



**Australian Government**

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

# **SIFMPR002A Prepare and conduct tours**

**Revision Number: 1**

## **SIFMPR002A Prepare and conduct tours**

### **Modification History**

Not applicable.

### **Unit Descriptor**

#### **Unit descriptor**

This unit describes the performance outcomes, skills and knowledge required to research information on funeral home, cemetery or crematorium tours and to conduct and evaluate tours.

### **Application of the Unit**

#### **Application of the unit**

This unit applies to funeral home and cemetery and crematorium staff working autonomously or under supervision. It requires the application of communication, planning, research and problem-solving skills to plan, conduct and evaluate tours of cemeteries, crematoria or funeral homes.

### **Licensing/Regulatory Information**

Not applicable.

### **Pre-Requisites**

#### **Prerequisite units**

Nil

## Employability Skills Information

**Employability skills** This unit contains employability skills.

## 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.

## Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
1 Research tour information.	<p>1.1 Identify, access and review formal and informal <i>sources of information</i>.</p> <p>1.2 Evaluate information sources for reliability and currency.</p> <p>1.3 Develop and maintain general knowledge of local region and Australian funeral, burial and cremation practices.</p> <p>1.4 Develop and maintain <i>knowledge</i> of history and operations of the funeral home, cemetery or crematorium.</p>
2 Plan tours.	<p>2.1 Determine size, composition and <i>specialised requirements</i> for each tour group.</p> <p>2.2 Identify and select tour routes according to size, composition, specialised requirements and <i>workplace policies and procedures</i>.</p> <p>2.3 Identify and prepare <i>information materials</i> for clients according to workplace policies and procedures, and <i>relevant legislation</i>.</p> <p>2.4 Determine and arrange <i>tour equipment</i> requirements.</p>

<b>ELEMENT</b>	<b>PERFORMANCE CRITERIA</b>
	2.5 Prepare tour commentary according to special requirements and timing and route of tour.
3 Conduct pre-tour briefings.	3.1 Greet clients and provide summary of <i>tour program</i> and location of <i>facilities</i> according to workplace policies and procedures. 3.2 Inform clients of <i>health and safety requirements</i> and any <i>specific restrictions</i> according to workplace policies and procedures, and relevant legislation. 3.3 Provide opportunity for client clarification of information and instructions.
4 Conduct tours.	4.1 Direct physical movement of tour groups according to tour program, workplace policies and procedures, and relevant legislation. 4.2 Present tour commentary using equipment as required. 4.3 Encourage client participation and address client questions through direct response or later follow-up as required. 4.4 Identify and address <i>conflicts or difficulties</i> promptly according to workplace policies and procedures.
5 Evaluate tours.	5.1 Request <i>client feedback and review</i> according to workplace policies and procedures. 5.2 Reflect on own performance and note <i>areas for improvement</i> and <i>appropriate strategies</i> . 5.3 Record and report evaluation according to workplace policies and procedures.

## Required Skills and Knowledge

### REQUIRED SKILLS AND KNOWLEDGE

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

#### Required skills

- communication skills to respond to questions and provide clear information at a pace and language level appropriate to client needs
- literacy and numeracy skills to prepare tour commentaries and materials and manage tour timing
- technology skills to identify and use appropriate equipment and access information
- planning and organisational skills to research information, and plan and conduct tours
- self-management skills to evaluate own performance and take corrective action where required
- problem-solving skills to identify and manage conflict and difficulties during tours
- interpersonal skills to relate to people from a range of social, cultural, religious and ethnic backgrounds and with a range of physical and mental abilities.

#### Required knowledge

- layout and features of funeral home, cemetery or crematorium
- social, religious and cultural differences and traditions
- alternative formats for production of information materials, such as large print or other languages
- guidelines for maximising accessibility of print-based materials
- professional funeral services industry parameters in dealing with the bereaved
- operating features and procedures for relevant equipment
- workplace policies and procedures relevant to accessing and preparing tour information and conducting and evaluating tours
- understanding of public liability issues and responsibilities.

