

# 2023 Wyndham Learning Festival



## Final Report and Evaluation

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# Acknowledgement of Country

Wyndham recognises Aboriginal and Torres Strait Islander peoples as the First Custodians of the lands on which Australia was founded. We acknowledge the Bunurong and Wadawurrung people as the Traditional Custodians of the lands on which Wyndham is being built, and on which we work and live, and where learning takes place. We pay respect to their Ancestors and Elders who always have, and always will, care for Country and community, today and for future generations. We pay respect to the diversity of Aboriginal communities past, present and future, and the richness our Aboriginal community members bring to Wyndham and their learning that has been passed across generations for thousands of years.



Image: Werribee River, Wyndham

*Photo by Ashlee Brown*

# Executive Summary

The 2023 Wyndham Learning Festival has come to a successful close, with the theme of "Our Thriving, Creative Community" leading a week-long celebration of lifelong learning. From 1 to 7 September, this free festival offered a diverse array of activities spanning Arts, Sports & Recreation, The World of Work, Biz and Tech, Environment & Sustainability, Wellbeing & Self-Care, History, Culture & Diversity, Food & Cooking, and Families & Children.

The festival featured a wide range of events, including the Young Scientist of Wyndham Competition, Vietnamese Cooking, a Supercharge your Marketing with ChatGPT workshop, Financial Wellness sessions, Drumming workshops, Indian Dance performances, Job Seeking skills workshops, Planting and Growing Food Fitness classes, Strengthening Family Connections, CPR training, and many more engaging experiences.

A standout event was the Wyndham Learning Festival's signature "WynTalk: Celebrate the Magic of Storytelling with Mem Fox", held on 1 September at the Wyndham Cultural Centre. This event featured renowned author and educationalist Mem Fox, who shared insights into her illustrious career and celebrated 40 years of "Possum Magic". The evening was filled with literary magic, learning, and creativity, accompanied by the official launch of the Festival and its 2023 showbag. Student performers from Suzanne Cory High School provided musical entertainment, and Festival Sponsors Victoria University and Pacific Werribee Shopping Centre were celebrated. The light refreshments offered were a nod to the Australian food featured in the Possum Magic book. The lamingtons, minties and anzac biscuits were enjoyed by the crowd. The Mem Fox event was a resounding success, with all 492 seats booked within a week and over 100 people on the waitlist. The 250+ attendees were enthralled by Mem Fox's conversation with Eva di Cesare of Monkey Baa Theatre Company, producer of the Possum Magic stage show.

Audience feedback was overwhelmingly positive, with comments such as:

*"The Mem Fox event was very well run, very inspiring, and a great opportunity to hear such a passionate educator speak in Wyndham".*

Another attendee praised the professionalism of the session:

*'The session was run professionally and is a 10 out of 10 from me. I am so happy that Wyndham offers this to residents. I lived in the eastern suburbs most of my life and moved west just over two years ago and I can't believe how much Wyndham does and offers the residents. My rates are well utilised! I look forward to next year's festival'.*

The 2023 Wyndham Learning Festival not only celebrated the magic of learning but also showcased the vibrant and diverse community of Wyndham, offering a wide range of enriching experiences for residents and visitors alike.

**Summary of survey feedback included:**

- 4.3/5 average rating of Participants were satisfied or very satisfied with the events quality.
- 98% of Participants said they were likely to attend a similar event in the future.
- 65% of Event Holders had not previously held an event at the Festival.

The Wyndham Learning Festival is led by Wyndham Community and Education Centre with support from Wyndham City.

As collaborators on the delivery of the Festival, now in its seventh year, the Wyndham Community and Education Centre (Wyndham CEC) and Wyndham City Council (WCC) share a passion for learning and recognise the far-reaching social, economic, environmental and cultural benefits of promoting lifelong learning. Some key highlights include:

- 78 events
- In person events: 52
- Online/Zoom/Teams:9 (18 - 2022)
- Total registrations 1236 via the WLF website, (1,288 - 2022)
- WLF website views:7,659 (5,891 – 2022)

The attendance-to-registration ratios in 2023 varied significantly among different events, indicating that some people are not attending events for which they have registered. This may be due to them forgetting or not putting high value on free events. This also underscores the importance for event organisers to enhance their communication strategies in order to better ensure attendee management.

**Key Learnings and Insights**

- Live events fostered connections and social interactions, allowing attendees to meet new people they might not have encountered otherwise.
- Leveraging the networks of the working group proved highly effective in promoting various events.
- Engaging Indigenous learning event holders presented a challenge.
- Hands-on workshops, such as cooking classes, garnered significant popularity.
- Feedback regarding website enhancements, including automated reminders and calendar plugins.
- Encouraging all event organisers to promote other WLF events, and ensuring they have access to marketing materials is essential.
- Events were strategically designed to ensure representation across all categories and age groups.
- Having a curated program enabled the organisers to ensure a variety of events across all categories.

Feedback and trends showed on average 60% of those who registered, attended the 78 events that made up the 2023 WLF, with over 1260 people registering across all events through the WLF website. Note third party registration systems were used by some event holders, for example the WynTalk with Mem Fox used an external system with a further 492 bookings and a waitlist of 100.

Learning events were classified into eight categories - # registered events:

1. The Arts - 9
2. Sports & Recreation - 6
3. The World of Work & Tech - 28
4. Wellbeing & Self-Care - 42
5. History, Culture & Diversity - 17
6. Food & Cooking - 4
7. Families & Children - 27
8. Environment & Sustainability - 15

The working group extends its heartfelt gratitude to the sponsors of the 2023 WLF for their unwavering commitment and active involvement in the Festival: Victoria University and Pacific Werribee Shopping Centre. Both entities served as gold sponsors, and their generous support for the Festival, as well as their dedication to learning within the Wyndham community, was deeply valued. VU has consistently been a gold sponsor since the inception of the WLF, while we would like to highlight the special recognition of Pacific Werribee Shopping Centre, which is in its second year of sponsorship. This underscores the idea that lifelong learning opportunities can be found right within our local shopping centre.

Being a Festival sponsor offered these two gold sponsors visibility and cost-effective brand awareness opportunities, while enabling them to support local organisations, our community, the sustainability of our Festival, and Wyndham's proud designation as an official UNESCO Learning City.



*John Sheen, Wyndham CEC Director of Education, September 2023*



# Why Are Learning Festivals Important?

Learning Festivals, including the WLF, hold considerable importance as they offer community members a platform to celebrate learning and actively participate in events aimed at expanding their knowledge, skills, and interests. Annual learning festivals like the WLF present a yearly series of activities that provide free learning opportunities spanning local government areas. These festivals typically feature a diverse range of activities catering to individuals of all ages and interests. Fostering a culture of lifelong learning while also embracing new events, sponsors, and participants that reflect the community's diversity and vitality.

Free learning opportunities, such as those offered during the WLF, serve as an excellent avenue for community members to become engaged, explore new pursuits, acquire valuable skills, or even forge new connections and friendships through social interaction. Participants of all ages find themselves captivated, often reigniting their enthusiasm for continuous learning. Engaging in learning activities can help individuals establish networks and foster positive community involvement, thereby promoting social inclusion and engagement. In doing so, learning festivals like the WLF contribute significantly to enhancing the liveability, fairness, and unity of a city.

Supporting Learning Festivals is crucial in promoting inclusive, equitable, and diverse learning opportunities for community members. These events aim to welcome individuals from all walks of life, regardless of gender, ethnicity, age, religion, or life experiences, ensuring that everyone can partake in the learning opportunities offered by the festivals. Moreover, Learning Festivals not only provide learning opportunities for both participants and event organisers but also ignite a passion for ongoing learning, both during and after the festival.

The overarching goal of a Learning Festival is to bring people together through the shared pursuit of knowledge, encouraging people of all ages to step out of their comfort zones and embrace new experiences while promoting lifelong learning encompassing both formal and informal education. On a broader scale, Learning Festivals serve to establish and reflect upon a diverse and dynamic learning community by introducing fresh events, sponsors, and participants to a city's learning landscape. Access to such opportunities for community members is essential to foster engagement and celebration of learning. Adopting a common theme, as seen in this year's WLF theme of "Our Thriving, Creative Wyndham," can unite a community by addressing the specific challenges faced by the community at that time.

Learning Festivals offer a wide array of options to meet the needs, interests, and aspirations of a community's residents, thereby enhancing equity and inclusivity in learning.



# Project Objective

The primary aim of the annual WLF is to organise a community-wide event that offers free learning opportunities throughout the City of Wyndham. This festival features a wide range of activities catering to all age groups and interests, with the overarching goal of encouraging and celebrating lifelong learning for everyone. It serves as a platform to highlight the extensive array of learning opportunities available in Wyndham while also welcoming new events, sponsors, and participants to contribute to this vibrant and diverse learning community. It provides an opportunity for members of the community to try something new, and to get involved in a lifelong learning experience.

## Project Collaborations – The Co-Lead Team

The Wyndham Learning Festival is led by Wyndham CEC, supported by Wyndham City Council (WCC). From WCC, there were two staff working on this project in various capacities. In addition, offered administration support for the working group meetings and also management support where required. Wyndham CEC invests significant effort in orchestrating the Festival, which encompasses activities such as chairing Working Group meetings, actively scouting potential events throughout Wyndham, and persuading event organisers to enlist their events. Furthermore, they engage in productive collaborations with event organisers, offering comprehensive support throughout the registration process and the booking phase, spanning multiple months. They also curate and oversee the management of all content on the WLF website and booking systems, maintain control over social media posts on the WLF Facebook page, and handle communications with participants and event organisers through EDM Mailchimp. Wyndham CEC leads review meetings, contributes to the development of feedback forms, and takes charge of sourcing sponsorship arrangements.

