



Australian Government

Department of Education, Employment and Workplace Relations

SITHFAB428A Manage the sale or service of wine

Revision Number: 1

SITHFAB428A Manage the sale or service of wine

Modification History

Not applicable.

Unit Descriptor

Unit descriptor

This unit describes the performance outcomes, skills and knowledge required to co-ordinate or manage activities associated with the sale and service of wine.

Some states and territories have legislative requirements in relation to service of alcohol that may impact on the work activities described in this unit.

Application of the Unit

Application of the unit

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.

Licensing/Regulatory Information

Not applicable.

Pre-Requisites

Prerequisite units

- SITHFAB009A Provide responsible service of alcohol
- SITHFAB324A Provide specialised advice on food and beverage matching
- SITHFAB325A Provide specialised advice on Australian wines
- SITHFAB326A Provide specialised advice on imported wines.

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 and select wines to meet business objectives. | 1.1 | Develop or identify <i>business objectives</i> in relation to the sale or service of wine. |
| | | 1.2 | Conduct <i>relevant research</i> on wine products, trends and market characteristics. |
| | | 1.3 | Maximise business opportunities through the development of <i>wine-related products and services</i> , including wine lists, that support business objectives and profitability |

ELEMENT	PERFORMANCE CRITERIA
2	<p>requirements.</p> <p>1.4 Identify and develop appropriate <i>opportunities for the promotion of wine</i> within the overall business context.</p> <p>2.1 Research, select and purchase <i>appropriate equipment</i> to support wine service and storage within scope of job responsibility and in consultation with relevant management</p> <p>2.2 Organise wine storage and cellaring systems that ensure wine quality and business efficiency</p> <p>2.3 Establish and monitor systems that ensure effective communication between colleagues on wine-related issues</p> <p>2.4 Monitor the quality of wine products and services and provide pro-active support and assistance to colleagues</p> <p>2.5 Resolve wine-related issues and challenges promptly and use experience to inform future planning and activities</p> <p>2.6 Pro-actively identify opportunities for improvement in wine management systems and make recommendations to relevant colleagues</p>
3	<p>3.1 Pro-actively evaluate own skills and knowledge to identify gaps and opportunities for further skills development.</p> <p>3.2 Access <i>appropriate opportunities to extend wine skills and knowledge</i>.</p> <p>3.3 Provide timely and accurate advice to other staff and colleagues on wine and wine-related matters.</p> <p>3.4 Organise or provide suitable training to staff on wine and wine service.</p> <p>3.5 Maximise business and professional development opportunities through liaison with other members of the wine community and <i>wine suppliers</i>.</p>

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:

- communication and leadership skills to provide supportive guidance to colleagues and engage with peers on professional issues
- literacy skills to conduct research on a wide range of potentially complex topics, and to interpret, adapt and apply information from multiple sources
- planning and organisational skills to develop and monitor wine management systems
- problem solving skills to develop business wide responses to operational and management challenges
- numeracy skills to understand financial impact of GST and the Wine Equalisation tax, calculate costs of wine, order wine stocks and work out profit margins
- self-management skills to proactively develop own skill and engage in ongoing learning.

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

- Australian and international trends in wine, including:
 - styles
 - production methods
 - wine and food matching
 - market preferences
 - consumption patterns
 - pricing
- Australia's position in the international wine market
- current trends in wine sales and service technologies
- wine list design, including:

factors that affect wine lists in different industry contexts

balance considerations (styles, regions, cost)

- wine cellaring and storage requirements for various types of wines (white, red, sparkling, aged wines), including equipment and stock control systems
- safety and hygiene issues to be considered in the storage or cellaring of wines
- promotional opportunities for wine in the relevant industry context
- professional development opportunities for wine specialists in Australia
- broader training opportunities for wine staff
- requirements of the relevant state or territory Liquor Act in relation to service of alcohol and the role of management and staff in ensuring patron care.
- requirements of the Food Standards Australia New Zealand Food Standards Code

REQUIRED SKILLS AND KNOWLEDGE

requirements and the bilateral trade agreement between Australia and the European Economic Area.

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:

- development of multiple wine products and services that meet business objectives
- detailed knowledge of wine cellaring requirements
- detailed knowledge of the business factors to be considered in managing wine sales and service.

Context of and specific resources for assessment

Assessment must ensure:

- access to a wide range of wines to develop wine-related products and services
- access to comprehensive information on wine and wine trends
- interaction with others to reflect the communication and leadership aspects of the unit.

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:

- evaluation of wine related products and services developed by the candidate
- wine tastings to evaluate and monitor wines, and make recommendations for cellaring
- observation of a presentation on wine management by the candidate
- evaluation of wine marketing materials developed by the candidate
- evaluation of a case study developed by the candidate to recommend wine management strategies for a nominated workplace or wine outlet
- review of portfolio 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.

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.

Business objectives may relate to:

- profitability
- image in the marketplace
- expansion of wine sales
- entrance into new markets
- special promotions
- changes in product offerings
- strategic alliances with suppliers and customers.

RANGE STATEMENT

- Relevant research may relate to:***
- consumption patterns
 - customer preferences
 - competitor activity
 - new wines
 - product pricing
 - emerging trends.
- Wine-related products and services may include:***
- wine lists
 - promotional activities
 - wine tastings
 - catalogues
 - function packages
 - 'special occasion' products
 - selection of specific vintages for cellaring purposes.
- Opportunities for the promotion of wine may include:***
- selecting and organising specials
 - organising and conducting wine tastings
 - presentations and stands at wine events
 - developing promotional material
 - implementing staff incentive schemes.
- Appropriate equipment may relate to:***
- glassware
 - refrigeration
 - storage facilities.

RANGE STATEMENT

Opportunities to extend wine skills and knowledge may include:

- talking to product suppliers, winemakers and vineyard managers
- memberships of associations, professional organisations and industry bodies
- networking
- attending professional tastings and specialised seminars or conferences
- attending wine promotions and tastings
- wine and food festivals
- tours
- reading general and trade media
- attending trade shows
- reading wine reference books
- internet research.

Wine suppliers may include:

- wholesalers
- vineyards
- auctions
- internet distributors.

Unit Sector(s)

Sector

Hospitality

Competency field

Competency field

Food and Beverage