Australian Government

SITHFAB501 Manage the sale or service of wine

Release 2

SITHFAB501 Manage the sale or service of wine

Modification History

The version details of this endorsed unit of competency set are in the table below. The latest information is at the top.

Version	Comments
1.1	Corrected the prerequisite unit codes to: SITHFAB305 Provide advice on Australian wines and SITHFAB306 Provide advice on imported wines.
1.0	N Replaces but is not equivalent to SITHFAB428A Manage the sale or service of wine. Re-worked Elements, Performance Criteria, Required Skills and Knowledge to more fully articulate content. Two prerequisite units removed. SITHFAB404 Provide advice on Australian wines and SITHFAB405 Provide advice on imported wines retained as prerequisites.

Unit Descriptor

This unit describes the performance outcomes, skills and knowledge required to coordinate business activities associated with the sale and service of wine. It requires the ability to select wines, organise wine storage and cellaring systems and develop wine knowledge for self and other staff members.

Application of the Unit

This unit applies to hospitality, winery, retail and wholesale organisations which sell wines. This unit applies to individuals who are responsible for both the technical and business aspects of wine service or sales. It therefore combines management and planning skills with specialised wine expertise. Job roles might include management of a specialised wine outlet (winery or retail outlet) or the management of wine for a restaurant.

Licensing/Regulatory Information

No licensing, legislative, regulatory or certification requirements apply to this unit at the time of endorsement.

Pre-Requisites

This unit must be assessed after the following prerequisite units:	
SITHFAB305	Provide advice on Australian wines
SITHFAB306	Provide advice on imported wines

Employability Skills Information

This unit contains employability skills.

Elements and Performance Criteria Pre-Content

Elements and Performance Criteria

Elements describe the essential outcomes of a unit of competency.

Performance criteria describe the performance needed to demonstrate achievement of the element. Where bold italicised text is used, further information is detailed in the required skills and knowledge section and the range statement. Assessment of performance is to be consistent with the evidence guide.

1. Research and select wines to meet business objectives.	1.1 Develop or identify *business objectives* for the sale or service of wine.
	1.2 Conduct *relevant research* on wine products, trends and market characteristics.
	1.3 Maximise business opportunities through the development of *wine-related products and services*, including wine lists, that support business objectives and profitability requirements.
	1.4 Identify and develop appropriate *opportunities for the promotion of wine*.
2. Develop and monitor wine management systems.	2.1 Research, select and purchase *appropriate equipment* to support wine service and storage in consultation with managers.
	2.2 Organise wine storage and cellaring systems that ensure wine quality and business efficiency.
	2.3 Establish and monitor systems that ensure effective communication between colleagues on wine-related issues.
	2.4 Monitor the quality of wine products and services and provide pro-active support and assistance to colleagues.
	2.5 Resolve wine-related issues and challenges and use experience to inform future planning and activities.
	2.6 Pro-actively identify opportunities for improvement in wine management systems and make recommendations to managers.
3. Develop and extend wine skills and knowledge for self and others.	3.1 Pro-actively evaluate own skills and knowledge to identify gaps and opportunities for further skills development.
	3.2 Access *opportunities* to extend wine skills and knowledge.
	3.3 Provide timely and accurate advice to other staff and colleagues on wine and wine-related matters.
	3.4 Organise or provide suitable training to staff on wine and wine service.
	3.5 Maximise business and professional development opportunities through liaison with other members of the wine community and *wine suppliers*.

Required Skills and Knowledge

This section describes the skills and knowledge required for this unit.

Required skills

- communication skills to engage with peers on professional issues
- critical thinking skills to evaluate wide ranging information about wine
- initiative and enterprise skills to identify opportunities for improvement in wine management systems
- learning skills to continuously update knowledge of wines
- literacy skills to:
    - read and interpret detailed product information, promotional material and reviews about wines
    - research a wide range of potentially complex topics, and to interpret, adapt and apply information from multiple sources
    - write comprehensive yet easily understood procedures for sale or service of wine
- numeracy skills to understand financial impact of Goods and Services Tax (GST) and the Wine Equalisation Tax, calculate costs of wine, order wine stocks and work out profit margins
- planning and organising skills to develop and monitor wine management systems
- problem-solving skills to develop business wide responses to operational and management challenges
- self-management skills to proactively develop own skill and engage in ongoing learning
- teamwork skills to share knowledge and provide supportive guidance to colleagues.