Whilst the updated website was well received, there was a considerable amount of support provided to event holders. However, feedback from event holders and participants alike was that the website with the improved look and booking functionality was a success:

*“I found it easy to navigate the information I needed” (Festival attendee)*

Additionally, Wyndham CEC and WCC provided substantial support in their shared roles of leading and coordinating the Festival. We received very positive feedback from surveys with comments including:

*“The Learning Festival team was great to work with. They were responsive and knowledgeable and made running an event a pleasure. Thank you!” (Festival event host)*

*“Big thanks to the working group for making this happen. Wyndham has such an incredible array of learning opportunities, and we are so lucky to have a FREE learning Festival! Yah Wyndham!” (Festival event host)*



# Project Working Group

The WLF Working group met monthly from February to August 2023. A final reflection and evaluation meeting was held on 26 September 2023. Member representation came from the following organisations:

- Wyndham CEC (2 members)
- WCC Libraries and Learning (2 members)
- WCC Libraries
- WCC Sport and Recreation Team
- WCC Communications Team
- WCC Youth Services Team
- WCC Neighbourhood Hubs Team
- WCC Arts & Culture Team
- WCC Sustainability Team
- Westend Photography
- The Gordon
- Victoria University



Posters/A5 flyers produced for Festival



Social tile produced for the Festival

# Most Significant Change Technique

The Most Significant Change (MSC) Technique is a qualitative evaluation tool that looks at the impact of the programs and events. This is measured through interviewing individuals who took part in the events. For the Wyndham Learning Festival, four individuals were interviewed. The interview was semi-structured, giving the participants the liberty to share their story and to fully capture the festival's impact. Short stories were shared with the interviewees in case they had the desire to change or add to their piece.

The stories can be seen below and throughout the report.

## Most Significant Change Stories

### *Christine's Story - Event Holder*

Wyndham Park Community Centre offered a morning learning how to make a Vietnamese banquet.

We had 6 participants with 3 staff members, Kerrell, Waan and Christine, demonstrating. The participants were from Indonesia, Vietnam, Ethiopia, and Australia, with the staff members from Singapore, Thailand and U.K. It was great to have everyone's input about the variations particular to their country. The kitchen was full of lovely chatter.

The first item was the dipping sauce, Nuoc Cham, followed by spring rolls, demonstrated by Kerrell. The class enjoyed making their own spring rolls and everyone seemed to be pretty expert at the task.

Next up was Waan demonstrating a green papaya salad. She used a terrific tool for grating the papaya and carrots and we have all put our orders in for one. Waan used a huge pestle and mortar to crush the salad and the class used a Ziplock bag and rolling pin. Both worked equally well.

Lastly Christine demonstrated a turmeric fish, Cha Ca La Vong. It is usually made with Tilapia, which is a river fish with an earthy flavour. We decided to substitute Basa, which is more to everyone's palate and readily available. This was served with coconut rice.

Everyone enjoyed the day, learning, then making their own dishes to taste and take home along with the recipes.



Image: Westend Photography

## ***Dianne's Story - Events Attendee***

### **A Journey Through the Wyndham Learning Festival**

#### **Introduction**

The Wyndham Learning Festival, a celebration of learning and community engagement, has been a remarkable experience for me. Dianne, an enthusiastic participant in the festival, shares her journey, from discovering the event to experiencing its significant impact on her.

#### **Discovering the Festival**

Dianne, a resident of a picturesque coastal area in New South Wales, was actively involved in her local council's efforts to transform their community into a Learning City. With a diverse background in education, project management, and partnership development, she had a genuine passion for learning. It was through her network within the Australian Learning Communities Network that she heard about the Wyndham Learning Festival. Colleagues like Leone Wheeler, Diane Tabbagh, and Sharyn Wheatcroft were instrumental in introducing her to this exciting opportunity.

#### **A Diverse Festival Experience**

Dianne's diverse background and commitment to lifelong learning made her a perfect fit for the Wyndham Learning Festival. Over the course of the festival, she attended a wide array of events, each contributing to her knowledge and personal growth: From the Festival's grand launch to specialised seminars like; Professional Migrant Women; Young Scientist of Wyndham; Regenerating Australia; Deep Time Walk; Revolutionise your Mental Health; Leading Yourself & Others with Emotional Intelligence; Pacific Werribee Jobs Fair; Grow Your Business on LinkedIn; Wyndham Small Business Expo (5 of 6 sessions), she embraced the opportunity to learn from each event.

#### **A Valuable Learning Experience**

When asked if she found the festival beneficial as a learning event, Dianne's response was definite. She expressed her gratitude for the insights gained from each event, showcasing the festival's ability to cater to diverse learning needs and audiences. The events she attended were led by enthusiastic hosts who were well-prepared and eager to engage with their participants. Dianne found that the festival was a platform for continuous growth and discovery, no matter what her background or interests were.

#### **The Impact of the Festival**

Reflecting on her involvement in the Wyndham Learning Festival, Dianne found the most significant impact to be the festival's ability to create an inclusive and engaging learning community. Wyndham had successfully facilitated and hosted a diverse festival that celebrated learning in various spaces. The sense of excitement and community participation

was profound throughout the festival. Dianne concluded that this celebration of learning had created a vibrant and supportive community of learners.

## Conclusion

Dianne's journey through the Wyndham Learning Festival highlights the power of community-driven learning events. Her experience, from discovering the festival through her network to attending a range of impactful events, underlines the importance of celebrating learning in diverse and inclusive ways. The Wyndham Learning Festival serves as a shining example of how a community can come together to support, engage, and inspire lifelong learning.

## ***Events Participants Feedback:***

### **Sewing Event:**

'I learnt to use a sewing machine and basic sewing. I'm very excited to make DIY projects for my little girl.'

'I learnt the basics of sewing and met lovely people. My instructor was very friendly and patient.'

### **Felting Event:**

'I learnt felting, which was a new creative experience for me, the social connections were important to me.'

'I made a 3d felted item of a very high quality.'

'I attended the felting class and loved it. The teachers were excellent and very patient. I always wondered how it was done and I think I'm hooked.'

### **AI Event:**

'I learnt more on how to use Chat GPT to help with my business, in social media, emails, and even bios. Got some fantastic ideas from this session.'

'I learnt how to use GPT to help generate business ideas, identify strengths and weaknesses, potential issues, ways to improve and most information necessary to complete a business plan.'

'I learnt so much from Loren at Impactiv8. She speaks in a way that is very engaging, easy to understand and the tips she gave were so relatable and easy to take away and use in my business straight away. I would absolutely recommend anyone to come to any of her sessions, or anything that Impactiv8 puts out into the world!'

'From Loren Bartley's event I learnt many tips on how I can utilise AI for marketing support.'

**Further event feedback:**

'I thought the Authors' talk with the Professional Migrant Women's group, the Young Scientist Competition and the EQ Leaders programs were all very inspiring. I also enjoyed and was challenged by the Deep Time Walk and the Regenerating Australia programs. Grow your Business via LinkedIn provided generous information about successfully utilising LinkedIn for businesses.'

'Jess did a fabulous job with the Deep Time Walk. She was super fun and we all enjoyed it very much.'

'Time management was a great session! Looking forward to the other sessions'



Image: Westend Photography, EQ Leaders event

# Marketing

The marketing for the 2023 WLF was split between two key areas: marketing the Festival to potential event providers and marketing the event to potential participants in the Wyndham community.

The WCC Communications Team developed a marketing plan and campaign, in addition to a range of marketing assets for digital and print which included: social media tiles, posters, digital screens, online backgrounds for MS Teams meetings and even developed a gif for Wyndham TV (online). Paid targeted Facebook posts proved the most successful with high engagement, clicks and impressions on these posts (total Facebook reach of 11,000), images below and throughout the report. There were also many organic Facebook posts promoting the Festival, and shares amongst local Wyndham Facebook groups. Events were posted daily to promote *what's on* via the WLF Facebook page.

The EOI to attract events was announced on 10 May and closed 22 July 2023.

The marketing process began in April 2023 where the Festival was announced to event providers and collaborators. In July 2023, the Festival and its events were then shared with potential participants through the WLF Website and various promotional channels.

They include:

- the official WLF Facebook page
- local community Facebook pages
- LinkedIn
- Wyndham City What's On
- the upgraded WLF website
- Star Weekly news
- Wyndham TV
- WLF database (via mailchimp eNewsletters)
- networks and sharing of emails, social media posts and face to face connections.

To promote the Festival to providers, regular LinkedIn posts were made to encourage event EOIs and the general promotion of the Festival. Regular mailchimp direct emails were sent to targeted community members and previous Festival event holders.

To promote the Festival to participants, regular posts were made on the official WLF Facebook page from mid-July until the end of the Festival. These posts were then shared by local community pages. Paid advertisements were also made on Facebook to announce the Sponsors and the 2023 WLF Signature event. Through the marketing on social media platforms, there were almost 6000 views on the WLF website.