## Evidence Guide

### 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.

**Critical aspects for assessment and evidence required to** Evidence of the following is essential:

- ability to research and prepare information for delivery

## EVIDENCE GUIDE

### **demonstrate competency in this unit**

- to tour participants
- delivery of tour commentaries at a pace and level suited to identified needs and characteristics of tour group
- preparing and conducting tours on multiple occasions to ensure consistency of performance and ability to respond to different situations and customer needs.

### **Context of and specific resources for assessment**

Assessment must ensure:

- demonstration of skills in a funeral home, cemetery or crematorium facility where tours are conducted
- interaction with a tour group
- access to relevant documentation, such as information materials
- access to tour equipment.

### **Methods of assessment**

A range of assessment methods should be used to assess practical skills and knowledge. The following examples are appropriate for this unit:

- observation of candidate conducting tours safely according to planned timing and client needs
- review of research materials and self-evaluation reports
- participation in role plays to identify and resolve conflict and difficulties
- written or verbal questioning to assess knowledge and understanding of relevant workplace procedures and policies and legislation
- review of workplace documents completed by candidate
- review of portfolios of evidence and third-party workplace reports of on-the-job performance by the candidate.

Holistic assessment with other units relevant to the industry sector, workplace and job role is recommended, for example:

- SIFMPR004A Develop marketing strategies and activities.

Employability skills embedded in this unit should be assessed holistically with other relevant units that make up

## EVIDENCE GUIDE

the skill set or qualification and in the context of the job role.

## 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.

*Sources of information* may include:

- books, magazines, newspapers and other references
- statistical information
- internet
- relevant industry associations
- past and present staff members
- local experts
- descendents of deceased persons, especially historic figures
- own knowledge, memory and experiences
- videos and television.

*Knowledge* may include:

- historical figures buried at the cemetery or crematorium
- history of the cemetery or crematorium.

*Specialised requirements* may include:

- tour purpose
- theme
- access needs
- areas of special interest
- social, cultural and religious
- language.

## RANGE STATEMENT

***Workplace policies and procedures*** may include:

- allowable tour areas
- OHS
- dress and presentation standards
- staff code of conduct
- use, care and maintenance of equipment
- internet use
- dealing with inappropriate client behaviour
- client and staff feedback and review
- professional development policy.

***Information materials*** may include:

- brochures
- pamphlets
- business cards.

***Relevant legislation, regulations and codes of practice*** may include:

- Privacy Acts
- copyright
- OHS
- Public Health Act
- Environment Protection Act
- local government regulations
- funeral services industry code of practice
- cemetery Acts and by-laws
- Crematorium Acts.

***Tour equipment*** may include:

- microphone
- audiovisual equipment
- videos
- props
- equipment to meet specialised requirements, such as wheelchairs or use of interpreters.

***Tour program*** may include:

- purpose
- route
- timing.



## RANGE STATEMENT

- Facilities*** may include:
- toilets
  - access ramps
  - seats.
- Health and safety requirements*** may include:
- location of open gravesites
  - cemetery or crematorium equipment movement
  - emergency evacuation procedures
  - procedures in case of separation from main group.
- Specific restrictions*** may include:
- unsafe areas
  - funerals in progress.
- Conflicts or difficulties*** may include:
- personal conflict between clients
  - dominant or disruptive clients
  - negative clients
  - subgroups or cliques within group
  - perception of favouritism by guide
  - dissatisfaction with tour
  - ill or distressed clients.
- Client feedback and review*** may include:
- written evaluation sheet
  - verbal.
- Areas for improvement*** may include:
- time management
  - voice projection
  - tour commentary
  - verbal communication.
- Appropriate strategies*** may include:
- workplace mentoring
  - specific courses.

## Unit Sector(s)

**Sector** Funeral Services

**Competency field**

**Competency field** Marketing and Public Relations