



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

Elements	Performance Criteria
<i>Elements describe the essential outcomes.</i>	<i>Performance criteria describe the performance needed to demonstrate achievement of the element.</i>
	1.2 Identify data and information needs and expectations of the community, and culturally effective and inclusive communication methods 1.3 Discuss changes and improvements to community awareness programs with the community to ensure the programs meet their needs 1.4 Include appropriate contributions in the production of new and improved program materials and methods 1.5 Publicise reports on progress of community awareness programs, 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 information for program 2.3 Structure draft programs and incorporate feedback as required 2.4 Finalise programs and ensure compliance with workplace procedures 2.5 Identify, source and organise relevant media, equipment, aids and materials to be used in the program
3. Deliver community awareness programs	3.1 Present information in a clear and logical sequence 3.2 Conduct programs using effective communication techniques, audience-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 Review impact of program on department operations 4.4 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
Reading	Interpret critical information accurately from a range of sources and documentation relevant to program
Oral communication	- Use open-ended questioning, active listening, paraphrasing and summarising to interact with community groups - Use appropriate public speaking techniques to address audience

Unit Mapping Information

Code and title current version	Code and title previous version	Comments	Equivalence status
ACMARM407 Conduct community awareness programs	ACMACR407Conduct community awareness programs	Changes to performance criteria for clarity and industry currency 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>

Assessment Requirements for ACMARM407 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 or education programs. The programs must cover different topics and be delivered to a different audience. One program must be conducted to an audience face-to-face.

For each program, the individual must have:

- consulted with the community to determine needs, expectations and potential barriers
- conducted research and gathered information to develop the program
- used relevant media, equipment, materials and/or aids
- presented program to the community using effective communication techniques
- gathered community feedback and evaluated the delivery of program.
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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 and consultation methods support the development of programs
- communication techniques to improve accessibility and inclusiveness
- potential barriers to:
 - effective communication, including cultural and language barriers
 - program effectiveness, including legal and environmental barriers
- legislation relevant to the subject matter of the program or presentation
- workplace policies and procedures relating to presenting information to the public
- presentation techniques, including:
 - their suitability for different audiences, including children and adults
 - group delivery techniques
 - aids and materials to support presentations

- effectiveness, costs and risks related to online/digital technologies for community awareness programs, including:
 - social media
 - webinars
- existing community awareness programs relevant to animal management regulation.

Assessment Conditions

Assessment of the skills in this unit of competency must take place under the following conditions:

- physical conditions:
 - a workplace or an environment that accurately represents workplace conditions
- resources, equipment and materials:
 - presentation equipment, materials and/or online digital platform/software
- relationships:
 - two different audiences for presentation of community awareness program specified in the performance evidence.

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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