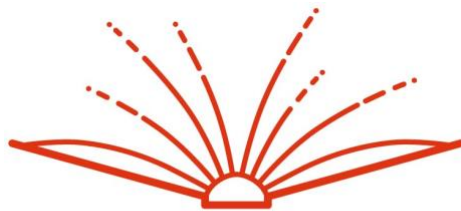


Festival of Adult Learning

Ahurei Ākonga

September 2–8 2019



Festival of Adult Learning

Ahurei Ākonga

Information Guide
for Festival of Adult Learning
Regional Networks & Event Organisers

Table of Contents

Introduction	3
Aims	3
Background	4
Media	5
Suggested Media Release Layout.....	7
Style Guide for publicity materials	8
Event Planning	10
Event Checklist	10
Learning Nation.....	12
Awards.....	13
Sponsorship/Funding.....	14
Finding Local Sponsorship	14
Grants.....	15
Reporting & Documenting Activities.....	16
Project Plan for Festival of Adult Learning Ahurei Ākongā 2019	17

Project and Media Coordinator
 Mary Gavigan
marygavigan5@gmail.com
 Tel: (04) 971 4416
 Mob 021 058 8768

ACE AOTEAROA
 P.O. Box 12114
 Wellington
 Tel: (04) 473 6625

Introduction

Aims

The aims of the Festival of Adult Learning Ahurei Ākonga are to:

- Celebrate the efforts, achievements and contributions of adult learners, educators and providers through both regional and national events
- Strengthen adult and community education and raise public awareness of the rich variety of learning opportunities for adults and their value
- Widen access to learning opportunities and encourage more people to seek advice and guidance about returning to learn
- Foster collaborative and cooperative networks and pathways among those who share an interest in adults' learning
- Reflect upon and work towards removing barriers which prevent adults from participating fully in our society.

Festival of Adult Learning Ahurei Ākonga 2019 (September 2-8)

Engaging with your Community of Learning

The Festival of Adult Learning Ahurei Ākonga is both a celebration of adult learning and an opportunity to market its benefits to the wider community. Visibility is the key to effective marketing and you are strongly encouraged to plan activities that will attract potential learners and remind others of the benefits of learning at any age.

Important audiences are:

- The general public – active and lapsed learners from all races, age groups, genders and socio-economic groups
- Leaders (Government Ministers, policy makers, business leaders) - to remind them of the size, diversity and value of the ACE sector
- Local Government representatives – ACE has a positive impact on community participation
- Media – to highlight ACE success stories and convey what is unique about ACE
- Māori – to support and acknowledge the role of iwi in ACE
- Wider education sector – to highlight ACE's role as a precursor to other tertiary training.

Background

The Festival of Adult Learning Ahurei Ākonga (formerly Adult Learners' Week/ He Tangata Mātauranga) is an occasion to raise the profile of adult learning in New Zealand and to celebrate the wide range of learning opportunities available, and the impact that adult learning has on people's lives.

In 2008 a PricewaterhouseCoopers evaluation estimated the worth of Adult and Community Education as between 4.6 and 6.3 billion dollars to the New Zealand economy. This is something to celebrate.

The dates for the Festival of Adult Learning Ahurei Ākonga generally incorporate International Literacy Day (September 8), which is celebrated in many countries around the world, and is supported by United Nations Educational, Scientific and Cultural Organisation (UNESCO). This year's dates for FALAA are September 2–8.

Stakeholders see the Festival of Adult Learning Ahurei Ākonga as an opportunity to celebrate the successes and achievements of all who have participated in Adult and Community Education (ACE), as well as a chance to encourage anyone in the wider community with needs or desires that can be met by ACE.

In Aotearoa New Zealand there are thousands of opportunities for adults to become involved with learning. Learning does not have to involve classrooms, enrolment, assignments or qualifications. Participating in learning does not have to mean becoming a student. Adults can become involved as mentors, tutors, guides or volunteers, or simply participate as equal members of a group.

The week recognises that from teaching English to an immigrant in a private home, attending a programme at the local library, or being part of a community support group, through to attending a private training organisation or earning a university degree for the first time at 65, all adult learning achievements are worth celebrating. All stories are inspirational and in being told, encourage people who thought learning was not for them that there are endless possibilities.

Organisational Structure

The Festival of Adult Learning Ahurei Ākonga is coordinated by Adult and Community Education (ACE) Aotearoa with planning and activities overseen by the FALAA National Advisory Committee. At a national level planning, coordination and preparation of resources are undertaken by the FALAA project manager/ media coordinator.

