

# LEARNING COMMUNITY STRATEGY

## COMMUNITY ENGAGEMENT REPORT – PHASE 2



JULY-AUGUST 2023

# PROJECT BACKGROUND:

## What are your learning goals to live your best life?

Learning is fundamental to the well-being, prosperity, and sense of belonging of all people. At Wyndham, we strive to create learning opportunities for everyone, by making learning central to everything we do.

Wyndham has established a strong foundation for lifelong learning within the community since the creation of its first Learning Community Strategy in 2010.

The purpose of the Learning Community Strategy is to provide a strategic and integrated framework for the creation of a community of lifelong learning and is used as the basis to advocate, facilitate, explore, initiate, and deliver on Wyndham’s learning goals.

It clearly defines Council’s role in improving learning outcomes.

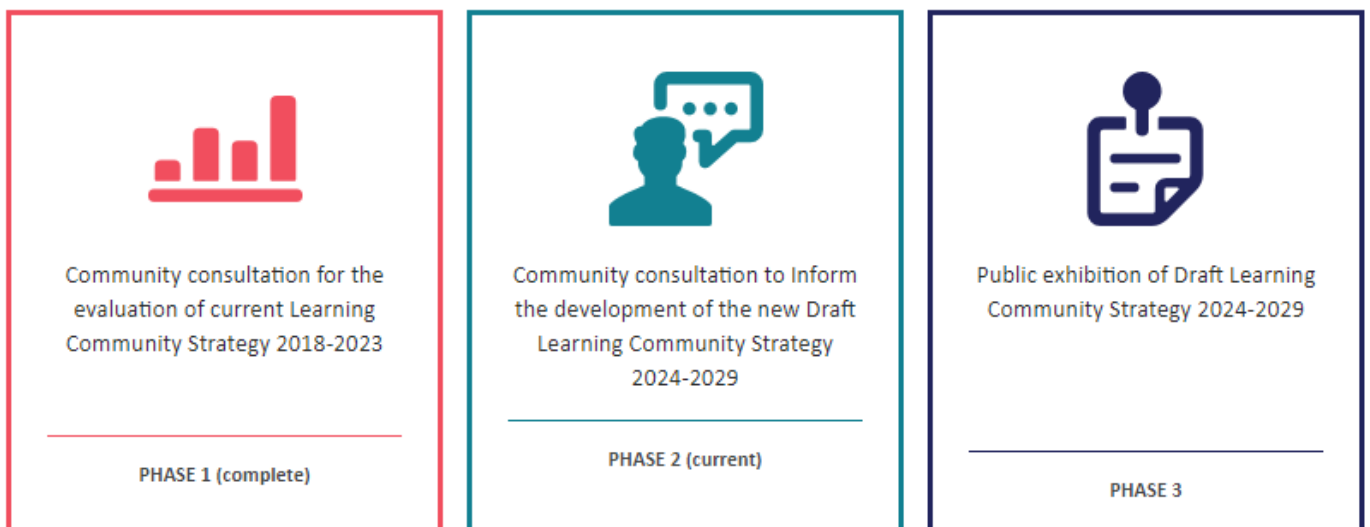
## The purpose of the engagement

To consult with internal and external stakeholders on the new Learning Community Strategy 2024-2029 by gathering feedback on key aspects and to provide an opportunity for input, feedback, and suggestions.

## Engagement timeline:

The Phase 2 Development Stage Engagement was held between 1 May – 22 June 2023.

## Phases of community engagement





## METHODOLOGY:

The below table outlines the various methods and techniques used to engage with the community.

### Community engagement activities / tools

Method / technique	Stakeholders engaged
Project page on The Loop	<p>1,411 page views</p> <p>727 total visitors to the page</p> <p>14 project 'followers'</p>
Online Survey	161 contributions
Community workshops	457 attendees

Meetings / Consultations/Engagement	Internal/ External	Numbers/Engaged
<b>Stakeholder Consultations: Development of new Strategy 2024-29</b>		
Youth Civic Participation Project (YCPP)– surveys undertaken at YS programs	Internal & External	15
Project Steering Committee	Internal	19
Wyndham Disability Services Network	Internal & External	25
In person community consultation at Manor Lakes Community Centre	External	10
Project Steering Committee Meeting and 1:1 individual meeting with Members	Internal	23
Little River Pop Up Library Van outreach session – staff completing surveys and doing LCS outreach	External	5
Learning City Portfolio Committee workshop – evaluation results and development workshop	External	15
Wadawurrung consultation – online	External	2
In person community consultation at Point Cook Library & Point Cook Community Learning Centre	External	6 15
Wyndham Humanitarian Network meeting online	External	20
Wyndham Principals Network Breakfast	External	120
Professionals’ consultation for development phase	External	12
Westend Business Network Meeting	External	40
Outreach at Hoppers Crossing Library	External	10
Outreach at Point Cook Pop Up Park Reconciliation event	External	15
Wunggurrwil Dhurrung Community Network Consultation – Professionals	External	3
Outreach at Werribee Library	External	8

