



Australian Government

Department of Education, Employment and Workplace Relations

AHCCCF408A Promote community programs

Release: 1

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Modification History

Not Applicable

Unit Descriptor

Unit descriptor	This unit covers the promotion of community programs and defines the standard required to: identify the potential of a program to appeal to sections of community or industry based on benefits and costs; identify communication channels appropriate for promotion; present in a range of direct promotional situations; develop promotional materials including a range of audio/written/graphic materials; evaluate the promotion program based on stakeholder feedback and effectiveness; respond to queries and enquiries generated by the promotion program.
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Application of the Unit

Application of the unit	This unit applies to those who promote community Landcare programs or similar, which raise public interest and commitment and attract users, clients or customers of the program and group services.
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Licensing/Regulatory Information

Not Applicable

Pre-Requisites

Prerequisite units		

Employability Skills Information

Employability skills	This unit contains employability skills.
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Elements and Performance Criteria Pre-Content

Not Applicable

Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA

ELEMENT	PERFORMANCE CRITERIA
1. Identify target markets	<p>1.1.Potential of program to appeal to sections of community or industry is identified in terms of benefits and costs.</p> <p>1.2.Sectors of local community and industry that are potential users/customers/audiences of program are identified.</p> <p>1.3.A plan to promote program and/or local projects and/or group activities is developed in conjunction with other communication activities.</p>
2. Develop promotional materials	<p>2.1.Range of promotional channels to reach target sectors is identified.</p> <p>2.2.Promotional materials to suit promotional channels and target sectors are sourced or developed.</p> <p>2.3.Impact of promotional materials is tested with group or community members.</p> <p>2.4.Specialist marketing support is obtained to address specific marketing issues within budget, and program and agency guidelines.</p>
3. Promote program to potential users	<p>3.1.Potential users of program and services are approached through promotional channels and directly.</p> <p>3.2.Impact of promotional activities is assessed to determine any changes required.</p> <p>3.3.Promotional plan and activities are adjusted to achieve an improved impact.</p>
4. Obtain commitment to use program services where appropriate	<p>4.1.Proposals for delivery of program services are presented to interested potential users in terms of benefits, costs and other factors.</p> <p>4.2.Issues raised by potential users are addressed to overcome objections.</p> <p>4.3.Commitments to use program services or support program are obtained to agency or program guidelines.</p>
5. Respond to enquiries	<p>5.1.Enquiries by members of community, industry and program are addressed in terms of good customer service and to program and agency guidelines.</p> <p>5.2.Records are kept of contacts, enquiries and presentations for reporting and follow-up.</p> <p>5.3.Enquiries and presentations are followed up to obtain commitments to program services and objectives.</p>

Required Skills and Knowledge

REQUIRED SKILLS AND KNOWLEDGE

This section describes the skills and knowledge required for this unit.

Required skills

- develop a promotional plan
- develop a range of written/graphic materials
- present in a range of direct promotional situations
- present a specific proposal
- overcome objections
- maintain office records, especially of programs, enquiries, contacts and presentations
- use literacy skills to read, interpret and follow organisational policies and procedures, develop sequenced written instructions, record accurately and legibly information collected and select and apply procedures to a range of tasks
- use oral communication skills/language competence to fulfil the job role as specified by the organisation including questioning, active listening, asking for clarification, negotiating solutions and responding to a range of views
- use numeracy skills to estimate, calculate and record routine and more complex workplace measures and data
- use interpersonal skills to work with others and relate to people from a range of cultural, social and religious backgrounds and with a range of physical and mental abilities.

Required knowledge

- program services, objectives, goals and guidelines
- group goals and plans
- project and other activities
- basic marketing principles
- local advertising channels
- local or regional community and industries.

Evidence Guide

EVIDENCE GUIDE

The evidence guide provides advice on assessment and must be read in conjunction with the performance criteria, required skills and knowledge, range statement and the Assessment Guidelines for the Training Package.

Overview of assessment

Critical aspects for assessment and evidence required to demonstrate competency in this unit

The evidence required to demonstrate competency in this unit must be relevant to workplace operations and satisfy holistically all of the requirements of the performance criteria and required skills and knowledge and include achievement of the following:

- identify the potential of a program to appeal to sections of community or industry based on benefits and costs
- identify communication channels appropriate for promotion
- present in a range of direct promotional situations
- develop promotional materials including a range of audio/written/graphic materials
- evaluate the promotion program based on stakeholder feedback and effectiveness
- respond to queries and enquiries generated by the promotion program.

Context of and specific resources for assessment

Competency requires the application of work practices under work conditions. Selection and use of resources for some worksites may differ due to the regional or enterprise circumstances.

Range Statement

RANGE STATEMENT

The range statement relates to the unit of competency as a whole.

Programs may include:

- Commonwealth Government community programs under the Natural Heritage Trust
- Rural Industry programs
- business programs
- State Government community programs related

RANGE STATEMENT

	to the environment.
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Unit Sector(s)

Unit sector	Community coordination and facilitation
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Co-requisite units

Co-requisite units		

Competency field

Competency field	
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