



Australian Government

SITHFAB039 Manage the sale or service of wine

Release: 1

SITHFAB039 Manage the sale or service of wine

Modification History

Not applicable.

Application

This unit describes the performance outcomes, skills and knowledge required to coordinate business activities associated with the sale and service of wine. It requires the ability to select wines, organise wine storage and cellaring systems, and develop wine knowledge for self and other staff members.

The unit applies to hospitality, winery, retail and wholesale organisations that sell wines.

This unit applies to individuals who are responsible for both the technical and business aspects of wine service or sales. It therefore combines management and planning skills with specialised wine expertise. Job roles might include management of a specialised wine outlet (winery or retail outlet) or the management of wine for a restaurant.

The sale and service of alcohol is subject to the provisions of Responsible Service of Alcohol (RSA) law in each state and territory of Australia. Skills and knowledge for compliance with this law are covered by the prerequisite unit SITHFAB021 Provide responsible service of alcohol.

The skills in this unit must be applied in accordance with Commonwealth and State/Territory legislation, Australian/New Zealand standards and industry codes of practice.

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

Pre-requisite Unit

SITHFAB021 Provide responsible service of alcohol

SITHFAB032 Provide advice on Australian wines

SITHFAB033 Provide advice on imported wines

Competency Field

Food and Beverage

Unit Sector

Hospitality

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. Research and select wines to meet business objectives.	1.1. Develop or identify business objectives for the sale or service of wine. 1.2. Conduct relevant research on wine products, trends and market characteristics. 1.3. Maximise business opportunities by developing wine-related products and services, including wine lists, that support business objectives and profitability requirements. 1.4. Identify and develop appropriate opportunities to promote wine.
2. Develop and monitor wine management systems.	2.1. Research, select and purchase appropriate equipment to support wine service and storage in consultation with managers. 2.2. Organise wine storage and cellaring systems that ensure wine quality and business efficiency. 2.3. Establish and monitor systems that ensure effective communication between colleagues on wine-related issues. 2.4. Monitor quality of wine products and services and provide proactive support and assistance to colleagues. 2.5. Resolve wine-related issues and challenges and use experience to inform future planning and activities. 2.6. Proactively identify opportunities for improvement in wine management systems and make recommendations to managers.
3. Develop and extend wine skills and knowledge for self and others.	3.1. Proactively evaluate own skills and knowledge to identify gaps and opportunities for further skills development. 3.2. Access opportunities to extend wine skills and knowledge. 3.3. Provide timely and accurate advice to other staff and colleagues on wine and wine-related matters. 3.4. Organise or provide suitable training to staff on wine and wine service. 3.6. Maximise business and professional development opportunities through liaison with other members of the wine community and wine suppliers.

Foundation Skills

Foundation skills essential to performance in this unit, but not explicit in the performance criteria are listed here, along with a brief context statement.

DESCRIPTION

SKILLS

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| Reading skills to: | <ul style="list-style-type: none">• interpret detailed product information, promotional material and reviews about wines. |
| Writing skills to: | <ul style="list-style-type: none">• write comprehensive yet easily understood procedures for the sale and service of wine. |
| Oral communication skills to: | <ul style="list-style-type: none">• listen and respond to workplace information and suggestions from peers. |
| Numeracy skills to: | <ul style="list-style-type: none">• interpret financial impact of goods and services tax (GST) and the wine equalisation tax (WET)• calculate costs of wine and profit margins• order wine stocks. |
| Learning skills to: | <ul style="list-style-type: none">• research a wide range of potentially complex topics, and interpret, adapt and apply information from multiple sources to own practice. |
| Problem-solving skills to: | <ul style="list-style-type: none">• develop business-wide responses to operational and management challenges. |
| Initiative and enterprise skills to: | <ul style="list-style-type: none">• identify opportunities for improving wine management systems. |

Unit Mapping Information

Supersedes and is not equivalent to SITHFAB020 Manage the sale or service of wine.

Links

Companion Volume implementation guides are found in VETNet -

<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=68c40a93-e51d-4e0f-bc06-899dff092694>