



**LearnWest**

***2021***

***Learning for Earning***

***Festival***

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City Council

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## Executive Summary

The LearnWest 2021 Learning for Earning Festival was organised by The Learn West Network, comprising representatives from Brimbank City Council, Hobsons Bay City Council, Maribyrnong City Council, Melton City Council, Moonee Valley City Council and Wyndham City Council.

Our festival was designed and developed in response to the challenges the communities in the west were facing since the pandemic. Even pre-COVID, data indicated that many people who live in the West leave their local government areas to work in the City or elsewhere. Additionally, the festival responded to data indicating that a growing number of Wyndham residents were on unemployment benefits, moving from 4.2% in March 2020, to 6.7% in April 2021 for the 15-65 age cohort (Department of Social Services - JobSeeker and Youth Allowance recipients - monthly profile via data.gov.au. Compiled and presented by .id - informed decisions, retrieved online).

The festival featured 30 free practical and inspirational virtual workshops over three days, from 27 May to 29 May 2021 designed to provide upskilling opportunities and options for different pathways for learning. In 2021, the LearnWest festival focused on six key themes: Learning; Skills; Career Planning and Pathways; Employment; Industry; and Business and Entrepreneurship. 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, these three days of 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.

A snapshot of the Learning for Earning Festival included:

- Participants came from different sectors, including university, local community, business and local government.
- Approximately 350 people registered to attend events
- Approximately 280 people logged in and 'attended' different events.
- More than 30 presenters shared their ideas and knowledge across three days of the festival.

On behalf of the LearnWest Network that coordinated the *2021 Learning for Earning Festival*, we are so proud and thrilled with the outcome of the event and look forward to collaborating on more wonderful events like this festival in the future for the benefit of our communities in the west!

*Diane Tabbagh, Wyndham Learning Community, June 2021*

## 2021 Learning for Earning Most Significant Change Story

### Sarah's Story

*'It would be a fantastic way to get involved with my local community and offer some knowledge and experience that I can provide to people in my community.'*

Sarah is a principal lawyer and first heard about the Learning for Earning Festival from a business group that she was involved in and then received an email from Wyndham City Council. Sarah stated although her office is in the city, she lives in the western suburbs, so this was an invaluable opportunity for her to connect with her community.

Sarah considered this a remarkable experience because she prepared and organised a seminar by herself and for herself for the first time. She set out her plan a month ahead. Sarah claimed that she is not technologically proficient, so she felt grateful to have an assistant help her upload some slides and email material to the participants. She reiterated that she is always passionate to try something new, and this experience allowed her to self-improve.

Sarah felt the most significant change for her being a part of the festival was developing her networking and business development skills and improving her public speaking skills. She said this is not only a challenge for herself to grow and develop professionally, but she is also proud of being able to empower and contribute to her community by using her knowledge. Speaking on the objectives of the Learning for Earning Festival, Sarah shared her thoughts as a western suburb's community member and the presenter. She agreed that the festival highlighted learning in the West by providing various services and information in self-development and career development to the local community. She further revealed that there was an active engagement in her event, even though participants in her event come from different industries and backgrounds. She could tell this from the specific questions that the participants asked and the engaged comments in the chat box.

All in all, Sarah was pleased to be a part of the festival. She would like to continue to take part in the future.

## **Project Objective**

The Learning for Earning Festival was designed to provide upskilling opportunities to the communities in the west and to share information regarding pathways to employment. The Festival aimed to provide the communities in the west 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 West was discussed together with the need to enhance the image of the west as a place of opportunity and inclusion.

*“Great presenter and presentation, with very useful links. It met my expectations, but I wish it went for longer, as my brain has exploded with all that information. It was very useful. Thank you :)”*

## **Project Collaborations – The Co-Lead Team**

The Learning for Earning Festival was led by Wyndham City Council, Brimbank City Council and Melton City Council, with support from the three other councils that are members of LearnWest - Maribyrnong City Council, Hobson’s Bay City Council and Moonee Valley City Council as well as from the Australian Learning Communities Network (ALCN). The respective councils involved also drew upon other various internal business units such as those driving economic development, skills and employment and social inclusion proving invaluable to the council teams leading this work for the west. Additionally, through a student placement program with RMIT University and the ALCN, Wyndham hosted a student placement officer to help drive the logistics of the festival.

## **Project Working Group**

The LearnWest Network working group met fortnightly from the beginning of 2021, and then weekly towards the festival implementation dates in late May 2021. While there was not member representation at every meeting due to resourcing, capacity and timing constraints, member representation included:

- Brimbank City Council
- Hobsons Bay City Council,
- Maribyrnong City Council,
- Melton City Council,

- Moonee Valley City Council
- Wyndham City Council
- Australian Learning Community Network

## **2021 Brand Marketing**

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



## **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 Wyndham City Council and shared with the LearnWest Network to modify to suit their community media cohort. The Wyndham Communications team secured two interviews with ABC Geelong with the Mayor of Wyndham and with a community member that was running an event during the festival. Brimbank Council invested in a Facebook advertisement to promote the events and promoted it in their local newspaper and libraries newsletters. They also shared the festival at a career's expo. Wyndham promoted the festival on their Wyndham Business Matters page on LinkedIn and shared some of the individual events on their working group members' personal LinkedIn pages and Wyndham Council's 'What's On' Page, together with circulating amongst their Learning Community networks. Additionally, Melton approached job service providers, schools, and different community centers to promote the festival. They also used social media such as Facebook and doing media interviews to gain positive public attention.

### **Catherine's Story**

*'The communities are not alone. We are working together for them'.*

Catherine works for the Victoria University Polytechnic and was approached directly by two councils of the LearnWest Network and agreed to deliver two events at the Skill and Job Centre for the 2021 Learning for Earning Festival. Through her participation, Catherine noticed she had great communication with the festival organisers. As the LearnWest Network provided her with support, tools, and advice, which included discussion on how to deliver the best workshop for the communities, Catherine felt she was actively supported in the festival.

Catherine acknowledged it was excellent that the festival had highlighted the services in the western areas of Melbourne, particularly during the pandemic. She considered that this learning festival helped people who live in the western suburbs to understand they are not alone. Catherine said the festival brought the communities together and strengthened the sense of being a part of a big family among the communities in the west.

Although the new COVID-19 lockdown announcement occurred one day before the festival began, it had only a marginal impact on the attendance rate at her events. Catherine considered the events she ran were successful. The participants in the events were positively engaged through the chat box and Q&A sessions, and some participants even reached out to Catherine for ongoing services. Catherine was also able to send them some information following the workshop, which she believed will result in future clients.

For Catherine, the most significant change was developing new connections with the public and being a part of the more extensive network with people who also delivered assistance to communities in the West. As an event organiser, this helped her and her team members at the Skill and Job Centre connect with other providers and increase their exposure chance in public, enabling them to assist people more effectively. She explained these connections could further enhance each other's services without replicating each other. Catherine concluded this partnership also delivered a solid message to the public which shows the services are here, and they are working together for them. Therefore, people will come back to them when they need the services

## **Events Offered and Demographics**

There were 36 events offered across the three days. The inaugural LearnWest festival focused on six key themes: Learning; Skills; Career Planning and Pathways; Employment; Industry; and Business and Entrepreneurship. A detailed list of the events offered, and the event providers can be seen in appendix 4 below.

## **Evaluation Framework**

The LearnWest team took a comprehensive multifaceted approach to capture the qualitative and quantitative impact of the Learning for Earning Festival. The team used the Most Significant Change Technique, the Collective Impact Assessment Tool (CIAT), participant and event holder surveys and a Menti Meter group reflections session to capture people's thoughts on their involvement in the festival, and if, and in what ways, the festival achieved its goal for those involved.

## **Measuring Our Collective Impact as A Partnership**

The Collective Impact Assessment Tool known as CIAT was developed by the Community Learning Board at the City of Melton and is a free tool available to all organisations. CIAT rankings are based on decided project outcomes, their sustainability long term and partnerships – this is qualified using several methods including surveys, event data, marketing analytics etc. Findings from this project demonstrate that the LearnWest partnership had a moderate partnership impact overall across all three outcome areas of Level of participation, Breadth of events and Strategic Planning.

