



Australian Government

ACMVET412 Coordinate practice promotional activities

Release: 1

ACMVET412 Coordinate practice promotional activities

Modification History

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

Application

This unit of competency describes the skills and knowledge required to manage the promotion of the practice within the community through contact with individuals and mass media activities.

The unit applies to veterinary nurses who work independently, under the supervision of a registered veterinarian in a veterinary practice. Veterinary nurses who coordinate promotional activities need to hold and apply specialised knowledge of veterinary products and services.

Legislative and regulatory requirements apply to veterinary nurses but vary according to state/territory jurisdictions. Users must check with the relevant regulatory authority before delivery.

Pre-requisite Unit

Nil

Unit Sector

Veterinary Nursing (VET)

Elements and Performance Criteria

Element	Performance Criteria
<i>Elements describe the essential outcomes.</i>	<i>Performance criteria describe the performance needed to demonstrate achievement of the element.</i>
1. Establish, market and implement promotional strategies	1.1 Conduct research to identify the target market 1.2 Establish communication strategies to promote practice services in consultation with other practice personnel and in line with the practice business plan 1.3 Plan work to be carried out within allocated budget 1.4 Prepare promotional material in consultation with other

Element	Performance Criteria
<i>Elements describe the essential outcomes.</i>	<i>Performance criteria describe the performance needed to demonstrate achievement of the element.</i>
	practice personnel 1.5 Utilise practice personnel to accomplish promotional goals, as required 1.6 Prepare and present promotional materials and monitor impact
2. Promote practice according to practice policies and budgets	2.1 Determine practice public access times in consultation with other personnel 2.2 Implement advertising activities 2.3 Determine level of involvement with the community and associated groups in consultation with the relevant parties 2.4 Develop strategies to meet community involvement objectives 2.5 Notify personnel of their respective roles and record details 2.6 Evaluate and monitor practice community involvement strategy outcomes 2.7 Make policy adjustments as a result of measured outcomes

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
Oral communication	- Using interpersonal skills to relate to people from a range of social, cultural and ethnic backgrounds and with a range of physical and mental abilities - Promote a team approach
Numeracy	- Cost various aspects of promotional strategy and document in a format accessible to others - Compare costs of different activities and promotions
Get the work done	- Use and regularly evaluate promotional and marketing materials to maximise community awareness of the veterinary practice - Use social media resources - Address irregularities and contingencies in the context of the

Skill	Description
	work role

Unit Mapping Information

Code and title current version	Code and title previous version	Comments	Equivalence status
ACMVET412 Coordinate practice promotional activities	ACMVET412A Coordinate clinic promotional activities	Updated to meet Standards for Training Packages Title updated to reflect changes to content Minor changes to clarify content Assessment requirements revised	Equivalent unit

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 ACMVET412 Coordinate practice promotional activities

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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:

- 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.

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