



**Australian Government**

**Department of Education, Employment and Workplace Relations**

# **SFILEAD501C Develop and promote industry knowledge**

**Release: 1**

## SFILEAD501C Develop and promote industry knowledge

### Modification History

Not Applicable

### Unit Descriptor

<b>Unit descriptor</b>	<p>This unit of competency deals with the capability of a strategic industry leader to keep up-to-date with a broad range of industry knowledge and assess the significance of issues and new developments for the continued growth and wellbeing of the industry as a whole.</p> <p>No licensing, legislative, regulatory or certification requirements apply to this unit at the time of publication.</p>
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### Application of the Unit

<b>Application of the unit</b>	<p>This unit has application for the development of industry leaders involved in strategic management of the seafood industry. This unit is one of seven strategic leadership units at Diploma level. The strategic leadership units are undertaken as a group and are listed as a Skill Set in the SFI10 Seafood Industry Training Package.</p>
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### Licensing/Regulatory Information

Refer to Unit Descriptor

### Pre-Requisites

<b>Prerequisite units</b>		

## Employability Skills Information

<b>Employability skills</b>	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 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.
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## Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
1. Build and maintain a detailed knowledge of the industry	<p>1.1. Knowledge of key industry sectors, <b>products, equipment, supply chain, stakeholder organisations</b>, people, resource management processes/policies, work practices, <b>legislation and regulations</b> is developed and maintained.</p> <p>1.2. Likely sources of information are identified and accessed, as required.</p> <p>1.3. Relevant historical events and the sensitivities and positions of the people involved are recalled and applied.</p> <p>1.4. State, territory, national and international issues and research findings are analysed for their relevance to the industry.</p>
2. Assess new developments	<p>2.1. Issues of actual or potential significance for the industry are identified and researched, as necessary.</p> <p>2.2. The risks and opportunities of <b>new developments</b> in industry processes, technology and quality/environmental requirements are considered.</p> <p>2.3. Emerging stakeholders and interest groups are identified and assessed for their potential benefit or impact.</p> <p>2.4. Trends in production, marketing, resource management and research are analysed.</p> <p>2.5. Success and failure in other industries are assessed for their relevance.</p> <p>2.6. Changing community and customer beliefs, attitudes and expectations are monitored.</p>
3. Disseminate information to best effect	<p>3.1. Accurate and balanced <b>information</b> is disseminated to key target groups using a language, style and format that is readily understood.</p> <p>3.2. Broad industry awareness and interest in key issues is promoted by providing regular and timely information.</p>

## Required Skills and Knowledge

### REQUIRED SKILLS AND KNOWLEDGE

## REQUIRED SKILLS AND KNOWLEDGE

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

### Required skills

- analysing the relevance, accuracy and shortcomings of information and discerning trends, issues and implications
- assessing the risks and opportunities implicit in new information
- explaining complex ideas to a wide range of audiences
- identifying target groups that can use industry information to good effect
- presenting and distributing information to stakeholders using effective strategies
- researching industry information
- tapping a wide range of sources of information
- writing clear, plain English summaries of industry information.

### Required knowledge

- basic environmental and resource management procedures, regulations and codes of practice relevant to the specific sector within the seafood industry
- changing customer expectations and buying patterns
- commercial fisheries, aquaculture and other seafood sectors, species and correct marketing names, products, working regime, typical equipment used and unique aspects relevant to sector or geographic area
- ecologically sustainable development (ESD) principles and practice, such as Environment Australia protocols
- employment and workplace safety legislation and regulations that impact on the seafood industry
- key processes or steps in the supply chain for seafood and other aquatic products
- key seafood industry political processes and stakeholders, including individuals, interest groups and organisations
- links between and interdependence of key processes in the supply chain for seafood and other aquatic products
- major historical events that have shaped the industry over time
- methods of disseminating information to best effect
- national and international policy approaches to production, processing, marketing, resource management and research
- new and emerging processes, technology and quality/environmental requirements
- processes for identifying stakeholders and opinion leaders
- price movements and seasonality of competing products and supplies
- sectors in the seafood industry and supply chain
- scientific and economic concepts relating to fisheries and aquaculture management, including maximum sustainable yield, maximum economic yield and technology creep
- sustainable energy principles and practices relevant to area of work.