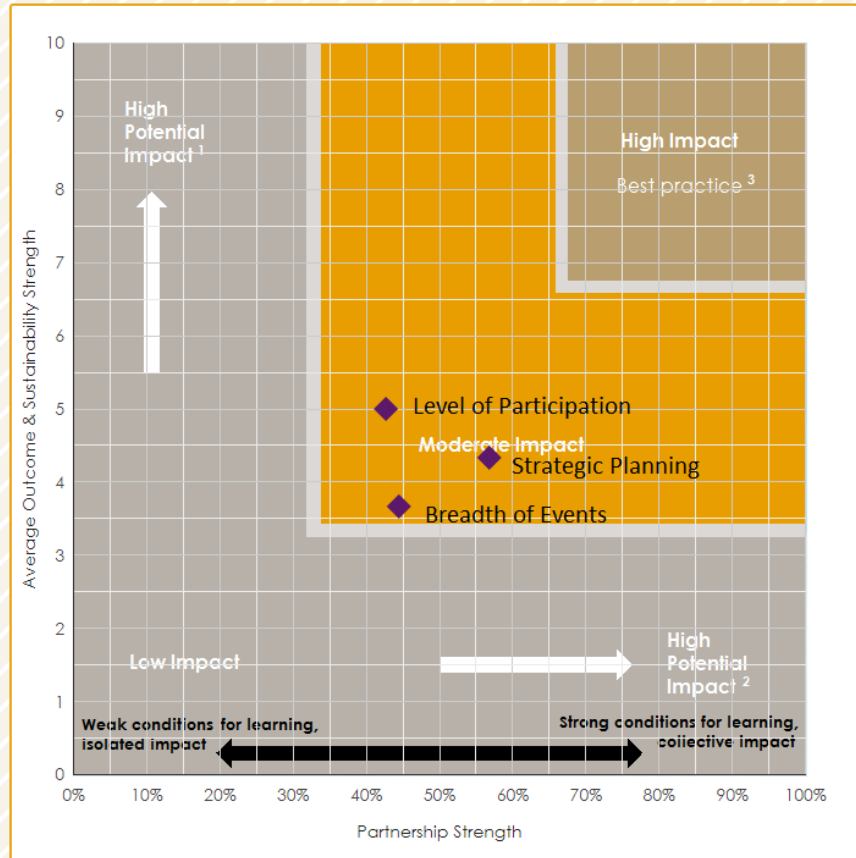
*“The speaker who knew his stuff and because of this exceeded all my expectations”*



# CIAT Result

## Collective Impact Assessment

Project name: LearnWest Learning for Earning Festival



Outcome	Average Project Strength (%)	Average Achievement & Sustainability Strength
Level of participation	42.69	5.00
Breadth of events	44.44	3.67
Strategic Planning	56.79	4.33

[Download Chart Data Transparent Overlay](#)

[Download Chart Background](#)

- <sup>1</sup> Strong outcomes but isolated impact - need to strengthen the partnership,
- <sup>2</sup> Strong partnership - need to strengthen the outcomes to generate impact,
- <sup>3</sup> Key elements of learning community operating effectively - capacity building.

## 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?	<p>What did you like most about the event and did it meet your expectations?</p> <p>What areas of the Learning for Earning Festival would you like to see improved and why?</p>	At least 50% 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 50% of survey respondents were satisfied or highly satisfied with their event.	Event Provider Survey
What was the collective impact of the LearnWest partners in the festival?	<p>Outcome 1: Was the level of participation significant? (Number of participants, Number of events, Diverse participation, Number of partners offering events)</p> <p>Outcome 2: Was the breadth of events significant? (Culturally diverse range of events, Inclusive and accessible events, Wide range of event holders offering events, Geographically diverse events)</p> <p>Outcome 3: Was the planning effective and strategic? (Strategic planning and evaluation, Resourcing, Marketing)</p>	At least a moderate CIAT partnership ranking	<p>CIAT</p> <p>Mentimeter</p> <p>Qualitative data through the final reflections' session</p>
Did the festival have a significant impact on those involved?	What did you feel was the most significant impact or change of your involvement in the festival?	A significant impact was seen in at least three of the MSC stories	Most Significant Change Technique

## Most Significant Change Technique – Qualitative Data Collection

Ava Ter, an International Development Student at RMIT on placement with the ALCN and Wyndham City Council, interviewed various festival participants and organizers and collected their stories using the Most Significant Change (MSC) technique. Once all the stories were collected and collated, voting needed to occur to see which story showcased the most significant change. For this, the selection panel, which included members of the LearnWest Network and several independent people, used blind voting to choose which story had the biggest impact based on the festival's original goal. Of the various MSC stories collected, Sarah's story, highlighted at the start of this report, received the most votes as the story of the most significant change reflective of the goals of the Learning for Earning Festival. Specifically, it was recognised by the judging panel that her story:

- highlighted how important this work is to the community.
- was shared as a personal learning experience, showing that even employed professionals can continue to learn.
- reflected that Sarah was community minded.
- showed the power of being involved in a project for the local community.

### Ava's Story

*'I learned that a partnership framework needs to include emotional support and role-modelling.*

Ava is an RMIT International Development student doing her placement with the Australian Learning Communities Network (ALCN) and Wyndham City Council. She worked with the LearnWest Network and formally participated in the festival, joining the team a few weeks before the Learning for Earning Festival.

For Ava, the festival had created an excellent platform for communities in the west to recognise there are services and assistance when they need them, especially during the pandemic.

The most significant impact for Ava was how she learned to engage with others by using an empathy lens, especially in partnership relations. Ava mentioned she usually finds it challenging to get people from different organisations or governments to work collaboratively in a shared project. However, the teamwork and commitment from the

LearnWest Network showed her how partnerships can work well with an empathy lens. Ava believed the COVID-19 pandemic forced individuals to rapidly change the way they work and live, which demands a high level of support and empathy from others to help alleviate pressure and adjust work-life expectations.

Ava reiterated her experience with the LearnWest Network demonstrates a partnership framework that includes emotional support and role modelling. For instance, when a few working group members mentioned they were feeling challenged with the new COVID-19 lockdown announcement, co-lead members in the festival quickly shared some useful community helplines in the chat and encouraged other co-lead members to make the same response when they encounter this situation. This again shows the community where and how they can access essential resources.

Ava felt that this experience made her realise that although no one has an exact method for overcoming these challenges, we were all dealing with this for the first time. She believes that leading with empathy will significantly change how we work and live in these uncertain days.

## **Post Festival Survey for Event Participants**

A participant's survey was developed, led by the team at Melton 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. The participant survey included a chance to win a \$50 Coles gift voucher donated by Melton City Council, which was offered to participants through event providers in return for completing the post-event feedback survey. Event providers were proactive in sharing the survey link with event attendees at the end of their events and also 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.

85 participants responded to the feedback survey, with 45 completing it fully.

The events respondents attended were:

- Legal Essentials for Small Business
- Employable Skills
- Job Readiness
- Navigating your career in Changing Times
- Learning for Future Economy
- VU Improve your job search technique

- Designing a suitable business concept
- Finding Work in Local Govt
- Improving your Communication Skills through Emotional Intelligence
- Speaking Skillfully to Gain Employment
- Understanding Business Finances
- Hobby or Hustle

The reason given by participants for attending events was because of career change 35.6%, followed by Upskilling-reskilling, 35.6%, Learning Pathways 31.3%, Returning to Workforce 26.7% and Employment Trends 24.4%.

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

When asked how they learnt about the festival, responses included

- From the hosts
- Councils emails
- Linked In
- Facebook
- Eventbrite
- Word of Mouth

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

## **Post Festival Survey for Event Providers**

A second survey for event providers was developed through SurveyGizmo, led by the team at Melton City Council in consultation with the other LearnWest Network members. 27 event providers completed this survey. The collated event provider survey responses are available in appendix 2. Anecdotally, while numbers at every event were not captured, an indication based on the registration of some of the programs that organisers were aware of and the estimated attendees included:

- 61 registered for Finding Work in Local Govt, 28 attended
- 45 registered for Improving your communication Skills through Emotional Intelligence and 20 attended
- 30 registered for Legal Essentials, 12 attended
- 21 registered for Job Readiness, 14 attended
- 15 with Understanding Business Finances, 4 attended
- 24 for Resume Writing, 15 attended
- Designing a sustainable Business Concept, 10 attended
- Speaking Skillfully to Gain Employment, 11 attended

- WCEC-Transformative Education Showcase/Employment Network Forum, 32 attended
- 10 biggest Mistakes to Avoid while doing business, 13 attended
- Job Application Master Class, 11 attended
- Finding Work in Local Government, 28 attended
- Hobby or Hustle, 10 attended
- Early Childhood Expectation, 3 attended
- Vic Police, 3 attended
- VU-Improve your Job Search Technique, 4 attended
- Resume Help for 15-25, 0 attended
- Learning for Future Economy (The Gordon), 8 attended
- Tips and Tricks for Navigating Your Career in Changing Times (The Gordon), 4 attended
- Employment in Health Care and Community Services - Learn and discuss, 1 attended
- Understanding Business Finances, 4 attended
- How to adult - Driving your career path, 2 attended
- How to Become A Full Time Performing Artist, 6 attended
- Brimbank Learning Futures, 0 attended
- Building Futures: Pathways to Trades, 4 attended

Out of 27 event providers, 9 people felt the Festival met its goal, indicating:

- there seemed to be a broad spectrum of speakers covering a range of wide topics
- It had good background and information.
- during my session I felt that the participant comprehended a number of concepts vital to the preparation of a resume
- They understood more about people and how to communicate with them differently
- There were people at both events that I attended that were going to pursue (careers/more information)
- Good series of questions set by the facilitator
- workshop offerings in line with the goal
- the content was apt for business owners to better understand their businesses
- With positive feedback and also new connections created with the festival.

