

global 2020 LEARNING FESTIVAL

2020 Global Learning Festival Report

Report produced by Melton City Council and Wyndham City Council

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Executive Summary

From 1-4 September 2020, the City of Melton and the City of Wyndham co-led the inaugural Global Learning Festival (GLF) with over 20 other partners including the PASCAL Observatory and the Australian Learning Communities Network (ALCN) who helped bring this event to life. Our team was ecstatic to see many different countries and continents participated, in over 110 events including Turkey, U.K., Israel, Qatar, Taiwan, Colombia, Mexico, the United States and Australia, taking advantage of the many lifelong learning opportunities over the 4 days of the festival.

The snapshot of the Global Learning Festival includes:

- Over 110 Events registered from 12 countries including Qatar, UK, Mexico and Australia.
- Registrations to events came from various sectors including university, youth, disability, community development, local government, education, state government and libraries.
- Over 8500 people logged in and 'attended' different events, as well as viewing recordings.
- Over 250 presenters shared the floor across the four days to share their ideas on learning across all the events.
- While many events covered more than one target age group, the events were offered to the following age cohorts:
 - 3 - Babies (0-12 months)
 - 9 - Early Years (1 - 4 years)
 - 14 - Pre-School (4 - 6 years)
 - 26 - Primary School (6 - 12 years)
 - 40 - Secondary School (13 - 18 years)
 - 78 - Young Adult (19 - 25 years)
 - 98 - Adult (25 - 55 years)
 - 72 - Senior (55+)

Due to the nature of the Global Learning Festival and the current global climate, promotional activities were exclusively delivered through digital channels including social media, email and website. Promotional activities were targeted towards two different audiences, either potential event hosts or event participants. Messaging and collateral were tweaked to suit each.

Recommendations for any future festivals include continuing the above approach, however, with some adjustments to the website to accommodate a more automated experience both for event hosts and event participants.

The event encouraged people to learn something new as well as virtually meet new people from around the globe. The Festival also highlighted and relied upon many successful collaborations and partnerships across the world, ensuring a dynamic and successful event. Thank you to all involved!

Sally Edwards and Diane Tabbagh, MCC and WCC, September 2020.

Most Significant Change Story
CREATING HOPE BY GOING GLOBAL – FATMA’S STORY

Fatma Dodurka is a language specialist from Turkey and the coordinator of English at Tea Time Speaking Café in Hatay Learning City. Fatma first heard about the GLF from the Cork learning event in June 2020.

Fatma had been running Face-Face English-speaking classes in Turkey but the COVID-19 pandemic made her consider having an online platform where she could reach out to her students and other interested participants from around the world. The GLF presented her with this opportunity and she was excited to attend the planning meetings each fortnight because she felt that it would allow her to meet other event hosts to exchange information and ideas. Fatma mentioned that these fortnightly meetings and interactions with other hosts always brought in fresh energy to her own work and contributed significantly towards planning and marketing her own GLF events.

Initially, Fatma was hesitant to move her events online because she thought that no one would attend her sessions, but with encouragement and support from Jac and Diane from Wyndham City Council she persevered and ran some very successful sessions.

Fatma’s sessions at the GLF were well attended by participants from across the world and from different age groups. From this experience, she says:

‘I had dreams of going global because the pandemic pushed me to go online, I tell other people if they have an inspiration to do something, go for it! Share it with the networks you have, and you will get support. Sharing ideas with people is key’.

This dream of going global inspired her to name her sessions ‘Go Global All Around the World!’

The teenagers who attended the online GLF debate sessions were excited to meet their peers from France, Australia, UK, USA, Tunisia, and Algeria. They told Fatma it was like travelling around the globe and that this was a dream come true for them. Fatma shared how this boosted her confidence in running her events because she felt that the children and young people were in their own ways making unexpected connections and drawing benefits from the online forums.

Using a special open-ended encouraging questioning technique, Fatma was inspired by how the older children spoke freely about how it was challenging to learn a different language online during the pandemic and that there was a challenge of accessing and using technology. Fatma said:

‘As a teacher, I have observed that children are not used to learning new languages online, and when they have to do it online, they prefer learning it with others in the room. They need company and don’t want to learn by themselves’.

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For Fatma, this highlighted the issue of equity in terms of access and use of technology and infrastructure. The overwhelming feedback from the participants in the online debating sessions was that there was a desire to have more of these sessions in the future. Even the migrants and refugee students attending the English-speaking classes showed interest and wanted to attend the upcoming sessions.

As a result of the GLF, Fatma now has weekly online debates with participants drawn from across the globe who share stories and experiences of language learning. She says:

“I want to do some more on a different platform. I love online activities and want to be active. My daughter and students were excited to be part of the global event, everyone wants to be part of the online debates, it is almost like a movement and they all want to be part of it!”

Fatma is excited to have established new partnerships, with notable ones being with WISE, Qatar and Wyndham Learning City. She concluded by saying:

‘This was a big opportunity to make new connections from across the world! I am now very busy preparing for webinars with other Learning Cities including Cork, Wyndham, UK, and Belfast.’

