Assessment Requirements for AHCCCF408 Promote community programs

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Modification History

Release	TP Version	Comment
1	AHCv1.0	Initial release

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.

Links

Companion Volume implementation guides are found in VETNet - https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=c6399549-9c62-4a5e-bf1a-524b2322cf72