



Events toolkit

www.adultlearnersweek.org

The aim of Adult Learners Week 1–8 September is to celebrate adult learning and to build an awareness of the various learning opportunities that are available to adults across Australia.

Adult Learners Week is co-ordinated by Adult Learning Australia (ALA), the peak body for adult and community education.

Adult Learning Australia's vision is for equitable access to lifelong learning for all Australians.

By celebrating and promoting Adult Learners Week, we bring together organisations that offer a range of learning opportunities for Australian adults, increase awareness of adult learning opportunities across Australia and demonstrate the personal, social and professional benefits of adult learning through a range of celebrations, activities and events across every state and territory.

In the lead up to and during Adult Learners Week we will be showcasing organisations that offer opportunities for adults to re-engage with learning. These adult learning events will be listed online on the Adult Learners Week website at:

www.adultlearnersweek.org/alw-events

This year's theme is: #ItsNeverTooLate. This theme will form part of our events and promotional materials.



It's for everyone

Adult Learners Week is about providing opportunities for adults to learn and to discover how transformational learning can be. This year we want everyone to seize the moment and take advantage of opportunities to learn something new, by linking in to learning program or by participating in online or face-to-face events. ALW is a reminder that whatever your age, background or previous educational history, there's no use by date when it comes to learning.

Community centres, libraries, TAFEs, universities, neighbourhood houses or any adult learning providers can organise an event that shows everyone what they have to offer.

ALW is also a great opportunity for businesses to find out about the many learning opportunities that they could potentially offer their employees. Businesses can hold their own events to celebrate the learning successes of their employees.

ALW gives policy makers the chance to engage with and better understand different learning communities and importantly, to show their commitment to lifelong learning.

Run an event

- To raise awareness of classes, events and your organisation
- To promote your organisation in the local media and raise awareness of the benefits of adult learning
- To recruit new learners and demonstrate the impact that learning has on people's lives
- To celebrate the achievements of adult learners
- To demonstrate the positive impact of learning to funding agencies and local politicians
- To build relationships with other organisations in your area



It's never too late to learn

Learning providers can:

- Provide short courses, lectures or taster sessions either online or face-to-face for members of their communities and beyond
- Badge their events with the Adult Learners Week branding
- Raise awareness of the benefits of learning among adults in their local area
- Celebrate the achievements of adult learners and generate media coverage

Community organisations can:

- Raise the profile of their learning opportunities through local events and activities for individuals, families and communities
- Demonstrate the benefits and positive impact of learning to funders

Businesses can:

- Use ALW to demonstrate their commitment to learning and development opportunities for their employees
- Badge learning events for their employees using ALW branding
- Celebrate the learning achievements of their employees

Policy makers can:

- Engage with and better understand different learning communities and show their commitment to lifelong learning
- See first hand what adult learning is all about by attending ALW events in their communities

Our theme

The theme for Adult Learners Week 2023 is:

#ItsNeverTooLate

ALW will be a celebration of courses, experiences and learning activities.

We will be using the hashtags #ALW2023 and also #ItsNeverTooLate to:

- inspire adult learners
- help them become involved.

We want people to share and discuss in the media, at events, on social media, at home or in the community the transformative impact of adult learning.

**ALW
2023**



It's never too late to learn.



Plan an event

- Be clear about the event/s you wish to promote
- Consider holding a series of events over ALW across the Week (1–8 September)
- Find the best way to showcase your services through your event/s
- Be creative! Think of a unique event that expresses who you are as an organisation such as games, opens days, taster sessions
- Be mindful of any COVID19 restrictions – your events may work better online
- Invite former learners to the event to show others how your services changed their lives
- Think about the best way to reach your community – through your website, social media, local newspapers or in a window at the local shopping centre

More about planning

- Make sure the event is registered on the ALW website
- Include the date, time, location and summarise what your event is about
- Think about who the event is for and why they would want to come
- Remember, there are prizes for best ALW event so register your event
- Use the resources available on the website to promote your events
- Use the #ALW2023 hashtag to promote your events
- Post your #ALW2023 events to your social media platforms using the #ALW2023 hashtag and share with the ALW Facebook page using the #ALW2023 hashtag
- Plus there are ALW event grants available for organisations that post their events early to the Adult Learners Week website.





Get noticed

Adult Learners Week media coverage is designed to raise awareness of your organisation, events, learning opportunities and adult learning more generally.

The Week presents an opportunity for you to:

- Use the media to raise awareness of your events
- Send a press release to local media to promote your event (a template is available at: www.adultlearnersweek.org/downloads)
- Invite journalists and your local member of parliament to your event
- Take heaps and heaps of photos of your event
- Use these photos on your social media platforms using the #ALW2023 and #ItsNeverTooLate hashtags
- Share your photos with the ALW Facebook page
- Send a press release after your event as a news story



The media strategy

Adult Learning Australia will co-ordinate a national radio, newspaper and social media campaign. We will be promoting Adult Learners Week and the Adult Learners Week website so that people around Australia can find out what events are happening in their local area.

We will be:

- Sharing the details of your event via the Adult Learners Week website and through social media
- Working to create a national buzz
- Helping people in your neighbourhood find you
- Running a dedicated hotline 1300ILEARN for #ALW2023
- Distributing ALW news releases and will be pitching stories throughout the week
- Announcing all sorts of activities, prizes for providers and learners
- Providing all the branding and promotional material you'll need for a great Adult Learners Week

If you are part of an organisation that offers any form of adult learning such as courses, classes, lectures, exhibitions, tours, training programs, tutoring, discussion groups – then Adult Learners Week is an opportunity to celebrate and promote what you do.



Your event checklist

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Phase 1

- Establish event goals and identify your target audience
- Select the date
- Identify the venue – consider whether face-to-face or online is more appropriate in current circumstances
- Register your event on the ALW website (www.adultlearnersweek.org/add-events-form)
- Create a budget
- Recruit volunteers for an event/s committee
- Allocate tasks to committee staff such as media relations, resource design and printing, signage, social media/online, etc.)
- Identify and confirm speakers/presenters/facilitators for your ALW event
- Identify and contact sponsors/partners



Phase 2

- Develop a media kit including news release – use the support materials available on the adultlearnersweek.org website
- Register your event on the ALW website (www.adultlearnersweek.org/add-events-form)
- Check if your organisation is eligible to enter the provider competition for cash prizes
- Create some local buzz on social media and member platforms
- Release press announcements about the event to journalists and media
- Invite journalists, the media and your local member of parliament to the event/s
- Nominate an adult learner for a scholarship

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Phase 3

- Brief your volunteers, facilitators and committee before the event
- Confirm attendance of the media and your local member of parliament
- Confirm numbers for your event
- Make sure all your signage and materials for the event are ready to go
- Make sure you have given someone the task of taking as many photos as possible of your event
- Share your photos with the ALW Facebook page, and across your social media using #ALW2023 and #ItsNeverTooLate hashtags

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Phase 4

- Promote your ongoing programs by following up with event participants
- Send thank-you letters to participants, staff, sponsors, volunteers, speakers/presenters, the media, etc.
- Pat yourself on the back because your event has done so much to promote the value of adult learning and has impacted your community in a positive way!