When asked if event providers would be interested in becoming a host in future events, 75% answered in affirmative and 25% said maybe.

In terms of what could make the Learning for Earning Festival more successful, respondents shared:

- Once COVID restrictions are lifted, some face to face sessions could work
- More People. Online conference type arrangement where all papers are visible to the attendees. instead of individual Eventbrite session.
- Register list of attendees with official reminder and follow up emails for surveys - gives you control over better information for improvements.

The organising committee noted that overall, around 280 people attended and there were registrations of roughly around 350.

*"I liked being refreshed on current work trends and expectations. I liked having a renewed motivation and confidence to get out there and apply for jobs"*

## **Post Learning for Earning Reflections Session**

Wyndham City Council led a post-festival reflections session in early July 2021, to provide an opportunity for other working group members to exchange their feedback, insights, and recommendations about the Learning for Earning Festival.

Some points of feedback included having the 'Register' hyperlink sitting at the top of the content to make it more visible. The current 'Register' hyperlink was hidden in the 'Read More' section, so it may have confused readers or have been missed.

### **Project Feedback**

Feedback from event host: It was suggested to have a shared file where all attendances are in one place.

### **Feedback from LearnWest Network:**

All responses were positive, and the events were considered to meet participants' expectations. Although there were roughly 350 people registered to attend events, the question was posed: should the festival have been able to attract more people? It was recommended that for future festivals more work go into the marketing and promotion within the community. There were also several things around the marketing materials, which required more forward planning. The brochure looked great, but the draft appeared 1 week before the festival and couldn't be used. Also, the posters were late with little time for feedback and changes. In the survey for event providers people did complete the survey but it was suggested that the LearnWest Network re-evaluate the survey model.

It was also suggested to have register list of attendees with official reminder so there is more accessibility for the hosts to have an easier way of assessing and monitoring the events.

## **Learning for Earning 2022 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 this year's initiative to run the Learning for Earning festival which was by far the largest project LearnWest has collaborated on, the LearnWest Network will continue conversations and plan to possibly have another offering in 2022, 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)  
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),au or Jac Torres-Gomez at [jac.torres-gomez@wyndham.vic.gov.au](mailto:jac.torres-gomez@wyndham.vic.gov.au).

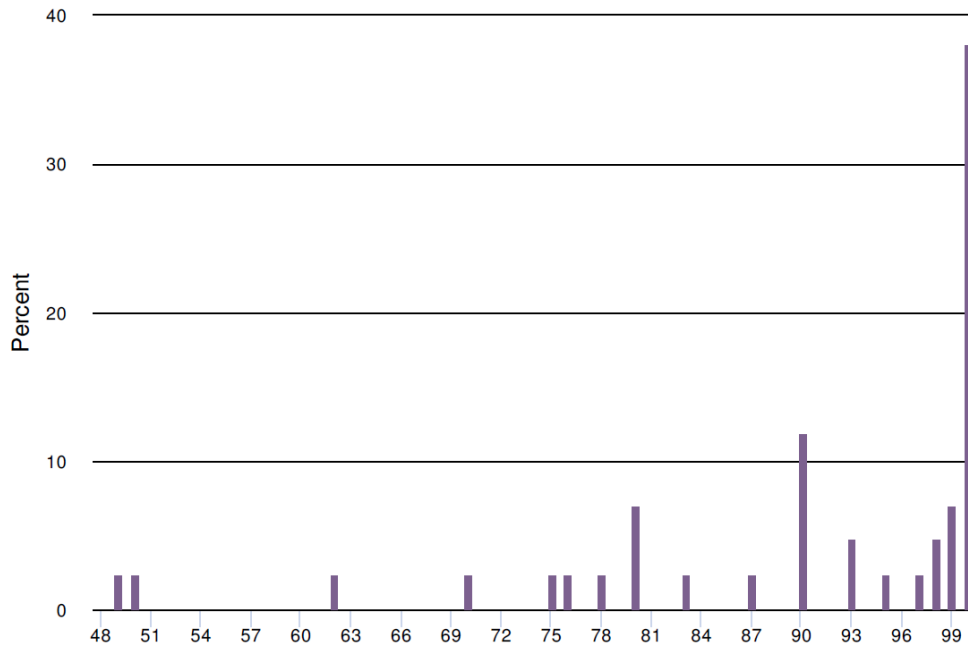
## **References**

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



## Appendix 1: Feedback from Event Participants Post-Event

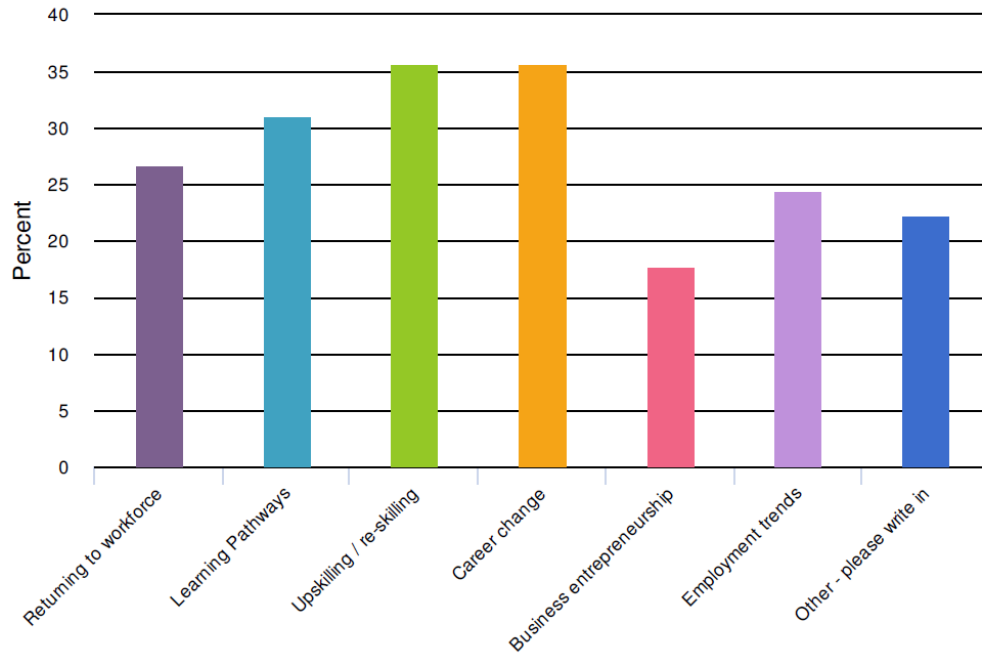
4. How would you rate the event/s, based on the scale below, where 1 is the lowest score, and 10 is the highest? Event 1



5. How would you rate the event/s, based on the scale below, where 1 is the lowest score, and 10 is the highest?Event 1



10. Why did you decide to attend the event? Select as many as are applicable.



Value	Percent	Responses
Returning to workforce	26.7%	12
Learning Pathways	31.1%	14
Upskilling / re-skilling	35.6%	16
Career change	35.6%	16
Business entrepreneurship	17.8%	8
Employment trends	24.4%	11
Other - please write in	22.2%	10

**11. What did you like most about the event and did it meet your expectations?**

- Very well presented by Tania White. Information was clear, concise and easy to understand.
- Very useful overview with options to build on the knowledge further
- Great presenter and presentation, with very useful links. It met my expectations, but I wish it went for longer, as my brain has exploded with all that information. It was very useful. Thank you :)

