



Australian Government

AHCORG504 Develop and manage a community based marketing supply chain

Release: 1

AHCORG504 Develop and manage a community based marketing supply chain

Modification History

Release	TP Version	Comment
1	AHCv1.0	Initial release

Application

This unit of competency describes the skills and knowledge required to develop and manage a community based marketing supply chain.

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 rural enterprise managers who develop and manage marketing strategies and systems within a community based marketing scheme to meet desired production and business outcomes.

This unit applies to individuals who take responsibility for their own work and for the quality of the work of others within known 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.

Pre-requisite Unit

Nil.

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. Evaluate the suitability of different community marketing options for	1.1 Research and document non traditional selling options 1.2 Identify different community marketing models applicable to the

Element	Performance criteria
farm products	farm system 1.3 Identify key input supply chain steps and stakeholders and relevant certification requirements 1.4 Evaluate different options
2. Determine the marketing chain processes to participate in the selected community marketing schemes	2.1 Research and identify applicable legislative, environmental, and certification requirements relevant to managing a community based marketing chain 2.2 Document specifications for the various components of the marketing chain management system in line with organisational and legislative requirements 2.3 Document traceability requirements of the marketing chain
3. Determine appropriate community marketing strategies for farm products	3.1 Identify communities that have a potential relationship with the farm system 3.2 Document the characteristics and values of the identified communities 3.3 Match community characteristics and values to farm system 3.4 Establish and document market specifications to meet community expectations 3.5 Identify and document appropriate community marketing strategies 3.6 Identify and assess risks in strategy
4. Establish product marketing chain requirements to meet marketing options	4.1 Map required steps in marketing chains to supply identified market 4.2 Establish farm business requirements for each step in marketing chain 4.3 Establish compliance requirements at each step in marketing chain 4.4 Develop record keeping requirements for each step in marketing chain
5. Develop and document a community based marketing plan	5.1 Document required processes for the chosen enterprises and production systems 5.2 Identify and document marketing targets 5.3 Identify the key factors that differentiate product 5.4 Develop and document a promotion plan 5.5 Collate customer feedback and use to improve market outcomes

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 AHCORG504A Develop and manage a community based marketing supply chain.

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 AHCORG504 Develop and manage a community based marketing supply chain

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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:

- 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

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