



Australian Government

AHCCCF408 Promote community programs

Release: 1

AHCCCF408 Promote community programs

Modification History

Release	TP Version	Comment
1	AHCv1.0	Initial release

Application

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

It applies to individuals who work in known and changing contexts, take responsibility for own work and provide and communicate solutions to a range of predictable and sometimes unpredictable problems.

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

Pre-requisite Unit

Nil.

Unit Sector

Community Coordination and Facilitation (CCF).

Elements and Performance Criteria

Element	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 1.2 Identify sectors of community and industry that are potential users, customers and audiences of program 1.3 Develop a plan to promote program or local projects or group activities with other communication activities
2. Develop promotional materials	2.1 Determine range of promotional channels to reach target sectors 2.2 Source or develop promotional materials to suit promotional channels and target sectors

Element	Performance criteria
	2.3 Test impact of promotional materials with group or community members 2.4 Obtain specialist marketing support to address specific marketing issues within 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 3.2 Assess impact of promotional activities to determine changes required 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 4.2 Address issues raised by potential users to overcome objections 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 5.2 Keep records of contacts, enquiries and presentations for reporting and follow-up 5.3 Follow up enquiries and presentations to obtain commitments to program services and objectives

Foundation Skills

Foundation Skills essential to performance are explicit in the performance criteria of this unit of competency.

Range of Conditions

Unit Mapping Information

This unit is equivalent to AHCCCF408A Promote community programs.

Links

Companion Volume implementation guides are found in VETNet -

<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=c6399549-9c62-4a5e-bf1a-524b2322cf72>

Assessment Requirements for AHCCCF408 Promote community programs

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Performance Evidence

The candidate must be assessed on their ability to integrate and apply the performance requirements of this unit in a workplace setting. Performance must be demonstrated consistently over time and in a suitable range of contexts.

The candidate must provide evidence that they can:

- identify the potential of a program to appeal to sections of community or industry based on benefits and costs
- determine communication channels appropriate for promotion
- deliver presentations in a range of direct promotional situations to appropriate persons in organisation or group
- develop audio, written and graphic materials promotional materials appropriate to the program and in line with organisational requirements and standards
- respond to queries and enquiries generated by the promotion program.

Knowledge Evidence

The candidate must demonstrate knowledge of:

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

Assessment Conditions

Assessors must satisfy current standards for RTOs.

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