



Australian Government

AHCORG511 Develop and manage a community based marketing supply chain

Release: 1

AHCORG511 Develop and manage a community based marketing supply chain

Modification History

Release	Comments
Release 1	This version released with AHC Agriculture, Horticulture and Conservation and Land Management Training Package Version 9.0.

Application

This unit of competency describes the skills and knowledge required to evaluate different marketing models, identify a compatible community marketing strategy for the farm, and develop and manage a community-based marketing supply chain.

The unit applies to individuals who apply specialised skills and knowledge, and take personal responsibility and exercise autonomy in undertaking complex work. They analyse and synthesise information, and analyse, design and communicate solutions to sometimes complex problems.

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

Pre-requisite Unit

Nil

Unit Sector

Organic Production (ORG)

Elements and Performance Criteria

Elements	Performance Criteria
<i>Elements describe the essential outcomes.</i>	<i>Performance criteria describe the performance needed to demonstrate achievement of the element.</i>
1. Evaluate the suitability of different community marketing options for farm products	1.1 Research and document selling options suitable for farm produce 1.2 Identify community marketing models applicable to farm system 1.3 Identify key input supply chain steps, stakeholders and certification requirements

Elements	Performance Criteria
<i>Elements describe the essential outcomes.</i>	<i>Performance criteria describe the performance needed to demonstrate achievement of the element.</i>
	1.4 Evaluate and record most suitable options
2. Determine the marketing chain processes to participate in the selected community marketing schemes	2.1 Research and identify legislative, environmental and certification requirements for managing a community-based marketing chain 2.2 Document specifications for components of marketing chain management system according to workplace and legislative requirements 2.3 Document traceability requirements of marketing chain
3. Determine appropriate community marketing strategies for farm products	3.1 Identify communities with potential relationship for farm system 3.2 Document the characteristics and values of identified communities 3.3 Compare community characteristics and values with farm system 3.4 Establish and document market specifications to meet community expectations 3.5 Identify and document community marketing strategies 3.6 Identify and assess risks in strategy
4. Establish product marketing chain requirements to meet marketing options	4.1 Map steps in marketing chain to supply identified market 4.2 Establish farm business requirements for each step in the marketing chain 4.3 Establish compliance requirements at each step in the marketing chain 4.4 Develop record-keeping requirements for each step in the marketing chain
5. Develop and document a community-based marketing plan	5.1 Document required processes for supply chain stakeholders and production systems 5.2 Identify and document marketing targets 5.3 Identify key factors that differentiate product 5.4 Develop and document a promotion plan 5.5 Collate customer feedback for improvement in market outcomes

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	Organise, evaluate and critique ideas and information on organic farm markets, legislation and certification to develop ideas for managing community market supply within legal frameworks
Writing	Prepare documentation expressing ideas, exploring complex market and supply issues and constructing plans and strategies logically, succinctly and accurately

Unit Mapping Information

Code and title current version	Code and title previous version	Comments	Equivalence status
AHCORG511 Develop and manage a community based marketing supply chain	AHCORG504 Develop and manage a community based marketing supply chain	Minor changes to Application, Performance Criteria for brevity and clarity Changes to Performance Evidence, Knowledge Evidence and Assessment Conditions for clarity Foundation Skills added	Equivalent

Links

Companion Volumes, including Implementation Guides, are available at VETNet: - <https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=c6399549-9c62-4a5e-bf1a-524b2322cf72>