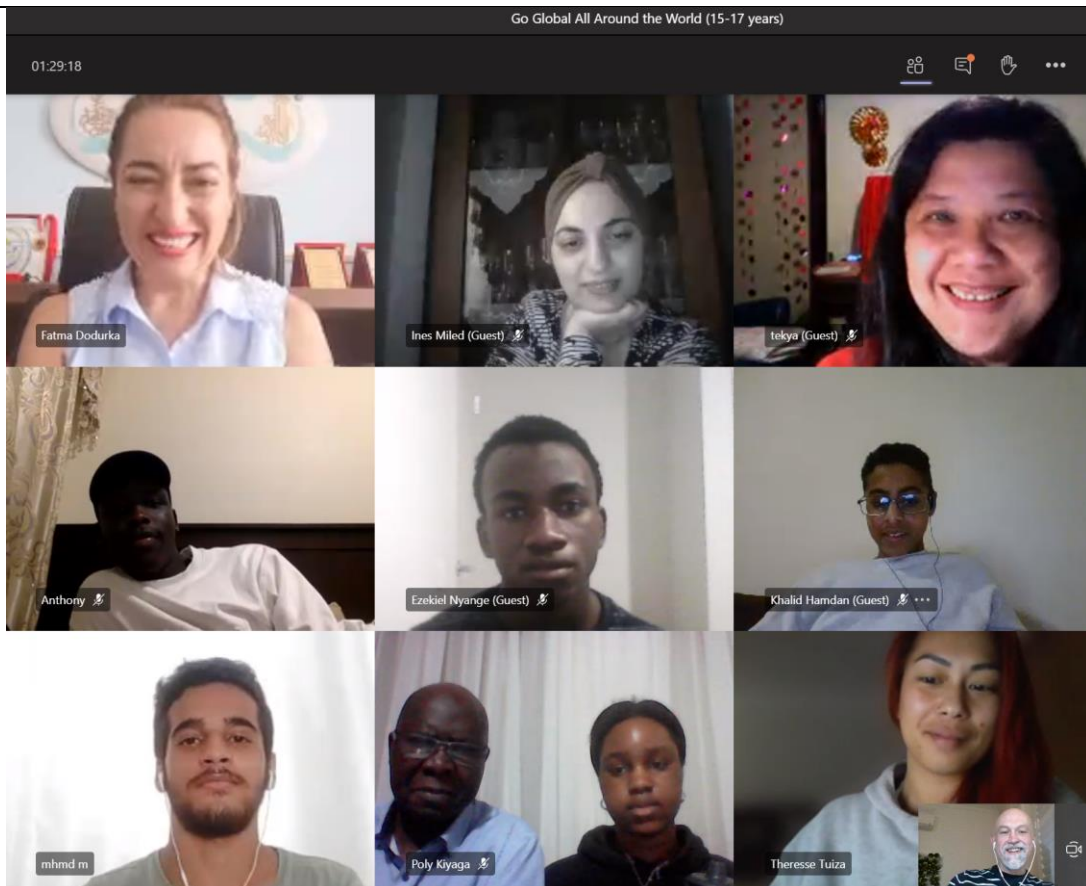


Image from the GLF English at Tea Time Youth Debate on 1 September 2020

Project Objective

The 2020 GLF aimed to provide unity and connection to communities all over the world, and to give learners a firsthand experience of the benefits that lifelong learning can bring during uncertain times.

Project Scope

The project scope was for Wyndham and Melton Learning Cities to implement a Global Virtual Learning Festival, along with a range of other Learning Cities and organizations, for 1-4 September 2020. This event aimed to provide a variety of learning events, in a variety of languages, across time zones, providing some unity and connection at such a globally challenging time as we all faced the complexities of living through a pandemic. Each organisation/community was asked to contribute one free online event of their choosing for a maximum of one hour per event. This project was not to be a replication of the Wyndham Learning Festival or Melton Learning Festival (both set for November 2020) but rather a collaboration with other cities globally that had postponed their Festivals and learning events due to COVID-19 and were looking at options to be involved in a learning event.

Project Collaborations

The festival was led by Melton City Council and Wyndham City Council. A formal Memorandum of Understanding (MOU) was developed and signed off by both lead Councils to ensure a productive and supported formal partnership to drive this project lead role, and to allocate and divide key tasks. The co-leads met fortnightly during the two-month lead up to the GLF.

The core project team then engaged others through their existing networks as a part of the broader global working group, which had around 22 members from across the globe and diverse learning communities. This group met on the alternative fortnight to the core group meetings and was coordinated by Wyndham City Council.

The co-leads also reached out extensively to various partners and stakeholders across the globe to encourage attendance to the events across two months, and leveraged existing networks such as EcCoWell, UNESCO Institute for Lifelong Learning (UIL) and the PASCAL Observatory that highlighted this project in their marketing and allowed a strong reach to many others.

CONNECTIONS BEYOND THE GLF – HELLEN’S STORY

Hellen was engaged to work with the GLF co-lead team as part of a student placement initiative through her educational institution Royal Melbourne Institute of Technology (RMIT). Hellen was formally engaged a few days before the beginning of the GLF at the start of September 2020, supervised by the Australian Learning Communities Network. For Hellen, the most significant impact was how the GLF supported her mindset to shift from ‘how is the GLF going to work?’ to “when you set your mind to something, you can do it”. Hellen says that this experience made her realise that people all over the world thirst for knowledge, and that people want to learn, feel connected, and be ‘plugged in’ somewhere. As a direct result of her involvement and work in the GLF, Hellen was particularly excited to make a connection with Abraham, an event host from Kenya, who asked for support around the continuation of the indigenous community language. Hellen shared that she would pursue this connection beyond the GLF as it is something of great personal and professional interest to her. Commenting on the issue of digital divide, Hellen says that the GLF highlighted that the divide is real, particularly in lower income countries. For example, for Abraham in Kenya, Hellen saw he was not able to conduct his GLF event in the online format because he did not have access to infrastructure to be able to run it successfully.

Campaign Strategy and Objectives Review

Marketing channels

The GLF was marketed extensively through social media and existing co-lead contacts and networks. Additionally, broad searches of existing events being advertised as occurring during the same dates of the GLF (i.e. through Eventbrite and Facebook) were made and contacted directly to invite participation in the GLF.

Various Electronic Direct Mails (EDM’s) were also sent out through Mailchimp, to encourage people to sign up to run events, as well as to participate in the actual events. Posters were made using the three UNESCO communication languages for inclusion (French, Spanish and English) and shared broadly with all involved and their networks. The below report refers to specific marketing and communications undertaken by festival organisers and does not refer to promotion undertaken by individual event hosts unless explicitly noted.

Branding

The Global Learning Festival’s marketing campaign was managed by representatives of Melton City Council, with assistance from Wyndham City Council. Upon conception of the festival, Wyndham

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developed and provided branding assets (logos) which formed the basis of all collateral including digital posters, website design social media branding developed in-house by Melton City Council

Website: <https://www.globallearningfestival.com/>

A representative from Melton City Council led the development of a simple website for the festival, completed through online development platform Wix.

The website served the purpose of providing a space for event hosts and participants alike to view information about the festival, about the organisers, to browse events, to subscribe to the festival mailing list, to navigate to the festival Facebook page among other uses.

Statistics

- 4572 visits to the website from 1 August – 1 October 2020
 - o 1,769 visits were on the festival dates (1-4 September 2020)
- 46.3% of users came from social media
 - o 89.12% from Facebook
 - o 7.11% from LinkedIn
 - o 3.57% from Twitter
- 44.1% of users came from direct referral
- The first day of the festival experienced the highest number of page views at 2,478
- There were 12,875 interactions to the website between 1 August 2020 and 1 October 2020.
- People spent an average of 2 minutes and 22 seconds on the website.
- Top website visits came from Australia, Taiwan, Colombia, Turkey and the United States of America.

Costs

The total cost of building the website came to \$584.39 broken down into:

- \$274.16 12 month Wix Plan for GLF website
- \$15.36 12 month Domain registration for website
- \$183.18 12 month EDM plan for website
- \$111.69 12 month Gmail inbox for website

Social Media: <https://www.facebook.com/GlobalLearningFestival/>

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The Global Learning festival Facebook page was launched in early August and was heavily utilised for both free and paid promotion of the festival. Posts published to the Facebook page focused heavily on education of the festival, why lifelong learning is important, etc. as well promotion of individual events.

Insights around social media promotion include:

- 1,281 *Total number of page likes achieved*
- 51 *Total number of posts published*
- 155 *Total number of post shares*
- 15 *Total number of post comments*
- 1,307 *Total number of post likes*
- 2,750 *Average number of people reached per post*
- 25-34 *Most popular age range of page audience*
- 42% *Portion of audience that is female*
- 57% *Portion of audience that is male*

Paid ads reigned supreme, far out weighing the reach organic posts achieved. This is attributed to

the page being new with a small audience.

Top performing post

The below post performed the best during the promotional period. The post is paid.

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The image shows a Facebook post from the 'Global Learning Festival' page, published by Melton Learning on August 25. The post text reads: 'FESTIVAL STARTS IN 7 DAYS! The first ever Global Learning festival starts on September 1! Participate in free, online learning events from around the world and experience firsthand the benefits that lifelong learning can bring to you, especially during uncertain times. Visit the website for the full program: <https://www.globallelearningfestival.com/>'. The post features a large image on the right with the text '7 DAYS TO GO!' and a logo for the 'global 2020 LEARNING FESTIVAL' (1-4 SEPTEMBER 2020). The logo includes a lightbulb icon and the names of sponsors: 'wyndhamcity', 'MELTON', and 'Melton Learning Festival'. Below the image, the website 'GLOBALLEARNINGFESTIVAL.COM' is listed, along with a 'Home | Globallelearningfest' link and a 'Learn More' button. A partial text snippet at the bottom reads 'During a globally challenging time, the Global Learning...'.