Outreach at Manor Lakes Library	External	10
Consultations with Senior Library Leadership Team:	Internal	3
Consultations with Spark Innovation Hub	Internal	1
Bunurong Land Council consultation – online	External	1
Outreach at Arndell Park Community Centre	External	5
Education Roundtable Event - development consultation & Trello rollout	External	20
Community consultation for development phase - online	External	3
Outreach at Eagle Stadium	External	15
Outreach Jobs Expo at Holiday Inn	External	9
Outreach at Club Mambourin	External	6
Outreach at Aqua Pulse	External	21
<b>Total Phase 2 Engagement</b>		<b>457</b>



2023 Wyndham Principal’s Network Breakfast

**Other engagements with stakeholders:**

Peoples Advisory Panel  
Learning Community Networks

Wyndham wide Networks emailed

Communications / marketing activities							
Method / technique	Stakeholders engaged						
Online promotion (Facebook - Ad)	<p><b>Engagement:</b> 511 (likes, shares, click throughs)</p> <p><b>Reach:</b> 30,024</p> <p><b>Click through to website:</b> 492</p>						
Online promotion (Facebook – Organic x2 Posts)	<p><b>Engagement:</b> 3 &amp; 2</p> <p><b>Reach:</b> 2071 &amp; 2026</p> <p><b>Click through to website:</b> 2 &amp; 1</p>						
Online promotion (LinkedIn - Post)	<p><b>Engagement:</b> 304 impressions</p> <p>Post analytics</p> <p>Diane Tabbagh posted this • 3w</p>  <p><b>Discovery</b> ⓘ</p> <p>304 Impressions</p> <p><b>Engagements</b> ⓘ</p> <table border="0"> <tr> <td>Reactions</td> <td style="text-align: right;">13 →</td> </tr> <tr> <td>Comments</td> <td style="text-align: right;">0 →</td> </tr> <tr> <td>Reposts</td> <td style="text-align: right;">1 →</td> </tr> </table>	Reactions	13 →	Comments	0 →	Reposts	1 →
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Library What’s On & Library eNewsletters; Committee For Wyndham eNewsletters; Wyndham Business News eNewsletters; Wyndham Employment Path News eNewsletters; Wyndham Neighbourhood Hubs The Buzz eNewsletters; Wyndham Best Start Joining the Dots eNewsletters; WynBay LLEN eNewsletters; Wyndham Young People eNewsletters	<p><b>Wyndham wide Networks</b></p>						
Posters, Postcards and Flyers for Library branches & Community Learning Centres & Events	<p><b>12 Posters</b></p> <p><b>5000 Postcards</b></p> <p><b>500 flyers</b></p>						

## WHO WE HEARD FROM:

The below tables highlight who we heard from in our community via The Loop during our engagement process.

### Age Group

10-14	15-19	20-24	25-29	30-34
1.86%	5.59%	5.59%	5.59%	20%
35-39	40-44	45-59	50-54	55-59
41%	13.66%	4.97%	4.97%	3.73%
60-64	65-69	70-74	75-79	80-84
6.21%	4.35%	3.11%	1.24%	0.62%
85+				
0.62%				

### Gender

Male	Female	Prefer not to say	I identify as...
24.22%	72.67%	2.48%	0.62%

### Suburb

Eynesbury	Hoppers Crossing	Laverton	Little River	Mambourin
1.24%	9.32%	1.86%	1.86%	1.24%
Manor Lakes	Point Cook	Tarneit	Truganina	Werribee
4.35%	21.74%	11.18%	6.21%	22.98%
Werribee South	Williams Landing	Wyndham Vale	Outside of Wyndham	
1.24%	5.59%	7.45%	3.73%	

Do you speak a language other than English at home?

Yes	No
63.35%	36.65%

Referral type:

**Referral Types**

Referral traffic is the segment of traffic that arrives on your website through another source, like through a link on another domain.



**Direct** - Visitors who have arrived at a Site by entering the exact web address or URL of the page.

**Search Engine** - Visitors who have arrived at a Site via a search engine. Such as Google, Yahoo, etc.

**Websites** - Visitors who have arrived at the Site after clicking a link located on an external website.

**Social Media** - Visitors who have arrived at a Site by clicking a link from a known social media site such as Facebook, Twitter, LinkedIn, etc.

**Campaigns** - Visitors who have arrived through a campaign (using a UTM). See your email campaign report for more details on campaigns sent from this platform.