The marketing campaign planned a suite of direct marketing that resulted in a more cost-effective outcome. Marketing channels included Facebook (through regular posts on the WLF FB page, shared to other local community pages); LinkedIn posts; postings on other Council FB pages, including the Libraries FB, listing on the Council What's On; inclusion in Council e-Newsletters to

staff and local schools; articles in the local newspaper; paid advertising on FB; and a feature in the Wyndham Community TV.

## Engagement Report:

### Wyndham Learning Festival Ad Report



Link Clicks: 389

Reactions: 32

Reach: 20,180



Link Clicks: 1,272

Reactions: 201

Reach: 41,128





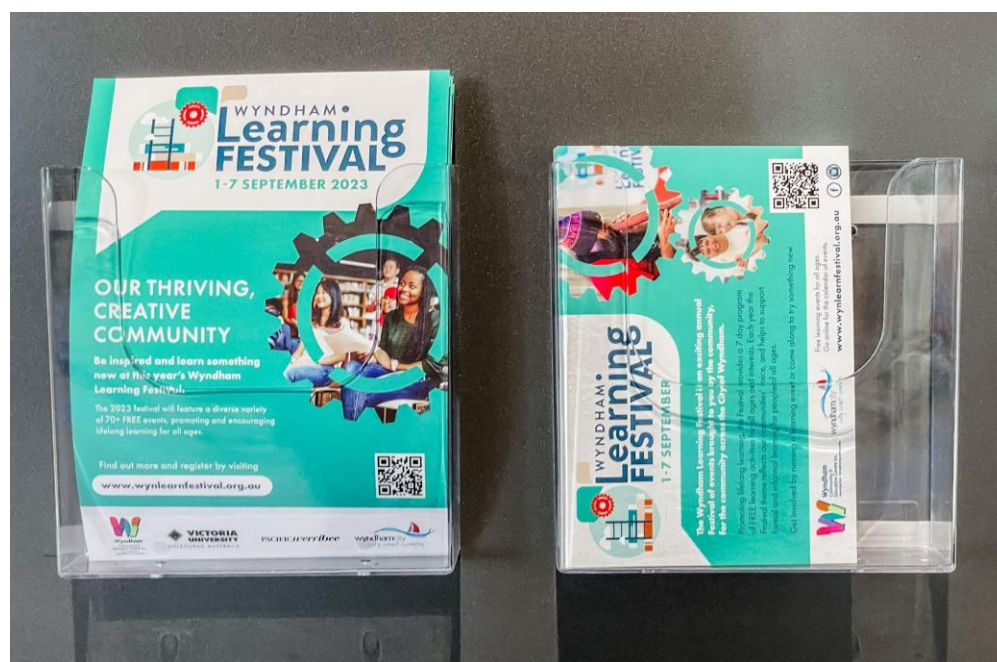
Link Clicks: 1,269  
Reactions: 95  
Reach: 34,192



Link Clicks: 759  
Reactions: 43  
Reach: 18,961



Link Clicks: 632  
Reactions: 40  
Reach: 28,665

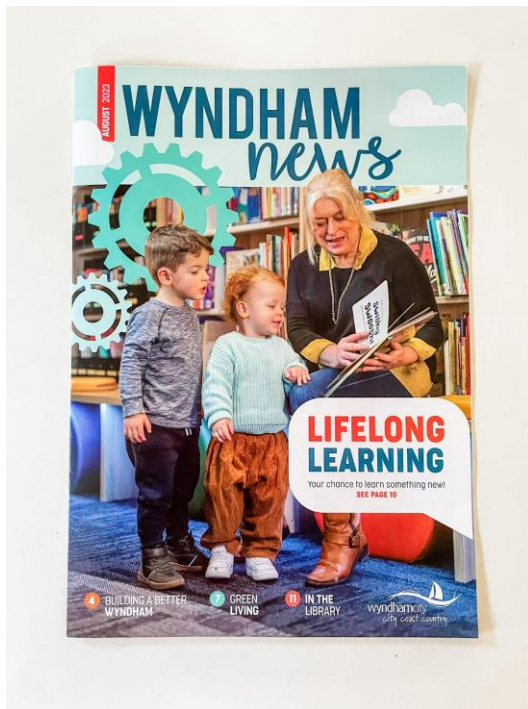


Left: Printed promotional material (A5 flyers and A6 postcards). Material was displayed in various locations including community centres and libraries.



Left: Printed promotional material (A3 poster).  
Material was displayed in various locations including community centres and libraries.

Below: Article highlighting the Wyndham Learning Festival in the monthly Wyndham News August edition.



The Festival was featured on the front cover of the magazine and featured a ¾ page article promoting both the signature event and the entire weeklong festival.

Wyndham News has a broad reach and is distributed to all households in Wyndham, displayed in libraries and community centres and published online.

Right: Digital snippet of Wyndham News article.

The image is a digital snippet of a Wyndham News article. At the top, there are two circular inset photos: the left one shows a woman reading a book to a young child, and the right one shows a group of people, including a woman and a child, looking at a document together. Below these photos, the title "WYNDHAM LEARNING FESTIVAL 2023" is displayed in large, bold, blue and red capital letters. To the right of the title is a large, stylized gear icon. Below the title, there is a paragraph of text: "The Wyndham Learning Festival is held annually to promote, encourage and support lifelong learning. Led by Wyndham Community & Education Centre, with support of Wyndham City, the Wyndham Learning Festival aims to celebrate and inspire lifelong learning and is run from 1-7 September." Below this paragraph is another line of text: "There is a wide range and variety of activities and something for everyone. From parenting talks, learning Vietnamese cooking, gardening for children to adult ballet to learning IT skills to be job ready." Below this text is a rounded rectangular box containing the text: "FOR THE FULL PROGRAM VISIT: [www.wynlearningfestival.org.au](http://www.wynlearningfestival.org.au)". Below this box is a section titled "'CELEBRATE THE MAGIC OF STORYTELLING WITH MEM FOX'" in bold. Below the title is a paragraph: "The program highlight this year is the Signature event featuring the acclaimed writer and educationalist Mem Fox, reflecting on her career on Friday, 1 September 2023 at 5.30pm at the Wyndham Cultural Centre. Join this free celebration of 40 years of literary significance." To the right of this paragraph is a small text box: "For more information and to book tickets visit: [www.wyndham.vic.gov.au/mem-fox](http://www.wyndham.vic.gov.au/mem-fox)". Below the text is a colorful illustration of a fox (Mem Fox) sitting on a stack of books, surrounded by other books and a small cat. At the bottom left of the snippet, there is a small text box: "10 Wyndham News August 2023".

The banner features a teal background. On the left, there is a large, stylized gear icon. To the right of the gear, the text "OUR THRIVING, CREATIVE COMMUNITY" is written in large, white, bold, capital letters. Below this text is a circular inset photo showing a group of people, including a woman and a child, looking at a document together. To the right of the photo is the Wyndham City logo, which consists of a stylized sailboat icon and the text "wyndhamcity city.coast.country".



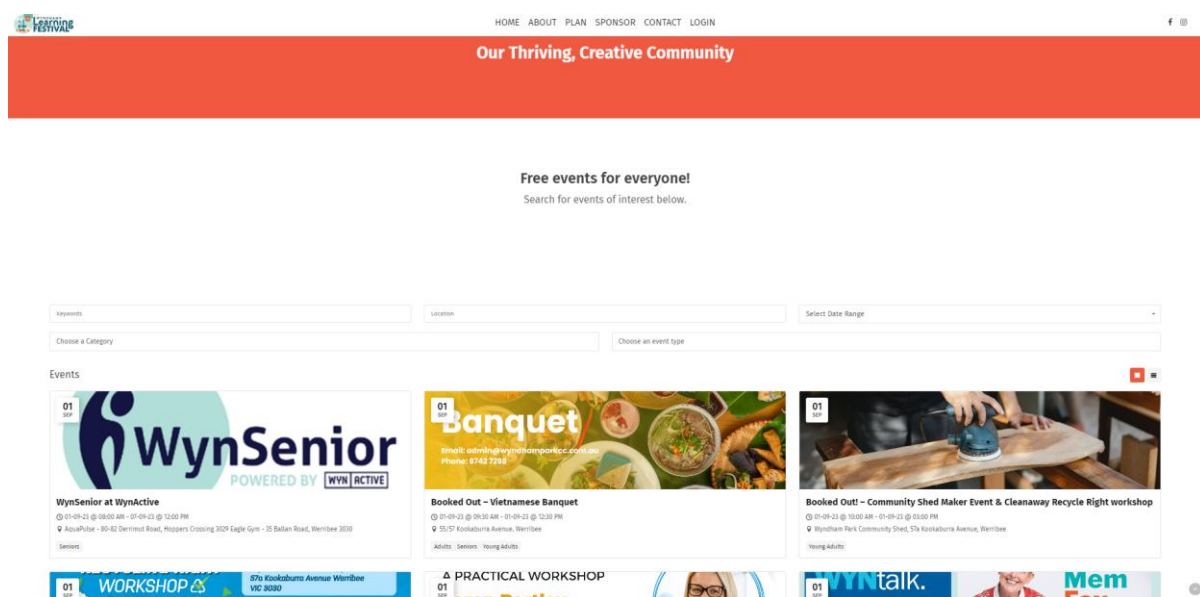
## WLF Website

The current WLF website was developed in 2021 and then underwent significant updates in both 2022 and 2023, generously sponsored by Wyndham CEC. The primary goal was to create a modern and visually appealing design, enhance functionality with an event registration for event holders and functionality to book/register into events for participants,, improve download speed, and ensure user-friendly navigation, particularly with the event calendar.