- Learned and applied some skills
- trainer engaged with the audience
- Served as a refresher plus learning about current trends.
- Very structured and on point presentation. Yes.
- That Belinda took even more time in showing us how to navigate on various sites, she was kind, patient, friendly and frequently asked us if we had questions. I absolutely loved everything about it and look forward to speaking with Belinda in the future.
- I liked the activity, it aided my self-reflection
- Loved them all.
- The speaker who knew his stuff and because of this exceeded all my expectations
- The inter-activity and personable delivery. Yes, met my expectations.
- Clear information; Brendan is a great presenter. There was time for questions
- Yes - picking up so many useful tips to share with others.
- See my previous comments
- definitely meet my expectations and really enjoyed connecting with great people and hearing their stories and learning new information from Martin.
- Well organised and good topic
- A lot of useful insight and information was shared with the audience.
- Thanks for organising this event. Appreciate it.
- Lee's way of talking & presentation
- Sharing hands-on experience and current practices.
- I liked learning about current employment processes and expectations. It was really motivating and got me re-invigorated to go back out there to find meaningful employment.
- Explaining to the audience what to expect.
- Breakout session
- Yes, it met my expectations to a great level. I liked the fact that we were able to learn new things and put into practice while learning. This helped us understand the practicality of what we are learning.
- Activity to determine DISC Style
- I liked being refreshed on current work trends and expectations. I liked having a renewed motivation and confidence to get out there and apply for jobs
- Using Zoom was good for interacting with the participants. Lee, the presenter, was excellent. I learned heaps about how resumes work for you.
- I liked how the information was presented
- I liked the examples shown on screen. Wish there was templates to share
- Bruce's energy and was great for beginners.
- Interesting and fun and useful. Yes, it exceeded my expectations,

- Anthea was very personable and a pleasure to listen to. She covered all the topics I was interested in around starting a creative business. The event exceeded my expectations.
- Well-presented and facilitated, Lee gave numerous opportunities for student feedback and enquiry. This was very helpful in broadening the scope of the information and creating engagement in the seminar. The event was very informative and the information given was succinct and precise, it certainly, did meet my expectations.
- A great range of speakers; some similarities between councils also highlighted the huge diversity of roles available in the local council.
- Tons of useful information, very practical.
- Provided different, realistic views from different panel members from different councils.
- The professional presentations and the wealth of information they provided.
- I liked that I didn't need to turn on my video also organised well.
- It was a little boring at the start

**13. What areas of the Learning for Earning Festival would you like to see improved and why?**

- Requirements and preparation before starting. I also pressed contact presenter on the website and it sent Tania a message, but I never got a response back. So, I felt rushed, unprepared, and stressed trying to make zoom work before it started. Other than that, keep up the great work :)
- Teach more relate to mindset and thinking skills if possible, please.
- Share handouts.
- I would like them to allocate around half-hour more as Belinda wanted to discuss things in more detail and show us more slides but we didn't have enough time left for it. Overall, I did absolutely enjoy the Festival, gaining so much knowledge and valuable information, feel very inspired and motivated, thank you, Belinda, so very much.
- Was hard to get to see all the events I wanted to, and its only day 1!
- Time permitting keep them up but of course whether subject to budget and also, whether looked at still with high values and the demand is still existing.
- It was great that everything was online - especially as a lockdown was announced!
- Planning marketing materials earlier!
- Unfortunately, I missed the seminar about Visy cares hub's services and the future Economy-accredited and non-accredited training. If you couldn't attend some of the seminars the option to have the PowerPoint emailed would be great.
- I would like to receive an email on what other courses or information is on.

- It would be great if a time span of the event is bit increased. One hour is not sufficient for cover all necessary aspects.
- I felt the program I attended could have been a bit longer. It ended really soon.
- job opportunities.
- No suggestions at this stage.
- Zoom link included in the calendar.
- Computer literacy and marketing in the digital domain, due to the increasing demand for online presence in the marketplace.
- More of these panel insights sessions on other industry sectors prevalent in the west e.g. health, manufacturing, etc.
- Need a project plan :0
- Seminars for professionals - target seems to be people trying to get into the workforce for the first time but due to covid I think more people are rather looking to change careers.
- The marketing. Perhaps a longer lead time. They were excellent presentations worthy of a larger audience.
- Maybe asking the level of competency prior to the session to help tailor the discussion. Inviting those that would like to get involved to turn their cameras on early on.

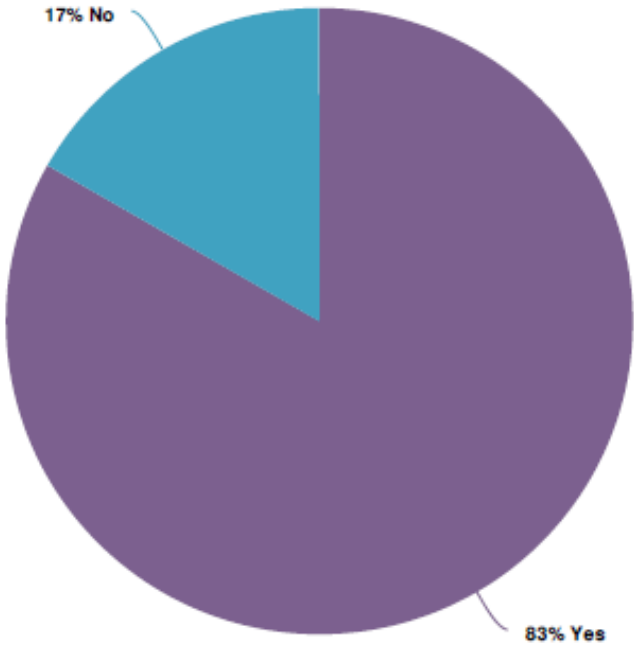
**14. Do you have any more suggestions as to what you would like to see being a part of the festival in future?**

- Personal Development, Website Designing & Business promotion via social media.
- PPT SLIDES - keep it simple rather than jam packed with words.
- I think having one or two employers speaking would be very good.
- Loved the small group interactions; and chance to ask questions. Hope access can be made on the website to recorded sessions.
- Keep up the availability of printing out the slides as they are good to keep for future reference.
- More industry sessions
- I.e. women's in trades, a video clip of women speaking about a day in their trade would be great A list of local employers with possible current and future job opportunities would be awesome Employers happy to take volunteers for work experience for 6 months a morning a week would be awesome when wanting to move into a new field of work.
- More presence in social media and advertising
- Workshops on interviews

- Can you please use more promotional tools to increase awareness of such events in the community? I would love to keep getting alerts by email or SMS text messages whenever such learning events are organised.
- Workshops on interviews.
- How to cope with changing work cultures
- Promote Business or Job opportunities
- I think the timing was good, glad it was online because of our snap lockdown!
- Having it across a Thursday to Saturday worked well.
- More of mental health and law topic
- Keep doing a great job!
- Some large employers with available jobs doing a presentation on what vacancies they have, what they look for in an employee, what struggles they have had filling vacancies etc.
- More industry and direct link to jobs.

# Appendix 2: Feedback from Event Providers Post-Event

## 3. Did you run the session yourself?



Value	Percent	Responses
Yes	83.3%	10
No	16.7%	2

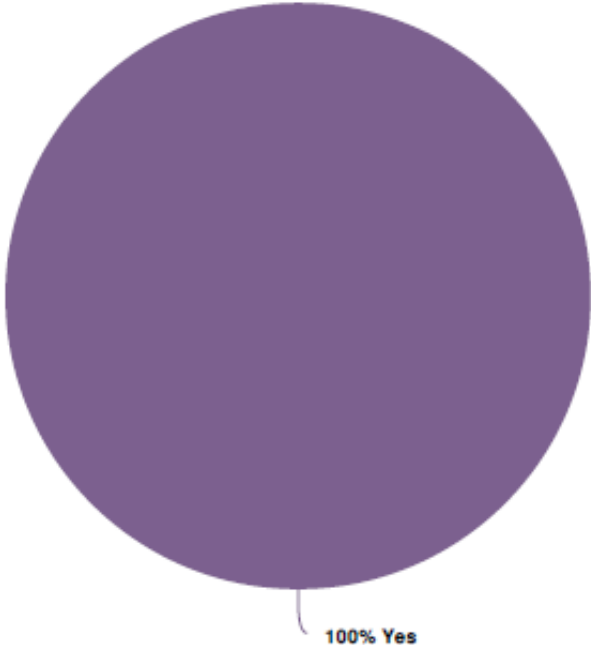
Totals: 12

## 7. Why did you join the Learning for Earning Festival?

ResponseID	Response
10	I provided an EOI when I saw it advertised.
12	Our funders encourage us to utilise opportunities in the West to reach local communities and share more about our programmes and organisation.
14	To give back to the community. To share my knowledge
17	It so planned and organised by my employer WCIG
19	Helping people understand themselves more as well as how to work with other people better
20	To learn about different opportunities
21	Replaced a panel member who was unavailable due to personal circumstances
23	To support the community and to bring awareness to amazing employment and training opportunities.
24	Wanting to support local community with leadership skills.
25	To give back to the community
26	To continue to support the Melton City Council and the community. To build new relationships with other community organisations to provide better support to WCIG's participants.
27	To continue to support the Melton City Council and the community. To build new relationships with other community organisations to provide better support to WCIG's participants.



