



Australian Government

AHCORG511 Develop and manage a community based marketing supply chain

Release: 1

AHCORG511 Develop and manage a community based marketing supply chain

Modification History

Release	Comments
Release 1	This version released with AHC Agriculture, Horticulture and Conservation and Land Management Training Package Version 9.0.

Application

This unit of competency describes the skills and knowledge required to evaluate different marketing models, identify a compatible community marketing strategy for the farm, and develop and manage a community-based marketing supply chain.

The unit applies to individuals who apply specialised skills and knowledge, and take personal responsibility and exercise autonomy in undertaking complex work. They analyse and synthesise information, and analyse, design and communicate solutions to sometimes complex problems.

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

Pre-requisite Unit

Nil

Unit Sector

Organic Production (ORG)

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. Evaluate the suitability of different community marketing options for farm products	1.1 Research and document selling options suitable for farm produce 1.2 Identify community marketing models applicable to farm system 1.3 Identify key input supply chain steps, stakeholders and certification requirements

Elements	Performance Criteria
<i>Elements describe the essential outcomes.</i>	<i>Performance criteria describe the performance needed to demonstrate achievement of the element.</i>
	1.4 Evaluate and record most suitable options
2. Determine the marketing chain processes to participate in the selected community marketing schemes	2.1 Research and identify legislative, environmental and certification requirements for managing a community-based marketing chain 2.2 Document specifications for components of marketing chain management system according to workplace and legislative requirements 2.3 Document traceability requirements of marketing chain
3. Determine appropriate community marketing strategies for farm products	3.1 Identify communities with potential relationship for farm system 3.2 Document the characteristics and values of identified communities 3.3 Compare community characteristics and values with farm system 3.4 Establish and document market specifications to meet community expectations 3.5 Identify and document community marketing strategies 3.6 Identify and assess risks in strategy
4. Establish product marketing chain requirements to meet marketing options	4.1 Map steps in marketing chain to supply identified market 4.2 Establish farm business requirements for each step in the marketing chain 4.3 Establish compliance requirements at each step in the marketing chain 4.4 Develop record-keeping requirements for each step in the marketing chain
5. Develop and document a community-based marketing plan	5.1 Document required processes for supply chain stakeholders and production systems 5.2 Identify and document marketing targets 5.3 Identify key factors that differentiate product 5.4 Develop and document a promotion plan 5.5 Collate customer feedback for improvement in market outcomes

Foundation Skills

This section describes those language, literacy, numeracy and employment skills that are essential for performance in this unit of competency but are not explicit in the performance criteria.

Skill	Description
Reading	Organise, evaluate and critique ideas and information on organic farm markets, legislation and certification to develop ideas for managing community market supply within legal frameworks
Writing	Prepare documentation expressing ideas, exploring complex market and supply issues and constructing plans and strategies logically, succinctly and accurately

Unit Mapping Information

Code and title current version	Code and title previous version	Comments	Equivalence status
AHCORG511 Develop and manage a community based marketing supply chain	AHCORG504 Develop and manage a community based marketing supply chain	Minor changes to Application, Performance Criteria for brevity and clarity Changes to Performance Evidence, Knowledge Evidence and Assessment Conditions for clarity Foundation Skills added	Equivalent

Links

Companion Volumes, including Implementation Guides, are available at VETNet: - <https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=c6399549-9c62-4a5e-bf1a-524b2322cf72>

Assessment Requirements for AHCORG511 Develop and manage a community based marketing supply chain

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Performance Evidence

An individual demonstrating competency must satisfy all of the elements and performance criteria in this unit.

There must be evidence that the individual has, on at least one occasion, developed and managed a community-based marketing supply chain and has:

- researched and evaluated suitability of different community marketing options for farm products
- researched and identified legislative, environmental and certification requirements for community-based marketing chain
- prepared specifications for components of marketing chain management system according to workplace procedures and legislative requirements
- established and documented market specifications for community expectations
- established product marketing chain to meet marketing options
- established farm business requirements for each step in the marketing chain
- established compliance requirements for each step in the marketing chain
- developed record-keeping systems for each step in the marketing chain
- developed and documented a community-based marketing plan
- developed and documented a promotion plan
- collated customer feedback.
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Knowledge Evidence

An individual must be able to demonstrate the knowledge required to perform the tasks outlined in the elements and performance criteria of this unit. This includes knowledge of:

- federal, state or territory legislation, regulations, standards and codes of practice for selling produce through community-based markets
- 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
- ethical behaviour
- established communication channels and protocols
- procedures for operating electronic communications equipment
- procedures for recording and reporting workplace information and completing relevant documentation.
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Assessment Conditions

Assessment of the skills in this unit of competency must take place under the following conditions:

- physical conditions:
 - skills must be demonstrated for a farm or an environment that accurately represents workplace conditions
- resources, equipment and materials:
 - planning and management tools and resources
- specifications:
 - workplace policies, procedures, processes
 - workplace plans and specifications for farm produce
 - specific legislation and codes of practice
- relationships:
 - community and stakeholders.

Assessors of this unit must satisfy the requirements for assessors in applicable vocational education and training legislation, frameworks and/or standards.

Links

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