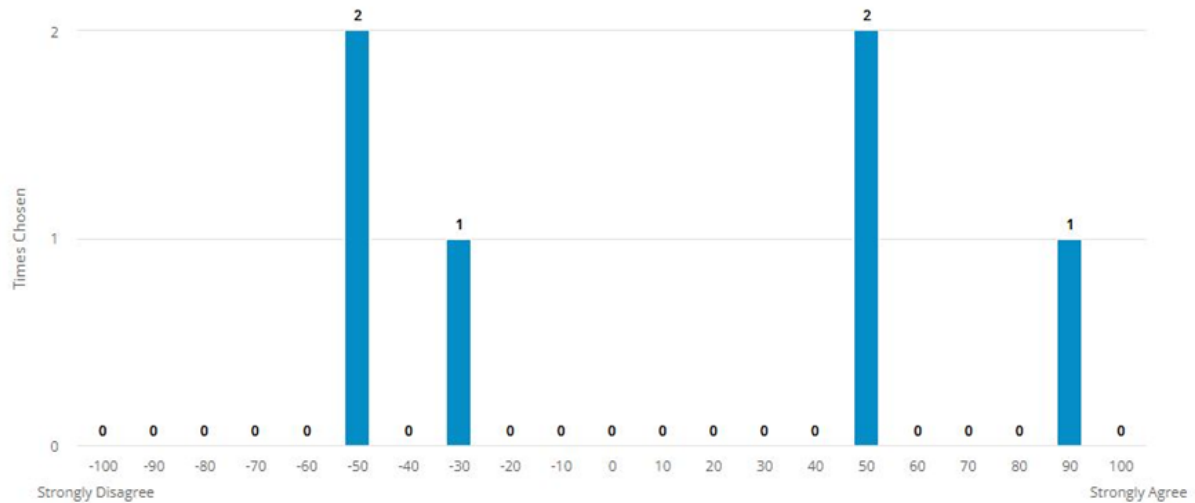
**The roles, responsibilities and expectations of each member is clearly defined and understood by all members of LearnWest.**

Number of responses: 6



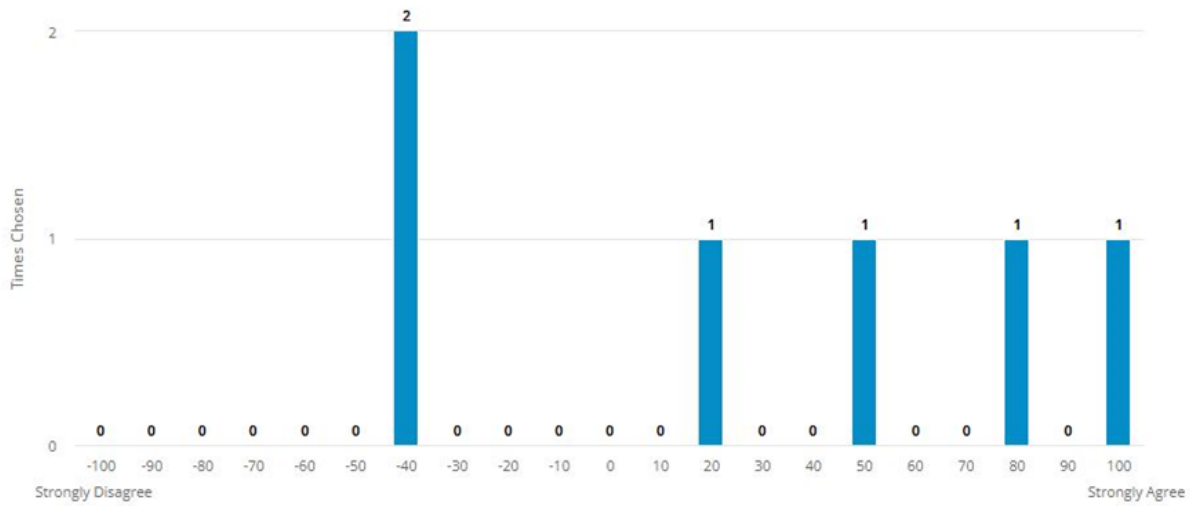
**The communication and decision-making process of the group was clear and efficient.**

Number of responses: 6



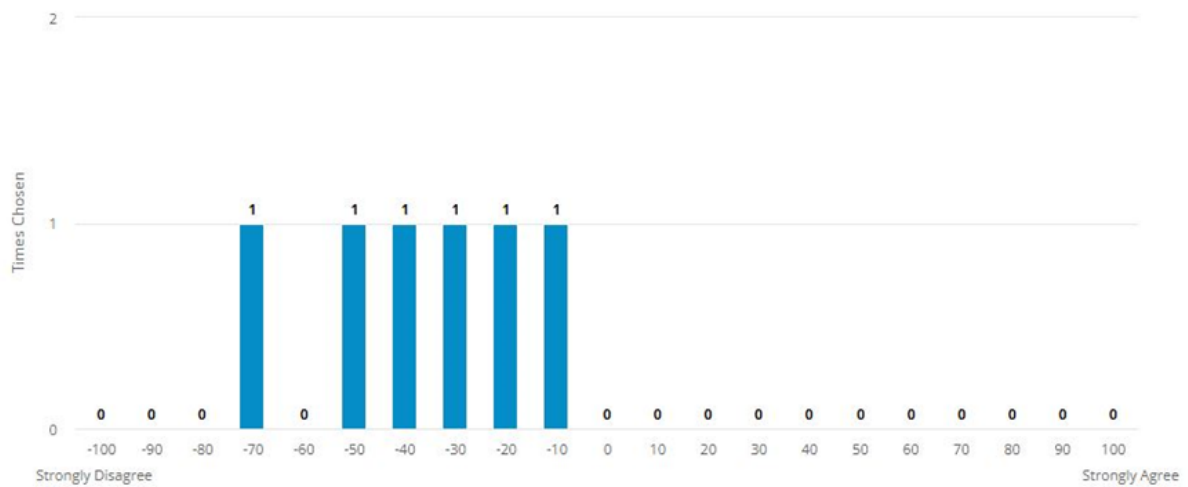
**The festival was planned, promoted, and evaluated for impact using best practice learning community tools and methodologies.**

