



**Australian Government**

**Assessment Requirements for  
AHCORG404 Arrange selling through  
community based marketing**

**Release: 1**

# Assessment Requirements for AHCORG404 Arrange selling through community based marketing

## Modification History

Release	TP Version	Comment
1	AHCv1.0	Initial release

## Performance Evidence

The candidate must be assessed on their ability to integrate and apply the performance requirements of this unit in a workplace setting. Performance must be demonstrated consistently over time and in a suitable range of contexts.

The candidate must provide evidence that they can:

- identify farm produce selling options
- identify and comply with requirements of a community marketing scheme and its characteristics
- establish relationships with community stakeholders and customers
- monitor and record community satisfaction levels and customer feedback and address concerns
- communicate the ‘farm story’ and the uniqueness of the enterprise to the community
- arrange timely transport and delivery of produce and address any special transport requirements
- comply with transport legislative requirements
- accurately record pre and post sale documentation and transactions
- identify and record potential improvements
- work with natural processes and allowable inputs to improve and maintain soil fertility
- apply enterprise work health and safety policies and guidelines
- implement enterprise environmental sustainability practices

## Knowledge Evidence

The candidate must demonstrate knowledge of:

- applicable federal, state or territory legislation, regulations, standards, codes of practice and established safe practices relevant to the full range of processes in selling produce through community based markets
- relevant legislation and regulations relating to work health and safety
- organic certification systems and standards

- organisation policies and procedures related to supply chain management, purchasing, and contracting and tendering
- characteristics and composition of farm business marketing plans
- characteristics of community marketing schemes and the steps within a farm produce supply chain
- product knowledge related to goods and services required by the organisation
- ways to build trust and collaboration as opposed to competition
- business terms and conditions for purchasing, tendering and contracting
- ethical behaviour
- established communication channels and protocols
- procedures for operating electronic communications equipment
- procedures for recording and reporting workplace information and completing relevant documentation

## Assessment Conditions

Competency is to be assessed in the workplace and/or a simulated environment that accurately reflects performance in a real workplace setting.

Assessors must satisfy current standards for RTOs.

## Links

Companion Volume implementation guides are found in VETNet -

<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=c6399549-9c62-4a5e-bf1a-524b2322cf72>