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

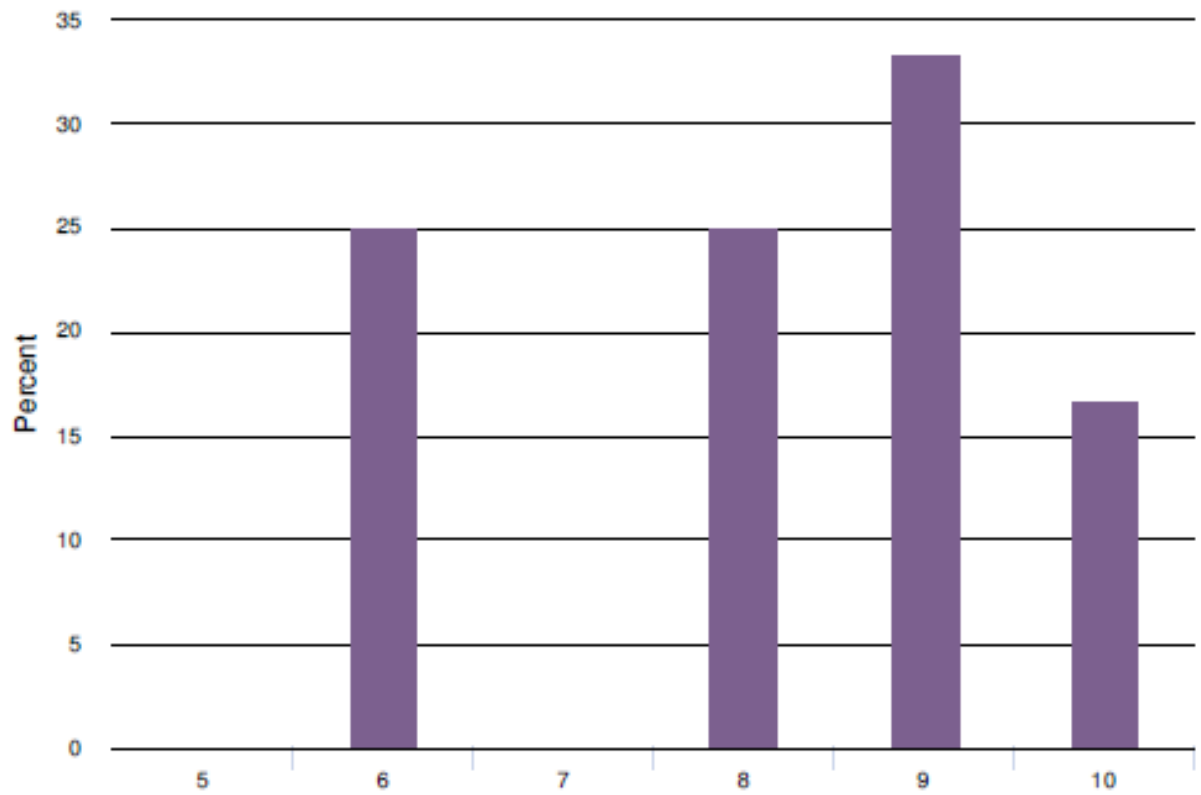


Value	Percent	Responses
Yes	100.0%	12
		<b>Totals: 12</b>

## 9. Can you tell us why/why not?

ResponseID	Response
10	There seemed to be a broad spectrum of speakers covering a range of relevant topics.
14	It had good background and information.
17	During my session I felt that the participant comprehended a number of concepts vital to the preparation of a resume
19	They understood more about people and how to communicate with them differently
20	There were people at both events that I attended that were going to pursue options further with each host, or because of what they learned in the sessions.
21	Good series of questions set by the facilitator
24	workshop offerings in line with the goal
25	the content was apt for business owners to better understand their financial data
26	With positive feed back and also new connections created with the festival. it definitely was successf ul.
27	With positive feed back and also new connections created with the festival. it definitely was successf ul.

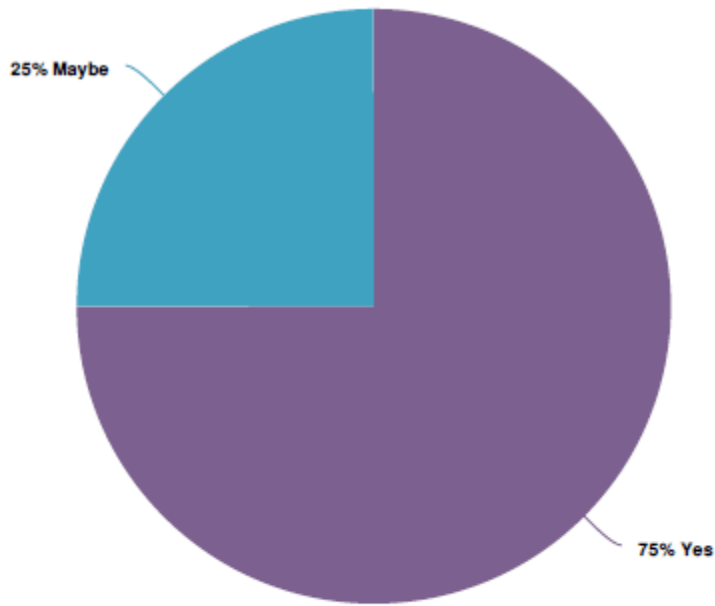
10. Did you feel the Festival was well organised with regards to promotion? Please answer from the scale below with 1 being the lowest and 10 being the highest.



## 11. Could you please tell us why you have given the above score?

ResponseID	Response
10	Visible social media marketing and great support for hosts.
12	We didn't make as much effort as we could have done to promote our own event.
17	Had no issues along the process. Communication was professional
19	so much support was provided for this event I missed the point where reminder emails could have been sent by council - I'll take that up next time
20	The brochure was too little too late. It looked like a great brochure but the draft appeared 1 week before the festival and couldn't be used. The posters were also late with little time for feedback and changes.
21	The range of promotional activity
24	I received a number of emails, facebook event invitations etc for the festival and its events and as such can see that a lot of effort went into that side. I am wondering, however, why we did not attract more registrations, given that there were 4 or 5 councils involved with surely an immense database and reach. - We had a total of 22 registrations, with 10 people attending. Was our workshop offering simply not of general interest, or what sort of numbers did other event organisers see?
25	online marketing was good, could have used some local advertising (street banners, posters in the local shops etc
26	More participants attended than originally expected due to Covid and restrictions
27	More participants attended than originally expected due to Covid and restrictions

12. Would you be interested in becoming a host in future festivals?



Value	Percent	Responses
Yes	75.0%	9
Maybe	25.0%	3
<b>Totals: 12</b>		

### 13. Could you please tell us why you have given the answer above?

ResponseID	Response
10	I have a passion for sharing my knowledge with small business owners, nurturing and empowering them to do what they do best.
14	because i think more can be one to create engagement. The councils have to promote to gain sustainable employment opportunities in their LGA.
17	Great scope to provide essential training.
19	I love helping people understand better ways to doing something
20	I would like there to be more preparation with ample time for promotional materials to be developed and disseminated.
21	If I could add value to the session
24	There is a lot of work going into organising such an event, and we have a limited reach within our own network due to the target market not being aligned with our clientele (entrepreneurs/small business owners/people seeking work vs middle to upper management in our clientele/database)
26	WCIG and Melton have always had a good working relationship, and WCIG will always provide support to Melton City Council and the community.
27	WCIG and Melton have always had a good working relationship, and WCIG will always provide support to Melton City Council and the community.

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

ResponseID	Response
10	Once COVID restrictions are lifted, some face to face sessions could work well.
14	More People. Online conference type arrangement where all papers are visible to the attendees. instead of individual eventbrite session.
17	All seem ok
19	Register list of attendees with official reminder and follow up emails for surveys - gives you control over better information for improvements and what people really want
20	A well thought out project plan for everything that needs to be done well in advance.
26	N/A
27	N/A

## Appendix 3: Additional Significant Change Stories from the Festival

### Brett's Story

*'I wanted to grab every opportunity to inspire people to continue their dream with my story'.*

Brett is a puppeteer from Queensland. He initiated his business 'Larrikin Puppets' through the New Enterprise Incentive Scheme (NEIS) program nine years ago. The staff from the program have continued to support his journey with running his business ever since. This year, NEIS introduced Brett to the LearnWest Network to take part in the Learning for Earning Festival to share his business story with different communities.