## Evidence Guide

<b>EVIDENCE GUIDE</b>	
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.	
<b>Overview of assessment</b>	
<b>Critical aspects for assessment evidence required to demonstrate competence in this unit</b>	<p>Assessment must confirm the ability to:</p> <ul style="list-style-type: none"> <li>• analyse information for gaps, accuracy and industry significance</li> <li>• be proactive by recognising threats and opportunities affecting the industry</li> <li>• build knowledge by researching information from a wide range of sources on key matters relating to industry</li> <li>• demonstrate current, working knowledge of industry sectors, organisations, representatives and political processes</li> <li>• provide timely and appropriate information and advice to key stakeholders.</li> </ul>
<b>Context of and specific resources for assessment</b>	<p>Assessment is to be conducted in the workplace and in a simulated work environment.</p> <p>Resources may include:</p> <ul style="list-style-type: none"> <li>• relevant legislation and regulations</li> <li>• fisheries or aquaculture management or research reports.</li> </ul>
<b>Method of assessment</b>	<p>The following assessment methods are suggested:</p> <ul style="list-style-type: none"> <li>• feedback from stakeholders regarding accuracy, timeliness and relevance of information provided by the candidate</li> <li>• interview and oral questioning</li> <li>• observation of an oral presentation by the candidate</li> <li>• review of articles, reports, advice and other industry information written by the candidate</li> <li>• review of a project that describes the candidate's research and analysis of a topic or issue.</li> </ul>
<b>Guidance information for assessment</b>	This unit may be assessed holistically with other SFILEAD (leadership) units within a Skill Set or

**EVIDENCE GUIDE**

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, 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.

***Products*** may include:

- crustaceans
- fish and related products (e.g. roe)
- live and dead seafood
- manufactured foodstuffs (e.g. soups)
- miscellaneous invertebrates
- molluscs and related products (e.g. pearls)
- ornamental and display aquatic plants and animals
- reptiles and related products (e.g. skins)
- seaweed, aquatic plants and algae.

***Equipment*** may include:

- aquacultural ornamental or holding machinery and equipment
- communication equipment, including computers
- fishing gear
- manufacturing, processing, transport and refrigeration equipment
- packing and storage equipment and containers
- safety gear and personal protective equipment (PPE)
- vessels
- wholesale and retail equipment.

***Supply chain*** may include:

- auction/wholesale and retail
- consumption
- cultivate and grow/culture
- harvest or catch
- live holding and display



<b>RANGE STATEMENT</b>	
	<ul style="list-style-type: none"> <li>• process</li> <li>• transport and storage.</li> </ul>
<i>Stakeholder organisations</i> may include:	<ul style="list-style-type: none"> <li>• Austrade and Department of Foreign Affairs</li> <li>• certification or accreditation bodies and third-party auditors</li> <li>• commercial fishing or aquatic groups</li> <li>• community representatives, local land holders and residents</li> <li>• conservation and environmental organisations, such as the Nature Conservation Council and the World Wide Fund for Nature</li> <li>• cooperatives, marketing bodies and associations</li> <li>• current and potential customers, clients and suppliers</li> <li>• ecosystem or resource management committees or advisory groups, including Management Advisory Committees (MACs), catchment management groups, Landcare, Bushcare, Coastcare and Seacare</li> <li>• employer, company directors and other professional associations</li> <li>• export promotion agencies, such as the Exporters Club</li> <li>• government funding providers</li> <li>• Indigenous seafood or resource management groups and traditional fishing groups/cooperatives</li> <li>• media</li> <li>• ornamental, aquarium and other hobby groups</li> <li>• political organisations, politicians and ministerial advisors</li> <li>• professional, industry and state or territory representative bodies, including Seafood Experience Australia, National Aquaculture Council, Commonwealth Fisheries Association and Seafood Services Australia</li> <li>• relevant ministries, government departments (federal, state or territory and local) and other regulation authorities, such as Department of Agriculture, Forestry and Fisheries, Australian Fisheries Management Authority and Australian Aquaculture Inspection Service</li> </ul>

