



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
<i>Elements describe the essential outcomes.</i>	<i>Performance criteria describe the performance needed to demonstrate achievement of the element.</i>
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	2.1 Determine range of promotional channels to reach target sectors

Elements	Performance Criteria
<i>Elements describe the essential outcomes.</i>	<i>Performance criteria describe the performance needed to demonstrate achievement of the element.</i>
materials	2.2 Source or develop promotional materials to suit promotional channels and target sectors 2.3 Test impact of promotional materials with group or community members 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 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 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 Minor changes to performance criteria Foundation skills added 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>

Assessment Requirements for AHCWRK407 Promote community programs

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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

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