Costs

The total cost of GLF marketing via social media was \$849.95

Website emails

The newly developed Wix website was utilised to send festival branded emails to those who signed up to the website mailing list. These emails focused mainly on promoting when the festival was starting and promotion of individual events. Insights include

- 5 Number of emails sent to website database
- 50% Average open rate (industry average is approx. 20%)
- 14.6% Average click through rate (industry average is approx. 2.5%)

Average open rates and click through rates are expected to drop in subsequent years due to the database increasing.

Emails to networks

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Given the short time frame to put together the festival coupled with the extensive networks of the project working group, email communication to professional networks was heavily utilised. This proved crucial to the success of the event both in promotion and event numbers.

MARKETING FOR CHANGE – ALI'S STORY

Alison led the marketing and website design for the Global Learning Festival, as part of the co-lead team at Melton City Council. Alison says that to her, the most significant impact of being involved in leading and running the Global Learning Festival was that while it was such a challenging year, the team still managed to achieve so much in the GLF. It gave her a general feeling that we were all in this together. At the start of planning for the event, she was faced with complete fear not knowing what the project lead team were getting themselves into by proposing the GLF. Once she was working within the resources and partnership the group had developed, she became more optimistic and excited about what the GLF could achieve. She says that it was an intense experience, a crazy time, but she prefers to be busy than bored, so she thrived in that environment.

Community Engagement

The working group collectively reached out to over 500 individuals and groups through a broad variety of our contacts and networks to share the GLF poster, website and other links in the lead up to the festival.

Project Working Group – The Co-Lead Team

The following people formed the working group to bring together the GLF for 2020:

- Diane Tabbagh, Coordinator Learning Community, Libraries and Community Learning, Wyndham City Council
- Jac Torres-Gomez, Learning Community Officer, Libraries and Community Learning, Wyndham City Council
- Alison La Rose, Community Activation and Learning Marketing Officer, Melton City Council
- Cassandra Connelly, Lifelong Learning Projects Officer, Melton City Council
- Sally Edwards, Coordinator Community Activation and Learning, Melton City Council

BEYOND THE LOCAL COMMUNITY – CASSANDRA’S STORY

Cassandra was part of the co-lead team from Melton City Council. For her, the most significant impact of the GLF was doing something beyond her community. Due to COVID and not being able to travel herself to see people she loved as was personally planned, the GLF provided her an opportunity to learn from and connect to other cultures. She shared that she did not like doing things less than 100% to her best, so at times there was a lot of fear when events were just coming in based on lower standards than she had set in her own head. Cassandra spoke about how she learnt to do the best she could do, without trying to push situations in a way that were not in the spirit of collaboration. Building further on this idea, she said that she realised that one shouldn't put their own goals onto other people, and that it took some reflection to recognise that everyone was bringing their best to the table in leading the GLF.

Cassandra shared the realisation that most registered events were in English, and this made her question: 'is this really a global learning festival, or is it regional?' Cassandra said that she felt the co-leads have room to work on that in the future.

Budget

- Staff Time - all co-lead staff completed the work on this project as part of their existing roles in learning communities.
- Website \$584.39
- GLF marketing via social media \$849.95



Evaluation Framework

The GLF co-lead team took a comprehensive multifaceted approach to capturing the qualitative and quantitative impact of the GLF. The team used Most Significant Change Technique, the Collective Impact Assessment Tool (CIAT), surveys and Menti Metre to capture people's thoughts on their involvement in the GLF, and if, and in what ways, the GLF achieved its goal of creating hope and unity for those involved. Hellen Kibowen, an International Development Student at RMIT on placement with the ALCN and Wyndham City Council, interviewed various GLF participants and collected their stories using the Most Significant Change technique. Once all the stories were collected and collated, voting needed to occur to see which story showcased the most significant change. For this, the selection panel, which included members of the co-lead working group and several independent people, used blind voting to choose which story had the biggest impact based on the original goal of the GLF. Of the various MSC stories collected, Fatma's story, which is highlighted at the start of this report, received the most votes as the most significant change story reflective of the goals of the GLF. Specifically, it was noted by the judging panel that her story:

- *...encapsulated the importance of the festival and show the far reaching and diverse outcomes achieved by the festival*
- *...highlights that the GLF goal of creating hope and unity was achieved for her.*
- *.... warms the heart. The global partnerships and the involvement of young people. The learning and workshops continue after the GLF.*
- *.... was layered in how their most significant changes involved multiple manifestations of partnership - across the globe, between different organizations, exploring different themes and how through the GLF new initiatives have borne fruit*

Post Festival Evaluation Reflections Session

A targeted reflections session, led by Dr Robbie Guevara from RMIT and involving the core global partners involved in bringing together the event, occurred a month after the completion of the GLF on 23 October 2020. This interactive session included information on survey results, the CIAT partnership tool outcomes and an interactive Menti Metre session in which the meeting participants were asked various questions about their involvement and engagement. The following show the

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results of the Menti Metre activity completed with the global working group at the reflections session.

Go to www.menti.com and use the code 36 25 17

What for YOU personally was the most significant insight or outcome of participating in the 2020 GLF?

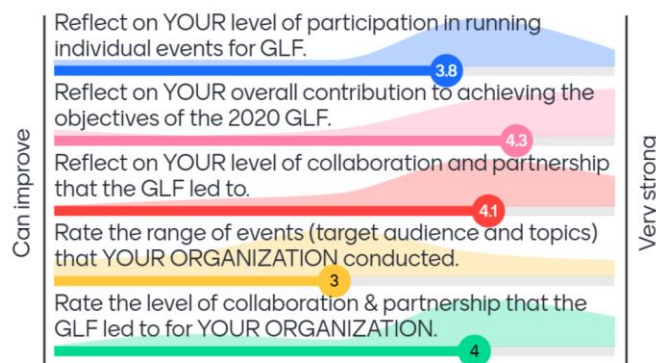
Mentimeter



17

Reflect on YOUR engagement based on the GLF objectives.