## SUMMARY OF FEEDBACK:

The following feedback will help shape the draft Learning Community Strategy 2024-2029.

Once complete, the community will be able to view and have further input into the draft Learning Community Strategy on The Loop 30 November 2023 – 10 January 2024.

### Survey Responses

We Asked	You Said
<p><b>Are there any other priority areas of learning for Wyndham that you think we might have missed?</b></p>	<p><b>Key themes from responses:</b>            Children literacy and numeracy, for early years and middle years activities, leadership skills            Cultural Activities            Disabled people e.g. sports and activities            Environment and sustainability            Financial Literacy            First Nations / NAIDOC celebrations            Future learning - Keeping up with evolving technologies, gaming, and content creation.            Learning multicultural languages            Literacy &amp; Numeracy            Safety            Study            TAFE &amp; Universities            Work and business</p>
<p><b>Do you have any current learning goals that you are looking to achieve in the future?</b></p>	<p>Undertaking further study (68)            Finishing school (13)            Returning to study (14)            Changing careers (39)            Taking up a new hobby or interest (71)            Other:            First Nations History            Business Start UP            Study            Looking for work</p>

<p><b>What are your expectations for learning in our City?</b></p>	<p>Ability to study locally (93)          Ability to study in a formal education system (49)          Ability to study or learn in a community setting or library (73)          Other:          Accredited learning          More Primary &amp; Secondary facilities          Online learning          Tertiary/Universities</p>
<p><b>Do you face any challenges when it comes to learning in our City?</b></p>	<p>Lack of courses in a preferred area of study (42)          Childminding costs (34)          Financial barriers relating to the purchase of equipment or course costs (45)          Accessibility issues 15          Career/course planning (28)          Other:          Course material difficult to find on Wyndham website.          Learning difficulties due to disability          Language barriers          Local Universities</p>
<p><b>Are we missing any community groups that the Learning Strategy should meet the needs of?</b></p>	<p>Carers          Neurodiverse people          Older younger adults          Women          Working mothers          Retirees          Skilled Migrants</p>
<p><b>Thinking about the community group you mentioned above, how can Council best reach these people or groups?</b></p>	<p>Devise an app or portal that allows users to input their desired information and a search engine would detail learning options e.g., Developing art/craft skills, Volunteering.          Through hosting meet-and-greet and networking sessions with organisations that support these sectors of the population</p>



Professionals Network Consultation



Reconciliation Serpent Mural Launch Point Cook Town Centre



Tarneit Community Learning Centre Community Consultation

## We've identified:

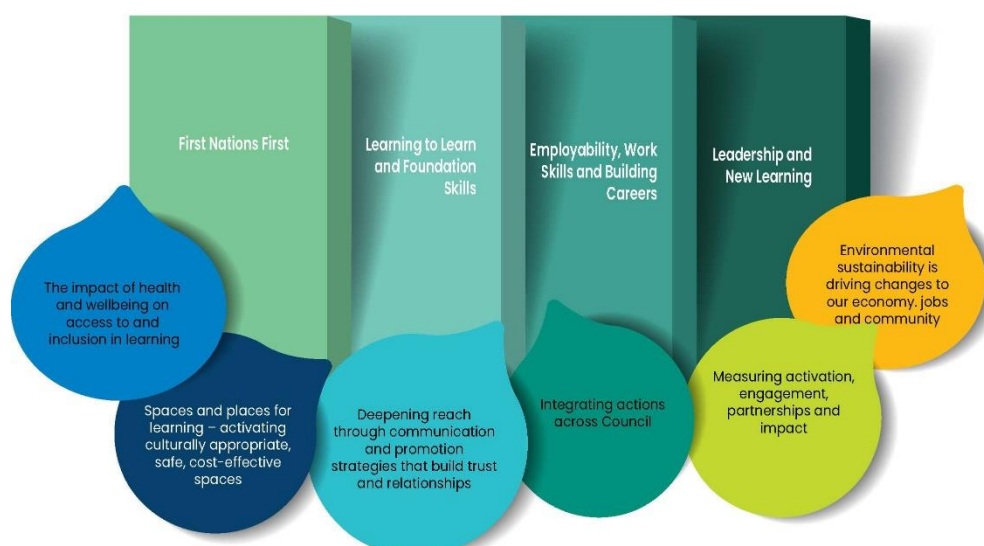
Consultations and surveys confirm support for the focus areas underpinning the current Strategy:

