



Australian Government

ACMACR407 Conduct community awareness programs

Release: 1

ACMACR407 Conduct community awareness programs

Modification History

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

Application

This unit of competency describes the skills and knowledge required to prepare, deliver and evaluate programs to increase community awareness on matters relating to animal control and regulation.

The unit applies to individuals who work in roles that require them to deliver community awareness programs about issues in relation to animal control and regulation.

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

Pre-requisite Unit

Nil

Unit Sector

Animal Control and Regulation (ACR)

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. Consult with community	1.1 Identify specific information needs and expectations of the community 1.2 Discuss changes and improvements to community awareness programs with the community to ensure the programs meet their needs 1.3 Include appropriate contributions in the production of new and improved program materials and methods 1.4 Publicise reports on progress of community awareness programs

Elements	Performance Criteria
<i>Elements describe the essential outcomes.</i>	<i>Performance criteria describe the performance needed to demonstrate achievement of the element.</i>
	and encourage community feedback
2. Plan community awareness programs	2.1 Determine objectives of programs in consultation with relevant personnel 2.2 Conduct research to gather materials for presentation 2.3 Structure draft programs and check where required 2.4 Finalise programs and ensure they comply with workplace procedures 2.5 Identify, source and organise relevant equipment, aids and materials to be used in presentation
3. Deliver community awareness programs	3.1 Present information in a clear and logical sequence 3.2 Conduct programs using effective public speaking techniques, age-appropriate information and recognised principles of group learning appropriate to the community 3.3 Operate relevant equipment and use marketing aids and materials to assist the community in understanding the programs 3.4 Provide opportunities for the community to seek clarification on points 3.5 Answer questions and supplement with relevant information where possible 3.6 Refer queries outside the area of responsibility or expertise to relevant personnel
4. Evaluate the delivery of community awareness programs	4.1 Assess community understanding and responses to the programs 4.2 Analyse feedback from the community and observers 4.3 Make recommendations for changes and improvement to community awareness programs

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
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Skill	Description
Reading	Analyse source materials to identify key points for inclusion in information materials and presentations

Unit Mapping Information

Code and title current version	Code and title previous version	Comments	Equivalence status
ACMACR407 Conduct community awareness programs	ACMACR407A Conduct community awareness programs	Updated to meet Standards for Training Packages	Equivalent unit

Links

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

Assessment Requirements for ACMACR407 Conduct community awareness programs

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Performance Evidence

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

There must be evidence that the individual has conducted at least two community awareness programs that were delivered to two different audiences, or two different programs, and:

- included consultation with the community to determine needs and expectations
- included contribution to the development or improvement of community awareness programs and associated materials
- conducted research and gathered materials to develop programs for presentation
- used relevant presentation equipment, materials and aids
- presented programs to the community using effective public speaking and communication techniques
- gathered community feedback and evaluated the delivery of programs.

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:

- how data collection methods support the development of materials
- the legislation relevant to the subject matter of the presentations
- organisational policies and procedures relating to presenting information to the public
- techniques to aid learning for children and adults in the audience of community awareness presentations
- legislation relevant to animal control and regulation
- presentation aids and materials to support presentations
- existing community awareness programs relevant to animal control and regulation.

Assessment Conditions

Assessment of skills must take place under the following conditions:

- physical conditions:
 - skills must be demonstrated in a workplace setting or an environment that accurately represents workplace conditions
- resources, equipment and materials:
 - audiovisual presentation equipment.

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

Links

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<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=b75f4b23-54c9-4cc9-a5db-d3502d154103>