Local events may be organised through the volunteer FALAA Regional Networks or by groups, organisations or individuals with an interest in community education for adults.

Media

Good publicity is vital for the successful promotion of the Festival of Adult Learning Ahurei Ākonga to a wide audience. The FALAA communications strategy is organised on two levels - national and local, and seeks to promote adult learning through print, radio, television and digital coverage of events and activities throughout New Zealand.

The media coordinator manages communications at a national level and provides support for regional coordinators at a local level.

Working with your local media at a local level the objectives are:

- To get advance publicity for local events and activities during the FALAA
- To ensure coverage of events as they happen during the week.

Media planning

Starting early is the key to getting good media coverage during the lead up to FALAA. There will be a number of opportunities for media coverage in the weeks prior to FALAA so nominating someone from your regional planning group to take responsibility for media will be important. Developing relationships with local media and a timeline of dates for press releases, photo opportunities, interview set up and other activities will also be helpful.

Getting media attention

- Establish a strong angle for stories you are pitching to the media. The angle is the hook that gets the reader, listener or viewer interested in the story
- Look for unusual, unexpected stories with a human interest or inspirational outcome
- A great photo will sell a story. Try and anticipate good photo opportunities
- Once you have made initial contact with local journalists, keep in touch by phone and email. Let them know what is happening well in advance and always follow up with a phone call after sending information
- Try to get a high profile local celebrity/writer/actor/politician involved as part of your celebrations
- Invite the media to everything in advance and make sure they have free tickets to paid events. Appoint someone to look after them at events, arrange photo opportunities, interviews etc
- Look for ways to tie in your press releases with current events or issues in the media eg aging baby boomers anticipating a long retirement, new technology opening up the world to older people, upskilling in a recession.

What the media will need

- Key dates for events and activities being planned
- Quality information on the background to the FALAA
- Names and details of interesting local people who have agreed to be interviewed. Make sure they are sufficiently confident to tell their story
- Information about ACE in your area and the courses on offer
- Information about last year's winners, their contact details and the awards they won; and information on this year's winners, their contact details and awards
- Media releases to signal planned events. These should be brief, direct and sufficiently enticing for journalist to want to follow up
- A minder at events to identify key people for interview, arrange photo opportunities etc
- Notice of good photo opportunities.

The media are bombarded with huge amounts of information every day. It is processed quickly and much of it never sees the light of day. To get your message out into the community requires good planning and quality information presented in an eye-catching way. The personal approach works well if you are enthusiastic about your product and sell it with confidence.

If you would like any further help don't hesitate to contact the media coordinator

Mary Gavigan

Ph: 04 971 4416

Mobile: 021 058 8768

Email marygavigan5@gmail.com

Suggested Media Release Layout

News release – Date

Headline – make it short and snappy

Adult Learners Celebrate Success

Introduction – short, concise one sentence paragraph - this is your one opportunity to capture the journalist’s attention.

When James Smith took the first steps on his adult learning journey he never imagined that three years later, he would be sharing that journey at the launch of the Festival of Adult Learning Ahurei Ākonga.

Body text – a couple of brief paragraphs - fleshing out the background to FALAA - the awards and those who will be participating.

James is one of thousands of New Zealanders who every year take part in learning activities in a variety of settings from community halls and private homes to marae and schools and who surprise themselves with their efforts.

The Festival of Adult Learning Ahurei Ākonga, September 2–8 which will be launched in ?????????????? aims to celebrate the efforts of all adults involved in lifelong learning through Adult Community Education (ACE). It highlights the importance of adult learning as it creates pathways for people of all ages and backgrounds to fully participate in the life of their communities.

Over thirty-five regions, organisations and individuals around New Zealand will be organising programmes of events to celebrate the week and awards will be presented for outstanding adult learners, exceptional adult educators and innovative education providers.

The Festival of Adult Learning Ahurei Ākonga is supported by UNESCO and is celebrated in many countries around the world. This year marks the twentieth anniversary of the festival in Aotearoa

Nomination forms are available on the Festival of Adult Learning Ahurei Ākonga website www.aceaotearoa.org.nz/events/festival-adult-learning

**FOR FURTHER INFORMATION PLEASE CONTACT:
Your name and day-time and after-hours telephone numbers**

Style Guide for publicity materials

The Festival of Adult Learning Ahurei Ākonga 2019 Style Guide for Regional Festivals and Events

The Festival of Adult Learning Ahurei Ākonga is a national celebration of adult learning taking place in over thirty regions throughout Aotearoa New Zealand. It is an important event on the ACE calendar.