Required knowledge

- Australian and international trends in wine, including:
    - styles
    - production methods
    - wine and food matching
    - market preferences
    - consumption patterns
    - pricing
- Australian position in the international wine market
- current trends in wine sales and service technologies
- wine list design, including:
    - factors that affect wine lists in different industry contexts
    - balance considerations for styles, regions and pricing
- wine cellaring and storage requirements for various types of wines (white, red, sparkling, aged wines), including equipment and stock control systems
- safety and hygiene issues to be considered in the storage or cellaring of wines
- promotional opportunities for wine in the relevant industry context
- professional development opportunities for wine specialists in Australia

- training opportunities for wine staff
- key requirements of the relevant state or territory Liquor Act for the service of alcohol and the role of management and staff in ensuring patron care
- requirements of the Food Standards Australia New Zealand (FSANZ) Food Standards Code
- requirements and the bilateral trade agreement between Australia and the European Economic Area.

Evidence Guide

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

Overview of assessment

Critical aspects for assessment and evidence required to demonstrate competency in this unit	Evidence of the ability to:
	
	 • coordinate a range of business activities associated with the sale and service of wine including:
	     • wine list development
	     • storage and cellaring systems
	     • promotional activities
	 • integrate knowledge of:
	     • wine cellaring requirements
	     • wine list design
	     • service trends for Australian and international wines
	     • the business factors to be considered in managing wine sales and service.

Context of and specific resources for assessment	Assessment must ensure use of:
	
	 • a hospitality, cellar door or retail industry business operation which sells wines and workplace documentation defined in the Assessment Guidelines; this may be a:
	     • real industry workplace
	     • simulated industry environment such as a training outlet servicing customers
	 • a team with whom the candidate can interact
	 • current product information within sales kits, brochures, product manuals, supplier information kits, information databases and computerised information sources
	 • a wide commercial range of wines.

Method of assessment	A range of assessment methods should be used to assess practical skills and knowledge. The following examples are appropriate for this unit:
	
	 • evaluation of wine related products and services developed by the individual:
	     • wine lists
	     • promotional materials
	 • wine tastings to evaluate and monitor wines, and make

recommendations for cellaring

- observation of a presentation on wine management by the individual
- project activities to assess the individual's ability to develop strategies and recommendations for the wine management of a nominated hospitality wine outlet
- written or oral questioning to assess knowledge of:
    - wine cellaring requirements
    - wine list design
    - service trends for Australian and international wines
- review of portfolio of evidence and third-party workplace reports of on-the-job performance by the individual.

Guidance information for assessment

The assessor should design integrated assessment activities to holistically assess this unit with other units relevant to the industry sector, workplace and job role, for example:

- BSBMKG401B Profile the market
- SITXFIN402 Manage finances within a budget
- SITXINV301 Purchase goods
- SITXINV401 Control stock
- SITXMPR401 Coordinate production of brochures and marketing materials.

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, if used in the performance criteria, is detailed below. Essential operating conditions that may be present with training and assessment (depending on the work situation, needs of the candidate, accessibility of the item, and local industry and regional contexts) may also be included.

Business objectives may relate to:	• changes in product offerings • entrance into new markets • expansion of wine sales • image in the marketplace • profitability • special promotions • strategic alliances with suppliers and customers.
Relevant research may relate to:	• competitor activity • consumption patterns • customer preferences • emerging trends • new wines • product pricing.
Wine-related products and services may include:	• special occasion products • catalogues • function packages • promotional activities • selection of specific vintages for cellaring purposes • wine lists • wine tastings.
Opportunities for the promotion of wine may include:	• developing promotional material • implementing staff incentive schemes • organising and conducting wine tastings • presentations and stands at wine events • selecting and organising specials.
Appropriate equipment may relate to:	• glassware • refrigeration • storage facilities.

Opportunities may include:	• attending:
	   • professional tastings
	   • specialised seminars or conferences
	   • trade shows
	   • wine and food festivals
	   • wine promotions and tastings

- Internet research
- networking
- reading general and trade media
- reading wine reference books
- taking up memberships of associations, professional organisations and industry bodies
- talking to product suppliers, winemakers and vineyard managers
- tours.

Wine suppliers may include:

- auctions
- Internet distributors
- vineyards
- wholesalers.

Unit Sector(s)

Hospitality

Competency Field

Food and Beverage

Service Skills Australia