Modification history

Release	Comments
Release 2	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
Application	This unit of competency describes the skills and knowledge required to prepare, deliver and evaluate programs to educate and increase community awareness on matters relating to animal management regulation. The unit applies to individuals who work in roles delivering community awareness and education programs on a range of issues. They analyse information and exercise judgement to complete a range of skilled activities; demonstrate in depth knowledge in a specific technical area and develop and communicate solutions for a range of commonly encountered problems. All work must be carried out to comply with workplace procedures according to 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 Control and Regulation (ACR)

Elements	Performance Criteria
Elements describe the essential outcomes.	*Performance criteria describe the performance needed to demonstrate achievement of the element.*
1. Consult with community	1.1 Identify specific information needs and expectations of the community 1.2 Discuss changes and improvements to community awareness programs with the community to ensure the programs meet their needs 1.3 Include appropriate contributions in the production of new and improved program materials and methods 1.4 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, age-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

Elements	Performance Criteria
Elements describe the essential outcomes.	*Performance criteria describe the performance needed to demonstrate achievement of the element.*
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 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.

Skill	Description
Reading	• Accurately interpret critical information from animal regulation and management education documentation to identify key points for inclusion in information materials and presentations
Oral communication	• Identify community stakeholder interests, perspectives and ideas through open-ended questioning, active listening, paraphrasing and summarising

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 for clarity	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

TITLE	**Assessment requirements for ACMACR407 Conduct community awareness programs**

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 delivered to two different audiences or involved content for two different programs.

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

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

Assessment of skills must take place under the following conditions:

- physical conditions:
  - skills must be demonstrated in 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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