



Australian Government

Department of Education, Employment and Workplace Relations

SIRRIND001A Work effectively as a visual merchandiser

Revision Number: 1

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Modification History

Not applicable.

Unit Descriptor

Unit descriptor

This unit describes the performance outcomes, skills and knowledge required to work effectively as visual merchandiser. It involves acting responsibly and in a non-discriminatory manner, developing industry knowledge, including industrial awards or agreements relevant to the job role, maintaining personal hygiene and presentation, and prioritising tasks.

Application of the Unit

Application of the unit

This unit may apply to personnel engaged in a visual merchandiser job role. It requires the team member to demonstrate an understanding of workplace policies and legislation regarding work availability and rosters, work duties, and relevant awards or agreements. Demonstrated understanding of the role and function of visual merchandisers, the specific workplace culture, inclusive behaviour, effective management of personal presentation, hygiene, and time; and ability to efficiently prioritise and complete tasks under instruction are also required.

Licensing/Regulatory Information

Not applicable.

Pre-Requisites

Prerequisite units Nil

Employability Skills Information

Employability skills The required outcomes described in this unit contain applicable facets of employability skills. The Employability Skills Summary of the qualification in which this unit is packaged will assist in identifying employability skills requirements.

Elements and Performance Criteria Pre-Content

Elements describe the essential outcomes of a unit of competency. Performance criteria describe the required performance needed to demonstrate achievement of the element. Where ***bold italicised*** text is used, further information is detailed in the required skills and knowledge and/or the range statement. Assessment of performance is to be consistent with the evidence guide.

Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
1 Develop knowledge of visual merchandising in the retail and exhibition industries.	<p>1.1 Access <i>relevant sources of information</i> to differentiate between the <i>job functions of visual merchandisers</i>.</p> <p>1.2 Define the relationship between visual merchandising and retailing according to common industry practice.</p>

ELEMENT	PERFORMANCE CRITERIA
2 Determine roles and responsibilities in a visual merchandising work environment.	2.1 Recognise and accurately describe organisational culture and structure. 2.2 Identify and compare the roles of retail organisation-based and freelance visual merchandisers in the context of typical specific responsibilities . 2.3 Identify common career paths and employment opportunities for visual merchandisers.
3 Work effectively in a visual merchandising environment.	3.1 Provide notification of shift availability, non-attendance for shift given without undue delay and according to organisation policy and procedures . 3.2 Interpret staff rosters accurately. 3.3 Display non-discriminatory attitudes when interacting with clients, staff or management . 3.4 Identify and accurately interpret relevant awards or agreements. 3.5 Identify and analyse role of employee and employer associations in the industrial relations system.
4 Maintain personal presentation.	4.1 Maintain personal dress and presentation in a neat and tidy manner. 4.2 Maintain personal hygiene according to store policy and legislation .
5 Follow routine instructions.	5.1 Receive and act upon instructions. 5.2 Use effective questioning to elicit information. 5.3 Assess, comprehend and act upon workplace information relevant to the particular task. 5.4 Plan and organise daily work routine within the scope of the job role. 5.5 Prioritise and complete tasks without undue delay.

Required Skills and Knowledge

REQUIRED SKILLS AND KNOWLEDGE

This section describes the essential skills and knowledge and their level, required for this unit.

The following skills must be assessed as part of this unit:

- ability to identify and access relevant sources of information
- ability to follow store policy and procedures
- maintaining personal presentation
- interpersonal communication skills to:
 - follow routine instructions through clear and direct communication
 - ask questions to identify and confirm requirements
 - use language and concepts appropriate to cultural differences
 - use and interpret non-verbal communication
- literacy skills in reading and interpreting workplace documents
- working within and setting timelines and priorities
- ability to work as a team member and as an individual.

The following knowledge must be assessed as part of this unit:

- store policy and procedures in regard to:
 - shift availability for non-attendance
 - staff rosters
 - non-discriminatory behaviour
 - harassment
 - equal opportunity issues
 - part-time, casual, full-time work and contract employment
- store organisational structure and personal reporting line
- structure of the retail industry
- retail industry visual merchandising training options
- rights and responsibilities of employers and employees in a retail workplace
- relevant legislative and statutory requirements, such as:
 - equal opportunity legislation
 - equal employment opportunity (EEO) legislation
 - anti-discrimination legislation
 - workplace relations
 - industry awards or agreements.

Evidence Guide

EVIDENCE GUIDE

The evidence guide provides advice on assessment and must be read in conjunction with the performance criteria, required skills and knowledge, the range statement and the Assessment Guidelines for this Training Package.