Number of responses: 6



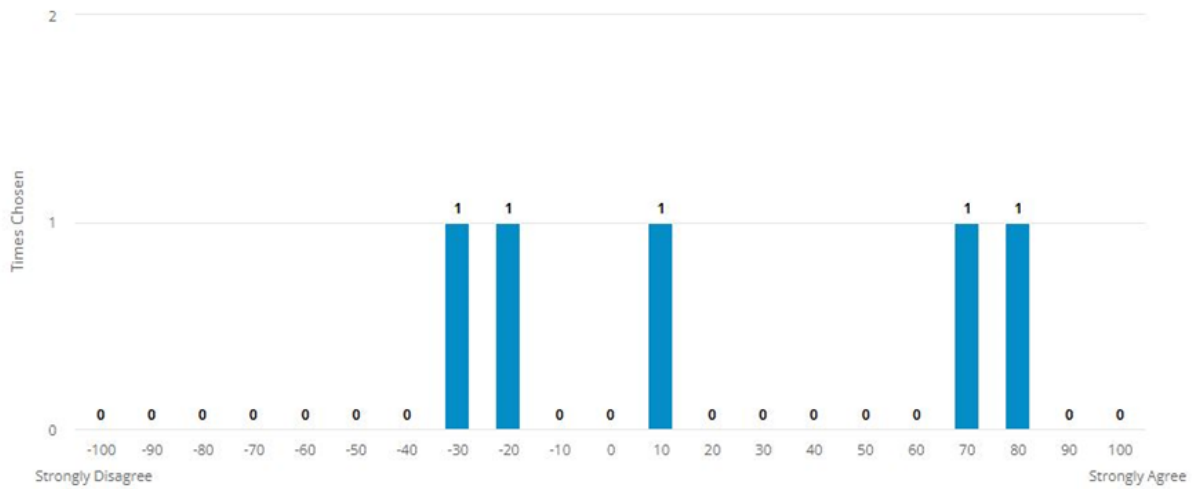
**The workloads and tasks were evenly distributed amongst the members of LearnWest.**

Number of responses: 6



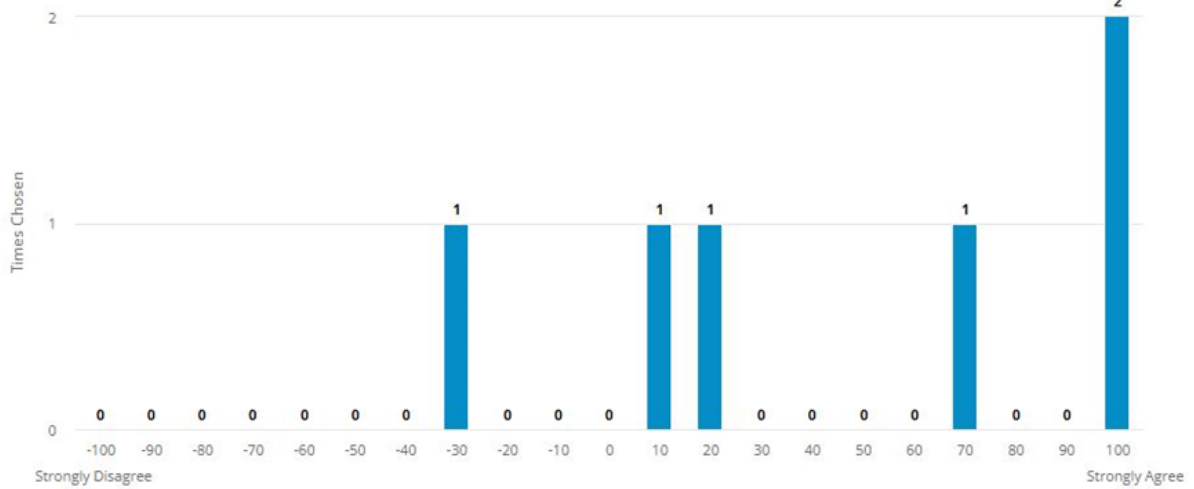
**The festival aimed to be socially inclusive and accessible for all members of the community, with a focused effort on engaging those people who face barriers to participation.**

Number of responses: 5



**The Learning for Earning Festival had more impact on the community because it was a collaborative project across six councils.**

Number of responses: 6



## For YOU personally, what was the significant insight or outcome of participating in the 2022 Learning for Earning Festival?

Number of responses: 6

Text answers:

I enjoy working with other LGAs on a shared project; makes my work more diverse.