Brett mentioned he has been to Victoria twice only so far, so being a part of the festival means a lot to him. Brett was happy and appreciated how his event was planned and shared on Eventbrite, saying he felt it helped get people's attention.

Brett felt the most significant impact for him was sharing his business story with people who are not from Queensland and inspiring others to keep their dream alive. Brett stated he has started to perform his puppet shows virtually since the COVID-19 outbreak. Moving from a live event to an online performance, Brett found it challenging to engage with the audience because he cannot see and hear all of the applause, cheering, and laughing. However, Brett also saw this as another opportunity for him to entertain and inspire more people from different communities without border constraints. He felt enthusiastic about sharing his story with people he had never met and telling them how he slowly turned his hobby into a full-time business and kept the business running successfully.

*'If I can start a successful small art business with puppets, everything is possible. So never give up on yourself'.*

Brett was pleased and excited with how participants responded and engaged in the chat box during his story sharing event in the Learning for Earning Festival. Brett said it was cool to motivate others, especially those who want to start an illustration business or creative business, to continue to follow their dream.



### **Inderdeep's Story**

*'I enjoyed the process of putting all minds together'.*

Inderdeep was one of the co-leads in the team from Melton City Council. This is her first time getting involved in a virtual festival; therefore, she concluded her participation in planning and organising the Learning for Earning Festival was a great experience and she enjoyed the process.

Inderdeep is experienced in planning and organising live festivals and events. Although the medium of the festival was different, she still applied her skills and experience in managing her tasks. Inderdeep said she noticed her work in the Learning for Earning Festival was more manageable because her working group was big and had a good division of tasks.

For Inderdeep, the most significant change of being involved in the Learning for Earning Festival was working in collaboration across different councils whilst also coordinating the Finding Employment in Local Government event in the festival. For Inderdeep, it was again an excellent highlight for her as the event had panel representatives from different councils explain how people can enter local government services. She also enjoyed the process of putting all minds together and planning events and then agreeing on a consensus for the whole process and overall event.

Inderdeep further narrated that despite the lockdown news influencing the community's movement and schedules, 25 community members still attended the event she helped run. She commented, 'the vision of the festival is to promote learning, but the purpose is towards earning'. Judging from the positive responses in the chat and survey feedback, Inderdeep believed the events and festival had successfully answered the community's needs. Inderdeep felt ownership of organising this festival.

### **Diane's Story**

*'The Festival provided an incredibly diverse and rich range of events – and all for free! A very timely and enriching opportunity for all the communities in the West'.*

Diane attended six sessions across the Festival, having been one of the co-leads in the team from Wyndham City Council. She had marketed the Festival program across a range of channels including Facebook, LinkedIn, Council websites, and through networks. The working group organising the Festival each attended a range of sessions, providing support to the event hosts, and taking up opportunities to further their own skills.

Diane currently works part-time at Wyndham City Council. Though she is not actively looking for work, her participation in the events she attended was nonetheless stimulating and useful. The Festival was of particular benefit for Diane in connecting her with the challenges faced by the community, particularly during the pandemic and in their post-pandemic recovery. Further to this, on a personal level, Diane enjoyed hearing the current thinking on searching for employment, interview skills, and Industry and business trends in the West.

The most significant impact of the Festival for Diane was the breadth and depth of the program on offer and the range of opportunities available in the West. It was also heartening for Diane that many local organisations participated in the Festival and provided events free of charge – demonstrating their support of, and commitment to, their own communities.

### **Jac's Story**

*'The festival shows that different local governments can successfully work on a shared project for their communities'.*

Jac was one of the co-leads in the team from Wyndham City Council. She became involved in the Learning for Earning Festival planning late last year. This is Jac's first time working on a shared virtual project with six different council representatives, and she was proud of what the festival had achieved.

The most significant impact for Jac was seeing the festival unfold within six local government areas and seeing everyone working together passionately to make sure this festival went ahead. Jac further explained that she recognised it is not always easy working with six key partners on a shared project as it requires an extra layer of personal energy. So far, she had not seen other examples in Australia where six different councils have engaged together in a learning project and thoroughly understand that collectively working together can greatly impact different communities. Jac thus asserted that this festival proved that local government areas can successfully work together through partnerships to enhance learning community agendas and drive change.

Jac said that this planning experience also made her realise that if we are committed to making something work without preconceived ideas on what a perfect end product should look like, the project is more likely to be successful.

However, Jac also emphasised that it is critical to design and nurture a very special type of partnership in such projects. She believed that every partner can be included through an empathy lens and has a sense of involvement in the project regardless of what capacity they can offer. Jac mentioned she felt a sense of achievement when the team started to dream up the festival from nothing. Everyone came to the table by providing their imagination, creativity, and capacity, showcasing how this partnership made this festival successful.

## Appendix 4: Learning for Earning 2021 Full Program

### 27 May 2021 Thursday

EVENT TIME	EVENT NAME	EVENT DESCRIPTION	ORGANISER	LINK TO EVENT
All-day	Resume Help for 15-25-Year-Olds	This event is to help young people aged 15-25 to craft their resume, apply for jobs online, or answer interview questions.	Wyndham City Council Libraries	<a href="https://www.wyndham.vic.gov.au/form/online-resume-help">https://www.wyndham.vic.gov.au/form/online-resume-help</a>
All-day	Women of the West - Turn your side hustle or big idea into a business.	This workshop is a self-paced 2-hour workshop offered across the three days of the festival. It is for women who need help coming up with a 'big idea', have a skill, talent, passion you can turn into a business, want financial independence but don't know how interested in becoming self-employed, want to be free from income support and build the life you want, and are motivated to make a life change.	Global Sisters	<a href="https://sisters.globalsisters.org/my-big-idea/">https://sisters.globalsisters.org/my-big-idea/</a>
9.30 a.m. - 11.30 a.m.	Transformative Education Showcase/ Employment Network Forum	This virtual event is for education practitioners, career advisors, policymakers, community development practitioners and learning city stakeholders. It will showcase best practice in applied learning both locally and internationally. This event provides students with the skills, knowledge and attributes to enable them to make informed choices about employment and education pathways.	Wyndham Community & Education Centre	<a href="https://www.eventbrite.com.au/e/the-transformative-education-showcase-best-practice-in-applied-learning-tickets-151170325513">https://www.eventbrite.com.au/e/the-transformative-education-showcase-best-practice-in-applied-learning-tickets-151170325513</a>
10.30 a.m. - 12	Assess your Employability	This event assesses your transferable skills to understand the range of career opportunities available	VU Skills and Jobs Centre	<a href="https://www.eventbrite.com.au/e/as">https://www.eventbrite.com.au/e/as</a>

p.m.	Skills	to you. This workshop will define the 8 Key Employability Skills universally valued by employers and you will learn how to use the S.T.A.R Technique to describe your own experiences, the skills you have to offer and how you can utilise them effectively in the workplace.		sess-your-employability-skills-tickets-150449940823
10.45 a.m. - 11.45 a.m.	Legal Essentials for Small to Medium businesses and start-ups.	This event gives an insight into effective business structures, consumer law obligations, employees and contractors relationships, Confidentiality and Privacy obligations, Good commercial leasing and tips on how to protect your business interests. This is a great session for entrepreneurs holding small or medium businesses or even those who wish to launch their own business.	Cross the T Pty Ltd	<a href="https://www.eventbrite.com.au/e/legal-essentials-for-small-business-and-start-ups-tickets-150662267899">https://www.eventbrite.com.au/e/legal-essentials-for-small-business-and-start-ups-tickets-150662267899</a>
12 p.m. - 1.30 p.m.	Job Readiness - Employ ME Workshop	Employ Me is a workshop covering key employability skills and attributes. In this workshop, you learn how to market yourself, motivate yourself and excel in interviews.	VU Polytechnic Skills and Jobs Centre	<a href="https://www.eventbrite.com.au/e/assess-your-employability-skills-tickets-150449940823">https://www.eventbrite.com.au/e/assess-your-employability-skills-tickets-150449940823</a>
1.00 p.m. - 2.00 p.m.	Building Futures: Pathways to Trades	This session will speak to the variety of different careers available within the trades industry and, more specifically, to what Tradeswomen Australia Group are doing to make these workplaces more inclusive for women. There will be an opportunity to learn more from women working in the trades industry, as well as to ask questions.	Tradeswomen Australia Community Foundation	<a href="https://www.eventbrite.com.au/e/building-futures-pathways-to-trades-tickets-151010220635">https://www.eventbrite.com.au/e/building-futures-pathways-to-trades-tickets-151010220635</a>
2.00 p.m. -	Learning for the Future Economy:	This event provides a look at Industry and Business trends in Melbourne's West and what employers are	The Gordon Institute of	<a href="https://www.eventbrite.com.au/e/lea">https://www.eventbrite.com.au/e/lea</a>

