



Australian Government

AURAMA3004 Maintain business image

Release 1

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Modification History

Release	Comment
Release 1	Replaces AURC363337A Maintain business image Unit code updated to meet policy requirements. Reference to OHS legislation replaced with new WHS legislation Licensing statement added to unit descriptor

Unit Descriptor

Unit descriptor	This unit of competency covers the competence required to maintain staff dress and grooming standards, maintain the physical appearance of the workplace, implement waste disposal processes, and promote business products and services. Licensing, legislative, regulatory or certification requirements may apply to this unit in some jurisdictions. Users are advised to check with the relevant regulatory authority.
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Application of the Unit

Application of the unit	This unit of competency applies to the following and should be contextualised to the qualification to which it is being applied: <ul style="list-style-type: none"> • retail, service and repair.
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Licensing/Regulatory Information

Not applicable.

Pre-Requisites

Not applicable.

Employability Skills Information

Employability skills	This unit contains employability skills.
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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.
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Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
1. Maintain physical appearance of the workplace	1.1. Cleanliness and tidiness of the workplace is maintained in accordance with industry and/or enterprise standards of workplace health and safety (WHS) 1.2. Workplace is free of rubbish and waste in accordance with industry, WHS and enterprise requirements 1.3. Standards of cleanliness are communicated to staff in accordance with enterprise procedures 1.4. Customer reception area is maintained to enterprise standards 1.5. Defined areas for specific tasks are created and maintained to enterprise requirements 1.6. Facilities and equipment maintenance is planned and regularly carried out 1.7. Enterprise image and signage is displayed consistently throughout the organisation
2. Maintain enterprise dress and grooming standards	2.1. Expectations regarding dress and grooming are communicated to staff on a regular basis 2.2. Standards are updated as needs arise according to enterprise requirements 2.3. Dress and grooming of staff are monitored to ensure standards are met 2.4. Breaches of standards are identified and corrected
3. Implement waste disposal processes	3.1. Waste disposal is monitored to ensure compliance with environmental, WHS, industry and enterprise requirements 3.2. Recycling opportunities are identified and implemented in accordance with environmental legislative, industry and enterprise standards 3.3. Environment Protection Authority documents are maintained
4. Promote products and services provided by the business	4.1. Promotional activities are implemented as planned according to enterprise policies and industry and legal requirements 4.2. Products/services are sold to highest quality level according to enterprise policies, manufacturer/component supplier specifications, industry and legal requirements 4.3. Sales promotions/campaigns are actively supported

Required Skills and Knowledge

REQUIRED SKILLS AND KNOWLEDGE

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

Required skills

- collect, organise and understand information related to enterprise expectations
- communicate ideas and information to ensure staff are advised of enterprise requirements
- plan and organise activities for waste disposal processes
- work with others and in a team by using a team approach to maintain workplace appearance
- use mathematical ideas and techniques to budgets associated with sales campaigns
- establish diagnostic processes to resolve environmental issues
- use the workplace technology related to promote products and services

Required knowledge

Knowledge of:

- WHS requirements within the state/territory of operation
- industry and enterprise standards and requirements regarding physical appearance of the workplace, dress and grooming
- industry and enterprise standards regarding waste disposal processes
- enterprise standards regarding promotion of services and products
- environmental protection authority regulations and guidelines
- advertising codes and requirements for ethical advertising practices
- legal obligations and requirements

Evidence Guide

EVIDENCE GUIDE	
<p>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.</p>	
Overview of assessment	
Critical aspects for assessment and evidence required to demonstrate competency in this unit	<p>It is essential that competence is fully observed and there is ability to transfer competence to changing circumstances and to respond to unusual situations in the critical aspects of:</p> <ul style="list-style-type: none"> • maintaining staff dress and grooming standards • maintaining the physical appearance of the workplace • implementing waste disposal processes • promoting business products and services.
Context of and specific resources for assessment	<ul style="list-style-type: none"> • The underpinning knowledge and skills may be assessed on or off the job. • The assessment of practical skills must take place only after a period of supervised practice and repetitive experience. If workplace conditions are not available, assessment in simulated workplace conditions is acceptable. • The prescribed outcome must be able to be achieved without direct supervision. • The following should be made available: <ul style="list-style-type: none"> • a workplace or simulated workplace • enterprise or equivalent policy and procedures • enterprise stationery, forms/business documents • a qualified workplace assessor.
Method of assessment	<p>Practical assessments:</p> <ul style="list-style-type: none"> • address staff breaches of dress and grooming standards • complete Environmental Protection Authority (EPA) paperwork • maintain the physical appearance of the worksite • maintain enterprise dress and grooming standard • implement waste disposal processes • promote products and services provided by the business.

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, 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.

Methods	Methods include: <ul style="list-style-type: none"> written and verbal communication
Defined areas for specific tasks	Defined areas for specific tasks may include: <ul style="list-style-type: none"> lunchrooms work areas for specific tasks (e.g. paint, electrical, transmission and wheel alignment) warehouse areas office/administration areas workshop bays
Waste	Waste may include: <ul style="list-style-type: none"> materials products parts consumables
Corrective actions	Corrective action to breaches of dress and grooming standards may include: <ul style="list-style-type: none"> individual or group staff counselling, notices or memos
Standard clothing	Standard clothing may include: <ul style="list-style-type: none"> overalls shirts jacket trousers work safety or waterproof footwear ear plugs/muffs safety goggles other personal protection equipment
Information/documents	Information/documents may include: <ul style="list-style-type: none"> enterprise operating procedures product manufacturer/component supplier specifications customer requirements

RANGE STATEMENT	
	<ul style="list-style-type: none"> industry/workplace codes of practice
WHS requirements	WHS requirements may include: <ul style="list-style-type: none"> state/territory industry WHS legislation award provisions

Unit Sector(s)

Unit sector	Common
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Co-requisite units

Not applicable.

Competency field

Competency field	Management, Leadership and Supervision
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