



Australian Government

Assessment Requirements for AHCORG504 Develop and manage a community based marketing supply chain

Release: 1

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Modification History

Release	TP Version	Comment
1	AHCv1.0	Initial release

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:

- research and evaluate the suitability of different community marketing options for farm products
- research and identify applicable legislative, environmental, and certification requirements relevant to managing a community based marketing chain
- document specifications for the various components of the marketing chain management system in line with organisational and legislative requirements
- establish and document market specifications meet community expectations
- establish product marketing chain to meet marketing options
- establish farm business requirements for each step in the marketing chain
- establish compliance requirements at each step in the marketing chain
- conduct record keeping requirements for each step in the marketing chain
- develop and document a community based marketing plan
- develop and document a promotion plan
- collate customer feedback and use to improve market outcomes

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
- rural produce marketing and presentation

- 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

Companion Volume implementation guides are found in VETNet -

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