



Australian Government

Department of Education, Employment and Workplace Relations

AHCORG504A Develop and manage a community based marketing supply chain

Release 1

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Modification History

Release	TP Version	Comments
1	AHC10v4	Initial release

Unit Descriptor

This Unit of Competency defines the standard required to: evaluate the suitability of different community marketing options for farm products; determine the supply chain processes to participate in the selected community marketing schemes; develop a range of marketing alternatives; and develop and document a community marketing plan for farm produce and promote produce within community based marketing schemes.

Application of the Unit

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.

Licensing/Regulatory Information

Not applicable.

Pre-Requisites

Nil.

Employability Skills Information

This Unit contains employability skills.

Elements and Performance Criteria Pre-Content

Elements describe the essential outcomes of a Unit of Competency.

Performance criteria describe the performance needed to demonstrate achievement of the element. Where bold italicised text is used, further information is detailed in the required skills and knowledge section and the range statement. Assessment of performance is to be consistent with the evidence guide.

Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
1. Evaluate the suitability of different community marketing options for farm products	1.1 Research and document non traditional selling options. 1.2 Identify different community marketing models applicable to the 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.

Required Skills and Knowledge

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

Required skills include:

Ability to:

- provide strong customer focus
- work collaboratively with others
- adapt appropriately to cultural differences in the community market place, including modes of behaviour and interactions with others
- work with attention to detail and thoroughness
- interpret, analyse and extract information from a range sources such as professional literature, legal documents, discussions and workshops
- communicate detailed and complex information in written and oral form with people both inside and outside the organisation
- converse and liaise with industry contacts, relevant stakeholders, staff and family regarding marketing through a community based scheme
- identify and build strategic industry relationships and establish and use network and support groups
- react appropriately to environmental implications and OHS hazards
- measure, calculate and estimate material quantities
- assess and adopt profitable innovations
- calculate financial returns
- use appropriate technology, including software
- implement contingency plans for unplanned events such as problems arising during the supply and management of community marketing activities
- assess and adopt profitable innovations
- prepare enterprise budgets and calculate financial returns.

Required knowledge includes:

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 OHS
- 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.

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	A person who demonstrates competency in this Unit must be able to provide evidence that they can develop and manage a community based marketing supply chain.
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: • 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.
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.

Method of assessment	• Assessment methods must satisfy the endorsed Assessment Guidelines of the AHC10 Training Package and can be assessed holistically with other Units. • Assessment methods must confirm consistency and accuracy of performance (over time and in a range of workplace relevant contexts) together with application of required knowledge. • Assessment must be by direct observation of tasks, with questioning on required knowledge and it must also reinforce the integration of employability skills. • Assessment methods must confirm the ability to access, interpret and apply the required knowledge. • Assessment may be applied under project-related conditions (real or simulated) and require evidence of process. • Assessment must confirm a reasonable inference that competency is able not only to be satisfied under the particular circumstance, but is able to be transferred to other circumstances. • Assessment may be in conjunction with assessment of other Units of Competency. • The assessment environment should not disadvantage the candidate. • Assessment practices should take into account any relevant language or cultural issues related to Aboriginality, gender or language backgrounds other than English. • Where the participant has a disability, reasonable adjustment may be applied during assessment. • Language and literacy demands of the assessment task should not be higher than those of the work role.
Guidance information for assessment	To ensure consistency of performance, competency should be demonstrated on more than one occasion over a period of time in order to cover a variety of circumstances, cases and responsibilities, and where possible, over a number of assessment activities.

Range Statement

The range statement relates to the Unit of Competency as a whole. It allows for different work environments and situations that may affect performance. Bold italicised wording, if used in the performance criteria, is detailed below. Essential operating conditions that may be present with training and assessment (depending on the work situation, needs of the candidate, accessibility of the item, and local industry and regional contexts) may also be included.

<i>Community marketing models</i> may include:	• boxed schemes • farmers markets • roadside stall • community supported agriculture • subscription selling • direct selling.
<i>Supply chain steps</i> may include:	• input sources and procurement • animal welfare considerations • allowable inputs • transport • production processes • harvesting • post-harvest treatment.
<i>Managing a community based marketing chain</i> may include:	• suitability of produce • timing • size of market • resource requirements to service market.
<i>Characteristics and values of the identified communities</i> may include:	• food miles • animal welfare • environmental parameters • local • organic/biodynamic • packaging style • communication.
<i>Market specifications</i> may include:	• produce specifications • specific market area • supply volumes • portion sizes • weight • packaging and labelling • timing • quality parameters • certification scheme.
<i>Steps in marketing chains</i> may	• processing

include:	• inspection • packaging • labelling • transport • storage • delivery.
<i>Farm business requirements</i> may include:	• labour • equipment • promotional material.
<i>Compliance requirements</i> may include:	• organic certification • food safety.
<i>Record keeping requirements</i> may include:	• food safety • organic records • sales records • purchasing records • financial records • farm records.

Unit Sector(s)

Organic Production