



**Australian Government**

# **ACMVET412A Coordinate clinic promotional activities**

**Release 2**

## ACMVET412A Coordinate clinic promotional activities

### Modification History

Release	TP Version	Comments
2	ACM10v3	Reference to OHS legislation replaced with generic terminology
1	ACM10v1	Initial release. Supersedes and is equivalent to RUV4612A

### Unit Descriptor

This Unit of Competency covers the process of managing the promotion of the clinic within the community through contact with individuals and mass media activities.

### Application of the Unit

This Unit applies to a veterinary nurse working under supervision of a veterinarian in a veterinary clinic or similar practice. In addition to legal and ethical responsibilities, all Units of Competency in the ACM10 Animal Care and Management Training Package have the requirement for animals to be handled gently and calmly. The individual is required to exhibit appropriate care for animals so that stress and discomfort is minimised.

### Licensing/Regulatory Information

Licensing, legislative, regulatory or certification requirements may apply to this Unit. Therefore, it will be necessary to check with the relevant state or territory regulators for current licensing, legislative or regulatory requirements before undertaking this Unit.

### Pre-Requisites

Nil.

### Employability Skills Information

This Unit contains employability skills.

## Elements and Performance Criteria Pre-Content

Elements describe the essential outcomes of a Unit of Competency.

Performance criteria describe the performance needed to demonstrate achievement of the element. Where bold italicised text is used, further information is detailed in the required skills and knowledge section and the range statement. Assessment of performance is to be consistent with the evidence guide.

## Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
1. Establish, market and implement promotional strategies	1.1. <b>Research</b> is conducted to identify the target market. 1.2. <b>Communication strategies</b> to promote clinic services to clients are established in consultation with other clinic personnel and in line with the clinic's business plan. 1.3. <b>Promotional material</b> is prepared in consultation with other clinic personnel and in accordance with clinic and workplace health and safety policies. 1.4. Budgets are prepared and negotiations are completed with <b>external agents and services</b> . 1.5. Relevant clinic personnel are <b>trained</b> and utilised to fulfil promotional goals. 1.6. Promotional materials are prepared as identified and their impact monitored.
2. Promote clinic	2.1. Clinic public access times are determined in consultation with other clinic personnel and clinic policy. 2.2. Advertising routines are performed in accordance with clinic policy and budgets. 2.3. Clinic involvement with the community and <b>associated groups</b> and the level of involvement are determined in consultation with the relevant parties. 2.4. Clinic personnel are notified of their respective roles and details are recorded. 2.5. Measured outcomes are <b>monitored and evaluated</b> . 2.6. Policy adjustments are made as a result of measured outcomes.

## Required Skills and Knowledge

This section describes the skills and knowledge required for this Unit.

### Required skills

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#### Ability to:

- apply effective marketing skills to promotional activities
- communicate effectively with the full range of community groups
- establish effective teamwork processes within the clinic
- research and analyse data for promotional purposes
- use literacy skills to read, select and implement policies and procedures, including workplace health and safety, infection control and other clinic policies and procedures; coordinate patient admission and discharge; implement sequenced written instructions; and record patient details accurately and legibly
- use writing skills to prepare and review promotional materials, write reports and plan projects
- use interpersonal skills to relate to people from a range of social, cultural and ethnic backgrounds and with a range of physical and mental abilities
- use oral communication skills/language required to fulfil the job role as specified by the clinic, including negotiating and questioning techniques, active listening, asking for clarification from community members, and acknowledging and responding to a range of views
- use problem-solving skills to use available resources and present promotional material in a cost-effective and interesting manner.

### Required knowledge

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#### Knowledge of:

- active community groups associated with animal care
- animal health industry participants
- animal population in the local community
- clinic policies and procedures
- local animal health issues
- local demographics
- marketing practices
- relevant legislative and industry codes of practice and policies
- suitable promotional strategies for veterinary clinics
- the clinic network.

