



**Australian Government**

# **Assessment Requirements for ACMHBR503 Develop and implement a marketing plan for stud stock**

**Release: 1**

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### Modification History

Release	Comments
Release 1	This version released with the ACM Animal Care and Management Training Package Version 1.0.

### Performance Evidence

An individual demonstrating competency in this unit must satisfy all of the elements and performance criteria of this unit.

There must be evidence that the individual has developed and implemented at least one marketing plan of stud stock for an organisation, including:

- analysing and researching information to develop a marketing plan
- calculating data and managing budgets
- evaluating bloodstock
- evaluating performance targets and recommending modifications or improvements
- implementing and evaluating a marketing plan
- making presentations to groups
- managing the transport of stud stock
- planning and managing promotional activities
- presenting stock for sale
- researching and determining the best marketing options in order to achieve the objectives of the stud enterprise.

### 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:

- conditions and regulations governing the sale of horses under Australian legislation
- contract and Conditions of Sale, and legal responsibilities and role of the vendor
- financial management and budgeting
- horse values, breeds, classes, ages
- policies and procedures of the organisation for marketing, promotion and sale of horses
- principles and practices of sales and marketing
- procedures for transporting and selling horses
- risk management procedures

- roles and legal responsibilities of the vendor and the purchaser of a horse in Australia
- signage and display, private horse sales, official horse sales and auctions
- types of promotional activities including advertising, public relations, familiarisation.

## Assessment Conditions

Assessment of skills must take place under the following conditions:

- physical conditions:
  - a workplace or an environment that accurately represents workplace conditions
- resources, equipment and materials:
  - information about own stud and other stud products and services
  - organisational documentation and systems to complete and implement marketing plan
- specifications:
  - staff and technology to implement marketing plan and sales activities.

Training and assessment strategies must show evidence of the use of guidance provided in the *Companion Volume: User Guide: Safety in Equine Training*.

Assessors of this unit must satisfy the requirements for assessors in applicable vocational education and training legislation, frameworks and/or standards.

## Links

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