2.45 p.m.	Accredited or Non-Accredited workforce Training	looking for in their work force, the training and education business is asking for, and what this means for job seekers and how education providers are developing innovative workforce education solutions with a focus on quality, simplicity, flexibility, accessibility for desired industry outcomes.	TAFE	arning-for-earning-festival-learning-for-the-future-economy-tickets-151421599079
2.00 p.m. - 2.30 p.m.	Become a Swim Teacher	This event will introduce the swimming industry, explain how to become a Swim Teacher – LSV Pathway, what to expect, benefits of the job, and skills sets and transferable skills.	Life Saving Victoria	<a href="https://training.lsv.com.au/">https://training.lsv.com.au/</a>
2.00 p.m. - 2.30 p.m.	Transition to Work	An opportunity to introduce the Transition to Work program for Youth aged 15-24. The presentation would also be beneficial to other services working with young people and looking for an avenue for them to gain assistance with employment and/or further training. The program assists with pre-employment skills, marketing youth to employers, training and employment opportunities. Our purpose is to engage youth in our community and give them the skills they need to become independent workers.	The Salvation Army Employment Plus	<a href="https://www.eventbrite.com/e/transition-to-work-tickets-151589834275">https://www.eventbrite.com/e/transition-to-work-tickets-151589834275</a>
2.30 p.m. - 3.30p.m.	Brimbank Learning Futures	Presentation on the services offered at Brimbank Learning Futures. The different career pathways information that we offer at the Council's facility.	Brimbank Learning Futures	<a href="https://www.eventbrite.com.au/e/brimbank-learning-futures-at-learning-for-earning-tickets-151904679987">https://www.eventbrite.com.au/e/brimbank-learning-futures-at-learning-for-earning-tickets-151904679987</a>

2.45 p.m. - 3.30 p.m.	Tips and tricks for navigating your career in changing times	In this one-hour workshop, an experienced careers advisor from the Gordon Skills and Job Centre will present tips and tricks for navigating your career journey in a changing and challenging employment landscape. Topics covered will include how to identify your transferable skills to adapt to a dynamic labour market, apply for jobs and participate in both online and offline job selection processes, and build sustainable strategies for continued career success.	The Gordon Institute of TAFE	<a href="https://www.learnwest.org/event-details/tips-and-tricks-for-navigating-your-career-in-changing-times">https://www.learnwest.org/event-details/tips-and-tricks-for-navigating-your-career-in-changing-times</a>
3.30 p.m. - 4.30 p.m.	How Brett Used NEIS To Launch Lucrative Puppetry Business	How to Become A Full Time Performing Artist Puppeteer Brett Hansen shows off a few puppets and talks about his lifelong dream to become a puppeteer. He describes how he started his business 'Larrikin Puppets' through NEIS and the initial challenges getting started. He describes all the different things he had to do to slowly turn his hobby into a full-time business, and all the things he has to continue doing to keep the business running successfully. He talks about his formal training overseas with Jim Henson puppeteers from The Muppets and Sesame Street, and the steady rise of Larrikin Puppets over the last eight years performing puppet shows, running puppetry workshops and puppeteering in film and TV productions.	Larrikin Puppets	<a href="https://www.eventbrite.com.au/e/how-brett-used-neis-to-launch-lucrative-puppetry-business-tickets-152299368511">https://www.eventbrite.com.au/e/how-brett-used-neis-to-launch-lucrative-puppetry-business-tickets-152299368511</a>
3.30 p.m. - 4.30 p.m.	Employment in Health Care and Community Services - Learn and discuss questions with	The event discusses the following in-demand industries: <ul style="list-style-type: none"> <li>● Certificate IV in Allied Health Assistance (Physiotherapy and Occupational Therapy)</li> <li>● Certificate IV in Ageing Support</li> <li>● Certificate IV in Disability</li> <li>● Diploma of Community Services (Case Management)</li> </ul>	Stirling Institute of Australia Pty Ltd	<a href="https://www.eventbrite.com.au/e/employment-in-health-care-and-community-services-discussion-with-experts-tickets-">https://www.eventbrite.com.au/e/employment-in-health-care-and-community-services-discussion-with-experts-tickets-</a>

	Industry leaders.	<ul style="list-style-type: none"> <li>• Diploma of Mental Health</li> </ul> <p>The webinar had trainers and people who work in the sector on the panel to discuss and answer questions.</p>		151595096013
4 p.m. - 5 p.m.	Finding Employment in Local Government: A Learn West Festival Event	Listen to a panel consisting of experienced employees of local councils in the west about their experience with and what to expect throughout the recruitment process, share their tips on how to enter and fast track your career in local government as well as discussion about the range of different vacancies currently available.	Melton City Council: Timbertop Children's & Community Centre	<a href="https://meltonlearning.com.au/events/finding-employment-in-local-government-a-learn-west-festival-event/">https://meltonlearning.com.au/events/finding-employment-in-local-government-a-learn-west-festival-event/</a>
5.30 p.m. - 7 p.m.	How To Adult - Draw Your Career Path	This workshop unpacks what a typical career journey in the 21st century can look like, get access to tools and resources so that you may reflect on your own decisions, and meet other people who are also navigating their career paths.	Unconventional Learning (U-Learn)	<a href="https://events.humanitix.com/draw-your-career-path-learnwest">https://events.humanitix.com/draw-your-career-path-learnwest</a>

### 28 May 2021 Friday

EVENT TIME	EVENT NAME	EVENT DESCRIPTION	ORGANISER	LINK TO EVENT
All-day	Resume Help for 15-25-Year-Olds (2)	This event is to help young people aged 15-25 to craft their resume, apply for jobs online, or answer interview questions.	Wyndham City Council Libraries	<a href="https://www.wyndham.vic.gov.au/form/online-resume-help">https://www.wyndham.vic.gov.au/form/online-resume-help</a>



All-day	Women of the West - Turn your side hustle or big idea into a business (2)	This workshop is a self-paced 2-hour workshop offered across the three days of the festival. It is for women who need help coming up with a 'big idea', have a skill, talent, passion you can turn into a business, want financial independence but don't know how interested in becoming self-employed, want to be free from income support and build the life you want, and are motivated to make a life change.	Global Sisters	<a href="https://sisters.globalsisters.org/my-big-idea/">https://sisters.globalsisters.org/my-big-idea/</a>
9.00 a.m. - 9.30 a.m.	Your Direct Pathway to Deakin University	At the end of the event, participants will be able to know the different courses we offer and the different pathways available to them to get into Year 2 of the selected undergraduate degrees at Deakin University. They will also have the information available on how to apply, the entry requirements, and different career opportunities.	Deakin College	<a href="https://www.eventbrite.com.au/e/your-direct-pathway-to-deakin-university-tickets-151002892717">https://www.eventbrite.com.au/e/your-direct-pathway-to-deakin-university-tickets-151002892717</a>
9:30 a.m.0 – 10:30 a.m.	Victoria Police - You're more suited than you might think	PowerPoint presentation on the role, life and the academy and the recruitment process. Participants will also have an opportunity to ask questions via the Chat function during and after the presentation.	Victoria Police	<a href="https://www.eventbrite.com.au/e/information-session-victoria-police-tickets-151594397925">https://www.eventbrite.com.au/e/information-session-victoria-police-tickets-151594397925</a>
10:30 a.m. – 11:30 a.m.	Job Application Masterclass	During the Job Application Masterclass, participants will learn about the key steps to successfully applying for a job. They include: <ul style="list-style-type: none"> <li>● Uncovering all the different ways to find roles – not just using Seek!</li> </ul>	Successful Resumes	<a href="https://www.eventbrite.com/e/job-application-masterclass-the-secrets-to-">https://www.eventbrite.com/e/job-application-masterclass-the-secrets-to-</a>

