



Australian Government

AHCORG404 Arrange selling through community based marketing

Release: 1

AHCORG404 Arrange selling through community based marketing

Modification History

Release	TP Version	Comment
1	AHCv1.0	Initial release

Application

This unit of competency describes the skills and knowledge required to arrange selling through community based marketing.

All work must be carried out to comply with workplace procedures, work health and safety, animal welfare and biosecurity legislation and codes, and sustainability practices.

This unit applies to individuals who take responsibility for their own work and for the quality of the work of others within know parameters and use discretion and judgment in the selection, allocation and use of available resources.

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

Unit Sector

Organic Production (ORG)

Elements and Performance Criteria

Element	Performance criteria
Elements describe the essential outcomes.	Performance criteria describe the performance needed to demonstrate achievement of the element.
1. Identify and evaluate selling options	1.1 Identify the various types of community based selling schemes 1.2 Identify characteristics of the farm business produce 1.3 Identify and document the potential customer base 1.4 Evaluate and document selling options
2. Comply with the requirements of the selected community marketing scheme	2.1 Identify and comply with market requirements 2.2 Comply with legislative requirements in each step of the supply chain 2.3 Keep records to verify compliance with the community marketing

Element	Performance criteria
	scheme, food safety and organic certification where applicable
3. Develop and maintain a relationship with customers	3.1 Investigate characteristics of the community customers 3.2 Identify potential links between the community and the farm system 3.3 Develop the connections between individuals and the farm production system 3.4 Develop a 'farm story' and communicate the uniqueness of the enterprise to the community using appropriate communication channels 3.5 Monitor community satisfaction levels through customer feedback and address valid concerns
4. Organise transport	4.1 Identify transport requirements and engage carriers as required 4.2 Arrange transport timing and delivery of product with carrier, processing and or selling facility and, where appropriate, agent 4.3 Comply with any special requirements to ensure appropriate transport 4.4 Comply with all relevant legislative requirements including food safety and organic certification
5. Keep records	5.1 Complete pre and post sale documentation 5.2 Record transactions to ensure traceability and reconciliation can be effected and business performance criteria can be assessed 5.3 Document customer feedback and identify and record potential improvements

Foundation Skills

Foundation Skills essential to performance are explicit in the performance criteria of this unit of competency.

Range of Conditions

Unit Mapping Information

This unit is equivalent to AHCORG404A Arrange selling through community based marketing.

Links

Companion Volume implementation guides are found in VETNet -

<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=c6399549-9c62-4a5e-bf1a-524b2322cf72>

Assessment Requirements for AHCORG404 Arrange selling through community based marketing

Modification History

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Performance Evidence

The candidate must be assessed on their ability to integrate and apply the performance requirements of this unit in a workplace setting. Performance must be demonstrated consistently over time and in a suitable range of contexts.

The candidate must provide evidence that they can:

- identify farm produce selling options
- identify and comply with requirements of a community marketing scheme and its characteristics
- establish relationships with community stakeholders and customers
- monitor and record community satisfaction levels and customer feedback and address concerns
- communicate the 'farm story' and the uniqueness of the enterprise to the community
- arrange timely transport and delivery of produce and address any special transport requirements
- comply with transport legislative requirements
- accurately record pre and post sale documentation and transactions
- identify and record potential improvements
- work with natural processes and allowable inputs to improve and maintain soil fertility
- apply enterprise work health and safety policies and guidelines
- implement enterprise environmental sustainability practices

Knowledge Evidence

The candidate must demonstrate knowledge of:

- applicable federal, state or territory legislation, regulations, standards, codes of practice and established safe practices relevant to the full range of processes in selling produce through community based markets
- relevant legislation and regulations relating to work health and safety
- organic certification systems and standards

- organisation policies and procedures related to supply chain management, purchasing, and contracting and tendering
- characteristics and composition of farm business marketing plans
- characteristics of community marketing schemes and the steps within a farm produce supply chain
- product knowledge related to goods and services required by the organisation
- ways to build trust and collaboration as opposed to competition
- business terms and conditions for purchasing, tendering and contracting
- ethical behaviour
- established communication channels and protocols
- procedures for operating electronic communications equipment
- procedures for recording and reporting workplace information and completing relevant documentation

Assessment Conditions

Competency is to be assessed in the workplace and/or a simulated environment that accurately reflects performance in a real workplace setting.

Assessors must satisfy current standards for RTOs.

Links

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