Mentimeter



16

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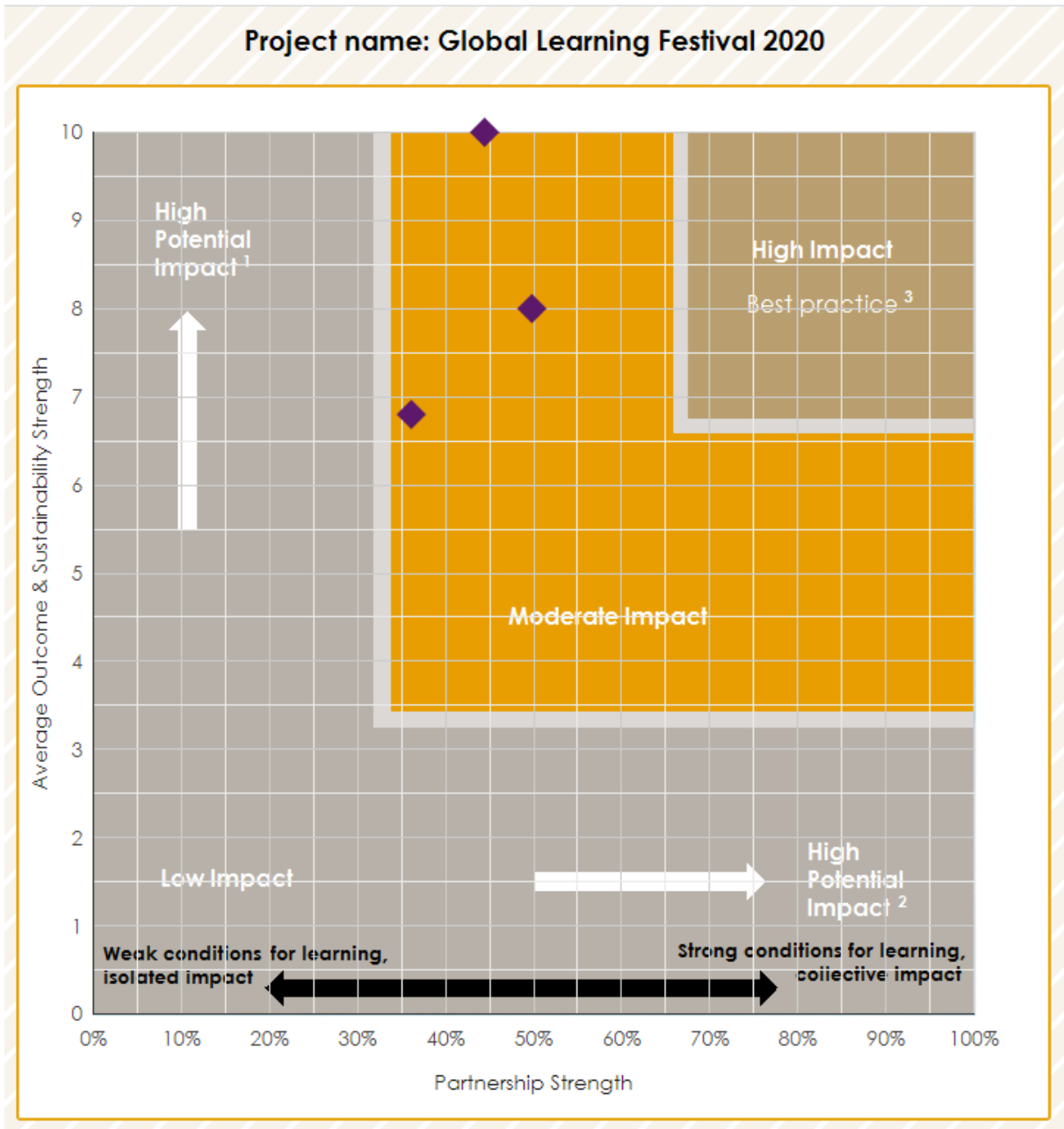
CIAT

The Collective Impact Assessment Tool known as CIAT, was developed by the Community Learning Board at the City of Melton and is a free tool available to all organisations. CIAT rankings are based on decided project outcomes, their sustainability long term and partnerships – this is ranked via a number of methods including: surveys, event data, marketing analytics etc. Findings from this project demonstrate that the GLF partnership have had a moderate impact overall:

- Strategically we were able to use all tools available to engage the number of hosts and participants and it is highly sustainable in its current form but can be enhanced via partnerships engagement with the broader group in promotion of the festival.
- Level of participation indicates that sustainability of the project is quite high, but we could (and most likely would) improve on this with future festivals
- Results for the breadth of events is lower as expected due to the geographical diversity of events. We had little uptake in Asia and Africa and most events were held in English. Having more time to make these in-roads would lead to greater diversity.

Overall, the festival is sustainable and with more time to plan and deliver a higher level of impact on all outcomes would be likely.

Outcome	AverageProjectStrength (%)	Average Achievement & Sustainability Strength
Level of Participation	49.81	8.00
Breadth of Events	36.11	6.80
Strategic Planning	44.44	10.00



CIAT Result – GLF Partnerships

Project Feedback

Participant Feedback From Events

Each event holder was responsible for collecting surveys from their events, and this information was fed back as secondary data through event providers when they provided their feedback on how they felt their event ran.

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Feedback from event providers post-event (survey)

This survey was completed by 38 event holders from across the globe. Responses are in the appendix section at the end of this document. Highlighted in this feedback was that the festival allowed for learning, partnerships and connections that would not have otherwise taken place.

Qualitative Event Provider Feedback from GLF

The chair of the Australian Learning Communities Network said: “Congratulations to the City of Melton and the City of Wyndham and partners for organising a fantastic Global Learning Festival. Over 100 events and some are still available online.”

From an event organiser from Turkey: “I am so happy that I have been part of this festival and started the debate events. Thank you all for the support and encouragement you gave me.”

From Hobson’s Bay Council: “Hi all, I’ve just filled out the survey but wanted to also send an email to congratulate you on the Festival. What you achieved in such a short space of time was remarkable. I hope your organisations realise what you have just pulled off with the amount of participants you pulled together from across the globe.”

For Derry Council: Hi All Just wanted to say congrats on a job well done. The website looked great and some of the events were just amazing. Looking forward to hearing how your own communities interacted with the online event. Job well done – a lot of work in a very short space of time..... So a well-earned rest now.

From a member of EcCoWell and PASCAL Observatory: I think Wyndham and Melton have started something special here and created a wonderfully international and unified effort.

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Image from the GLF CIAT Webinar 2 September 2020



Post GLF Reflections Session

Events Offered and Demographics

Many of the individual events were recorded and can be seen here: <https://bit.ly/3lIMn7A>.

The following table highlights the events that were run, and by which organisation:

ORGANISATION	LOCATION	EVENT NAME	EVENT FORMAT
Wyndham City Council	Melbourne, Australia	WynTalk2020 - Unlearn, Relearn...Embracing the New Normal in Wyndham	Webinar
Early Childhood Expectations	Caroline Springs Melbourne Australia	How can I support my child when they start school?	Webinar
Datong Community College, Taipei City	Taipei, Taiwan	Taiwan's Traditional Rice Cake Cooking Demonstration	Pre-recorded video
Hobsons Bay Libraries	Melbourne, Australia	How to talk with Children about the Climate Crisis and other Big Issues	Pre-recorded video
EdConnect	Melbourne	Goal Setting for Students	Live
Hobsons Bay Libraries	Altona, Australia	Pills, Powder and Smoke: Inside the Bloody War on Drugs	Live
Hobsons Bay Libraries	Altona, Australia	Food in small spaces: an introduction to permaculture in the city	Pre-recorded video
AMES Australia	Melbourne, Australia	Author talk - 'Refugee Stories, In their own words'	Interactive live stream
University of Glasgow	Glasgow, Scotland	The Antonine Wall: Rome's Final Frontier	Pre-recorded video