Building stronger connections between organisations involved.

I have found that collaborating across councils can be a bit hit and miss. For this project I found that it really did make sense, as it reflected a geographic range that people in Western suburbs live and work in. I thought it was a valuable offering to the community and offered something that was inspiring but also practical and useful.

The organisations involved do not get equal credit. The festival events are not always promoted as a Learn West initiative. There have been instances where individual councils promote themselves without acknowledging Learn West as a united body. This defeats the purpose of the collaboration - if we don't promote Learn West as a brand, then it will be fragmented.

networking and collaborating with neighboring Council's, working with like minded colleagues and sharing of experiences and ideas.

Learning the potential for forums/ local impacts

**For YOUR ORGANISATION/LGA, what was a significant insight or outcome of participating in the 2022 L4E Festival?**

Number of responses: 6

Text answers:

Create more impact on our communities by sharing resources. Building the profile of the West in a positive way.

re-connecting with local job providers and services as well as strengthening connections between LGAs

I think it certainly strengthened what we could have done alone. I think it was also probably more efficient for partners and stakeholders to be able to reach community across multiple council areas.

My organisation supports cross council collaborations and it was a positive to build on connections made at the previous festival.

broader community reach with multiple collaborative events, able to participate in 3 large forums using shared resourcing and networking. Further insight into how the LGA's manage and run events and their available resources.

Raising awareness of breadth of council roles

## Project Evaluation

Project Objectives	Evaluation Questions	Indicators	Data Collection Strategy
Did participants increase their knowledge and skills in learning and/or earning in the west?	What did you like most about the event and did it meet your expectations?	At least 66% of survey respondents were satisfied or highly satisfied with their event.	Participant Survey
Did event providers feel they were a part of enhancing learning for earning in the west?	Did the festival meet its goal of upskilling people and sharing information regarding Pathways to Employment?	At least 80% of survey respondents were satisfied or highly satisfied with their event.	Event Provider Survey
What was the impact of the LearnWest partners in the festival? Did the festival have a significant impact on those involved?	Was there a significant insight or outcome of participating in the Festival? For you and/or your organisation	A positive impact was seen in 6 of the partnerships	Customised Survey  Qualitative data through the final reflections' session/survey
Should LearnWest host a Festival in 2023?	Share your thoughts on whether LearnWest should host the Festival in 2023	6 of the partners agree to continue with the Festival	Customised Survey

## Share your thoughts on whether LearnWest should host an L4E in 2023.

Number of responses: 6

Text answers:

Yes, I like this format of a few larger forums rather than a collection of smaller events. We seemed to have gotten closer to what the community wanted this year. With the high employment rate, perhaps a different focus next year?

If the event goes forward in 2023, planning needs to be modified to be more efficient as there were so many meetings with very little achieved.

I think it would be worthwhile to run again.

I think if it goes ahead it needs to be done more efficiently. For the outcome, personally I think it is high input for little return.

Yes. Important community event focused on local work opportunities and career paths with real world insights, this type of accessible forum/s not readily available. Important network opportunities for L4E working group.

yes, if local content is even

## Post Festival Survey for Event Participants

A participant's survey was developed, led by the team at Wyndham City Council in consultation with the other LearnWest Network members. The link for this survey was shared with event providers to distribute to their attendees. Event providers were proactive in sharing the survey link with event attendees at the end of their events and in a post-event email to registered participants. Event Providers proactively also requested to see the feedback from the surveys to help improve their events for the future.

**27 participants responded to the feedback survey, with all 27 completing it fully.**

The reason given by participants for attending events was because of:

- Looking for work in the west
- Looking for work in local area
- Looking for a role within the community where I can be a positive influence
- Interested to see what's is available in local Council's
- Professional development
- I am looking for a career change. I live in the West, love the West and want to continue to work in the West
- To further my knowledge on the amazing things going on in the West!
- Keen to get employment in the West as a new migrant and staying here

**Most of the participants indicated that the events met their expectations.**

When asked how they learnt about the festival, responses included

- LearnWest website 15%
- Social Media 34%
- Email 22%
- Local Community Centre/Group 8%
- At Other Events 4%
- Other 19% - Friends, Previous attendee, Wyndham Volunteer Expo, Council Website

A copy of the collated event attendee surveys is available in Appendix 1.

*"I am looking for a career change. I live in the West, love the West and want to continue to work in the West"* **Event Participant**



## Post Festival Survey for Event Providers

A survey for event providers was developed through Survey Monkey, led by the team at Wyndham City Council in consultation with the other LearnWest Network members. A small number of the event providers completed this survey. The collated event provider survey responses are available in Appendix 2.

Anecdotally, whilst numbers at the scaffold events were not captured, an indication based on the registration and verbal feedback of Library staff and facilitators indicated that the programs were well attended, participants were highly engaged and enjoyed the variety of sessions and the ease of accessing these events locally. See above for Events Offered.

*“The festival helped create connections between service providers across the west and opportunities for collaboration in the future” **Event Host***

## Post Learning for Earning Reflections Session

A Reflections session was held in June 2022, to provide an opportunity for working group members to exchange their feedback, insights, and recommendations about the Learning for Earning Festival. Due to workload issues and illness of members, some members of the LearnWest network were unable to attend and were subsequently able to provide their feedback via survey and directly into this report.