## Evidence Guide

<p>The Evidence Guide provides advice on assessment and must be read in conjunction with the performance criteria, required skills and knowledge, range statement and the Assessment Guidelines for the Training Package.</p>	
<p><b>Overview of assessment</b></p>	
<p><b>Critical aspects for assessment and evidence required to demonstrate competency in this Unit</b></p>	<p>The evidence required to demonstrate competency in this Unit must be relevant to workplace operations and satisfy all of the requirements of the performance criteria, required skills and knowledge and the range statement of this Unit. Assessors should ensure that candidates can:</p> <ul style="list-style-type: none"> <li>• identify the target market</li> <li>• establish communication strategies and prepare promotional materials</li> <li>• use and regularly evaluate promotional and marketing materials to maximise community awareness of the clinic</li> <li>• work as a member of the clinic team to achieve outcomes</li> <li>• plan clinic resources</li> <li>• communicate effectively with clients and employers.</li> </ul> <p>The skills and knowledge required to coordinate clinic promotional activities must be transferable to a range of work environments and contexts and include the ability to deal with unplanned events.</p>
<p><b>Context of and specific resources for assessment</b></p>	<p>Assessment for this Unit is to be practical in nature and will be most appropriately assessed in a veterinary practice or in a situation that reproduces normal work conditions.</p> <p>There must be access in either situation to the appropriate equipment and/or resources to enable one to demonstrate competence.</p>
<p><b>Method of assessment</b></p>	<p>To ensure consistency of performance, competency should be demonstrated, to industry defined standards, on more than one occasion over a period of time in order to cover a variety of circumstances and responsibilities and over a number of assessment activities.</p> <p>The assessment strategy must include practical skills assessment. Suggested strategies for this Unit are:</p> <ul style="list-style-type: none"> <li>• written and/or oral assessment of candidate's required knowledge</li> <li>• observed, documented and first-hand testimonial</li> </ul>

	<p>evidence of candidate's application of practical tasks</p> <ul style="list-style-type: none"> <li>• simulation exercises that reproduce normal work conditions</li> <li>• third-party evidence</li> <li>• workplace documentation (e.g. promotional materials)</li> <li>• portfolio.</li> </ul> <p>This Unit may be assessed in a holistic way with other Units of Competency relevant to the industry sector, workplace and job role.</p>
<p><b>Guidance information for assessment</b></p>	<p>Assessment methods should reflect workplace demands (e.g. literacy and numeracy demands) and the needs of particular target groups (e.g. people with disabilities, Aboriginal and Torres Strait Islander people, women, people with a language background other than English, youth and people from low socioeconomic backgrounds).</p>

## Range Statement

<p>The range statement relates to the Unit of Competency as a whole. It allows for different work environments and situations that may affect performance. Bold italicised wording, if used in the performance criteria, is detailed below. Essential operating conditions that may be present with training and assessment (depending on the work situation, needs of the candidate, accessibility of the item, and local industry and regional contexts) may also be included.</p>	
<p><b><i>Research</i></b> may include:</p>	<ul style="list-style-type: none"> <li>• communication with past, present and potential clients and other clinics</li> <li>• community groups</li> <li>• computer analysis</li> <li>• current market research publications:             <ul style="list-style-type: none"> <li>• Australian Bureau of Statistics (ABS)</li> <li>• books and magazines</li> <li>• industry reports</li> </ul> </li> <li>• demographic analysis</li> <li>• focus groups</li> <li>• surveys.</li> </ul>
<p><b><i>Communication strategies</i></b> may include:</p>	<ul style="list-style-type: none"> <li>• individual or a combination of:             <ul style="list-style-type: none"> <li>• audio</li> <li>• electronic</li> <li>• verbal</li> <li>• visual</li> <li>• written.</li> </ul> </li> </ul>
<p><b><i>Promotional materials</i></b> may include:</p>	<ul style="list-style-type: none"> <li>• audio telephone tapes</li> <li>• brochures</li> <li>• business cards</li> <li>• client handouts</li> <li>• client seminars</li> <li>• evening or individual client tours</li> <li>• newsletters</li> <li>• open days</li> <li>• refrigerator magnets</li> <li>• web pages.</li> </ul>
<p><b><i>External agents and services</i></b> may include:</p>	<ul style="list-style-type: none"> <li>• graphic artists</li> <li>• pharmaceutical companies</li> <li>• printers</li> <li>• marketing consultants and advisers</li> <li>• veterinary product suppliers.</li> </ul>
<p><b><i>Training</i></b> of staff may include:</p>	<ul style="list-style-type: none"> <li>• commercial training</li> </ul>

	<ul style="list-style-type: none"> <li>• group clinic training</li> <li>• individual training.</li> </ul>
<i>Associated groups</i> may include:	<ul style="list-style-type: none"> <li>• agricultural societies</li> <li>• animal breed groups</li> <li>• community groups</li> <li>• dog obedience clubs</li> <li>• local businesses</li> <li>• pharmaceutical distributors</li> <li>• product distributors</li> <li>• racing clubs</li> <li>• veterinary distributors.</li> </ul>
<i>Monitoring and evaluation</i> may include:	<ul style="list-style-type: none"> <li>• Australian Veterinary Association (AVA) and the Veterinary Nurses Council of Australia policies and codes of practice</li> <li>• budget comparison per activity or promotion</li> <li>• client response methods (e.g. surveys and direct feedback)</li> <li>• data retrieval</li> <li>• product turnover and annual budget turnover</li> <li>• staff feedback.</li> </ul>

## Unit Sector(s)

Veterinary nursing