



Australian Government

Assessment Requirements for ACMVET412 Coordinate practice promotional activities

Release: 1

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Modification History

Release	Comments
Release 1	This version released with ACM Animal Care and Management Training Package Version 2.0.

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:

- coordinated a minimum of two different practice promotional activities that target different audiences.

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:

- community groups associated with animal care
- animal health industry networks
- practice audience demographics
- animal populations in the local community
- practice policies and procedures
- local animal health issues
- veterinary products and services
- marketing practices and suitable promotional strategies for veterinary practices
- social media strategies for promoting veterinary practice activities
- relevant legislative and industry codes of practice and policies that are relevant to practice promotional activities

Assessment Conditions

Assessment of skills must take place under the following conditions:

- physical conditions:
 - in the workplace or an environment that accurately reflects a real workplace
- resources, equipment and materials:

- equipment and resources typically available in a veterinary practice for promotional activities
- specifications:
 - access to organisational policies and procedures, current legislation, regulations and relevant codes of practice
- relationships (internal and/or external):
 - interactions with real clients
 - interactions with a registered veterinarian or minimum of Certificate IV qualified veterinary nurse.

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

Links

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