The website featured two landing pages that could be seamlessly switched to cater to the specific target audience, initially focusing on supporting event organisers. In early August, it transitioned to displaying the event calendar focusing on learners, which listed the calendar of all scheduled events.

This website also served as an event booking system, empowering event organisers to efficiently manage registrations and bookings through the platform.

Feedback from users revealed a high level of satisfaction, with 88% of event participants and 91% of event hosts finding the website easy to use and navigate.



## The Buzz Newsletter at Wyndham Community Learning Centres and Hubs

Various articles were submitted to the Buzz Newsletter team, who added this as a stand-alone news piece to ensure wider coverage and many articles were also included in individual community centre newsletters. In addition, community centre staff put posters up around their centres and added the information to their weekly mailouts, which have a wide reach into the community.

Promotional material was also displayed on Wyndham Library branch digital screens and Community Centre screens.

## What's On...

# WYNDHAM Learning FESTIVAL

1-7 SEPTEMBER

### Wyndham Learning Festival supports local creatives

This year's Wyndham Learning Festival includes unique bags featuring artwork from two local creatives Ashlee Brown and Thavishi Bandara. Running from 1 - 7 September, the Wyndham Learning Festival, led by the Wyndham Community & Education Centre and supported by Wyndham City, will showcase many new learning events that will inspire, challenge, and interest learners in Wyndham.



Article in Wyndham Insights

WLF Teardrop Banner developed by Wyndham CEC

### Other Mailouts

Mailouts promoting the Festival, including the community managed inboxes (council managed), were sent every few weeks to give the Festival regular exposure; Wyndham Disability Services Network; Learning Community networks; the Social Support Service Project network; Neighbourhood Hubs mailing list, Libraries eNewsletters, Active [Wyndham eNewsletters](#), WyBayLLEn, Wyndham Best Start eNewsletters, Committee for Wyndham, Wyndham News, The Loop, CEO Monday Memo and Adult Learner Week 2022 website.



Learning Community

**WHAT'S ON CALENDAR**  
A guide to all the events and activities happening in Wyndham.

**WYNDHAM Learning FESTIVAL**  
A celebration of learning and creativity.

**Lifelong Learning Activities in Wyndham**

Wynlearn What's On is your gateway to a huge range of lifelong learning opportunities across Wyndham. We encourage you to get involved in the many and varied learning activities, events and programs on offer.

Discover learning opportunities in Wyndham via our What's On Calendar.

[View Calendar](#)

**Wyndham Learning Festival Event Holder Call Out**

Wyndham Learning Festival is calling out for event holders! We'd love to hear from you if you'd like to run an event in the 2023 Wyndham Learning Festival. The theme is 'Our Thriving, Creative Community'.

Attend a free information session on 10 May to find out more.

[Register Now](#)

## WLF Bags as a Marketing Tool

5,000 WLF Festival Bags were ordered with images from two local artists that entered the Way Out West Photography Competition (run by Wyndham Libraries and Youth Services). Their art works were selected by the working group to highlight the creativity of Wyndham young people. The website URL and QR code was added to the bags, making them an attractive and practical promotional item. Bags were distributed through several channels including at the Festival Launch; Wyndham community centres; through library branches, Kinder and local community groups. A total of 5,000 bags were printed (2,500 of each design).



WLF 2023 Bags - artworks by local young people, Thavishi Bandara and Ashlee Brown

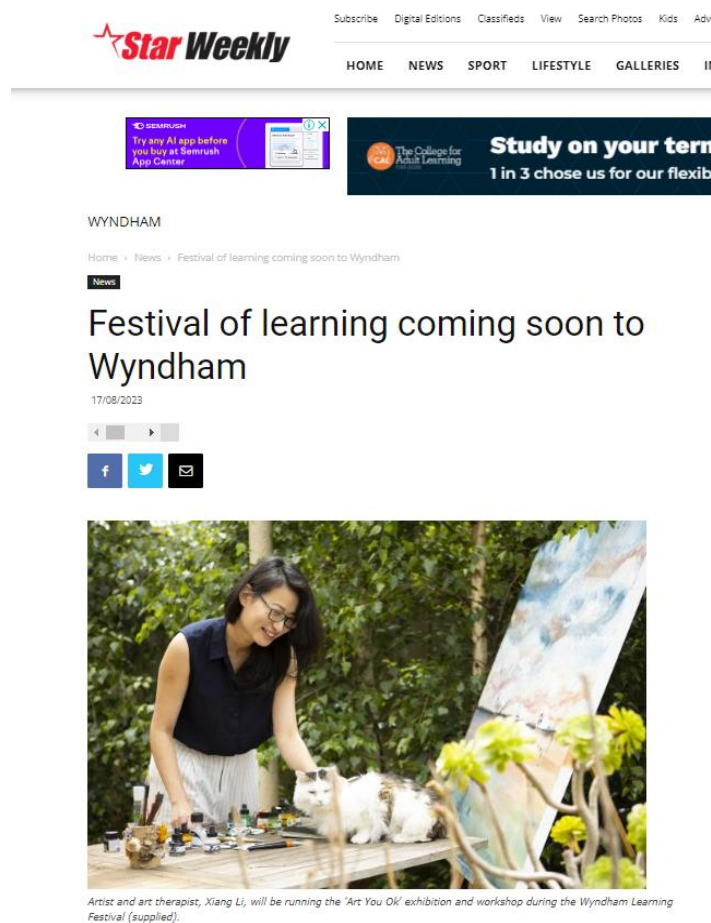


# Media Coverage

Wyndham City communications (WCC) team developed a marketing campaign with a range of graphically designed artwork for an array of media, including social media, posters, and digital screen signage.

WCC Comms team arranged for an article about the Festival pre promoting the Festival in Star Weekly on 23 July 2023 - [https://issuu.com/starweekly/docs/2023-08-23\\_wsw\\_736](https://issuu.com/starweekly/docs/2023-08-23_wsw_736), another article in the Star Weekly on 31 August 2023 and a final wrap up article on Wednesday 13 September 2023 <https://wyndham.starweekly.com.au/digital-editions/>

Right: Article in the Star Weekly newspaper (23 August 2023, page 4) [https://issuu.com/starweekly/docs/2023-08-23\\_wsw\\_736/1](https://issuu.com/starweekly/docs/2023-08-23_wsw_736/1)



The screenshot shows a digital edition of the Star Weekly newspaper. The header includes the 'Star Weekly' logo and navigation links: 'Subscribe', 'Digital Editions', 'Classifieds', 'View', 'Search Photos', 'Kids', and 'Advis'. Below the header is a navigation bar with 'HOME', 'NEWS', 'SPORT', 'LIFESTYLE', 'GALLERIES', and 'IN'. A banner for 'Study on your terms' is visible. The article is titled 'Festival of learning coming soon to Wyndham' and is dated 17/08/2023. It features a photo of artist and art therapist Xiang Li working on a painting. The article text mentions the opening night event and the festival's dates from September 1 to 7.

## Learning fest opening soon

The opening night event might be booked out, but there's plenty more to see and do during the Wyndham Learning Festival which runs from September 1 to 7.

Seventy events will be held across the week-long event which is a joint partnership between Wyndham council and Wyndham Community and Education Centre.

The highlight of the program, the opening night WYNtalk event featuring acclaimed children's author Mem Fox is already fully booked, but Wyndham councillor Jasmine Hill said there was still plenty of other events on offer.

"I encourage everyone to have a look at the program and find something that interests them or something new they haven't tried before," Cr Hill said.

"There is something for everyone from Indian Classical Dance to a nature walk at Werribee River, basic car care and sewing."

Among the many events is 'Art You Ok', a free exhibition and workshop run by award winning artist and registered art therapist, Xiang Li.

The exhibition showcases the power of art in influencing mental health and features works by Li and other art therapists at The Annex at the Wyndham Cultural Centre from August 30 to September 3. Li will be running a free workshop from 11am to noon on September 2.

An talk from migrant authors, the Young Scientist of Wyndham competition, a global kitchen food safari and workshops on everything from resume writing, to Latin percussion and staying fit over 55 will also feature.

Details: [Wynlearnfestival.org.au](http://Wynlearnfestival.org.au)



## Festival offers a chance to learn

STARWEEKLY.COM.AU **NEWS**



The 2023 Wyndham Learning Festival came to an end on Thursday September 7 after a week of free educational activities and events for people of all ages.

Led by Wyndham Community & Education Centre and supported by Wyndham council, the festival is aimed at encouraging lifelong learning and this year had the theme: 'Our Thriving Creative Community.'

That theme was evident in the more than 70 events held during the festival, covering the arts, sports, technology, the environment, wellbeing, history, culture, food and families.

Headlining the festival was acclaimed children's author Mem Fox whose opening night address at the Wyndham Cultural Centre was booked out well in advance.

The Vietnamese Banquet, Multicultural Global Kitchen, Wyndham Park Mens Shed and Young Scientist of Wyndham Competition were also among the most popular events.