The week is sponsored by the Tertiary Education Commission, ACE Aotearoa, New Zealand National Commission for UNESCO and Gusto Design & Print. Additional sponsors are also involved in supporting local activities in each region.

It is essential that all publicity and promotional activity associated with the Festival of Adult Learning Ahurei Ākonga is professionally presented and that sponsors are appropriately acknowledged.

- The week must always be referred to as the Festival of Adult Learning Ahurei Ākonga or if abbreviated FALAA. Note the macron on the first Ā of Ākonga.
- Publicity materials like official programmes or fliers should acknowledge the national sponsors as well as regional ones. The core sponsor logos should always be placed ahead of, and larger than, local sponsor logos. Logos of the national sponsors will be available on the website.
- It is a good idea to include the website www.aceaotearoa.org.nz/events/festival-adult-learning wherever possible as it gives people a link to activities and information beyond your region.
- Accuracy is vital in all publicity materials. These materials are going out to the public and reflect the ACE sector. There is an expectation that we as educators will produce materials that are well written and accurate.

Publicity Materials

This year a new poster is being developed in English and te reo and a selection of our older posters will be refreshed. Event organisers can order copies and these will be mailed free of charge in August. For hard copy poster orders, contact the project manager marygavigan5@gmail.com Posters with space to write event details, will also be available for download from the website www.aceaotearoa.org.nz/events/festival-adult-learning

Awards certificates will also be refreshed and available for download from the website.

Event Planning

When planning the calendar of events that your network will hold in your area consider issues such as:

- Objectives: what do you want to achieve through your event(s)
- Target Audience: Which group(s) do you particularly want to reach? What are they interested in? Where do they go?
- Research: What have you done previously? How successful was it? How could it be improved?
- Format: What type of event will best achieve your objectives? Will it reach your target audience?
- Title: Choose a title for the event which will catch people's imagination
- Evaluation: How are you going to evaluate the success of the event?

Event Checklist

This is provided as a guide only and is not comprehensive!

Planning

- Consult as widely as possible. Every year we hope that groups who have not been involved in FALAA before will be encouraged to participate
- Establish a small group with a range of skills to organise the event
- Establish dates and venues
- Determine budget & apply for funding
- Seek relevant approvals
- Invite key guests (eg local MP, Mayor, local identities).

Location and Venue:

- Confirm the booking
- Draw up a floor plan, check it with venue or people who have done it before
- Organise equipment (eg tables, staging, sound, video/projector, lighting, displays, plants etc)
- Wheelchair access
- Signage
- Bad weather alternative, if appropriate
- Arrange a set-up time
- Security and insurance.

Programme

- Agree on programme
- Be realistic with timings
- Tell speakers/groups the time allocated for them and ensure expectations are clear, give them a copy of the programme

- Ask someone to MC the event
- Appoint another person to run it on the day - handle the hiccups, make decisions etc
- Organise a rehearsal if appropriate.

Publicity:

See Media section for further details

- Publicise your event with a flyer and/or poster
- Don't overlook free publicity:
 - www.aceaotearoa.org.nz/events/festival-adult-learning
 - Facebook pages & Twitter
 - Community notices on radio, in paper & online
 - School newsletters (primary & secondary)
 - Library, school & community notice boards
 - Notice pockets on buses
 - Flyers in local cafes, churches, doctors rooms, etc.

Displays

- Try to capture people's attention (balloons, music, activity etc)
- Provide something to look at, be informed by (photos, signs, samples of work)
- Have something to take away (contact sheets, course listings, pens, stickers, magnets etc)
- If you have people on the stand, aim for friendly and chatty style
- Some people just want to look, and will feel uncomfortable if approached
- Make sure words/signs on display boards are large enough (enlarge onto A3 coloured paper/light card through photocopier bypass tray)
- Display boards are expensive to hire. Try to borrow (schools, council, libraries, companies) – check insurance if you do.

Other

- Identify helpers with nametags, stickers, T shirts, caps etc
- Child minding (at event &/or for helpers)
- First Aid
- Name tags
- Consider access & parking both for set up and attendees.