- ❖ **Learning Agility** fosters the ability to adapt learning to rapidly changing environments including work, social, community and/or family.
- ❖ **Literacy, Numeracy and Language skills** are fundamental to achieving access to formal and informal learning at all life stages.
- ❖ **Digital Fundamentals and New Media** underpin the way business is conducted and services are offered, including Government services.
- ❖ **Civics Learning and Engagement** provides opportunities for people to learn how to access and use information relating to Australian systems, such as education, health, banking, legal and political system.
- ❖ **Intercultural Learning** focuses on building cultural awareness and knowledge and celebrating the diverse cultures of Wyndham through formal and informal learning.
- ❖ **Employability, Vocational and Professional Skills** are increasingly valued in the workplace with employers expecting workers who are highly skilled vocationally, are effective communicators, can innovate as they identify and solve problems and are accountable for quality work.
- ❖ **Leadership and Personal Growth** enables people to understand their leadership potential while developing knowledge, confidence, resilience, and cultural expression.

Feedback from community members and stakeholders highlights the need to deepen the reach of the Strategy into Wyndham's diverse local communities, including:

- ❖ by increasing the focus on language, literacy, numeracy, and digital literacy across life stages,
- ❖ improving the transition of young people into work,
- ❖ strengthening leadership capabilities across the community,
- ❖ understanding the impacts of health and wellbeing on learning,
- ❖ the importance of environmental sustainability and climate action in impacting communities and economies.

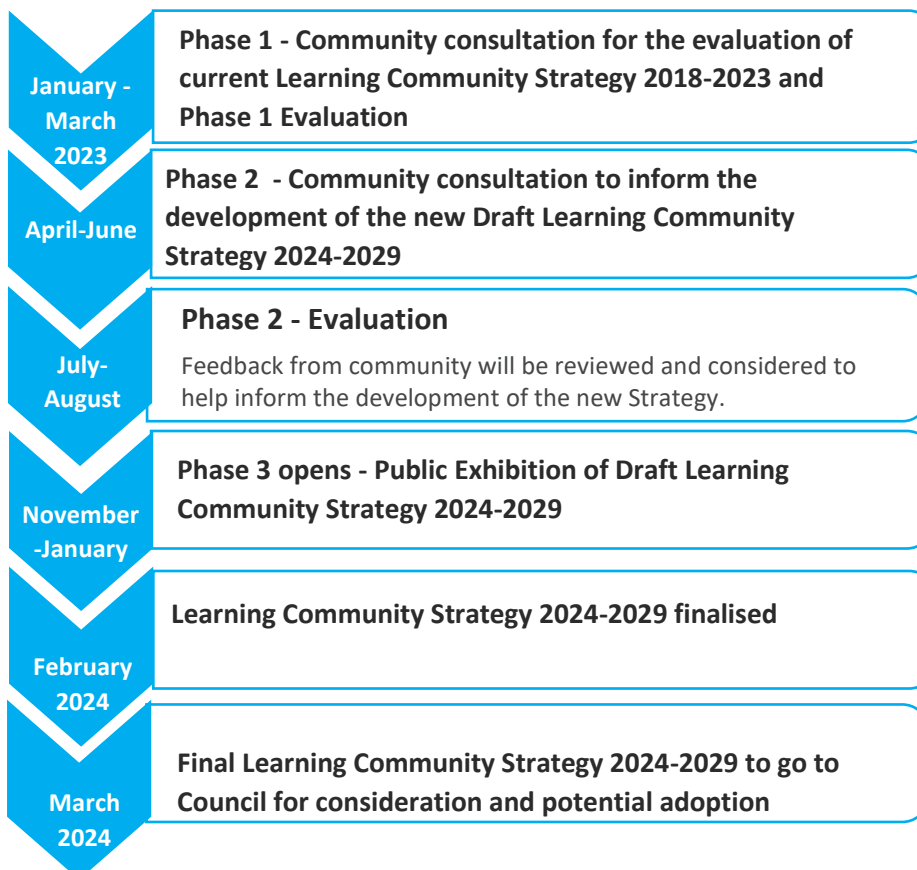
## Four pillars for strengthening and deepening learning in Wyndham



## NEXT STEPS:

- The draft Learning Community Strategy 2024-2029 will be reviewed, and the feedback received from all consultations will be considered to help inform the development of the new Strategy.
- The draft Learning Community Strategy will be made available for public exhibition and further input on The Loop from 30 November 2023 to 10 January 2024.
- Learning Community Strategy 2024-2029 will be finalised, February 2024.
- Final Learning Community Strategy 2024-2029 to go to Council for consideration and potential adoption in early 2024.

## STAGES OF THE PROJECT



## HOW CAN PARTICIPANTS STAY INVOLVED/INFORMED?

Participants can stay informed by visiting the Loop page at <https://theloop.wyndham.vic.gov.au/learning-community-strategy> and selecting to “Follow” the project. Updates will be posted on The Loop and the project timeline will be updated to reflect project status.