**Top left:** Possum Magic author Mem Fox discussing the magic of storytelling at the Wyndham Cultural Centre on September 1. **Top right:** Participants in the Young Scientist of Wyndham Competition, and in one of the many cooking events. **Above left:** The Wyndham Park Mens Shed hosted an event during the festival. **Above right:** The Young Scientist of Wyndham Competition. (Pictures: Westend Photography)



# Sponsorship

A targeted Sponsorship Prospectus was developed to support the engagement of sponsors for 2023. Sponsorship packages included:

- Platinum Sponsor: \$10,000 (plus GST)
- Gold Sponsor: \$5000 (plus GST)
- Silver Sponsor: \$2,500 (plus GST)
- Bronze Sponsor: \$1000 (plus GST)

We were thrilled to have our gold sponsors return for 2023:

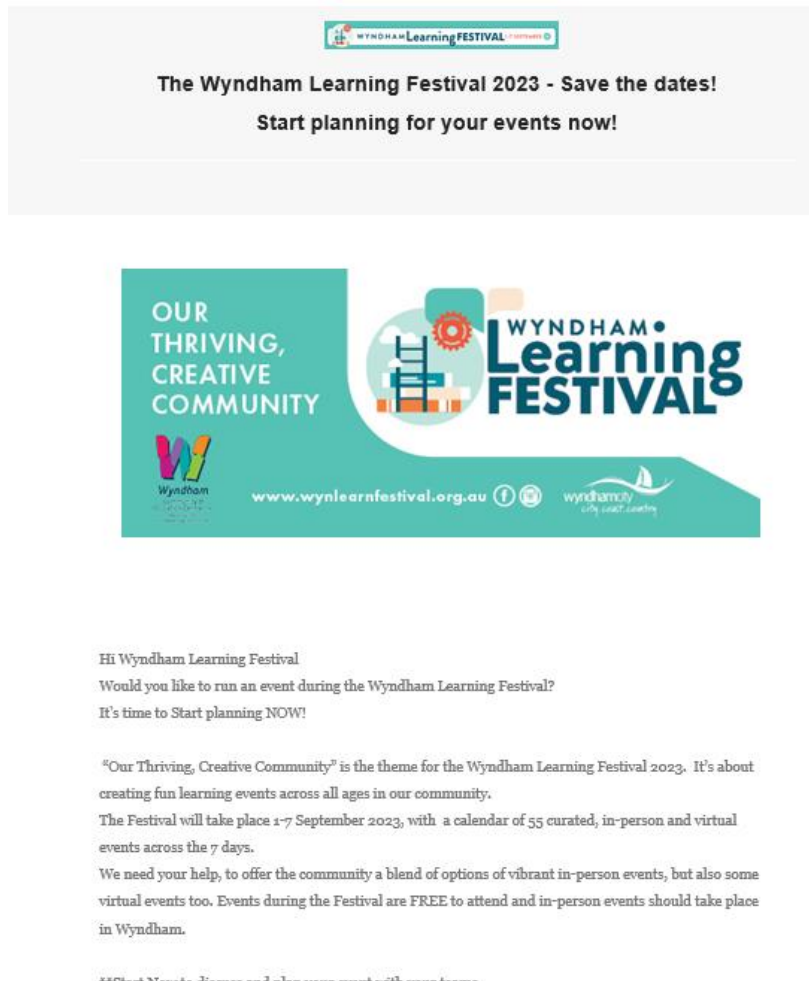
- [VU Polytechnic](#)
- [Pacific Werribee](#)



# Community Engagement

In the lead up to the Festival, commencing April through to July targeted Electronic Direct Mails (eDM) were produced and distributed through Mailchimp to over 476 community stakeholders and partners, encouraging groups to get involved through sponsorship, running events and participating in the events. Cut off for registration of events was in mid-July. Once the events were approved the EDM effort was focussed on education and support to the event holders. Participants were attracted to the events via a range of communication mediums.

Example of EDM here:



## Support to Event Providers

Numerous communications were distributed to event providers in the lead up to the Festival by the project coordinator, including emailed all event providers with detailed information on completing feedback surveys, posting to social media and also the [event provider toolkit](#). Various support was offered including attending planning meetings of event providers, assisting with images for their events, detailed support for website issues including an instructional video: [Video on how to register a WLF event](#).

The support to providers also helped increase registrations and participation. Feedback from an event holder said:

“The Learning Festival team were great to work with ...and made running an event a pleasure!”

Further Survey Feedback from event holders:

Our team is very grateful to Bettina Mitchell for guiding us through the application process and answering all our questions. We'll be back next year! 9/5/2023 11:03 AM

and

Very responsive team. I thoroughly enjoyed hosting and believe the participants got immense value 9/4/2023 9:54 AM

## Events Registered

Seventy-eight (78) events were registered. The learner registration numbers do not reflect an accurate count of how many people registered or attended, as some event holders ran separate registration platforms (e.g., Eventbrite) and therefore registrations/attendances may be higher or lower.

### Summary:

In person events: 52

Online/Zoom/Teams:9 (18 - 2022)

Total registrations 1236 (1,288 - 2022)

WLF website views: 6000+ (5,891 – 2022)

No request this year to run multiple events.

*See appendix 3 for a table of all WLF events.*



# WLF Official Launch & Wyntalk Signature Event



The Wyndham Learning Festival's signature **'WynTalk: Celebrate the Magic of Storytelling with Mem Fox'** was held on **Friday 1 September** at the Wyndham Cultural and featured acclaimed author and educationalist Mem Fox reflecting on her career and celebrating 40 years of Possum Magic, as the audience discovered the magic of literature, learning and creativity. An exciting evening was had with the launch of the Festival including the new Wyndham Learning Festival showbag, music from local school performers, a celebration of Festival Sponsors Victoria University and Pacific Werribee Shopping Centre, and some lite refreshments.

With the event capacity of 492 booked out within a week and over 100 on the waitlist, the 250+ attendees on the evening were engaged, informed, and captivated by Mem being interviewed by Eva di Cesare, producer of the Possum Magic stage show.



# Evaluation Framework

The Festival took a broad approach to measure the impact of the Festival through the following diverse qualitative and quantitative tools.

Measurement Type	Measurement	Tool
Qualitative	Stories of involvement	Most Significant Change Technique
	Working group partnerships	MentiMeter
	Working group feedback	MentiMetre and discussions in final reflection session
	Event provider surveys	Survey Monkey
	Participant surveys	Survey Monkey
	On demand support feedback	Emails and chat function
	Communications from partners	Emails and chat function (from the online monthly meetings)
Quantitative	Number and diversity of events registered	WLF Website
	Participant registration numbers	WLF Website
	Participant attendance numbers	Survey Monkey (event provider survey)
	Social media engagement	Facebook and LinkedIn Views, Shares and Opens/clicks
	eDM engagement	Mailchimp Views, Shared and Opens/clicks
	Website views	WordPress, Google analytics

# Event Participant Feedback

A survey was developed in Survey Monkey and asked participants a variety of qualitative questions about their involvement in the Festival and event. There were fifty-eight (58) total responses received from the participants. A summary of the survey results can be accessed from Appendix 2.

In general, the results demonstrate that

- 4.3/5 average rating of **Participants** were satisfied or very satisfied with the events quality, highlighting the WLF events were successful for Wyndham residents.
- 98% of **Participants** Are likely to attend a similar event in the future?
- 51 answered YES to Was the Wyndham Learning Festival website easy to use?
- 60% of participants registered attended one learning event, 12% attended two events, with 10% attending 6 events.
- 40% of participants were from Point Cook, 30% from Werribee and 10%+ were from Hoppers Crossing, Tarneit and Truganina.
- Most attendees were in the 35-54 age range, with 25% also attending from an older cohort, 55+.
- In comparison, a lesser proportion of young people completed surveys or maybe there were less young people participating in the events. This clearly shows that there is a need for additional support and encouragement towards younger people to attend future events.
- 98% of participants said they were likely to attend a similar event in the future.

This shows that the learning outcome of the events may have a positive impact on the participants, thus enhancing participants' knowledge and learning experience.

Event participant feedback:

Your program was diverse, easily accessible and provided quality learning opportunities. I enjoyed and benefitted from every event I attended.

9/6/2023 10:33 PM

# Event Provider Feedback

Twenty-Two (22) WLF event providers filled out the survey monkey survey. A summary of the data is available in appendix 1, with key notes mentioned below:

## Key points of feedback from event holders:

- 70% of event holders were new to the Festival.
- 78% of Event Holders felt the Festival was well promoted.
- 90% of Event Holders said they would host an event in future Festivals.

## Perceived Impact on Participants:

- 78% confidence and empowerment.
- 89% developing skills and knowledge.
- 78% try something new.



## Do you have any comments?

- Great initiative and happy to have been able to provide learning opportunities to the community through our event.
- Was well received and had great interaction and feedback. It is great that it was supported by council also.
- Participating in the WLF was great, a well organised event, we enjoyed preparing the learning activities and (even though had a smaller number attend than registered) had some great feedback from attendees.
- Our community group had a fantastic time preparing and delivering this event as a service to our community to raise awareness about climate solutions that could have a positive impact in our local communities in Australia and across the Pacific Ocean.
- Our team is very grateful to Bettina Mitchell for guiding us through the application process and answering all our questions. We'll be back next year!



Small Business Expo



Regenerating Australia film screening

## Participant Certificate

Following a request for a Certificate of Attendance/Participation for people attending a Wyndham Learning Festival event, a fillable certificate was created and provided to event hosts upon request:



## Post Festival Reflections Session

A reflection session was run with the working group on 3 October 2023. The following are a summary of the responses from the session, using the MentiMetre tool.