Regional Event Pages

Each region has an event page on the FALAA website. To submit an event or programme of events email marygavigan5@gmail.com

Learning Nation

This initiative is an extension of an event run in the Wairarapa over recent years in which people in small Wairarapa towns were asked what they would like to learn, videoed and the video was placed on facebook. We encourage **you** to consider filming short You Tube videos with a wide range of adults in different communities and from different backgrounds and cultures responding to the question:

What would you like to learn?

Purpose

The purpose of the initiative is :

- To broaden the scope of the FALAA celebration beyond priority groups eg those needing literacy, numeracy, language support, second chance learners
- To emphasise the notion that we all have learning needs and desires
- To promote the idea that learning is lifelong, fun and for everyone
- To normalize the notion of adult learning and remind people that they are often learning incidentally every day

Find out what people in your community would like to learn, video them and place the video on your Facebook page or email us the video for the ACE Aotearoa Facebook page.

Awards

The Awards and commendation certificates are a key part of the week's celebrations. The purpose of the Awards is to recognise and celebrate the full variety of contributors to adult learning; including the learners, educators and providers. The intention is to give a limited number of awards each year, but the number of local commendations given is at your discretion.

Process

Each FALAA regional network or organisation can tailor the Awards process to meet its own specific objectives. The nomination form does not have a closing date printed on it, to give you total flexibility.

Refreshed award certificates are available on the website. The name of the recipient/s will need to be written on the certificate/s.

Decide how the nominees will be advised of the results - at the presentation, or prior to it with the ceremony simply to present awards.

Draw up a timetable for the Awards process, including:

- Nomination forms distributed, Awards publicised
- Nominations close
- Assessment group meets
- Names are written on certificates
- Awards are presented and winners publicised
- All nominees and nominators advised of the results.

Publicity

- Publicise the awards widely through the ACE network, and to as many other groups as possible (eg Council community/social service networks, iwi, Play Centre, Family Budgeting, parenting trainers, Age Concern etc)
- Encourage your community newspaper to run a story on one of last year's winners to publicise this year's competition (see media section)
- Be prepared to chase people to ensure you get good nominations in!

Assessment

Establish a group to assess the nominations giving consideration to:

- Diversity of gender, age, and ability
- Ethnicity and geographical location
- The wide range of environments adults learn in
- The partnerships in Te Tiriti o Waitangi.

Award Presentation

The Award presentation is a good opportunity to publicise the Festival of Adult Learning Ahurei Ākongā either as a stand alone event, or as a focal point in another broader event.

Develop a press release around the Awards, profiling one or two of the winners (with their permission).

Ask someone appropriate to present the Awards (Mayor, MP, local identity).

Sponsorship/Funding

The majority of funding for the Festival of Adult Learning Ahurei Ākonga comes from the Tertiary Education Commission. The New Zealand National Commission for UNESCO also sponsors the event.

ACE providers, regional networks, organizations and individuals can apply for a grant to assist with the funding of events and activities. Funding **Application Forms are available on the website**. Grant recipients need to document all expenditure as a record of how the money has been spent will be required by the project coordinator. Recipients will also be required to report on the success of events including numbers attending.

Two levels of funding are available for:

- Large programmes of events eg a programme expo which brings together a range of providers, a series of taster courses over several days, whanau fun day, multicultural dinner & activities involving a large group
- One off events eg Awards ceremony, open day, celebration morning tea

Finding Local Sponsorship

For a business to offer sponsorship there has to be some benefit for them. For example:

- Exposure of company name/logo through your event (and therefore favourable publicity)
- Continued or increased business from ACE providers
- Continued or increased business from adult learners

It is often easier for a business to offer free or discounted goods or services than cash - and these can be just as valuable.

Be prepared:

- Know the facts and figures relevant to this business (number of adult learners who are (potential) customers, approximate value of ACE providers business)
- Explain the Festival of Adult Learning Ahurei Ākonga is a national event with a proven track record
- Highlight the international connections through UNESCO
- Talk about/show evidence of the success of previous events you have run.

When approaching a business:

- Find out who is the best person to talk to (manager, your sales rep, marketing/sponsorship manager)
- Be clear and realistic about what you would like (but open to alternatives they suggest)
- Explain the benefits of the sponsorship to their business
- Often an initial phone call followed up in writing works well
- Jot down your points, and take a deep breath, before making the phone call!
- Talk about what you are seeking and, if they're interested, offer to put your request in writing.

