



**Australian Government**

# **ACMARM407 Conduct community awareness programs**

**Release: 1**

# ACMARM407 Conduct community awareness programs

## Modification History

| Release   | Comments                                                                                |
|-----------|-----------------------------------------------------------------------------------------|
| Release 1 | This version released with ACM Animal Care and Management Training Package Version 4.0. |

## Application

This unit of competency describes the skills and knowledge required to prepare, deliver and evaluate programs to engage, educate and increase community awareness on matters relating to animal care, management and/or regulation.

The unit applies to workers employed by government agencies, welfare organisations, exhibited/wildlife animal facilities and other organisations in roles delivering community awareness and education programs on a range of issues relating to animals. They work autonomously and apply specialist knowledge and skills to provide solutions for predictable and unpredictable problems.

All work must be carried out to comply with workplace procedures according to Commonwealth and state/territory health and safety and animal welfare regulations, legislation and standards that apply to the workplace.

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

## Pre-requisite Unit

Nil

## Unit Sector

Animal Regulation and Management (ARM)

## 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. Research community education requirements     | 1.1 Explore and identify social issues surrounding animal care, management and ownership               |

| <b>Elements</b>                                          | <b>Performance Criteria</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
|----------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <i>Elements describe the essential outcomes.</i>         | <i>Performance criteria describe the performance needed to demonstrate achievement of the element.</i>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
|                                                          | <p>1.2 Identify data and information needs and expectations of the community, and culturally effective and inclusive communication methods</p> <p>1.3 Discuss changes and improvements to community awareness programs with the community to ensure the programs meet their needs</p> <p>1.4 Include appropriate contributions in the production of new and improved program materials and methods</p> <p>1.5 Publicise reports on progress of community awareness programs, and encourage community feedback</p>                                                                                                                                     |
| 2. Plan community awareness programs                     | <p>2.1 Determine objectives of programs in consultation with relevant personnel</p> <p>2.2 Conduct research to gather information for program</p> <p>2.3 Structure draft programs and incorporate feedback as required</p> <p>2.4 Finalise programs and ensure compliance with workplace procedures</p> <p>2.5 Identify, source and organise relevant media, equipment, aids and materials to be used in the program</p>                                                                                                                                                                                                                              |
| 3. Deliver community awareness programs                  | <p>3.1 Present information in a clear and logical sequence</p> <p>3.2 Conduct programs using effective communication techniques, audience-appropriate information and recognised principles of group learning appropriate to the community</p> <p>3.3 Operate relevant equipment and use marketing aids and materials to assist the community in understanding the programs</p> <p>3.4 Provide opportunities for the community to seek clarification on points</p> <p>3.5 Answer questions and supplement with relevant information where possible</p> <p>3.6 Refer queries outside the area of responsibility or expertise to relevant personnel</p> |
| 4. Evaluate the delivery of community awareness programs | <p>4.1 Assess community understanding and responses to the programs</p> <p>4.2 Analyse feedback from the community and observers</p> <p>4.3 Review impact of program on department operations</p> <p>4.4 Make recommendations for changes and improvement to community awareness programs</p>                                                                                                                                                                                                                                                                                                                                                         |

## 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            | <ul style="list-style-type: none"><li>Interpret critical information accurately from a range of sources and documentation relevant to program</li></ul>                                                                             |
| Oral communication | <ul style="list-style-type: none"><li>Use open-ended questioning, active listening, paraphrasing and summarising to interact with community groups</li><li>Use appropriate public speaking techniques to address audience</li></ul> |

## Unit Mapping Information

| Code and title<br>current version                 | Code and title<br>previous version            | Comments                                                                                                 | Equivalence status |
|---------------------------------------------------|-----------------------------------------------|----------------------------------------------------------------------------------------------------------|--------------------|
| ACMARM407<br>Conduct community awareness programs | ACMACR407Conduct community awareness programs | Changes to performance criteria for clarity and industry currency<br><br>Assessment requirements updated | Not equivalent     |

## Links

Companion Volumes, including Implementation Guides, are available at VETNet: -  
<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=b75f4b23-54c9-4cc9-a5db-d3502d154103>