Do you think the WLF is of value for the community and why?

6 responses

Yes! A great way to engage the community for one week a year, bringing together passionate learners

Yes, it is clear from feedback from hosts and participants that the Festival is valued as a learning activity in the community

Yes definitely. Having a variety of topics covered, different event formats (hands on, talks, walks etc); providing a chance to learn something new, chance for new event holders to build skills.

Yes I think it's a great way to access local learning and it's a great way for community to promote their offerings and to showcase and transfer knowledge and skills.

Absolutely - brings community together and promotes a culture of lifelong learning

Participants find value as per festival feedback, from a presenter/host perspective we haven't seen a significant extension of audience.

## Share your thoughts about the Signature WynTalk Event?

15 responses

the theatre looked amazing with all the WLF bags on the seats. It was disappointing that the turn up was low compared to the numbers registered. Great venue

Once again, I wasn't able to attend. But the themed catering sounded great, would be good to try and combat 'no shows' though (could it be a small donation to charity to register? text msg reminders)

Maybe a weekend daytime would attract more people?

Having a signature event is amazing. It was just a shame re the low attendance. Perhaps we should over prescribe the number of seats

the Cultural Centre is an excellent venue for the launch. Mem Fox was a perfect option as a learning festival event. Disappointing that as a sold out event many ticket holders didn't attend.

The only disappointment was the number of no-shows, despite reminders!

Signature event amazing. Needed to perhaps over prescribe seats so there was greater attendance

It makes sense to combine these 2. The wyntalks model is great.

Similar to feedback re: other events, whether there could be a mini launch option during the day - for those that can't attend evenings / or drop off due to work / kids etc

## Do we meet our key WLF objectives? Celebrate Lifelong Learning, Inclusion, Diversity, Community Connection, Inspire Community to Learn, All age?

8 responses

Yes

yes to all.

yes

can we incentivise the completion of surveys with a prize?

Yes! Perhaps when events are inputted there could be an area to talk about venue accessibility?

Yes. Well done

Yes, I like the accessibility idea

A prize for the most attended, or voted the best via criteria

The code lets your audience join the presentation and expires in 2 days.

**Please share your ideas on themes for the 2024 Festival?**

6 responses

Something around 'cost of living'	An active and sustainable community	Get to know who is in your neighbourhood (along those lines)
lifelong learning for the community	Innovative, local, sustainable	sustainability development goals Learning to be a good community member,

Considerations from the Co-lead team include:

- explore plug in for WLF website to build in automated confirmation and reminders to those who register
- explore plug in for WLF website for calendar invites and/or ability for those who register for an event to store the registration easily into their own calendar
- curated emails according to cohorts with event specific links worked well
- run information session for event holders on event planning
- combine Launch with WynTalk keynote
- Launch Festival 31st August 2024 with 'taster' events to include one event from each category, explore community learning centres as a venue.

## Next Steps

The Festival team will take a break, and then planning will begin for the 2024 Festival. The 2024 Working Group will be established around a new Terms of Reference, and the framework and goals for the 2024 WLF will be designed from February 2024. The Festival is set to run from 1 to 7 September 2024. The call for event providers to submit their expression of interest to run an event will occur after March 2024.

## Contact Details

For more information, [www.wynlearnfestival.org.au](http://www.wynlearnfestival.org.au) or email [contact@wynlearnfestival.org.au](mailto:contact@wynlearnfestival.org.au).

### Links:

[Email](#)

[Website](#)

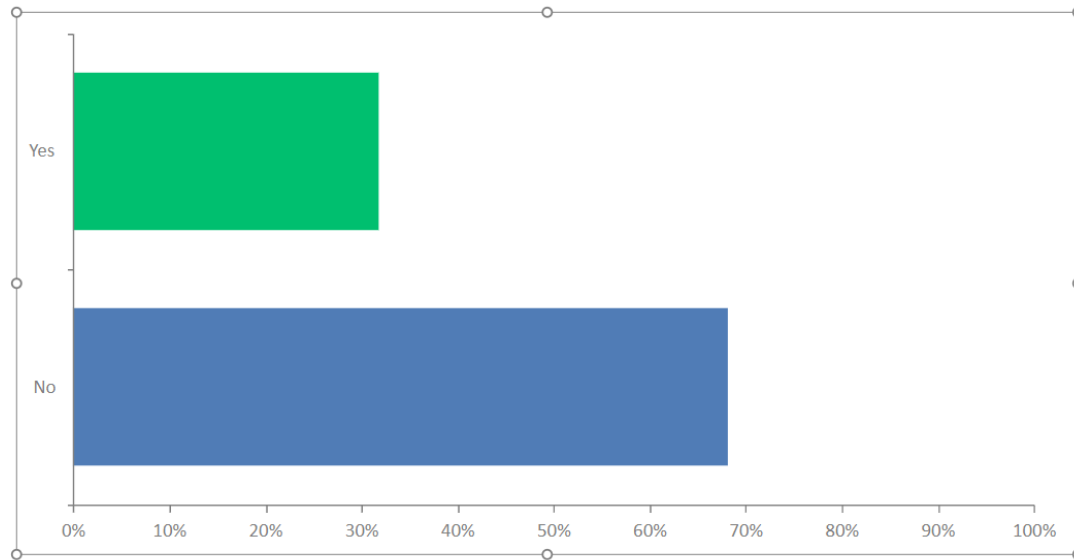
[Facebook](#)

[Instagram](#)

# Appendix 1: Feedback from Event Provider

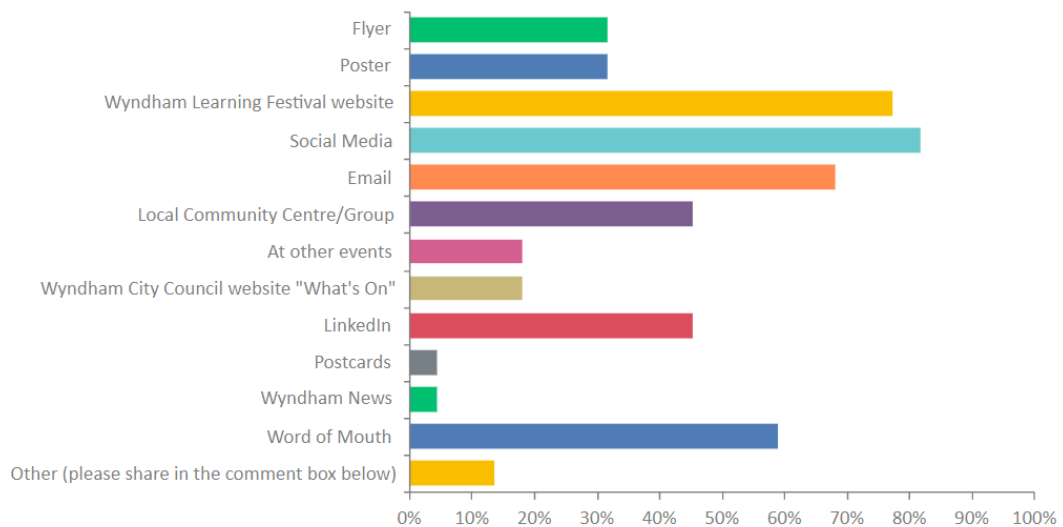
## Q1: Have you hosted an event at a previous Wyndham Learning Festival?

Answered: 22 Skipped: 0



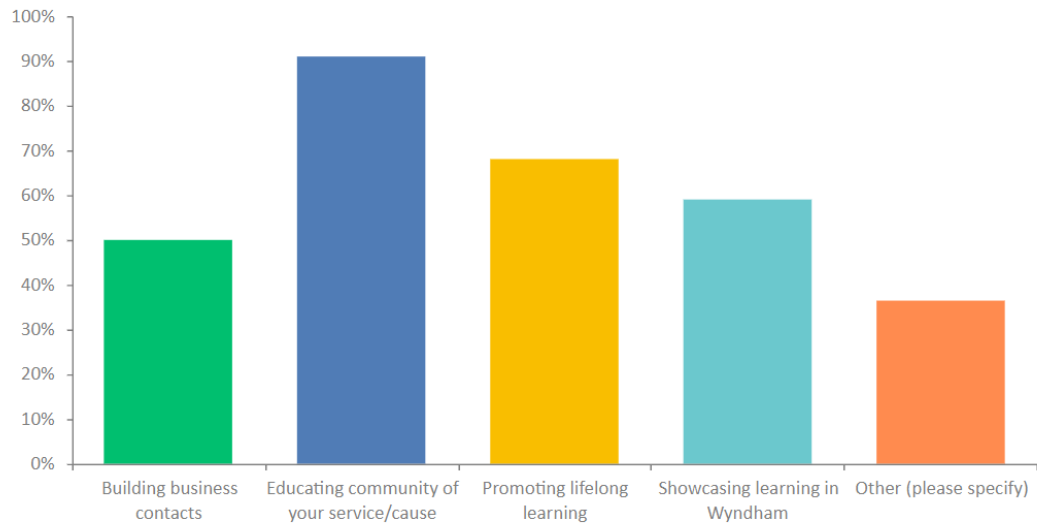
## Q6: How did you promote your Learning Festival event? Tick all that apply

Answered: 22 Skipped: 0



**Q10: What were the benefits to your organization/team in participating in the 2023 Wyndham Learning Festival? Tick all that apply**

Answered: 22 Skipped: 0



**Q11: Do you think that your event has had any of the below perceived impacts on participants? (mark all answers that apply)**

Answered: 22 Skipped: 0



## Please provide any other comments or feedback, your comments may...

Answered: 22   Skipped: 0

Participating in WLF was great, a well organised event, we enjoyed preparing the learning activities and (even though had a smaller number attend than registered) had some great feedback from attendees, a few interested in joining up to the Shed as members to continue their learning in areas like ceramics, woodwork and electronics. We also had great demonstrations from the gardening team on DIY composting and irrigation. Thanks for having us! Would likely host another WLF event, but perhaps more targeted and consider a nominal registration fee to ensure people who take a place commit to attending.

