



Accredited Africa Training Institute for Capacity Development

Unit FO409, Hatfield Plaza · 1122 Burnett St, Hatfield 0028 · Pretoria, Gauteng · South Africa

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COURSE BROCHURE

Advocate And Lobby Community Issues Training

Education, Training and Development / Adult Learning

Unit Standard 119517 · NQF Level 3 · 12 Credits · 9 Days

COURSE OVERVIEW

This course equips learners with the knowledge and skills to effectively advocate for community issues and lobby decision-makers. Participants will learn to identify community needs, develop advocacy strategies, and engage stakeholders to influence policy and resource allocation.

Category	Education, Training and Development
Subfield	Adult Learning
Unit Standard	119517
Accreditation	SAQA Accredited · NQF Level 3 · 12 Credits
Duration	9 days
Training Method	Online, On-Campus, In-House
Certificate	Issued via AATICD LMS – verifiable online

LEARNING OUTCOMES

- Analyze community issues and identify stakeholders for effective advocacy.
- Develop a comprehensive advocacy plan with clear objectives and strategies.
- Implement lobbying techniques to influence decision-makers and policy.
- Evaluate the impact of advocacy efforts and adjust strategies accordingly.
- Apply communication and negotiation skills to build coalitions and partnerships.
- Demonstrate ethical practices in advocacy and lobbying activities.

WHO SHOULD ATTEND

- This course is designed for community leaders, NGO workers, government officials, and anyone involved in community development or social activism who seeks to enhance their advocacy and lobbying skills.

COURSE OUTLINE

Day 1: Introduction to Advocacy and Lobbying

- What is advocacy and lobbying?
- Key differences between advocacy, lobbying, and campaigning
- The South African legal landscape: Constitution, Bill of Rights, and relevant laws
- Ethical considerations for advocates
- Overview of community issues and stakeholder identification

Day 2: Understanding Community Issues and Stakeholders

- Techniques for issue analysis (problem tree, SWOT)
- Stakeholder mapping: identifying allies, opponents, and neutrals
- Power analysis and influence mapping
- Building relationships with stakeholders
- Introduction to community organising principles

Day 3: Policy and Legislative Frameworks

- The legislative process in South Africa (Parliament, provincial legislatures, municipal councils)
- Policy formulation and review cycles
- How to read and interpret legislation
- Writing policy briefs and position papers
- Case study: Analysing a local policy

Day 4: Communication Strategies for Advocacy

- Message development: framing, storytelling, and evidence
- Communication channels: social media, print, broadcast, community meetings
- Media engagement: press releases, media advisories, interviews
- Public speaking skills and presentation techniques
- Creating advocacy materials (fact sheets, infographics)

Day 5: Building Coalitions and Networks

- Types of coalitions and networks
- Steps to forming a coalition
- Governance, decision-making, and communication within coalitions
- Conflict resolution and maintaining coalition health
- Case study: Successful South African coalitions

Day 6: Lobbying Techniques and Tactics

- Direct lobbying: meeting with officials, presenting submissions
- Indirect lobbying: mobilising public support, using media
- Preparing lobbying packs and briefing notes
- Using research and data effectively
- Lobbying ethics and codes of conduct

Day 7: Campaign Planning and Management

- Campaign planning frameworks (e.g., logic model, theory of change)
- Setting goals, objectives, and targets
- Resource mobilisation and budgeting
- Monitoring and evaluation indicators

- Risk assessment and contingency planning

Day 8: Digital Advocacy and Social Media

- Digital advocacy tools (petitions, email campaigns, websites)
- Social media strategy: platforms, content, scheduling
- Online security for activists (encryption, secure communication)
- Measuring digital impact: analytics and reporting
- Case study: Successful digital advocacy in South Africa

Day 9: Integration, Action Planning, and Reflection

- Integrating all course components into a strategy
- Action planning template and next steps
- Peer presentations and feedback sessions
- Ethical dilemmas and sustainability of advocacy
- Course evaluation and certification

ASSESSMENT & CERTIFICATION

Delegates are assessed through exercises and a final test. A mark of **50% or above** earns an **AATICD Certificate of Completion**, issued digitally with a unique verification code. This course carries **12 NQF credits** at **NQF Level 3**.

PRICING (PER DELEGATE, EX-VAT)

Delegates	Training Method	Price per Delegate	Total
1	Online	R 33,300.00	R 33,300.00
1	In-House	R 43,300.00	R 43,300.00
1	On-Campus (Pretoria)	R 50,000.00	R 50,000.00

UPCOMING SESSIONS

Start	End	Method	Venue
07 Aug 2026	19 Aug 2026	On-Campus	Pretoria, South Africa
07 Aug 2026	19 Aug 2026	On-Campus	Lagos, Nigeria
10 Aug 2026	20 Aug 2026	On-Campus	Durban, South Africa
10 Aug 2026	20 Aug 2026	On-Campus	Mauritius
11 Aug 2026	21 Aug 2026	On-Campus	Cape Town, South Africa
12 Aug 2026	24 Aug 2026	On-Campus	Dubai, UAE
13 Aug 2026	25 Aug 2026	On-Campus	Pretoria, South Africa
14 Aug 2026	26 Aug 2026	On-Campus	Abu Dhabi, UAE

Contact us if no suitable date is listed – on-demand sessions can be arranged for groups.

HOW TO GET A QUOTE OR APPLY

1. **Get an instant quotation online:** visit www.aaticd.co.za, open the page for this course (Unit Standard 119517) and click **Get A Quote / Apply**. Select your training method and number of delegates – your quotation is generated immediately and emailed to you with the course brochure attached.
2. **Apply by email:** send the course title, your preferred training method (Online, In-House or On-Campus Pretoria), the number of delegates and your preferred dates to apply@aaticd.co.za – our team will reply with a formal quotation.
3. **Apply by phone or WhatsApp:** call +27 12 004 8389 or WhatsApp +27 65 077 6310 and we will prepare your quotation and reserve your seats.
4. **Confirm your booking:** accept the quotation and settle the invoice. As soon as payment is confirmed your delegates are enrolled and receive their AATICD LMS login details by email, along with joining instructions for their chosen training method.

Group discounts apply automatically – the more delegates you enrol, the lower the price per delegate. No payment is required to request a quotation.

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