



Australian Government

**Assessment Requirements for
AHCWRK407 Promote community
programs**

Release: 1

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Modification History

Release	Comments
Release 1	This version released with AHC Agriculture, Horticulture and Conservation and Land Management Training Package Version 9.0.

Performance Evidence

An individual demonstrating competency must satisfy all of the elements and performance criteria in this unit.

There must be evidence that the individual has promoted at least one community program and has:

- identified the potential of a program to appeal to sections of community or industry based on benefits and costs
- determined communication channels appropriate for promotion
- developed audio, written and graphics promotional materials appropriate to the program and according to program and agency guidelines
- responded to queries and enquiries generated by the promotion program.

Knowledge Evidence

An individual must be able to demonstrate the knowledge required to perform the tasks outlined in the elements and performance criteria of this unit. This includes knowledge of:

- basic marketing principles
- program promotion marketing and budget requirements and agency guidelines for promoting programs and groups
- local advertising channels
- community program services, objectives, goals and guidelines
- local or regional community and industries that could be potential users, customers and audiences of the program.

Assessment Conditions

Assessment of the skills in this unit of competency must take place under the following conditions:

- physical conditions:

- a workplace setting or an environment that accurately represents workplace conditions
- resources, equipment and materials:
 - community program objectives, goals and guidelines
 - program promotion marketing and budget requirements and agency guidelines
 - computer hardware and software
- relationships:
 - potential users, customers, audiences and specialist marketing support.

Assessors of this unit must satisfy the requirements for assessors in applicable vocational education and training legislation, frameworks and/or standards.

Links

Companion Volumes, including Implementation Guides, are available at VETNet: -
<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=c6399549-9c62-4a5e-bf1a-524b2322cf72>