Thank you for the initiative and set up:)

Our community group had a fantastic time preparing and delivering this event as a service to our community to raise awareness about climate solutions that could have a positive impact in our local communities in Australia and across the Pacific Ocean- if the government leaders would just listen to the voice of its people

Although not a success from my direct perspective it was a great incentivising experience, I also enjoyed the other events I attended.

With our activity, it was sewing and creating a pin cushion and taking it home with them. Some of the comments were, how proud they were to be able to finish it and take it home to share with their family and friends. They loved learning the skill of sewing and expressed that it was a lifelong skill that they had learnt in a short time and was keen to come back to register with us for an ongoing class to further develop their new learnt skills.

Great opportunity to connect with the community and beyond

Great initiative and happy to have been able to provide learning opportunities to the community through our event

Thank you to all the team for planning this wonderful Festival

I was very pleased with the amount of people attending my session in the Festival. The staff were amazing in their support prior to, and on, the day. Can't wait for next year.

Great initiative across the board the idea of a Small Business Expo was great as it encouraged people to attend multiple events on the same day in the same location

Well Done & Thank You Bettina and team.

Great event

Was well received and had great interaction and feedback. It is great that it was supported by council also

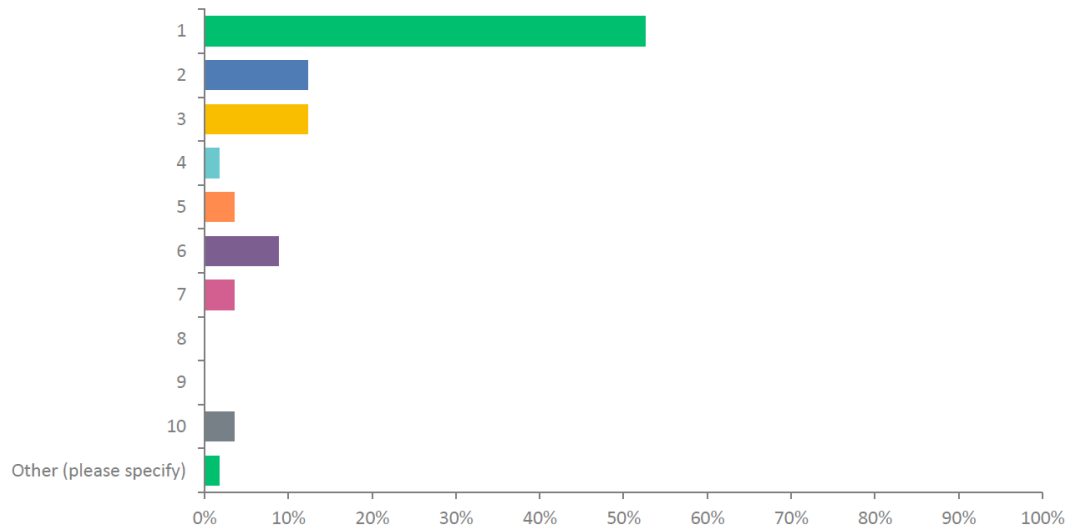
Was a great event overall and very well run



## Appendix 2: Feedback from Event Attendees

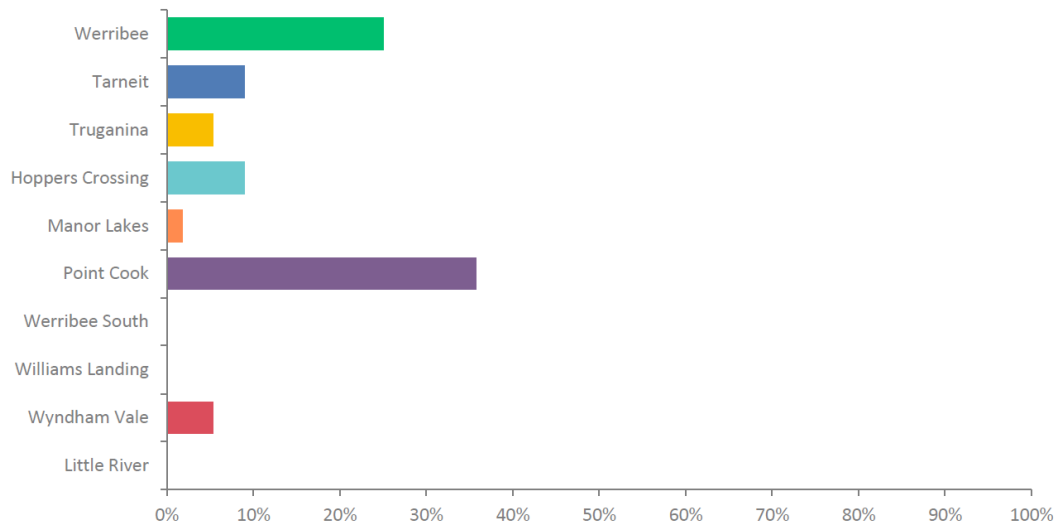
### Q1: How many Wyndham Learning Festival events did you attend or sign up for?

Answered: 57 Skipped: 1



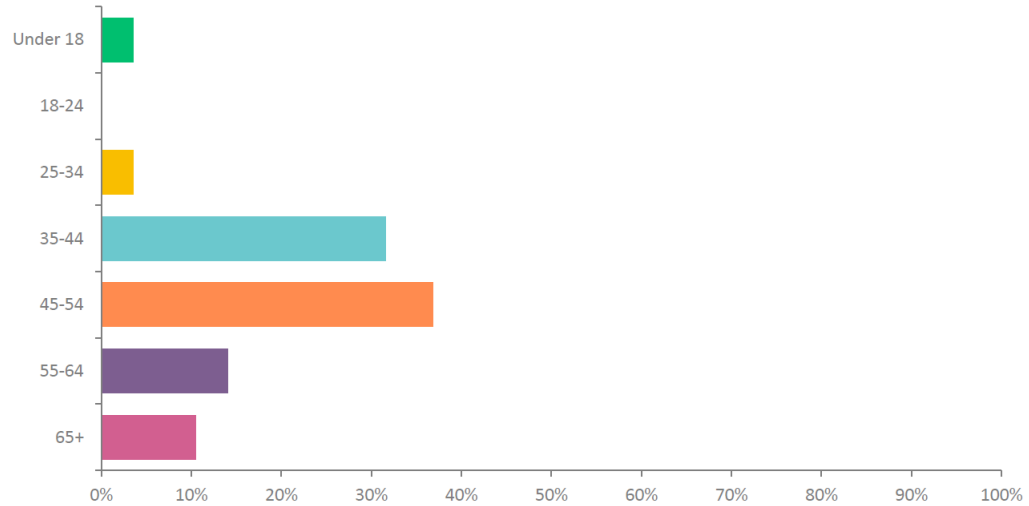
### Q3: Your Suburb

Answered: 51 Skipped: 7



#### Q4: Your Age group

Answered: 57 Skipped: 1



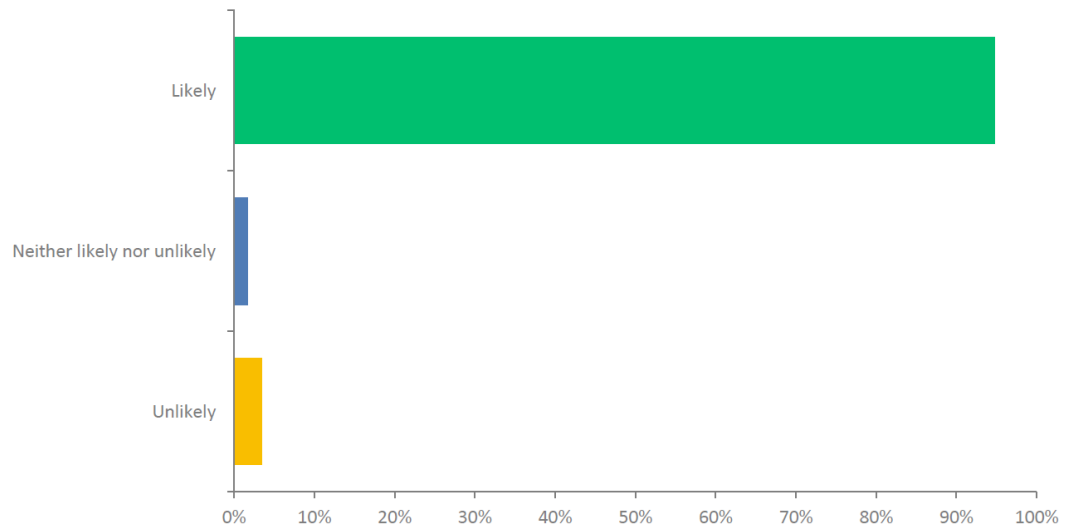
#### Q5: How satisfied were you with the event/s you attended as a learning experience?

