Australian Government

# AHCWRK407 Promote community programs

**Release: 1**

# AHCWRK407 Promote community programs

## Modification History

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

## Application

This unit of competency describes the skills and knowledge required to promote community programs to target markets with a view to encouraging participation.

The unit applies to individuals who apply specialist skills and knowledge to promote community programs. This includes applying and communicating non-routine technical solutions to predictable and unpredictable problems.

No licensing, legislative or certification requirements apply to this unit at the time of publication.

## Pre-requisite Unit

Nil

## Unit Sector

Work (WRK)

## Elements and Performance Criteria

| Elements | Performance Criteria |
|---|---|
| *Elements describe the essential outcomes.* | *Performance criteria describe the performance needed to demonstrate achievement of the element.* |
| 1. Identify target markets | 1.1 Identify potential of program to appeal to sections of community or industry in terms of benefits and costs<br><br>1.2 Identify sectors of community and industry that are potential users, customers and audiences of program<br><br>1.3 Develop a plan to promote program or local projects or group activities with other communication activities |
| 2. Develop promotional | 2.1 Determine range of promotional channels to reach target sectors |

| Elements | Performance Criteria |
|---|---|
| *Elements describe the essential outcomes.* | *Performance criteria describe the performance needed to demonstrate achievement of the element.* |
| materials | 2.2 Source or develop promotional materials to suit promotional channels and target sectors<br><br>2.3 Test impact of promotional materials with group or community members<br><br>2.4 Obtain specialist marketing support to address specific marketing issues within promotion budget and program and agency guidelines |
| 3. Promote program to potential users | 3.1 Approach potential users of program and services through promotional channels and directly<br><br>3.2 Assess impact of promotional activities to determine changes required<br><br>3.3 Adjust promotional plan and activities to achieve an improved impact |
| 4. Obtain commitment to use program services | 4.1 Present proposals for delivery of program services to interested potential users in terms of benefits, costs and other factors<br><br>4.2 Address issues raised by potential users to overcome objections<br><br>4.3 Obtain commitments to use program services or support program |
| 5. Respond to enquiries | 5.1 Address enquiries by members of community, industry and program in terms of good customer service<br><br>5.2 Keep records of contacts, enquiries and presentations for reporting and follow-up<br><br>5.3 Follow up enquiries and presentations to obtain commitment to program services and objectives |

# Foundation Skills

*This section describes those language, literacy, numeracy and employment skills that are essential for performance in this unit of competency but are not explicit in the performance criteria.*

| Skill | Description |
|---|---|
| Reading | • Interpret information regarding community program and promotional marketing, budget and agency guidelines |
| Writing | • Use clear language, accurate industry terminology and logical structure to complete community program promotion plan |

| Skill | Description |
|---|---|
| Oral communication | • Use clear language and standard industry terminology to promote community programs and address enquiries |

## Unit Mapping Information

| Code and title current version | Code and title previous version | Comments | Equivalence status |
|---|---|---|---|
| AHCWRK407 Promote community programs | AHCCCF408 Promote community programs | Minor changes to application and unit sector<br><br>Minor changes to performance criteria<br><br>Foundation skills added<br><br>Major and minor edits to performance and knowledge evidence and assessment conditions | Not equivalent |

## Links

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