



Australian Government

Department of Education, Employment and Workplace Relations

AHCLSK502A Arrange marketing of livestock

Release: 1

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Modification History

Not Applicable

Unit Descriptor

Unit descriptor	This unit covers the process of arranging for the marketing of livestock and associated products and defines the standard required to: identify appropriate markets and sales opportunities; calculate cost of production and target sale price; ensure that the product meets legislative and industry requirements for fitness for sale; select selling method and negotiate with brokers, sellers and agents; arrange transport/delivery.
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Application of the Unit

Application of the unit	This unit applies to livestock production managers whose job role includes livestock marketing.
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Licensing/Regulatory Information

Not Applicable

Pre-Requisites

Prerequisite units		

Employability Skills Information

Employability skills	This unit contains employability skills.
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Elements and Performance Criteria Pre-Content

Not Applicable

Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA

ELEMENT	PERFORMANCE CRITERIA
1. Determine sales characteristics and demand	1.1. Potential purchasers and their purchasing requirements are identified from available market information. 1.2. Current and recent sales are observed to monitor market trends and patterns. 1.3. Regulatory requirements for market entry are monitored and reviewed to ensure quality assurance and fitness for sale. 1.4. Ability to deliver product to meet market demand and requirements is determined.
2. Sell product and arrange transport	2.1. Sale logistics are researched and incorporated into marketing strategy. 2.2. Sale outlets are consulted about market prospects and informed of preferred sale method. 2.3. Transport arrangements are completed in time for sale, and facilities and product are prepared and organised. 2.4. Negotiations with agents, brokers and buyers are completed. 2.5. Payments are arranged and processed.
3. Assess sales performance	3.1. Sales data is obtained and analysed to facilitate monitoring of performance against marketing plan and enterprise requirements. 3.2. Strengths and weaknesses of performance are analysed. 3.3. Sales strategies are reviewed to maximise future returns. 3.4. Data is recorded for future reference according to enterprise, industry and legislative requirements.

Required Skills and Knowledge

REQUIRED SKILLS AND KNOWLEDGE

This section describes the skills and knowledge required for this unit.

Required skills

- identify appropriate markets and sales opportunities
- ensure that the product meets legislative and industry requirements for fitness for

REQUIRED SKILLS AND KNOWLEDGE

- sale
- select sales outlets
- arrange transport
- monitor sales trends and analyse and record sales data to help improve future profit margins
- prepare marketing plans
- implement marketing plan
- implement sales and transport logistics for livestock product
- monitor the effectiveness of the sales strategy
- use literacy skills to fulfil job roles as required by the organisation. The level of skill may range from reading and understanding documentation to completion of written reports
- use oral communication skills/language competence to fulfil the job role as specified by the organisation including questioning, active listening, asking for clarification, negotiating solutions and responding to a range of views
- use numeracy skills to estimate, calculate and record complex workplace measures
- use interpersonal skills to work with others and relate to people from a range of cultural, social and religious backgrounds and with a range of physical and mental abilities.

Required knowledge

- market specifications
- quality assurance procedures and techniques
- sales outlets and dates
- transport systems
- price risk and sales strategies
- sales analysis
- livestock preparation requirements
- sale methods
- communication techniques
- relevant legislative health and Occupational Health and Safety (OHS) requirements especially as they relate to livestock products, live animals, animal transportation for local and export markets, and safe livestock handling techniques
- enterprise and industry policies and codes of practice with regard to livestock sales transportation and recording and reporting requirements
- awareness and knowledge of Minimum Residue Levels (MRLs) and the variance between countries
- withholding periods after treatment.

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, range statement and the Assessment Guidelines for the Training Package.

Overview of assessment

Critical aspects for assessment and evidence required to demonstrate competency in this unit

The evidence required to demonstrate competency in this unit must be relevant to workplace operations and satisfy holistically all of the requirements of the performance criteria and required skills and knowledge and include achievement of the following:

- identify appropriate markets and sales opportunities
- calculate cost of production and target sale price
- ensure that the product meets legislative and industry requirements for fitness for sale
- select selling method and negotiate with brokers, sellers and agents
- arrange transport/delivery.

Context of and specific resources for assessment

Competency requires the application of work practices under work conditions. Selection and use of resources for some worksites may differ due to the regional or enterprise circumstances.

Range Statement

RANGE STATEMENT

The range statement relates to the unit of competency as a whole.

Livestock may include:

- sheep
- goats
- beef cattle
- alpacas
- deer
- dairy cattle
- pigs.

Sale outlets could include:

- auction markets
- contract sales

RANGE STATEMENT

	• processors • deliverable future contracts • paddock/private and computer aided selling.
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Unit Sector(s)

Unit sector	Livestock
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Co-requisite units

Co-requisite units		

Competency field

Competency field	
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