



Accredited Africa Training Institute for Capacity Development

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

Tel: +27 12 004 8389 · Mobile: +27 65 077 6310

Email: apply@aatikd.co.za · Website: www.aatikd.co.za

COURSE BROCHURE

Written Communication for Extension and Development

Agriculture and Nature Conservation / Primary Agriculture

Unit Standard 252954 · NQF Level 6 · 5 Credits · 2 Days

COURSE OVERVIEW

This course equips learners with the written communication skills essential for effective extension and development work. Participants will learn to produce clear, professional documents such as reports, proposals, and correspondence tailored to diverse stakeholders in community and agricultural development contexts.

Category	Agriculture and Nature Conservation
Subfield	Primary Agriculture
Unit Standard	252954
Accreditation	SAQA Accredited · NQF Level 6 · 5 Credits
Duration	2 days
Training Method	Online, On-Campus, In-House
Certificate	Issued via AATICD LMS – verifiable online

LEARNING OUTCOMES

- Apply principles of effective written communication to produce clear and concise documents for extension and development contexts.
- Analyze the communication needs of different target audiences and adapt writing style, tone, and format accordingly.
- Design structured reports, proposals, and information sheets that convey technical information to non-specialist audiences.
- Implement strategies for editing and proofreading to ensure accuracy, coherence, and professionalism in written outputs.
- Evaluate the effectiveness of written communication in achieving extension and development objectives.

WHO SHOULD ATTEND

- Extension officers, development practitioners, fieldworkers, and anyone involved in community-based development who needs to enhance their written communication for reporting, advocacy, and stakeholder engagement.

COURSE OUTLINE

Day 1: Foundations of Written Communication for Extension

- Introduction to extension communication: purpose and audiences
- Principles of effective written communication: clarity, conciseness, relevance
- Audience analysis: farmers, community members, government officials
- Types of extension documents: advisory notes, reports, newsletters, social media posts
- Plain language writing: avoiding jargon, using active voice, short sentences
- Structuring a message: introduction, body, call to action
- Common pitfalls: information overload, cultural sensitivity, tone
- Practical exercise: rewriting a technical paragraph for a lay audience

Day 2: Advanced Writing and Practical Application

- Writing for impact: persuasive techniques and calls to action
- Structuring longer documents: reports, proposals, case studies
- Editing for clarity, grammar, and consistency
- Proofreading symbols and checklists
- Adapting content for newsletters, flyers, and social media
- Giving and receiving constructive feedback on writing
- Ethical considerations: accuracy, confidentiality, respect for local knowledge
- Final practical: produce a one-page extension advisory note

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 **5 NQF credits** at **NQF Level 6**.

PRICING (PER DELEGATE, EX-VAT)

Delegates	Training Method	Price per Delegate	Total
1	Online	R 16,900.00	R 16,900.00
1	In-House	R 22,000.00	R 22,000.00
1	On-Campus (Pretoria)	R 25,400.00	R 25,400.00

UPCOMING SESSIONS

Start	End	Method	Venue
10 Aug 2026	11 Aug 2026	On-Campus	Durban, South Africa
10 Aug 2026	11 Aug 2026	On-Campus	Pretoria, South Africa
10 Aug 2026	11 Aug 2026	On-Campus	Cape Town, South Africa
12 Aug 2026	13 Aug 2026	On-Campus	Abu Dhabi, UAE
12 Aug 2026	13 Aug 2026	On-Campus	Dubai, UAE
12 Aug 2026	13 Aug 2026	On-Campus	Mauritius
18 Aug 2026	19 Aug 2026	On-Campus	Pretoria, South Africa
18 Aug 2026	19 Aug 2026	On-Campus	Durban, South Africa

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 252954) 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.

Accredited Africa Training Institute for Capacity Development

Unit FO409, Hatfield Plaza, 1122 Burnett St, Hatfield 0028, Pretoria, Gauteng, South Africa
Tel: +27 12 004 8389 · WhatsApp: +27 65 077 6310 · apply@aaticd.co.za · www.aaticd.co.za