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The Confident Musician	Melbourne, Australia	The Confident Musician - How to build a positive mindset as an artist	Webinar
Wyndham City Council and Australia Learning Cities Network	Australia	Applying a Collective Impact Assessment Tool To Measure Partnerships	Webinar
The Multidisciplinary Center for Learning Cities, Modi'in Municipality, Israel	Modi'in-Maccabim-Reut, Israel	Global Learning Festival ScaVentures City Dash!	Live
Yarra Plenty Regional Library Service	Melbourne, Australia	Monoprinting with Native Plants	Interactive live stream
Run To Paradise	Melbourne, Australia	Run To Paradise Workshop: Make a high fashion bag tag	Interactive live stream
The Irish Network of Learning Cities	Cork, Limerick and Dublin, Ireland:: Belfast, Derry City and Strabane, Northern Ireland	Learn about the Irish Lifelong Learning Festivals	Webinar
WISE	Doha, Qatar	Language Policy in (Post) Pandemic & Super-Diverse Contexts	Webinar
University of Glasgow, Short Courses	Glasgow, UK	Dreaming of Thebes - the Poetry of (Be)longing in Ancient Egypt	Interactive live stream
University of Wolverhampton	Wolverhampton , UK	Exploring Being in Soundscapes	Live
Miguel Garzón Martínez	Brooklyn NY, USA	The Art of Screenwriting with Miguel Garzon Martinez	Webinar
Melton City Council	Melbourne Australia	Damper workshop: how to make damper using native Australian ingredients.	Interactive live stream

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Indigenous Literacy Foundation	Australia	Indigenous Literacy Day Celebration	Live
Circular Head Education and Training Consultative Committee	Circular Head, Tasmania, Australia	All About Abalone - virtual tour and Q&A	Interactive live stream
The Indigenous Literacy Foundation	Australia	Indigenous Literacy Day Celebration for Early & Primary Learners featuring Jessica Mauboy	Live
Victoria University	Melbourne Australia	Resume Refresh with VU Polytechnic's Skills and Jobs Centres	Pre-recorded video
Victoria University	Melbourne, Australia	Where are the jobs? with VU Polytechnic's Skills and Jobs Centres	Pre-recorded video
Victoria University	Melbourne, Australia	Job interview confidence with VU Polytechnic's Skills and Jobs Centres	Pre-recorded video
Thrive Refugee Enterprise	Melbourne	Start Your Small Business in Australia for Migrants and Refugees	Live
Victorian Continence Resource Centre - CFA Vic Branch Inc.	Melbourne Australia	Toilet Training - Toileting Tips for Parents of children of all abilities	Webinar
Access To Business	Wolverhampton , UK	Money Matters Webinar	Live
Access to Business	Wolverhampton , UK	Canva Webinar	Live
Access to Business	Wolverhampton , UK	Essential ICT Skills for Beginners	Live
Access to Business	Wolverhampton , UK	Interview Skills Webinar	Live

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University of Wolverhampton	Wolverhampton , UK	British Witchcraft Curses in the Twentieth Century	Live
University of Wolverhampton	Wolverhampton , UK	How to Make Educational Videos	Pre-recorded video
University of Wolverhampton Children's University	Wolverhampton , UK	Activity Challenge for Children	
Youth Lab Wolverhampton	Wolverhampton , UK	Ideas for involving young people in co-designing their city	Pre-recorded video
The PREP Program	Calgary, Canada	Introduction to Down syndrome - creating a successful space for individuals with Down syndrome.	Webinar
Melton City Council	Melbourne, Australia	Maintaining Wellbeing in Challenging Times	Webinar
Niki LoBartolo	Moonee Ponds	An Afternoon of Song with Nicole LoBartolo	Pre-recorded video & live Q&A
Global Learning City of Pécs	Pécs, Hungary	With Learning for Creative and Active Communities: Learning Cities to Develop Intergenerational and Intercultural Skills	Webinar
Matsunaga Institute for Peace	Hawaii. United States of America	Candles in the Darkness: Stories of Courage from WWII with storyteller Alton Takiyama-Chung	Webinar
Take Action Global	Florida United States	The United Nations, Human Rights, and you: challenging racism, prejudice and bigotry.	Webinar
General Assembly	North America	Unlearn Imposter Syndrome	Interactive live stream

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General Assembly Paris	Paris	Réussissez Vos Entretiens Haut La Main!	Interactive live stream
General Assembly	North America	How to Change Careers after 40	Interactive live stream
General Assembly	North America	Free Intro to Digital Marketing	Interactive live stream
General Assembly Australia	Australia	Free Intro to Data Science.	Interactive live stream
General Assembly	North America	Free intro to Data Analytics	Interactive live stream
General Assembly	North America	Like, Comment, Buy: Social Media for Businesses	Interactive live stream
General Assembly	North America	Free Intro to Python Class Online	Interactive live stream
DEAR DYSLEXIC FOUNDATION LIMITED	Australia	Introduction to dyslexia and intimate relationships	Live
The Salvation Army - Children and Parenting Support Service	Sunshine, Australia	Tech Savvy Workshop	Webinar
Melton City Libraries	Melton	Parenting in digital world	Webinar
Speak to Me Language Services	Bogota, Colombia	Free English course for Spanish Speakers	PDF docs on website
Adult Learning Australia	Australia	Adult Learners Week	Various
Wyndham City Libraries	Melbourne, Australia	Language Cafe	Live
University of the Third Age (U3A)	Wolverhampton , UK	U3A share ideas of how to keep learning and connected	Pre-recorded video

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Wollongong City Council	Wollongong Australia	Shannon Malloy - Fourteen - Author chat	Pre-recorded video
Wollongong City Council	Wollongong, Australia	Reusable Cutlery Wraps	Pre-recorded video
Australian School of Copywriting	Essendon, Australia	Storytelling in the Age of AI - how to convert complex technology into compelling business stories.	Pre-recorded video
Matsunaga Institute for Peace	Hawaii, United States of America	Cultural Talk Story Series Māori: Ngā Pae Wānanga a Hine	Pre-recorded video
Matsunaga Institute for Peace	Hawaii, United States of America	Cultural Talk Story Series The Ainu: Irankarapte	Pre-recorded video
Matsunaga Institute for Peace	Hawaii and United States of America	Beginning and End of the Bomb talk story series That Unforgettable Morning	Pre-recorded video
Matsunaga Institute for Peace	Hawaii, United States of America	Beginning and End of the Bomb talk story series Nurturing Peace Builders	Pre-recorded video
Matsunaga Institute for Peace	Hawaii, United States of America	Cultural Talk Story Series The Sámi: The Land of the Green Gold	Pre-recorded video
Saidin Salkic - Film maker	Melbourne, Australia	World Premiere of Saidin Salkic's 9th film TREMBLING.	Pre-recorded video
The Green School	South Africa	Green School virtual open day - focusing on sustainability	Live
Reworq.lab	HAWTHORN EAST	How to develop a Brand on a Budget	Webinar

