



Australian Government

Department of Education, Employment and Workplace Relations

SIRRMER014A Manage visual merchandising projects

Revision Number: 1

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Modification History

Not applicable.

Unit Descriptor

Unit descriptor This unit describes the performance outcomes, skills and knowledge required to manage visual merchandising projects in retail exhibitions or events contexts.

Application of the Unit

Application of the unit This unit requires the team member to apply knowledge of project planning to develop visual merchandising project plans and manage projects that include the application of and control procedures, resource management and risk management and the application of team leadership and management strategies. It further requires the successful completion of projects according to client requirements and project plans. Frontline visual merchandiser supervisors and managers are responsible for this role.

Licensing/Regulatory Information

Not applicable.

Pre-Requisites

Prerequisite units Nil

Employability Skills Information

Employability skills The required outcomes described in this unit contain applicable facets of employability skills. The Employability Skills Summary of the qualification in which this unit is packaged will assist in identifying employability skills requirements.

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 Establish the scope and nature of the project.	<p>1.1 Develop <i>project</i> scope, objectives and budget in consultation with <i>client</i>.</p> <p>1.2 Develop a <i>resource strategy</i> for the project according to the given budget and timelines.</p> <p>1.3 Communicate project scope and objectives to the <i>project team</i>.</p> <p>1.4 Negotiate and clearly communicate project responsibilities to all stakeholders.</p> <p>1.5 Plan internal and external communication strategies in conjunction with appropriate colleagues.</p> <p>1.6 Agree evaluation methods suitable to the project within the team.</p> <p>1.7 Develop an overall <i>project management plan</i>, including key project milestones, and communicate to team</p>

ELEMENT	PERFORMANCE CRITERIA
	members.
	1.8 Identify work requirements according to the project brief and project management plan.
2 Organise equipment, supplies and materials.	2.1 Estimate equipment and material requirements and make available according to the project design objectives and budget.
	2.2 Contact external suppliers as required to supply relevant materials or services.
3 Administer and monitor the project.	3.1 Implement project strategies and administered and monitor in conjunction with project team.
	3.2 Implement and monitor financial control systems according to the project budget.
	3.3 Provide support and assistance to team members as appropriate.
	3.4 Use sound interpersonal and communication styles to build trust and respect within the project team.
	3.5 Assess and review progress against project objectives and milestones in consultation with project team members.
	3.6 Assess additional resource requirements and take action accordingly and within project budget constraints.
	3.7 Provide regular reports on project progress to all appropriate colleagues and clients.
4 Evaluate the project.	4.1 Use agreed <i>evaluation methods</i> to assess the project at specified stages.
	4.2 Ensure evaluation takes account of agreed project objectives and priorities and involves appropriate stakeholders.
	4.3 Modify the management plan during the project, and to inform future project management.
	4.4 Share information from project evaluation with appropriate colleagues and incorporate into future project planning.

Required Skills and Knowledge

REQUIRED SKILLS AND KNOWLEDGE

This section describes the essential skills and knowledge and their level, required for this unit.

The following skills must be assessed as part of this unit:

- interpersonal communication skills to:
 - establish the scope and nature of the project
 - contact suppliers and administer, monitor and evaluate the project through clear and direct communication
 - ask questions to identify and confirm requirements
 - share information
 - give instructions
 - use language and concepts appropriate to cultural differences
 - use and interpret non-verbal communication
- planning
- presentation
- organising
- monitoring
- coordinating
- project management
- numerical calculations, including time, measurements and quantities
- the application of relevant computer software applications
- ability to read and interpret client briefs, plans, designs and specifications
- facilitating safe and efficient work practices.

The following knowledge must be assessed as part of this unit:

- in-depth knowledge of the nature of the project being managed, including internal and external issues to be considered
- suppliers of visual merchandising equipment and materials
- project evaluation methodologies
- project management processes, the project life cycle and the relationship between project stages
- client management
- human resources management
- resource allocation
- safe work practices.

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, the range statement and the Assessment Guidelines for this Training Package.

Critical aspects for assessment and evidence required to demonstrate competency in this unit

Evidence of the following is essential:

- the development of management plans
- the application of and control procedures, resource management and risk management
- the application of team leadership and management strategies
- the application of project evaluation strategies
- successful completion of projects according to client requirements and project plans.

Context of and specific resources for assessment

Assessment must ensure access to:

- a real or simulated work environment
- relevant documentation, such as:
 - project briefs
 - project management plans
- information on:
 - products and services
 - suppliers
 - new technology.

EVIDENCE GUIDE

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 performance in the workplace
- a real or simulated project case study
- a portfolio, including a project management plan, evaluation and photographs of a completed visual merchandising project managed by the candidate
- third-party reports from a supervisor
- client feedback
- answers to questions about specific skills and knowledge
- review of portfolios of evidence and third-party workplace reports of on-the-job performance.

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

Assessing employability skills

Employability skills are integral to effective performance in the workplace and are broadly consistent across industry sectors. How these skills are applied varies between occupations and qualifications due to the different work functions and contexts.

Employability skills embedded in this unit should be assessed holistically in the context of the job role and with other relevant units that make up the skill set or 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 in the performance criteria is detailed below.

Projects may include:

- major retail promotions
- window displays

RANGE STATEMENT

- exhibitions
- general events.

Clients may be:

- internal staff
- external to the organisation.

Resource strategy may include:

- budget
- sponsorship
- human resources
- materials and equipment
- technology.

Project team may include:

- staff members
- teams
- management
- other professional or technical staff.

Project management plan may include:

- objectives and outcomes
- personnel
- budget
- stages
- timeframes
- key milestones relating to stages, outcomes or reporting requirements
- internal and external communication processes and channels
- sponsors
- risk management and contingency plans
- quality assurance
- consultation strategies
- reporting requirements
- attachments, such as design plans and elevations and concept visuals.

RANGE STATEMENT

Evaluation methods may include:

- project team consultation
- customer feedback
- client evaluation.

Unit Sector(s)

Sector Retail

Competency field

Competency field Merchandising