- Make sure that the sponsorship arrangement is put in writing so that everyone is clear what is being provided and what you are offering in return.
- Remember, the worst that can happen is they say no!

Look after your sponsors:

- If you plan to use their logo, get them to check it is used correctly before printing
- Acknowledge them in your publicity and at the event
- Invite them to any relevant events and appoint someone to look after them
- Report back on the success of the event (eg xx people attended, xx number of brochures with your logo on were distributed)
- Highlight any media exposure
- Acknowledge their support with a certificate or letter of thanks

The better you look after your sponsor, the more likely you are to develop an ongoing relationship and receive future sponsorship!

Grants

Investigate what grants may be available locally

- Talk to your local council, they may have or know of funds
- Check the Fundview database (through your library or CAB)
- Community trusts
- Charity gaming trusts (pokie machines)
- The Public Trust & Guardian Trust administer many trusts.

Each trust will have specific criteria, application forms and closing dates. If in doubt over eligibility, contact the trust and discuss your application. Find out what grants they've given (and their size) in previous years. There is no point in making an application with no likelihood of success.

Follow application instructions carefully, ensure all requested documents are provided. If filling in a hard copy form, consider writing answers on a PC and literally cutting and gluing them to the form, then photocopying it to create a good copy!

Traditional trusts often only make grants once a year, and may take a long time to process. You may need to make a note to apply in December (for example) for the following year. All grants have an accountability requirement, be sure these are complied with.

Reporting & Documenting Activities

It is important to document your activities so that we can build a national picture of the activities and publicity relating to the Festival of Adult Learning Ahurei Ākonga and to have a record to assist in planning locally and nationally for next year. Statistics such as the number of learners receiving awards during FALAA are valuable to include in the Annual Report.

A questionnaire will be sent to regional coordinators and event organisers to report back on the Festival of Adult Learning Ahurei Ākonga 2019. This will be due back on September 30.

- Please estimate how many people attended events in your region
- Please record how many learners, educators and providers received awards
- Please try and keep track of, or estimate, the number of volunteer hours put into FALAA activities. The Festival of Adult Learning Ahurei Ākonga couldn't happen without the efforts of hundreds of volunteers, and we need to highlight this contribution to our funders and sponsors.
- Estimate the value of donated goods/services (photocopying, stationery etc)
- To assist in planning FALAA in your region next year, please record:
 - what was done this year,
 - ideas for improvements,
 - contacts,
 - costs,
 - sponsors,
 - funding etc

Project Plan for Festival of Adult Learning Ahurei Ākonga 2019

- | | |
|----------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| February | <ul style="list-style-type: none"> - Festival promoted through ACE Aotearoa Enews - Funding Application forms available on the website - Email bulletin sent to 2018 Regional Coordinators, event organizers |
| March | <ul style="list-style-type: none"> - Advisory Group telehui - Design work for rebranded collateral |
| April | <ul style="list-style-type: none"> - Regional Coordinators & event organisers confirmed - Media release outlining dates and launch |
| May | <ul style="list-style-type: none"> - Regional committees formed to confirm ideas for FALAA events and activities. Roles and tasks allocated to committee members. - Potential case studies for local or national media (young adult, mid -life, senior) identified. Advise Media Coordinator - Budgets for events confirmed - Applications for funding due by May 29 - Advisory Group telehui |
| June | <ul style="list-style-type: none"> - Funding distributed - Event coordinators identify and approach sponsors/ funders - Adult learners/tutors nominated to front local media coverage - Publicity |
| July | <ul style="list-style-type: none"> - Second media release circulated for coordinator use with media - Coordinators begin to publicise awards and plans for local FALAA event through the ACE website and to as many other groups as possible (eg - Council community/social service networks, iwi, Play Centre, Family Budgeting, parenting trainers, Age Concern etc) - Awards nominations assessed - FALAA grants distributed - Poster quantities confirmed |
| August | <ul style="list-style-type: none"> - Poster and other collateral distributed to regions - Key festival events to media coordinator for website and other publicity. - Coordinators contact local media to give advance notice of FALAA and programme of events |
| Sept 2 | <ul style="list-style-type: none"> - Week of events kicks off |
| Sept 8 | <ul style="list-style-type: none"> - International Literacy Day - Photos to ACE Aotearoa Facebook page and website |
| Sept 30 | <ul style="list-style-type: none"> - Reporting |
| November | <ul style="list-style-type: none"> - Advisory Group reporting and planning day |