Modification history

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| Release | Comments |
| Release 1 | This version released with ACM Animal Care and Management Training Package Version 4.0. |
| Release 1 | This version released with ACM Animal Care and Management Training Package Version 1.0. |

| ACMacr407 | Conduct community awareness programs |
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| 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 management and 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. 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. |
| Prerequisite Unit | Nil |
| Unit Sector | Animal Regulation and Management (ARM) |

| Elements | Performance Criteria |
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| Elements describe the essential outcomes. | Performance criteria describe the performance needed to demonstrate achievement of the element. |
| 1. Research community education requirements | 1.1 Explore and identify social issues surrounding animal management pet ownership and care and control  1.2 Identify data and information needs and expectations of the community  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 materials for presentation  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 equipment, aids and materials to be used in presentation |
| 3. Deliver community awareness programs | 3.1 Present information in a clear and logical sequence  3.2 Conduct programs using effective public speaking 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. | |
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| Skill | Description |
| Reading | * Accurately interpret critical information from animal regulation and management education documentation |
| Oral communication | * Identify community stakeholder interests, perspectives and ideas through open-ended questioning, active listening, paraphrasing and summarising |

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| Unit Mapping Information | | | |
| Code and title current version | Code and title previous version | Comments | Equivalence status |
| ACMACR407 Conduct community awareness programs | ACMACR407Conduct community awareness programs | Minor changes to performance criteria for clarity  Assessment requirements updated | Equivalent unit |

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

| TITLE | Assessment requirements for ACMACR407 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.  In doing so, the individual must have:   * consulted with the community to determine needs and expectations * conducted research and gathered materials to develop programs and/or associated materials for presentation * used relevant presentation equipment, materials and aids * presented programs to the community using effective public speaking and communication techniques * gathered community feedback and evaluated the delivery of programs. | |

| Knowledge Evidence |
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| 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 materials * legislation relevant to the subject matter of the presentations * workplace policies and procedures relating to presenting information to the public * presentation techniques to aid learning for children and adult audiences * presentation aids and materials to support presentations * existing community awareness programs relevant to animal management regulation * legislation relevant to animal management and regulation. |

| Assessment Conditions |
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| Assessment of the skills in this unit of competency must take place under the following conditions:   * physical conditions: * a workplace setting or an environment that accurately represents workplace conditions * resources, equipment and materials: * audio-visual presentation equipment * relationships: * audience/s for presentation of community awareness program.   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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