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English At Tea Time Speaking Cafe and Workshop Centre	Hatay, Turkey	Go Global All Around the World	Interactive live stream
The University of Waikato	Hamilton, New Zealand	Pride, protest and playfulness: Rethinking urban activism' - Prof Johnston	Webinar
Mt Burnett Observatory inc.	Victoria, Australia	Join us for a virtual "Night at the observatory"!	Interactive live stream
Wyndham City Libraries	Werribee	Writing Group	Interactive live stream
DVV INTERNATIONAL	QUITO, ECUADOR	Radio Programming	Audio
English at Tea Time Speaking Cafe and Workshop Centre	Hatay, Turkey	Go Global All Around the World	Interactive live stream
Wollongong City Council	Wollongong, Australia	No Dig Vegetable Garden	Pre- recorded video
Wollongong City Council	Wollongong, Australia	Captain Compost Show	Pre- recorded video
Wollongong City Council	Wollongong, Australia	Cardboard Picasso Faces Workshop for 9 - 14 Year Old's	Pre- recorded video
Wollongong City Council	Wollongong, Australia	ART SMART: Where we are in place and time with Eugene von Guerard	Pre- recorded video
Museum of Discovery & Science	Fort Lauderdale, USA	Fire Magic	Pre- recorded video
Museum of Discovery & Science	Fort Lauderdale, USA	Summer Seaweed	Pre- recorded

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			video
Museum of Discovery & Science	Fort Lauderdale, USA	Deepwater Sharks: The Latest Research	Webinar
Museum of Discovery & Science	Fort Lauderdale, USA	Mangrove Habitats and Coastal Resiliency	Pre-recorded video
Museum of Discovery & Science	Fort Lauderdale, USA	Meet Beast Boy!	Pre-recorded video
Museum of Discovery & Science	Fort Lauderdale, USA	Hoverboards	Pre-recorded video
Museum of Discovery & Science	Fort Lauderdale, USA	The Slick Truth: Oil Spills	Pre-recorded video
Museum of Discovery & Science	Fort Lauderdale, USA	DIY Water Filters	Pre-recorded video
Museum of Discovery & Science	Fort Lauderdale, USA	Ready, Aim, FIREBALL!	Pre-recorded video
Museum of Discovery & Science	Fort Lauderdale, USA	Eye of the Storm: Forecasting a Hurricane	Pre-recorded video
Museum of Discovery & Science	Fort Lauderdale, USA	Eye of the Storm: National Weather Service	Pre-recorded video
Museum of Discovery & Science	Fort Lauderdale, USA	Eye of the Storm: Hurricane Hunters	Pre-recorded video
Melton City Council	Melton,	How to make Beeswax Wraps to Preserve	Pre-

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Learning Directory	Australia	Food	recorded video
Neporendi Aboriginal Forum Inc. and Onkaparinga Libraries	Onkaparinga South Australia	Southern Deadly Yarns - Author Talk with Anita Heiss	Live
Melton City Council Learning Directory	Melton, Australia	How to Sew a Face Mask Without a Sewing Machine	Pre-recorded video
Melton City Council Learning Directory	Melton, Australia	Knitting for Beginners	Pre-recorded video
Melton City Council Learning Directory	Melton, Australia	How to Keep your Relationships Healthy during Lockdown	Pre-recorded video
Melton City Council Learning Directory	Melton, Australia	Floristry Series	Pre-recorded video
Melton City Council Learning Directory	Melton, Australia	Tastes of Asia Cooking Series	Pre-recorded video
Sengwer indigenous community	Kenya	Sengwer traditions	Live
Adult Learning Australia	Australia	Lifelong learning: transitions, changes and learning across working life	Pre-recorded video
RMIT University and the European Connected Health Alliance	Melbourne, Australia	Australia and Europe – Digital Health Transformation, Agility and Resilience	Webinar
Djerriwarrh Community & Education Services	Melton, Australia	Cleaning in Bits n Pieces	Live

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Value Learning	Brisbane, Australia	Fostering cultural curiosity in the classroom	Live
Rabbit: a journal for nonfiction poetry and RMIT University	Melbourne Australia	'What's Poetry Got to Do... Got to Do with It?'	Live
Global Business Innovation ECP, RMIT University	Melbourne, Australia	GBI Seminar Series: Levels of Innovation Webinar	Live
Gobierno Municipal De Santiago, Mexico	SANTIAGO, MÉXICO	Taller De Origami	Live
Gobierno Municipal De Santiago, México	SANTIAGO	Conferencia Magistral: Liderazgo...Un Desafío	Live
Gobierno Municipal De Santiago, Mexico	SANTIAGO	Clase De Técnica "Trencadis"	Live
Gobierno Municipal De Santiago, Mexico	SANTIAGO, MÉXICO	Receta Muy Mexicana: Chile Relleno De Cabrito	Live
EU Centre of Excellence, RMIT University	Melbourne, Australia	SDGs, Lifelong Learning and Learning Communities	Webinar
Adult Learning Australia	Australia	Building trauma informed supports in adult learning	Webinar
Adult Learning Australia	Australia	The Power and Potential of Adult Learning and Education in Changing Times	Webinar
English At Tea Time Speaking Café and Workshop Centre	Hatay, Turkey	Let's Make Hatay 'Kunefe' At Home!	Pre-recorded video
English at Tea Time Speaking Cafe and Workshop Centre	Hatay, Turkey	Zafer Karamehmetoğlu	Interactive live stream

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Matsunaga Institute for Peace	Hawaii and United States of America	Cultural Talk Story Series Stolen Voices, Stolen Innocence	Pre-recorded video
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2020 Reflections from the GLF Co-Lead Working Group

After the 2020 GLF, we identified the following opportunities for the future:

1. Start marketing six months beforehand to gauge interest.
2. Be clear about what a 'festival partner' means and what they need to contribute; consider a "partnership agreement".
3. Have themes for events linked to the Sustainable Development Goals (SDGs).
4. Clearly define what a learning event is to be able to more easily approve submissions
5. Invest in a purpose built website for easier maintenance/inclusions of time zone widget and booking page, to offer a more seamless user experience for both hosts and participants where hosts are able to add and self-manage their events and for registrations able to be taken on the website rather than directing to an external website.
6. Start the project with a longer lead time, to enable hosts to properly plan events and collaborate. This includes locking in the dates for 2021 at the start of 2021.
7. Investigate the advantages and disadvantages of using multiple booking platforms with various registration options as per 2020, or alternatively a single booking platform with a consolidated registration process for all events
8. Offer the GLF advertising via other forms of social media beyond broader reach, social media promotion.
9. Ensure use of logo on Social media channels can be made available to place on participating organisations graphics/visuals.
10. Building on the networks created in 2020, create a targeted mailing list in Mailchimp of all partners who registered for the events and share the event highlights, as well as be a platform to send out important information dates like the next GLF dates.
11. For future festivals, have a pre-festival survey at the point the hosts are uploading their activities just before the event, to review pre and post surveys to enable us to see the change and impact of the festival on the event hosts.

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12. Use CIAT as a partner ranking tool for future festivals to ensure all partners have a clear understanding of the tool.

13. With more planning time, further develop understanding on using inclusive strategies for events including raising awareness for event tools like subtitles and sign language (its only AUSLAN in Australia).