## Project Feedback

### Feedback from LearnWest Network:

All respondents to the event provider surveys concluded that the Festival met its goal to upskill people and share information regarding pathways to employment. Reflections included that event providers were so focussed on their own events that they did not have an opportunity to engage in other events. Of those survey respondents who actively promoted the Learning for Earning Festival the marketing channels utilised were social media and email with targeted paid social media driving participant numbers for key forums.

Respondents expressed that they would host an event in future Festivals. Various reasons were given as to why the event providers had joined the Learning for Earning Festival including to reach local communities and share about their own programming and organisations; sharing knowledge; to learn about different opportunities; to support the community; to bring awareness to amazing employment and training opportunities; and to build new relationships with other community organisations.

### **Pauline's Story**

***For YOU personally, what was a significant insight or outcome of participating in the 2022 L4E Festival?***

As a new member of the team in Melton it was a great opportunity to meet and build a network with colleagues across other councils and learn of opportunities available to my local community.

***For YOUR ORGANISATION/ LGA, what was a significant insight or outcome of participating in the 2022 L4E Festival***

Providing insight to our local community on the breadth and number of roles available in council *“(the forum) was an eye-opening experience into the diversity of roles available in council, this has helped us to map a range of potential career pathways with our son”*

## **Learning for Earning 2023 Next Steps**

Each year, the LearnWest Network collaborates to undertake a project. The key intention is to strengthen the network and connections between the councils and staff involved and enhance lifelong learning outcomes for the West. Building on the success of the past year's initiative to run the first Learning for Earning festival and to tailor this year's festival on valuable feedback gained whilst proactively working collaboratively to meet community needs, the LearnWest Network will continue conversations and plan future projects together, while considering the capacity limitations facing some member councils due to staff workload.

## Contact Details

The LearnWest website can be accessed through the following link: [www.learnwest.org](http://www.learnwest.org) where you can submit an enquiry or get in touch. Alternatively if you're interested in connecting further on the work of the LearnWest Network, contact Diane Tabbagh at [diane.tabbagh@wyndham.vic.gov.au](mailto:diane.tabbagh@wyndham.vic.gov.au), or Sharyn Wheatcroft at [Sharyn.Wheatcroft@wyndham.vic.gov.au](mailto:Sharyn.Wheatcroft@wyndham.vic.gov.au)

## References

LearnWest Website [www.learnwest.org](http://www.learnwest.org)

Brimbank City Council <https://www.brimbank.vic.gov.au/>

Hobsons Bay City Council <https://www.hobsonsbay.vic.gov.au/Home>

Maribyrnong City Council <https://www.maribyrnong.vic.gov.au/Home>

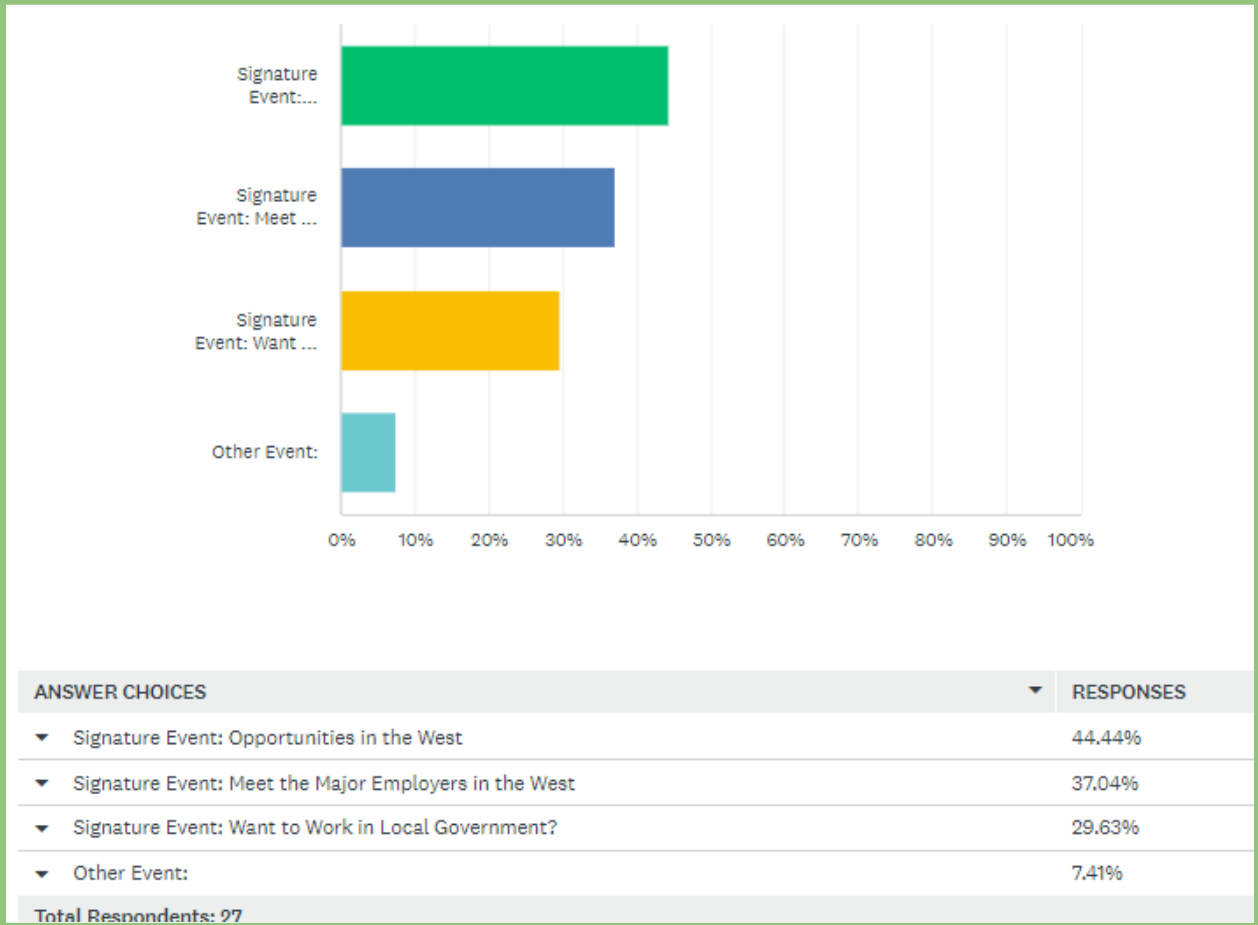
Melton City Council <https://www.melton.vic.gov.au/Home>

