



Australian Government

ACMGEN301 Prepare and present information to the public

Release: 1

ACMGEN301 Prepare and present information to the public

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 and present information to members of the public about captive, exhibited or companion animals using presentation techniques and aids that provide clear information and stakeholder engagement.

This unit applies to individuals who work in animal carer, keeper or aquarist roles, undertaking individual and team activities in small to large scale animal facilities. They perform work under broad direction and are required to take responsibility for their own work including, carrying out assigned tasks, organising processes, and working to schedules.

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

General Animal Care (GEN)

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. Prepare a presentation	1.1 Identify audience and determine objectives of the presentation 1.2 Prepare a plan of the presentation and select information and materials appropriate for the audience

Elements	Performance Criteria
<i>Elements describe the essential outcomes.</i>	<i>Performance criteria describe the performance needed to demonstrate achievement of the element.</i>
	1.3 Trial the presentation with other staff to ensure its objectives and learning outcomes are clear
2. Conduct presentation	2.1 Use public speaking skills to effectively engage the audience 2.2 Use visual aids and other presentation equipment to enhance the presentation 2.3 Handle or present animals involved in the presentation to enhance educational and conservation messaging according to workplace health and safety, animal welfare and facility requirements, including use of low stress techniques 2.4 Encourage audience to participate and provide feedback 2.5 Review presentation performance with other staff
3. Participate in other interpretive and learning activities	3.1 Examine interpretive and learning activities within the facility 3.2 Adjust information for a broad range of clients 3.3 Prepare information for an exhibit sign and/or other resource 3.4 Monitor animals closely during handling or encounter sessions with the public according to facility animal welfare guidelines
4. Assist in media presentations	4.1 Clarify facility policies on staff interaction with the media and use of social media 4.2 Respond to questions from public or media professionally according to facility policies 4.3 Contribute to the preparation of information for media releases and/or interviews

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	Access and review documents and facility policies relevant for presentations
Writing	Prepare, structure and sequence resource materials to convey ideas

Skill	Description
	and information to target audience
Oral communication	Vary oral communication style in response to the needs or expectations of others

Unit Mapping Information

Code and title current version	Code and title previous version	Comments	Equivalence status
ACMGEN301 Prepare and present information to the public	ACMCAN302 Prepare and present information to the public	Minor changes to performance criteria for clarity Assessment requirements updated	Equivalent
ACMGEN301 Prepare and present information to the public	ACMGAS210 Prepare for and conduct a tour or presentation	Some content is covered in this revised unit	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 ACMGEN301 Prepare and present information to the public

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Performance Evidence

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

There must be evidence that the individual has:

- prepared and presented information to the public on two different occasions that included having:
 - planned presentations on two different topics
 - used presentation equipment, visual aids or interpretive learning activities on at least one occasion
 - incorporated animals safely and humanely in one presentation
 - encouraged participation and feedback from the audience
- assisted in the preparation of one media release or presentation.

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:

- types of programs involving presentations or keeper or carer talks, including:
 - conservation/management programs
 - family learning programs
 - community programs
 - preschool and school excursion programs
 - interactive programs
- preparing presentations, including:
 - basic instructional design principles
 - basic interpretive theory
 - subject matter for the presentation
- conducting presentations, including:

- public speaking techniques
- techniques for presenting to different age groups
- types of media or resources and use in presentations
- features of presentation equipment
- interpretive and learning activities, including:
 - briefing to participants
 - monitoring animals throughout activity
- animal welfare and safe animal handling techniques and procedures, including:
 - low stress techniques
 - regular preparation and monitoring of the animal
 - limits on human participants relevant to activity
- key features of facility policies and procedures relevant to presenting information to the public, including:
 - education policy
 - media and social media policy
 - workplace health and safety and emergency procedures.

Assessment Conditions

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

- physical environment:
 - an animal care workplace or an environment that accurately represents workplace conditions
- resources, equipment and materials:
 - equipment and resources used for preparing and delivering presentations
 - personal protective equipment suitable for handling and working with animals
 - animals for use in presentations
- specifications:
 - facility policies and procedures, including workplace health and safety and emergency procedures
- relationships:
 - an audience for presentation purposes.

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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