References

- [Learning Community Strategy 2018- 2020](#)
- [Melton Learning Strategy](#)
- [Global Learning Festival Website](#)

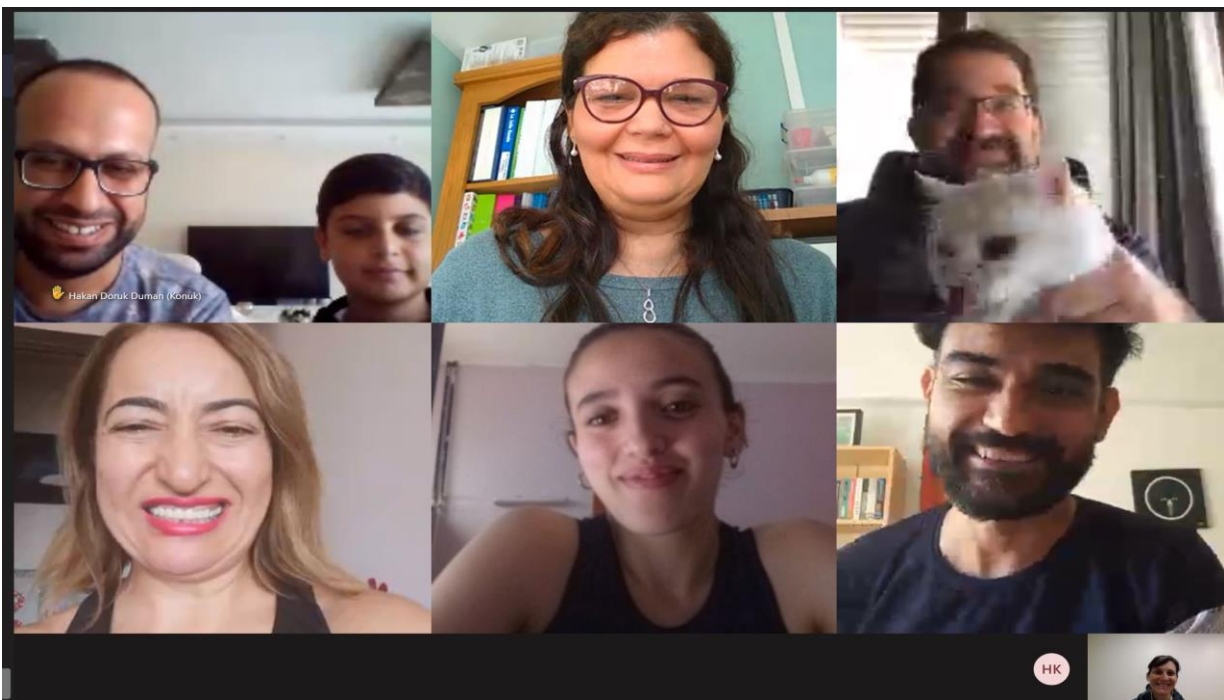


Image from the GLF English at Tea Time Youth Debate on 4 September 2020

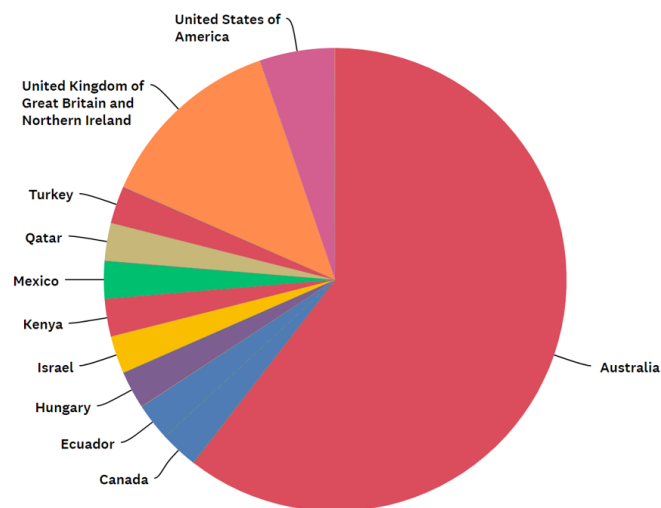
Appendix 1: Feedback from Event Providers Post-Event

This survey was completed by 38 event holders from across the globe through Survey Monkey.

Your Organisation

WISE	Access to Business	Victoria University
Melton City Council	Municipality of Modiin MaccaBim Reut - Learning City hub	Melton City Council
Matsunaga Institute for Peace	University of California	Early Childhood Expectations
DVV International	UNESCO Global Learning City Pécs	CaPSS
Melton City Council	University of Wolverhampton	Run To Paradise
General Assembly	University of Glasgow	Dear Dyslexic
VCRC	Wyndham City Council	English At Tea Time Speaking Cafe and Workshop Center
Reworq Lab	Australian Learning Community Network	Miguel Garzón Martínez
Wyndham Community & Education Centre	Value Learning	EU Centre at RMIT
Wyndham City Council	Djerriwarrh Community and Education Services	Thrive Refugee Enterprise
Wolverhampton City Learning Region - University of Wolverhampton	Datong Community College, TaipeiCity	Hobsons Bay City Council
Violin time	EdConnect	AMES Australia
GOBIERNO MUNICIPAL DE SANTIAGO, MÉXICO		

In what country do you currently reside?

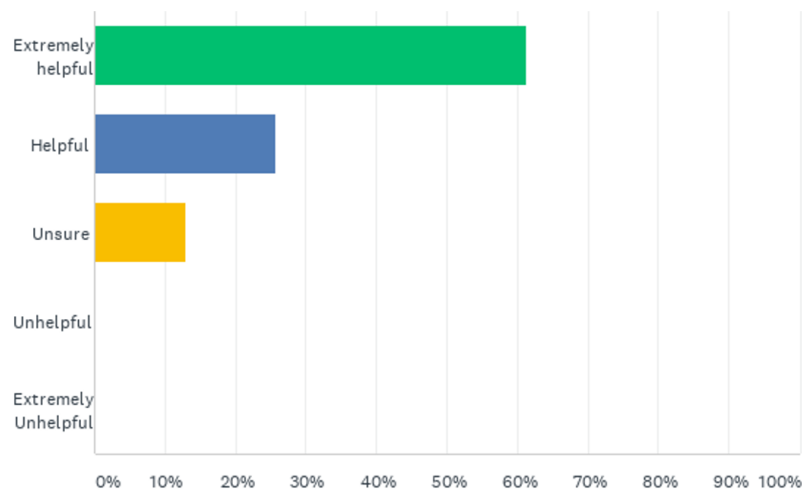


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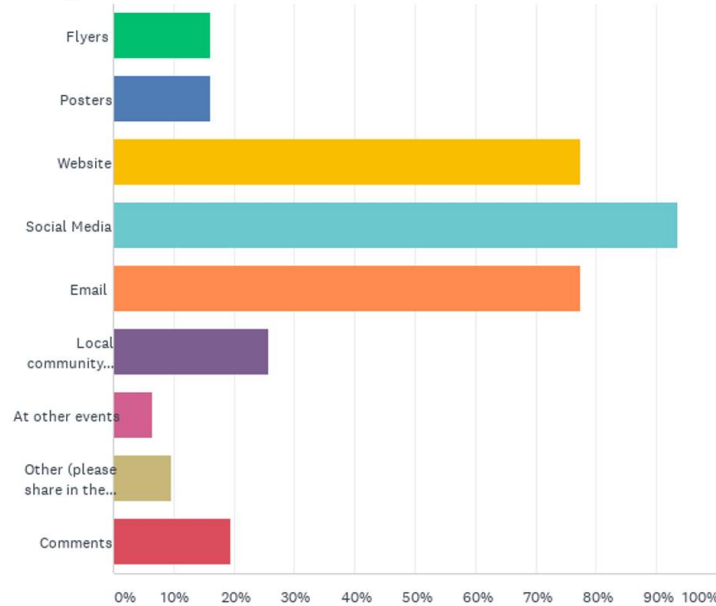
How did you first hear about the GLF?