Darebin City Council <https://www.darebin.vic.gov.au/>

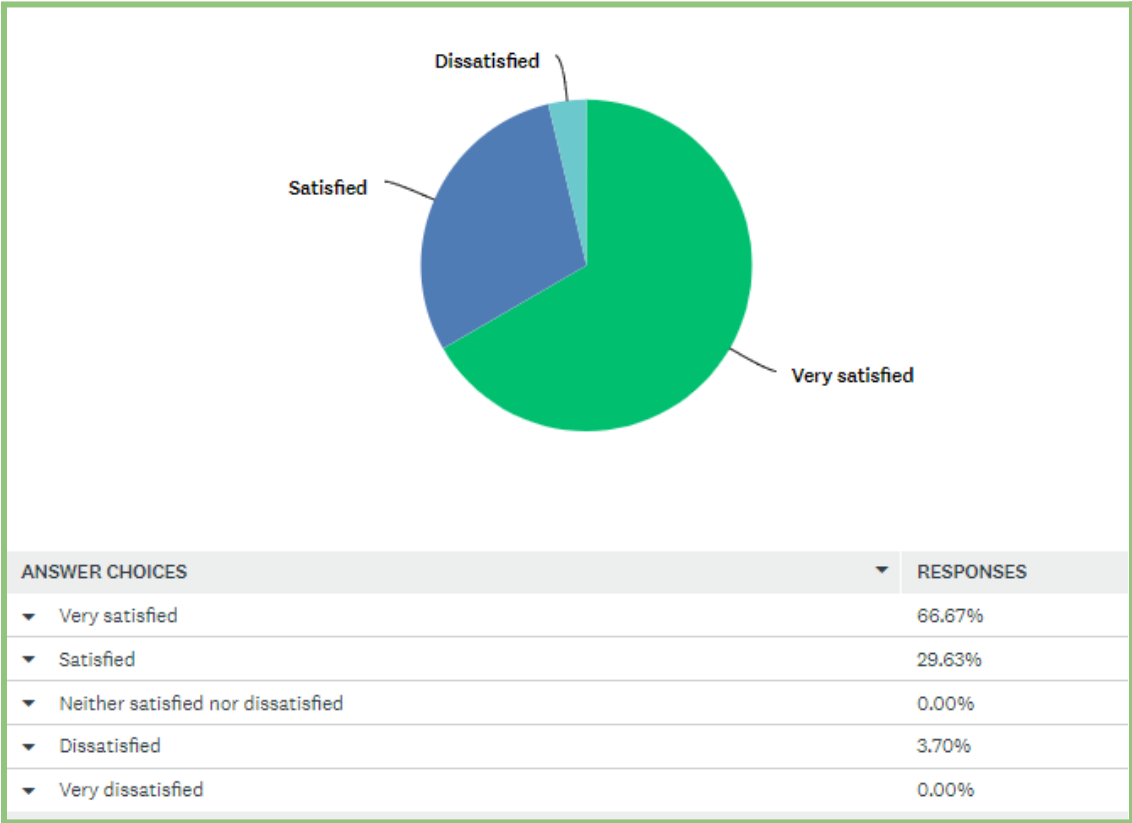
Wyndham City Council <https://www.wyndham.vic.gov.au/>

# Appendix 1: Feedback from Event Participants Post-Event

What was the name of the event/s you attended? Did you attend a Signature Forum Event and any other events? Tick all that apply



How would you rate the event/s:



Q3

Save as ▾

## Why did you decide to attend the event/s?

Answered: 27 Skipped: 0

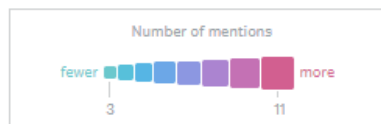
RESPONSES (27) **WORD CLOUD** TAGS (0)

Cloud View List View

Search responses 🔍 ⓘ

Customize

work want opportunities job looking community West



Q4 (by day)

Chart Type ▾ Display Options ▾ Trend by... ▾ Zoom ▾

## Did the event meet your expectations?

Answered: 27 Skipped: 0 First: 5/25/2022 Zoom: 5/25/2022 to 5/31/2022



Q5 (by day)