**RANGE STATEMENT**

	<ul style="list-style-type: none"> <li>• research organisations, such as Australian Bureau of Agricultural Resource Economics and the Bureau of Rural Sciences</li> <li>• schools, registered training organisations (RTOs) and industry training centres, AgriFood Skills Australia Standing Committee and industry training advisory bodies (ITABs)</li> <li>• statutory authorities, such as the Fisheries Research and Development Corporation</li> <li>• surfing, recreational fishing and boating groups</li> <li>• unions.</li> </ul>
<i>Legislation and regulations</i> may include:	<ul style="list-style-type: none"> <li>• business or workplace operations, policies and practices: <ul style="list-style-type: none"> <li>• commercial law, including fair trading and trade practices</li> <li>• consumer law</li> <li>• corporate law, including registration, licensing and financial reporting</li> <li>• disability policies and practices</li> <li>• equal opportunity, anti-discrimination and sexual harassment</li> <li>• industrial relations and awards, individual employment contracts and share of catch agreements</li> <li>• jurisdictional variations</li> <li>• superannuation</li> <li>• taxation</li> <li>• trade practices</li> <li>• warnings and dismissals</li> <li>• worker's compensation</li> </ul> </li> <li>• ESD principles, environmental hazard identification, risk assessment and control</li> <li>• food safety, Hazard Analysis Critical Control Point (HACCP), hygiene and temperature control along chain of custody</li> <li>• fisheries or aquaculture regulations, permits, licences, quotas, catch restrictions, and other compliance requirements, including: <ul style="list-style-type: none"> <li>• Australian Exclusive Economic Zone</li> <li>• international treaties and agreements</li> </ul> </li> <li>• imports quarantine and inspection, and</li> </ul>

**RANGE STATEMENT**

	<p>importing approved arrangements for Australian Quarantine Inspection Service (AQIS), Australian Customs Service (ACS) and Biosecurity Australia (BA)</p> <ul style="list-style-type: none"> <li>• Indigenous native title, land claims and cultural activities, including fishing by traditional methods</li> <li>• land, buildings and vehicle operations: <ul style="list-style-type: none"> <li>• buildings and structures design and appearance, constructions and additions</li> <li>• poaching, trespass and theft</li> <li>• road laws for use of motor vehicles, bikes, trucks and other transport equipment</li> <li>• soil and water management</li> <li>• water or land lease, tenure or ownership and use</li> <li>• use of chemicals and biological agents</li> <li>• use of firearms and powerheads</li> <li>• use of utilities, including water, natural gas, electricity and sewage</li> </ul> </li> <li>• maritime, vessel and occupational diving operations: <ul style="list-style-type: none"> <li>• Australian occupational diving standards and codes of practice</li> <li>• foreign and Australian legislation applying to quarantine and customs</li> <li>• International Convention for the Safety of Life at Sea (SOLAS)</li> <li>• International Convention on Standards of Training, Certification and Watchkeeping for Seafarers (STCW 1978)</li> <li>• Marine Emergency Response Search and Rescue (MERSAR)</li> <li>• National Standards for Commercial Vessels</li> <li>• pollution prevention - International Convention for the Prevention of Pollution from Ships (MARPOL 73/78)</li> <li>• Uniform Shipping Laws (USL) Code</li> <li>• use of vessels, right of way and other marine orders, bunkering and refuelling</li> </ul> </li> <li>• occupational health and safety (OHS) hazard identification, risk assessment and control</li> </ul>
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<b>RANGE STATEMENT</b>	
	<ul style="list-style-type: none"> <li>• product quality assurance               <ul style="list-style-type: none"> <li>• correct quantities, sizes and other customer requirements</li> <li>• correct naming and labelling (e.g. country of origin, Australian Fish Names Standard and eco-labelling)</li> <li>• third-party certification (e.g. Australian Grown and ISO 14001:2004 Environmental management systems).</li> </ul> </li> </ul>
<i>New developments</i> may include:	<ul style="list-style-type: none"> <li>• climate change</li> <li>• economic change</li> <li>• legislative and resource management changes</li> <li>• new products, markets, processing, packaging and equipment</li> <li>• political issues</li> <li>• proposed policy changes</li> <li>• research findings</li> <li>• quality and environmental requirements</li> <li>• technological change</li> <li>• third-party accreditation or certification.</li> </ul>
<i>Information dissemination</i> may include:	<ul style="list-style-type: none"> <li>• discussion of issues:               <ul style="list-style-type: none"> <li>• at port, sector, cooperative and community meetings</li> <li>• with industry groups and government representatives</li> </ul> </li> <li>• verbal information (e.g. face to face and telephone)</li> <li>• websites, Facebook, Twitter and other online networks</li> <li>• written information (e.g. electronic, SMS, memos, reports, newsletters, surveys, media releases, posters and brochures).</li> </ul>

## Unit Sector(s)

<b>Unit sector</b>	Leadership
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## Co-requisite units

<b>Co-requisite units</b>		

## Competency field

<b>Competency field</b>	
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