Critical aspects for assessment and evidence required to demonstrate competency in this unit

Evidence of the following is essential:

- demonstrates knowledge of the place and function of visual merchandising in the retail and exhibition industries
- demonstrates ability to differentiate between the retail visual merchandising components listed in the performance criteria
- applies store policy and procedures responsibly in regard to workplace ethics, including interpretation of staff rosters, notification of the availability for work, allocated duties and job description
- applies organisation policy and procedures and legislative requirements in regard to external and internal client contact, especially the use of non-discriminatory language and attitudes
- knows employee rights and responsibilities in regard to awards and agreements
- identifies and describes the role of various parties, including employee and employer associations.

EVIDENCE GUIDE

Context of and specific resources for assessment

Assessment must ensure access to:

- a real or simulated work environment
- relevant documentation, such as:
 - store or sample policy and procedures in regard to workplace ethics
 - store or sample job descriptions and organisational charts
 - store or sample policy and procedures in regard to the rights and responsibilities of employers and employees in the workplace
 - awards or agreements
 - legislation on equal opportunity, equal employment opportunity (EEO) and anti-discrimination.

Methods of assessment

A range of assessment methods should be used to assess practical skills and knowledge. The following examples are appropriate for this unit:

- observation of performance in the workplace
- a simulated retail illustration project environment
- third-party reports from a supervisor
- customer feedback
- answers to questions about specific skills and knowledge
- review of portfolios of evidence and third-party workplace reports of on-the-job performance.

Holistic assessment with other units relevant to the industry sector, workplace and job role is recommended.

Assessing employability skills

Employability skills are integral to effective performance in the workplace and are broadly consistent across industry sectors. How these skills are applied varies between occupations and qualifications due to the different work functions and contexts.

Employability skills embedded in this unit should be assessed holistically in the context of the job role and with other relevant units that make up the skill set or qualification.

Range Statement

RANGE STATEMENT

The range statement relates to the unit of competency as a whole. It allows for different work environments and situations that may affect performance. ***Bold italicised*** wording in the performance criteria is detailed below.

Relevant sources of information may include:

- media
- reference books
- libraries
- unions
- industry associations
- industry publications
- internet
- information services
- personal observation and experience
- colleagues, supervisors and managers
- industry contacts, mentors and advisers.

Job functions of visual merchandisers may include:

- store planning and design
- sourcing and installing fixtures and fittings
- using visual merchandising technology
- merchandise presentation
- display (in store and windows)
- retail visual merchandising team membership
- project management
- team leadership
- freelance visual merchandising
- exhibition display
- event themes and display.

RANGE STATEMENT

Organisational culture may include:

- organisational structure, including own position and role within the structure
- chain of command
- workplace policy and procedures
- organisational values
- mission statement
- workplace goals.

Typical specific responsibilities may include:

- store planning and design
- sourcing and installing fixtures and fittings
- using visual merchandising technology
- merchandise presentation
- display (in store and windows)
- retail visual merchandising team membership
- project management
- team leadership
- freelance visual merchandising
- exhibition display
- event themes and display.

Organisation policy and procedures may include:

- workplace ethics
- modes of communication
- working hours
- store hours of operation
- completing work out of hours
- contact with customers
- job descriptions and responsibilities
- interaction with other team members
- interaction with supervision and management
- OHS.

RANGE STATEMENT

Non-discriminatory attitudes must include no discrimination related to:

- age
- race
- colour
- national or ethnic origin
- gender
- pregnancy or marital status
- disability
- religion
- sexual preference.

Clients, staff or management may include:

- new or repeat contacts
- external and internal contacts
- customers with routine or special requests
- people from a range of social, cultural and ethnic backgrounds and with varying physical and mental abilities
- people who have varying degrees of language and literacy levels
- other staff members
- supervisors
- managers.

Legislation may include:

- OHS
- industry codes of practice
- licence, patent or copyright arrangements
- Australian Competition and Consumer Commission provisions
- Trade Practices and Fair Trading Acts.

Workplace information may include:

- written or verbal information
- design briefs
- store plans
- enterprise visual merchandising manuals
- sale, promotion and event briefings.

RANGE STATEMENT

- Daily work routine* may include:
- interacting with clients and customers
 - interacting with supervisors and other staff members
 - participating in visual merchandising teams
 - leading visual merchandising teams
 - working alone on visual merchandising projects
 - organising and maintaining work areas
 - maintaining merchandise and displays
 - designing displays
 - installing retail display areas (in store and windows)
 - designing and installing exhibition and event displays
 - photographic styling
 - observing scheduled breaks
 - assisting other team members
 - working within required timelines.

- Tasks* may be:
- routine tasks
 - rostered tasks
 - non-routine tasks.

Unit Sector(s)

Sector Retail

Competency field

Competency field Working in Industry - Retail