Chart Type

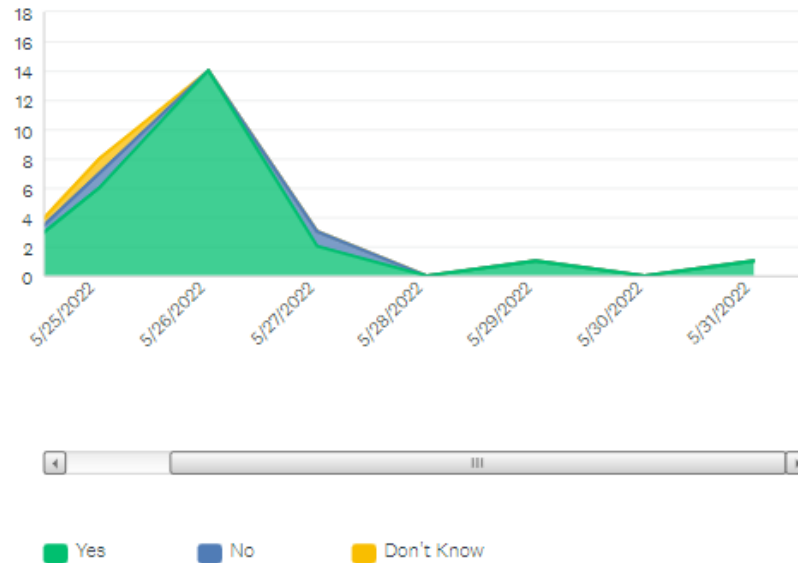
Display Options

Trend by...

Zoom

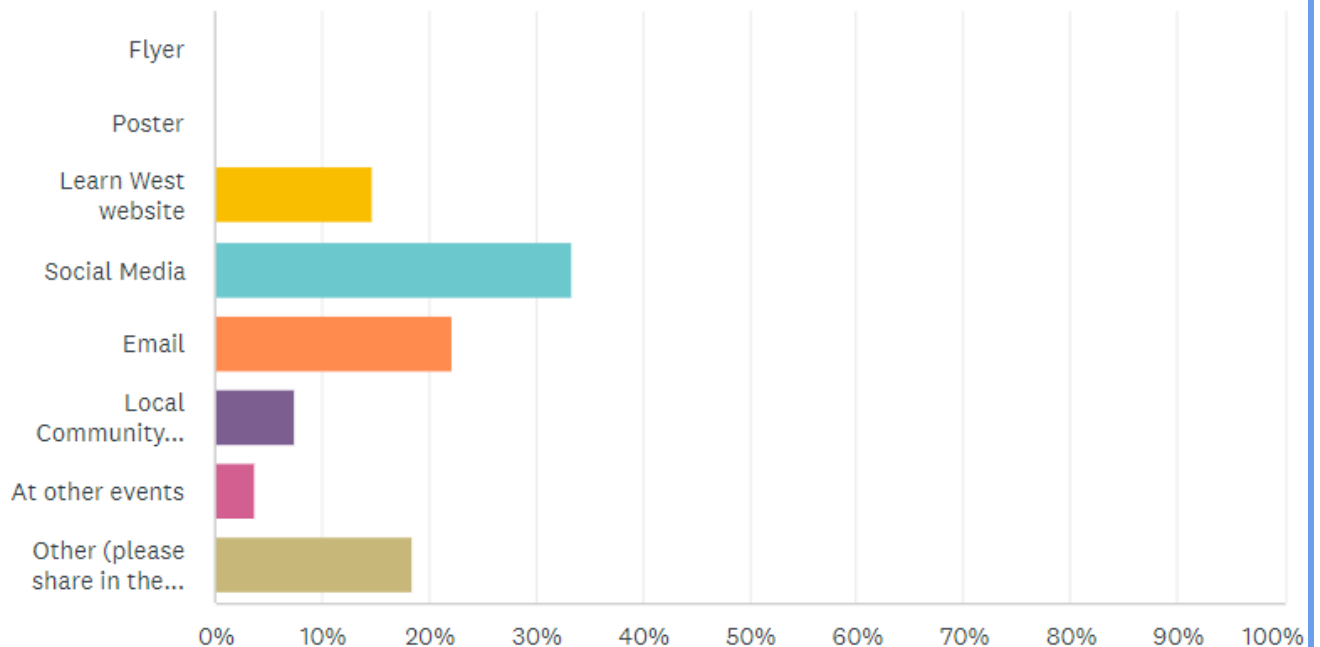
The goal of the Learning for Earning Festival was to upskill people and share information regarding Pathways to Employment. Do you think the Learning for Earning Festival helped meet the goal?