		<ul style="list-style-type: none"> <li>• Learning how to develop and use your personal and professional network</li> <li>• Working with recruiters effectively and the steps to take when you apply for a job</li> <li>• Understanding ATS the key to ensuring your resume gets read and shortlisted for an interview</li> <li>• Finding out how to format your resume correctly in a contemporary, attractive manner</li> <li>• Ensuring you include the right content and information that will convince a recruiter or hiring manager to interview you</li> <li>• Finding out why cover letters are important and how to write one that gets results</li> <li>• Discovering the different types of selection criteria and how to prepare criteria responses</li> </ul>		successfully-applying-for-jobs-tickets-151902924737
10:30 a.m. - 12:00 p.m.	Improve your Job Search Technique	Understand the changing nature of job seeking with expert advice on current job search methods, including online searching, registering with government initiatives, the role of recruitment agencies and how to effectively access the 'hidden job market.	VU Skills & Jobs Centre	<a href="https://www.eventbrite.com.au/e/improve-your-job-search-technique-tickets-150452532575">https://www.eventbrite.com.au/e/improve-your-job-search-technique-tickets-150452532575</a>
12:00 p.m. – 1:30 p.m.	Speaking Skillfully to Gain Employment	Speaking Skillfully to Gain Employment is an employability skills program that focuses on verbal communication while looking for employment. <ul style="list-style-type: none"> <li>• Being professionally speech-ready when cold calling potential employers</li> <li>• Being confident when face-to-face cold calling/reverse marketing</li> <li>• Demonstrating effective and confident interview skills</li> </ul>	WCIG	<a href="https://www.eventbrite.com.au/e/speaking-skillfully-to-gain-employment-workshop-tickets-151003654997">https://www.eventbrite.com.au/e/speaking-skillfully-to-gain-employment-workshop-tickets-151003654997</a>

12:30 p.m. – 1:30 p.m.	Strategic Planning for Business Sustainability - Jobs in the Dental Industry	PowerPoint Presentation on how to scope a business plan and ensure all the planning is undertaken before we either start, operate or diversify the business. It covers 3 topics. What type of skills are required to be a part of the dental Industry, what different positions are available within Dental Clinics (Dental Assistant, Receptionist, Sterilisation Assistant, Therapist) and how to become a dental assistant.	Deepank Gupta	<a href="https://www.eventbrite.com.au/e/strategic-planning-for-business-sustainability-jobs-in-dental-industry-tickets-150674348031">https://www.eventbrite.com.au/e/strategic-planning-for-business-sustainability-jobs-in-dental-industry-tickets-150674348031</a>
2:00 p.m. – 3:00 p.m.	Designing a Sustainable Business Concept	During this interactive and insightful session, we will explore how IKIGAI, a highly effective Japanese concept, can assist you in creating a commercial product or service that reflects and is aligned with your authentic s	Profound Leadership	<a href="https://profoundleadership.com.au/event/may-28-2021-free-online-session-learning-for-earning-festival/">https://profoundleadership.com.au/event/may-28-2021-free-online-session-learning-for-earning-festival/</a>
2:30pm -3:30pm	Volunteering, a stepping stone to a job	In this session, you will learn: <ul style="list-style-type: none"> <li>• benefits of volunteering,</li> <li>• different types of volunteer opportunities,</li> <li>• volunteer rights &amp; responsibilities, and</li> <li>• how to find the right volunteer opportunity.</li> </ul>	Volunteer West	<a href="https://www.eventbrite.com/e/volunteering-a-stepping-stone-to-a-job-tickets-152453641947">https://www.eventbrite.com/e/volunteering-a-stepping-stone-to-a-job-tickets-152453641947</a>
4:00 p.m. – 5:00 p.m.	The 10 Biggest Mistakes that New Businesses Make	This event will benefit anyone who is looking to start a business, sole traders, small business owners, entrepreneurs and startup founders. Participants will also receive a checklist of legal issues and risks to consider and apply to their own business.	Innovere Legal	<a href="https://www.eventbrite.com/e/essential-business-law-10-common-mistakes-made-">https://www.eventbrite.com/e/essential-business-law-10-common-mistakes-made-</a>

				by-new-businesses-registration-150897557657?utm-medium=discovery&utm-campaign=social&utm-content=attendeeshare&aff=escb&utm-source=cp&utm-term=listing
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29 May 2021 Friday

EVENT TIME	EVENT NAME	EVENT DESCRIPTION	ORGANISER	LINK TO EVENT
All-day	Resume Help for 15-25-Year-Olds (3)	This event is to help young people aged 15-25 to craft their resume, apply for jobs online, or answer interview questions.	Wyndham City Council Libraries	<a href="https://www.wyndham.vic.gov.au/form/online-resume-help">https://www.wyndham.vic.gov.au/form/online-resume-help</a>
All-day	Women of the West - Turn your side hustle or big idea into a business (3)	This workshop is a self-paced 2-hour workshop offered across the three days of the festival. It is for women who need help coming up with a 'big idea', have a skill, talent, passion you can turn into a business, want financial independence but don't know how interested	Global Sisters	<a href="https://sisters.global-sisters.org/my-big-idea/">https://sisters.global-sisters.org/my-big-idea/</a>

		in becoming self-employed, want to be free from income support and build the life you want, and are motivated to make a life change.		
9.30 a.m. -11. a.m.	Resume Writing Workshop	<p>This workshop will cover:</p> <ul style="list-style-type: none"> <li>● How to structure your resume</li> <li>● How to write a cover letter</li> <li>● How to identify the keywords on a job advertisement</li> <li>● How to address key selection criteria correctly</li> <li>● Using the exact terms featured in the job advertisement</li> <li>● The correct document formats</li> <li>● Preparing for resume scanning and keyword searches</li> <li>● How to use straightforward headings</li> <li>● Correct length of a resume</li> <li>● Using appropriate language</li> <li>● Writing a standout opening summary</li> <li>● Formatting and design tips</li> <li>● How to select the 'right' referees</li> </ul>	WCIG	<a href="https://www.eventbrite.com.au/e/resume-writing-workshop-tickets-151004982969">https://www.eventbrite.com.au/e/resume-writing-workshop-tickets-151004982969</a>
10.00 a.m. - 11:00 a.m.	Hobby or Hustle?	This event will look at some key questions people need to ask themselves to figure out if they want a hobby" or a "hustle" when it comes to small business. It will cover things like financial obligations, consumer law, start-up costs, time management and business planning.	Full Tilt Creative	<a href="https://www.eventbrite.com.au/e/hobby-or-hustle-a-learnwest-learning-for-earning-festival-event-tickets-151143936583">https://www.eventbrite.com.au/e/hobby-or-hustle-a-learnwest-learning-for-earning-festival-event-tickets-151143936583</a>
1:00 a.m. –	Small Business 101	You'll learn how to identify and plan out your goals, understand where your money will come from and how to create recurring revenue streams, understand your	Maribyrnong	<a href="https://www.eventbrite.com.au/e/small-business-101-">https://www.eventbrite.com.au/e/small-business-101-</a>

12:00 p.m.		audience and market your business with content that cuts through and elicits connections.		tickets-152059529145?aff=ebdsoporgprofile
11:00 a.m. – 12:30 p.m.	How To Adult - Self Awareness and Self Care	Knowing your strengths and areas of improvement means that you can bring your full self to work, but how much do we know ourselves? Knowing yourself also means that you're able to look after yourself better in the long-term, so this session will explore activities to help us understand our strengths better and also cover the basic principles and practices of self-care and happiness that support your overall well-being at work and home.	Unconventional Learning (U-Learn)	<a href="https://events.humanitix.com/self-awareness-and-self-care-learnwest">https://events.humanitix.com/self-awareness-and-self-care-learnwest</a>
12:00 p.m.- 1:00 p.m.	Career Planning and Pathways in Early Childhood	This session will discuss more the importance of the Early Years, the difference you can make to children and the wonderful opportunities a career in Early Childhood Education will give you.	Early Childhood Expectation	<a href="https://zoom.us/meeting/register/tJMvCuuprT0qGNJvF4N0sC4hB3jOWssdjpol">https://zoom.us/meeting/register/tJMvCuuprT0qGNJvF4N0sC4hB3jOWssdjpol</a>
1:00 p.m. – 2:30 p.m.	Improving Your Communication Skills through Emotional Intelligence	Effective communication can be a game-changer. In this live interactive workshop, we will work through some tools you can use to get your message across with meaning. Cindy Drake, a Business Coach, will walk through the DISC behavioural profiling tool with a workbook to improve your communication skill at this session.	Cindy Drake	<a href="https://www.eventbrite.com.au/e/improving-your-communication-skills-through-emotional-intelligence-tickets-151587725969">https://www.eventbrite.com.au/e/improving-your-communication-skills-through-emotional-intelligence-tickets-151587725969</a>
4:00 p.m. – 4:30 p.m.	Understanding Your Business Finances	This session gives useful information on understanding your business finances. Learn through this workshop about profit and loss, the importance of balance sheets, cash flow, budgets and how to forecast it. Discover the	Cross the T - Legal and Business Advisory	<a href="https://www.eventbrite.com.au/e/understanding-your-business-finances-">https://www.eventbrite.com.au/e/understanding-your-business-finances-</a>

		importance of KPI's in running a successful business and more.		tickets-150684004915
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