Modification history

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

| ACMNEW4X4 | Develop and implement animal management initiatives  |
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| 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. |
| 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. 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 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/s1.5 Identify the potential benefits of 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 community2.2 Investigate community resources currently available and explore opportunities for collaboration with other organisations to assist with better engagement2.2 Identify potential strategies to address identified compliance issues or areas needing improvement2.3 Review and decide on strategies to use with team members2.4 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 plan3.2 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 adjustments3.4 Present documented project action plan to relevant personnel |
| 4. Implement and review the project action plan | 4.1 Implement actions in the project plan4.2 Collect data and information to review the impact of the plan over specified timeframe4.3 Analyse collated information and data to determine the key performance indicators achieved4.4 Evaluate the outcomes of the plan and make recommendations for future plans |

| Foundation SkillsThis 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 information on community engagement and compliance documents to identify potential areas of improvement
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| Numeracy | * Calculate area, percentage, average and ratio
* Interpret trends in statistical data related to domestic animal management compliance
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| Unit Mapping Information |
| Code and title current version | Code and title previous version | Comments | Equivalence status |
| ACMNEW4X4 Develop and implement animal management initiatives | Not applicable | The unit has been created to address an emerging skill or task required by industry | Newly created  |

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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 ACMNEW4X4 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
* reviewed collated information over a defined period, evaluated outcomes of the plan and made at least two recommendations for future action
* provided a verbal and written presentation summarising the project action plan to at least two stakeholders.
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| 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:* 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
* over-population and high 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
* 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, including owners of specific dog breeds
* owners of different demographic/socio-economic groups
* users of specific locations (parks and/or beaches)
* formats for documenting an action plan.
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| 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:
* 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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