Answered: 27 Skipped: 0 First: 5/25/2022 Zoom: 5/25/2022 to 5/31/2022



## How did you hear about the Learning for Earning Festival?

Answered: 27 Skipped: 0



2022 Learning for Earning Festival

0

Q7 The best thing you got out of the Learning for Earning Festival was?

west knowledge job council opportunities available  
information

- There are some hope in getting a job in the West
- More information about job vacancies
- connections
- Hearing sharing about different councils
- Links in webinar eg. volunteer opportunities, usually hard to find links on individual council pages
- That each council is different
- Lots of varied information; inspiration to keep looking at roles with a fresh eye
- The knowledge and confidence



- Try and cater to the PD
- There are some organisations and people I can reach out to in the future
- This session was helpful. Has given me some options to consider in finding a new pathway. Also I now know about the Skills Centre which I will take advantage of.
- There are variety of positions available and pathways to apply for 513 Contacts for job opportunities 14 the leading employer in the west session
- Quality and availability of information Loved breaking the speaking up with videos
- How accessible these employers are and the number of opportunities
- Information about jobs opportunities
- Information 19 Insights
- nothing yet, other workshops might be better
- Knowledge about resources to improve skills available on the area
- Get some info about looking for a Job
- I realised that there are more opportunities out there
- Knowing that there are free programs out there that can be availed
- The opportunity to share with other
- Learned many opportunities available in west and many infos
- knowledge

**Q8 What could we improve to make the Learning for Earning Festival more successful?**

- program timeline of presenters
- not have 2 big forums on one day
- Not sure
- Share the links with attendees
- A more participatory session where job seekers can interact directly with employers
- Maybe have all the information covered in these sessions in one place.
- Very well run
- Record the sessions and offer on website
- have presenters relevant to all the suburbs of the west, not just wyndham
- Provide More Job opportunity
- Well done!
- Short summary maybe for the contacts and links for the job employment opportunities and orgs
- More web seminars and zoom meetings like this.

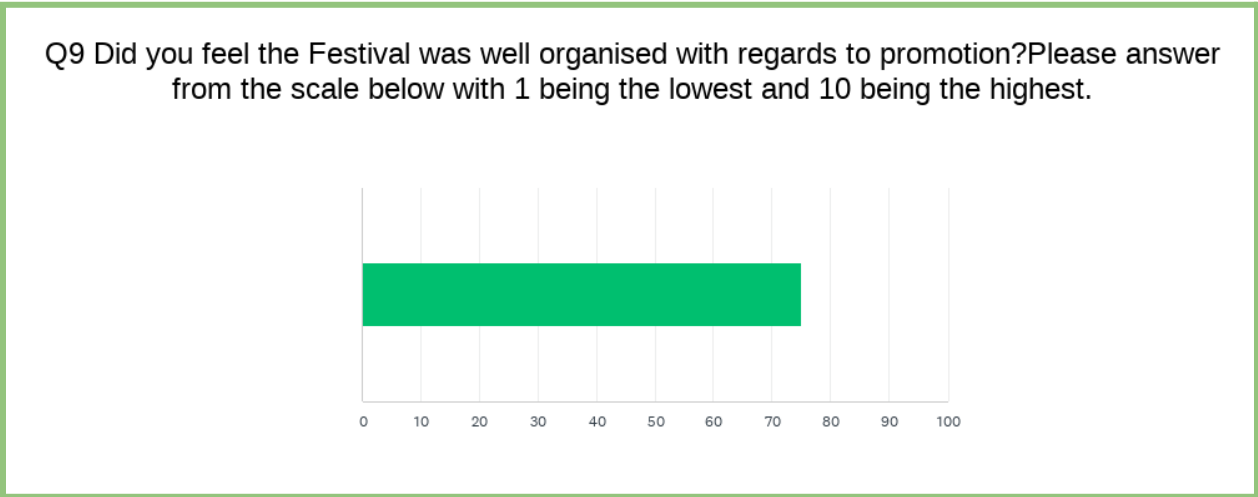
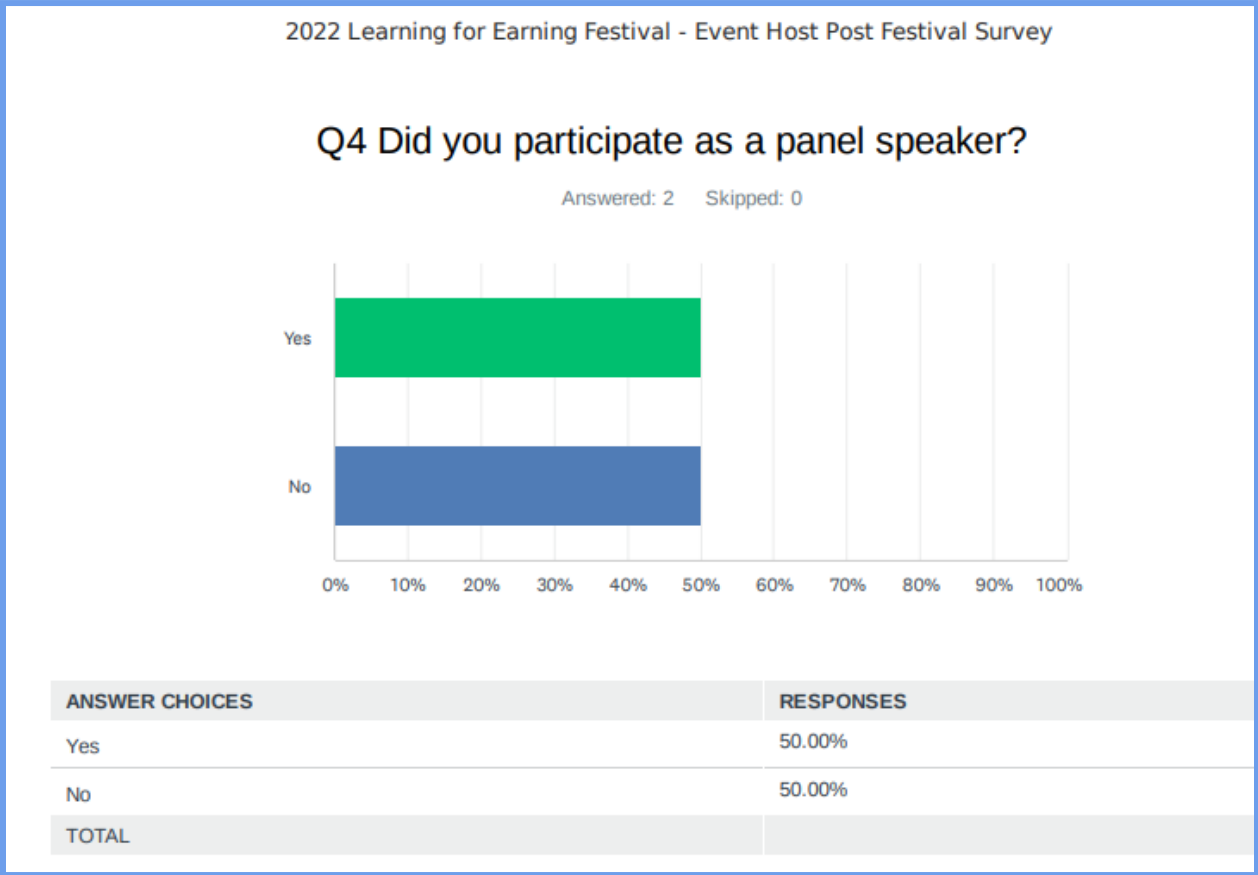
**Q9 Do you have any other comments, questions, or concerns?**

