



Australian Government

ACMARM410 Develop and implement animal management initiatives

Release: 1

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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 plan, develop and implement project initiatives aimed at promoting community engagement and improving outcomes relating to animal management and compliance.

This unit applies to individuals who have responsibilities for delivering animal management operational programs and initiatives. 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. Assess levels of compliance and community engagement	1.1 Confirm organisational strategic goals and plans 1.2 Obtain information to identify areas of improvement or

Elements	Performance Criteria
<i>Elements describe the essential outcomes.</i>	<i>Performance criteria describe the performance needed to demonstrate achievement of the element.</i>
	compliance issues related to domestic animal management 1.3 Explore and identify social issues surrounding pet ownership and caretaking 1.4 Assess community awareness and/or engagement, identifying behaviours that need to change and target audience 1.5 Identify the potential benefits and barriers to community engagement for improving compliance
2. Identify strategies for implementing initiatives	2.1 Explore a range of strategies to increase community engagement and effect behaviour change relevant to animal management in the community 2.2 Investigate community resources currently available and explore opportunities for collaboration with other organisations to assist with better engagement 2.3 Identify potential strategies to address identified compliance issues or areas needing improvement 2.4 Engage team members to review and decide on strategies 2.5 Confirm the proposed initiative and selected strategies align with organisational goals and plans
3. Document a project action plan	3.1 Document strategies in a project action plan 3.2 Set targets and develop key performance indicators for compliance issues or areas of need 3.3 Seek input and feedback from team members for improvements and feasibility of campaign, and make required adjustments 3.4 Present documented project action plan to relevant personnel
4. Implement and review the project action plan	4.1 Implement actions in the project plan 4.2 Collect data and information to review the impact of the plan over specified timeframe 4.3 Analyse collated information and data to determine the key performance indicators achieved 4.4 Evaluate the outcomes of the plan and make recommendations for future plans

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 information accurately in community engagement and compliance documents to identify potential areas of improvement
Numeracy	- Calculate percentage, average and ratio - Interpret trends in statistical data related to domestic animal management compliance

Unit Mapping Information

Code and title current version	Code and title previous version	Comments	Equivalence status
ACMARM410 Develop and implement animal management initiatives	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 ACMARM410 Develop and implement animal management initiatives

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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:

- reviewed available information to identify areas requiring improvement or compliance issues related to animal management
- prepared and implemented a project action plan aligned to the organisation or community's goals for an identified issue
- provided a verbal and written presentation summarising the project action plan to at least two stakeholders
- reviewed collated information over a defined period, evaluated outcomes of the plan and made at least two recommendations for future action.

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:

- relevant local bylaws and state/territory domestic animal regulations and associated legislation or community agreements in remote communities
- range of strategic and operational plans available in the workplace
- approaches to monitoring and collating information on compliance, including:
 - reviewing information on complaints – reports (formal/informal) and/or data
 - checks for registration compliance, microchip registries, breed registries
 - checking media/social media for advertisements
- use of statistical data in monitoring compliance and measuring performance outcomes
- overview of common areas of coverage of domestic animal management, including:
 - responsible pet ownership
 - compliance with regulations and related legislation

- specific issues or incidents – roaming/nuisance animals, dog attacks, and dangerous, menacing and restricted breed dogs
- reasons for euthanasia rates for dogs and cats
- registration and identification of dogs and cats
- potential benefits of community engagement, including:
 - increase in public perceptions of safety
 - tendency towards a reduction in non-compliance
 - increased reclaim rates by owners
 - increase in community perceptions and confidence in local council activities and/or officers
 - improvement in animal management officers' attitudes and job satisfaction
 - improved animal welfare outcomes
 - increased human-animal bond
- types of strategies used for community engagement to effect behaviour change, including:
 - increased presence and random patrols (proactive)
 - acting on complaints (reactive)
 - advertising, marketing, social media and/or signage
 - community education, targeted training and/or resources
 - amnesty periods, price incentives and/or free products
 - collaboration with other organisations and/or use of intermediaries, including veterinarians, schools, shops and/or welfare agencies
- target audiences, including:
 - animal owners
 - owners of different demographic/socio-economic groups
 - users of specific locations (parks and/or beaches)
- formats for documenting an action plan.

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:
 - animal management compliance information
 - format/template for documenting an action plan
- relationships:
 - stakeholders 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.

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