Answered: 58 Skipped: 0



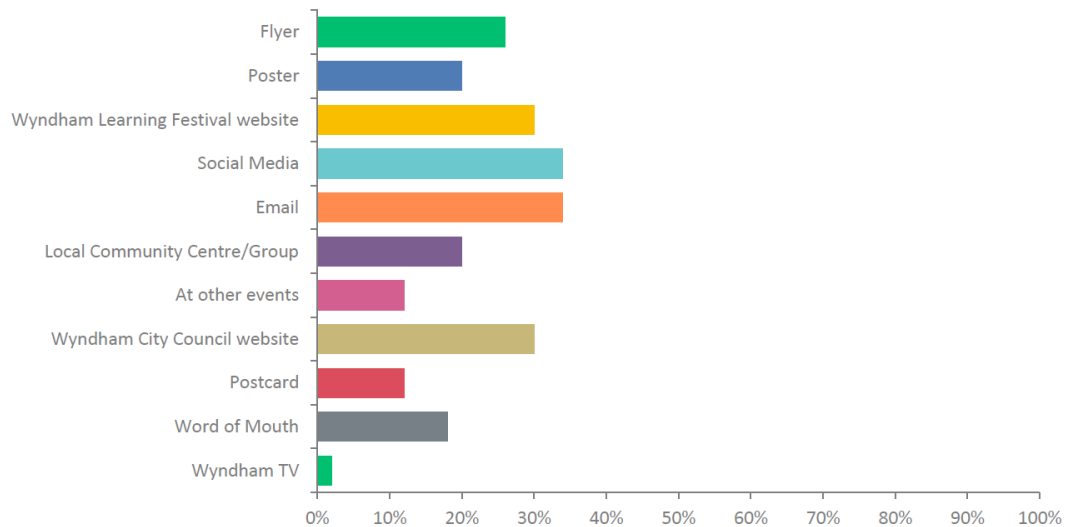
### Q6: How likely are you to attend a similar event in the future?

Answered: 57 Skipped: 1



### Q8: What other ways did you hear about the Wyndham Learning for Festival? Tick all that apply

Answered: 50 Skipped: 8



Q10 If you could make one suggestion for a better Wyndham Learning Festival what would it be? eg what would you like to see at next years Festival?

Answered: 32 Skipped: 26

#	RESPONSES	DATE
1	Posted flyers to council areas.	9/18/2023 11:40 AM
2	Creating a permanent space for people with skills to share that knowledge with the community.	9/16/2023 10:10 AM
3	More cooking events	9/14/2023 9:35 AM
4	I would definitely like to see a continuation of the Small Business Expo. Having a full day of related topics in one space was great.	9/12/2023 6:37 AM
5	More life learning talk show	9/8/2023 3:32 PM
6	Phoned staff at council & noone inhouse knew enough to help.	9/8/2023 2:08 PM
7	Everything was very good.	9/8/2023 2:05 PM
8	I liked how you had a variety. I seemed slow as I thought it was just an event and didn't realise there was more. Next time I will keep any eye out	9/8/2023 1:09 PM
9	More under one room	9/8/2023 12:18 PM
10	More range of evening events.	9/8/2023 11:22 AM
11	Not aware of learning festival or what events were on ( head in sand I think)	9/8/2023 8:43 AM
12	I wish I knew sooner so I didn't miss the other events as I only saw it two days before it started. Next year is such a long time to wait. But great full, for what I did get to participate in.	9/8/2023 1:55 AM
13	A choice of at least two dates for a particular event	9/7/2023 1:16 PM
14	More people to come	9/7/2023 12:14 PM
15	These opportunities should be continued in future	9/7/2023 12:11 PM
16	Flyer	9/7/2023 12:02 PM
17	Plastic clip on name tags, not stickers - they fall off	9/7/2023 10:24 AM
18	Your program was diverse, easily accessible and provided quality learning opportunities. I enjoyed and benefitted from every event I attended.	9/6/2023 10:33 PM

More of Lily's classes on natural skin care would be awesome. Also classes on natural health (food as medicine/foraging/herbs as medicine/natural healing etc)	9/5/2023 4:00 PM
Nothing at the moment	9/5/2023 3:18 PM
I thought it offered great variety to cater for different people. A lot of the sessions I was interested in were during the day which can be difficult for me (I work full time) so I took time off work to attend.	9/4/2023 5:09 PM
more educational experiments and sports learning	9/4/2023 2:19 PM
courses focused on technology, including how to adapt businesses to new technologies.	9/4/2023 2:17 PM
Have e-tickets or auto-calendar add function	9/4/2023 1:30 PM
more events of specific topics in one location	9/4/2023 9:37 AM

# Appendix 3: 2022 WLF Program

## Event Title

- ADEC presents Understanding NDIS Access and Transition Services
- Adult Ballet Class with CDB Dance
- Amplifying Business Concepts: AI Innovation & Design Thinking Workshop
- Art You OK?
- Authors' Talk: From Resilience to Thriving as a Professional Migrant Woman in Australia
- Baby Time - Werribee Library
- Basic Car Care for Beginners
- Bingo Moves - Exercise
- Building your Interview Confidence
- Celebrate the Magic of Storytelling with Mem Fox at the Festival Launch
- Chinese Playgroup Family Fun Day
- CityMx
- Close Knit
- Come and try Lawn Bowls
- Community Shed Maker Event & Cleanaway Recycle Right workshop
- Confident Living For Seniors
- Creative ways to Strengthen your Family Connection
- Cultural Connections
- Deep Time Walk
- Disability Confidence Training
- DIY Pad Sewing Workshop: Make the Switch
- Doing Good with your Business
- Elevate your business with a consistent visual brand
- Event Planning Information Session
- Explore the Werribee River
- Financial Wellness 101 : Workshop for Women
- First Aid: Anaphylaxis action plans
- First Aid: Asthma management
- Fitter for Life - Over 55's
- Get Back An Hour In Every Day
- Getting started with Scratch
- Grow your Business with LinkedIn
- Indian Classical Dance (Bharatanatyam) Workshop
- Intro to Emotion - Coaching for Parents.
- Latin-Jazz Performances & Percussion Workshop with Rod Pilois
- Leading Yourself and Others with Emotional Intelligence
- Learn Asian Cooking
- Learn to perform CPR on Adults
- Learn to perform CPR on Babies & Children
- Learn to Sew
- LET'S SING Learn English through song
- Little Sprouts - What Can We Grow In Our garden?
- Make a Natural, Vegan and Eco-Friendly Beauty Routine
- Mastering Key Selection Criteria



- Multicultural Global Kitchen
- My Big Idea online Workshop
- Networking Like a Star - Unlocking the Power of Connections
- Parenting Talk: Raising Multilingual Children
- Possum Magic Story Times
- Rag Roping Workshop
- Recycling Right Workshop
- Regenerating Australia. Film Screening and Discussions
- Reset Your Mindset - 4 Steps to Change Your Thoughts and Change Your Life
- Resume: New or Renew
- Revolutionise your Mental Health
- Rhyme Time with the Pop-Up Library at Dianella Community Centre
- Rhyme Time with the Pop-Up Library at Saltwater Community Centre
- Say it Out Loud Open Rehearsal
- Small Business Expo at Central Park
- Springtime Gardening Tips - Information Session
- Study Hard Study SMART
- Success Mindset. Deliberately Living you!
- Success Starts Here: A Guide for Entrepreneurs and Small Business Owners
- Supercharge Your Marketing with ChatGPT: A Practical Workshop
- The Crucial Levers for All Businesses - a Force Multiplier
- Tuning Into Your Teen To Strengthen Your Relationship
- Ukulele Club
- Vietnamese Banquet
- Water for Life
- WCIG - Resume Writing
- With One Voice - Wyndham Community Choir - Singing Workshop
- Wyndham Art Prize 2023 Curator Floor Talk
- WynSenior at WynActive
- Young Scientist of Wyndham Competition



Above: montage of photos from WLF events

## Appendix 4: Event holder Flyers



### Young Person of the Month - August

Keerthana Karthik is the August 2023 winner of the Young Person of the Month. "My name is Keerthana and I am, in essence, an average 15 year old. What sets me apart? My dedication. For example, my passion for the performing arts the performing arts has recently led me to being invited to teach a class at Blossom Community Care for people funded under the National Disability Insurance Scheme."

Left: Young Person of the Month (August 2023) Keerthana Karthik is part of the Suzanne Cory Strings group who performed at the Wyndham Learning Festival Launch event



### Wyndham Learning Festival supports local creatives

This year's Wyndham Learning Festival includes unique bags featuring artwork from two local creatives Ashlee Brown and Thavishi Bandara. Running from 1 - 7 September, the Wyndham Learning Festival, led by the Wyndham Community & Education Centre and supported by Wyndham City, will showcase many new learning events that will inspire, challenge, and interest learners in Wyndham.



Above: Social media and flyers created for holders on request.

## WLF Video Wrap



Above: Festival wrap-up video produced after the event. Video highlights positive feedback received from festival attendees collected from feedback surveys.

[YouTube link to video here](#)