- None
- No thanks
- no
- No
- Thanks for the event
- Thank you, it was an excellent session
- great work, well done
- No
- No
- no
- Thank you for hosting this webinar
- Very informative, thank you
- Otherwise a very good session
- Do you have a centre in Werribee?
- Fantastic event, well done
- Well done!
- It's very informative and interesting
- Well done LearnWest!
- Not at the moment
- Thanks

Q9 Do you have any other comments, questions, or concerns?

well<sub>session</sub> thanks

# Appendix 2: Feedback from Event Providers Post-Event

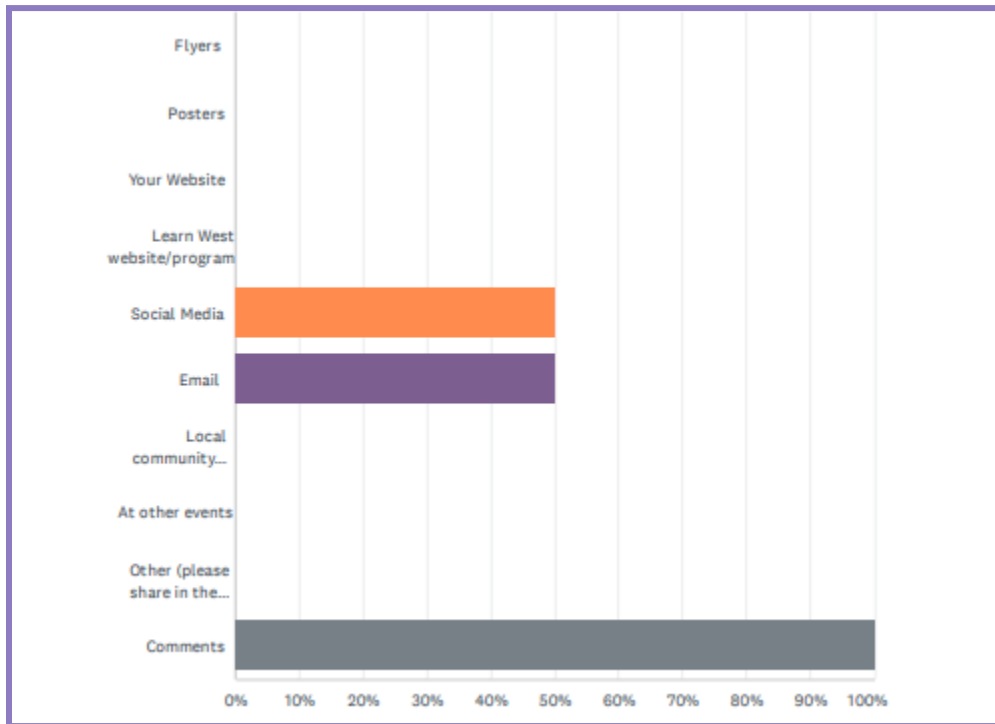


## Q10 What could we improve to make the Learning for Earning Festival more successful?

We were very focussed on organising our own event that we did not have time to engage in other events

Unsure what channels/promotion was used for the festival

## Q12 If you hosted your own event how did you promote your event? If you participated on a Forum panel, what methods of promotion are you aware of that were used by Festival organisers?



ANSWER CHOICES	RESPONSES
Flyers	0.00%
Posters	0.00%
Your Website	0.00%
Learn West website/program	0.00%
Social Media	50.00%
Email	50.00%
Local community groups	0.00%
At other events	0.00%
Other (please share in the comment box below)	0.00%
Comments	100.00%

COMMENTS
We have found that paid social media campaigns using FB & Instagram work well
Unsure what channels/promotion was used for the festival

## Would you host an event in future festivals?

