



Australian Government

ACMAIM406 Conduct a companion animal incident awareness campaign

Release: 1

ACMAIM406 Conduct a companion animal incident awareness campaign

Modification History

Release	Comments
Release 1	This version released with ACM Animal Care and Management Training Package Version 6.0.

Application

This unit of competency describes the skills and knowledge required to conduct a community awareness campaign to advise animal owners how to plan for companion animal relocation in case of a major incident.

This unit applies to individuals who access and interpret information to inform and influence companion animal owners. They use discretion and judgement in the selection and use of available resources to complete activities that require analysis and judgement. It applies to individuals who work under broad direction and take responsibility for their own work including limited responsibility for the work of others.

All work must be carried out to comply with Commonwealth and state/territory health and safety and animal welfare regulations.

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

Pre-requisite Unit

Nil

Unit Sector

Animal Incident Management (AIM)

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. Identify campaign strategies to inform	1.1 Establish the community engagement campaign purpose, objectives and workplace procedures according to type of incident and

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companion animal owners about relocation	relevant regulations 1.2 Identify funding opportunities, budgetary resource allocation and processes to manage donations 1.3 Identify companion animal owner target market and owner profiles in consultation with relevant stakeholders 1.4 Research and document strategies and targets to maximise the benefits of the awareness campaign
2. Analyse campaign strategies to inform companion animal owners about relocation	2.1 Identify relevant factors of owners' preparedness for emergencies according to the type of incident 2.2 Determine information relevant to type of incident that should be included in the awareness campaign 2.3 Seek feedback from relevant stakeholders on strategies identified 2.4 Analyse opportunities against awareness campaign objectives
3. Select companion animal owners' relocation campaign strategies	3.1 Select preferred strategy options in consultation with relevant stakeholders 3.2 Document strategy drafts according to workplace procedures
4. Implement a companion animal owners' relocation campaign	4.1 Conduct a companion animal owners' relocation campaign according to recommendations and legal and ethical requirements 4.2 Monitor campaign deliverables against objectives, targets, schedules and budget, and make adjustments if required
5. Evaluate companion animal owners' relocation campaign	5.1 Evaluate the success of the strategies against objectives, targets and budget 5.2 Document lessons learned and suggestions for improvements

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	Gather, interpret and analyse a variety of textual information from a range of sources to identify relevant and key information for strategies
Writing	Prepare strategic business documentation, incorporating vocabulary, grammatical structure and conventions appropriate to text and audience

Unit Mapping Information

Code and title current version	Code and title previous version	Comments	Equivalence status
ACMAIM406 Conduct a companion animal incident awareness campaign	Not applicable	This unit has been created to address a skill or task required by industry that is not covered by an existing unit	Newly created

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 ACMAIM406 Conduct a companion animal incident awareness campaign

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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 identified, evaluated and documented at least two different strategies relating to advice to owners for the relocation of companion animals in the case of an incident.

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:

- incident types involving companion animal rescue, including:
 - floods
 - fires
 - earthquakes
 - extreme weather events
 - human-induced hazards
 - occurrences that can be resolved by local resources
 - occurrences that are likely to entail inter/intra-state and possibly international resources for major incidents
- animal relocation and major incident management processes
- types of stakeholders relevant to campaign and how to engage with them, including:
 - local councils
 - shelters
 - veterinarians
 - Animal Ready Community (ARC) contacts
- regulatory and ethical requirements for public awareness campaigns
- informative campaign strategy types
- awareness campaign processes, including:

- budget
- timing
- audience
- best practice strategies to inform companion animal owners about relocation
- information relevant to the incident type to be included in the awareness campaign, including:
 - ensuring owners comply with animal identification and vaccination policies for companion animals
 - incorporating relevant companion animal access and safety information
 - factors associated with different hazards as they relate to companion animals
 - options for keeping companion animals safe, where to go, what to take, what to expect
 - options for companion animal safety when owners are no longer able to care for their companion animal
 - companion animals with special needs and in need of first aid and/or veterinary care
- public awareness campaign considerations, including:
 - communication concepts and processes
 - workplace structures, roles, responsibilities, business plans
 - relevant product and service standards
 - documentation requirements
 - animal welfare practices
 - funding and donation access opportunities.

Assessment Conditions

Assessment of the skills in this unit of competency 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 or an incident scene – this includes the use of simulations and scenarios where assessment would be unsafe, impractical or unethical
- resources, equipment and materials:
 - regulations relating to awareness campaigns
 - animal welfare regulations
- specifications:
 - workplace policies and procedures.

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

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