ANSWER CHOICES	RESPONSES	
I was approached directly by one of the festival co-leads (Wyndham or Melton council staff)	55.26%	21
I saw it advertised through the PASCAL Observatory mailout	2.63%	1
I saw it advertised through a UNESCO mailout	0.00%	0
I saw it on social media	5.26%	2
I saw it advertised locally	5.26%	2
I was approached by another Learning City (please say who in the comments)	5.26%	2
Other (please note in the comments)	26.32%	10
TOTAL		38

Overall, how would you rate the support of the organization of your event by the Festival Organizers?



How did you promote your event?



Tell us why you did or did not consider your event to be a success:

- We consider the event to be a success because there was great attendance and engagement from attendees- 100+ attendees engaged that were also interacting and asking meaningful questions via the chat feature allowed us to have a very meaningful discussion. There were no technical glitches and the logistics of the event ran smoothly. The discussion by the panellists was intriguing and useful.
- All events had people unknown to the host therefore this is a success.
- I consider the event successful, as the people who attended, were extremely happy about the content.
- Able to reach networks we had not reached before
- I had aimed that even if I had 2 people participate it would be a success, and I had 6 people .. so overall it was a success
- I think it was a success in the sense that a couple of young people expressed their enjoyment in being part of the event and one participant expressed interest in engaging to more similar events. Really enjoyed the concept of connecting with people from different parts of the world. However, I found that the event was also unsuccessful as it seemed unorganised and could have been targeted towards a more suitable age group given the topic of discussion.

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Furthermore, I felt that the discussions didn't link in with the topic as effectively and seemed confusing at times.

- Both were a success. An opportunity to participate in a global festival and promote what we are doing. Also, a chance to share strategies to deal with a post-COVID world.
- The event was a success in the bringing together of global partners with a shared sense of purpose to promote lifelong learning in difficult times and to create a sense of connection across different countries across the world. The collaboration, sharing of experience and sharing of resources to make the festival happen has been a great experience and one we hope we can do again and make it an annual global learning festival?
- Great audience- fun performance opportunity
- It was, because of the marketing, thank you.
- Success More people could be attending if advertised earlier.
- We were very happy with our event both with the exposure it got and with the number of the participants
- Both events were a success because they were well attended, people engaged well in the chat, and the events were both well organised. The speakers for all felt supported and empowered to be involved. The post survey feedback so far has been great.
- It was a success as people attended, however, the audience was much smaller than those I usually attract
- The participants seemed to really enjoy it - I had great questions. It was a lot of fun. And I kept up correspondence with some of them after the event.
- Numbers that attended. Positive feedback. The smooth running of the event by Wyndham Learning Team (with a minor technical hitch)
- I consider that we had a very successful promotion on the global learning Festival online event in Taiwan.
- It was a huge success as we only advertised for 48 hours and got 40 registrations with very little detail on what the content was. I loved that registering to host an event was almost effortless which encouraged me to do it and I would do it again
- We had 30 registrations, however only 17 registrants attended. This event was considered successful.
- I have no attendance data to determine if it was a success or not!

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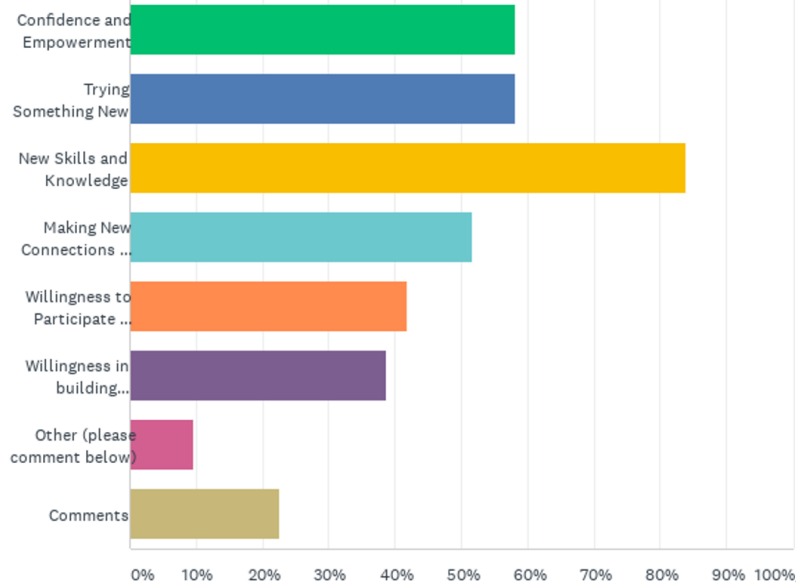
- Including the event as part of the Global Learning Festival increased the reach outside of the City of Melton, which resulted in more people being able to access and benefit from the information.
- It was a great success; I would extend the time to allow for questions next time.
- I didn't really have the attendance that I hoped for, but I enjoyed teaching the small group some new skills, while we sat together creating something beautiful.
- It was a success because as a first to be done, it received great feedback
- My event was a success, with a great turnaround and a very high audience engagement and questions at the end.
- Good engagement of participants, interesting discussion
- Live event - success due to the quality of presenter and the positive comments and engagement from attendees. 65 registered to attend.
- We considered it to be a success
- We had 1900 people from across Australia and world either attend or later look online

What were the benefits to your organization/team in participating in the 2020 Global Learning Festival?

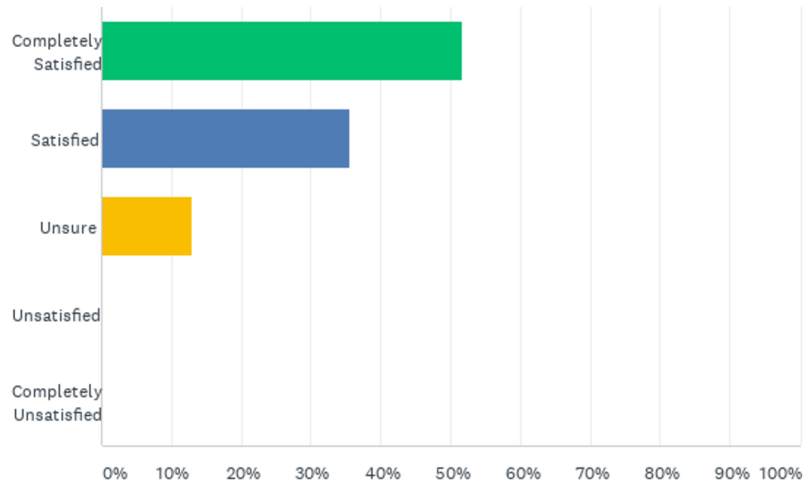
- Collaborating with Wyndham and other members of the working group. Additionally, WISE was able to broaden reach to Australian community groups/sectoral groups, with the support of the organizing committee.
- Exposure to new audiences and networking, sharing culture.
- Getting to connect with a larger community beyond our usual.
- Featuring in the global festival was a good opportunity to promote diverse programming facilitated by our library.

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



How satisfied you were with the broader organization of the Global Learning Festival?



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How would you rate the 2020 festival as a whole?

Answered: 31 Skipped: 7

