



Australian Government

FBPCDS2002 Provide and present wine tourism information

Release: 1

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Modification History

Release	Comments
Release 1	This version released with FBP Food, Beverage and Pharmaceutical Training Package Version 2.0.

Application

This unit of competency describes the skills and knowledge required to provide and present relevant and accurate tourist information to winery visitors on wine products, wine growing, local history, and workplace facilities.

The unit applies to individuals who work in cellar door operations of wineries or distilleries. Individuals generally work under supervision but have some autonomy and accountability for their own work.

All work must be carried out to comply with workplace procedures, according to state/territory health and safety, and food safety regulations, legislation and standards that apply to the workplace.

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

Pre-requisite Unit

Nil

Unit Sector

Cellar Door (CDS)

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. Provide general overview of the Australian wine industry	1.1 Provide a brief history of Australian viticulture and wine production to visitors on request 1.2 Identify the main wine grape growing regions of Australia and explain distinguishing features in response to visitor enquiries

Elements	Performance Criteria
<i>Elements describe the essential outcomes.</i>	<i>Performance criteria describe the performance needed to demonstrate achievement of the element.</i>
	1.3 Describe the position of Australian wines in relation to world markets 1.4 Explain the risk from visitors bringing phylloxera into quarantine areas and describe procedures for controlling and minimising this risk 1.5 Identify and comply with workplace requirements for visitor access, health and safety in the workplace and the provision of information
2. Provide general regional information	2.1 Identify and describe grape varieties commonly grown in the region 2.2 Explain the location of tourist information centre and other local tourist attractions to visitors and provide information about special events 2.3 Provide a brief outline of local history to visitors 2.4 Maintain current details about local facilities and provide to visitors on request 2.5 Provide contact names and locations of local wineries to visitors on request 2.6 Access and provide current local tourist information brochures and online information
3. Provide general information about the organisation and its products	3.1 Provide a brief history of the organisation to visitors 3.2 Explain the role of the cellar door operations within the workplace 3.3 Identify the countries to which workplace products are exported and provide information about exported products to visitors 3.4 Explain the Australian wine awards system to visitors and application to the workplace product range 3.5 Explain key wine industry bodies, events and their functions to visitors

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	Gather and interpret tourism information from various sources
Oral Communication	- Use clear language to convey industry-specific information appropriate to visitor - Use active listening skills to respond to questions from visitors and to provide information that meets visitor needs
Navigate the world of work	Understand biosecurity and health and safety in the workplace requirements relevant to own role
Interact with others	Use accepted practices and protocols for communicating with people external to the organisation
Get the work done	Use the main features and functions of digital tools to identify and convey tourism information

Unit Mapping Information

Code and title current version	Code and title previous version	Comments	Equivalence status
FBPCDS2002 Provide and present wine tourism information	FDFCD2002A Promote wine tourism information	Updated to meet Standards for Training Packages Changed unit title and minor changes to Elements and Performance Criteria for clarity Prerequisites removed	Equivalent unit

Links

Companion Volume Implementation Guides are found in VETNet: -

<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=78b15323-cd38-483e-aad7-1159b570a5c4>

Assessment Requirements for FBPCDS2002 Provide and present wine tourism information

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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 provided wine tourism information for at least two separate visitor enquiries and has demonstrated the following:

- accessed information about the history and product range of the organisation, regional and Australian wines
- accessed workplace information to identify wine industry tourism promotion requirements
- provided tourism information appropriate to the needs of visitors to the cellar door
- explained phylloxera threats and prevention measures to visitors
- maintained cellar door information resources and display areas
- used digital tools to access and present wine industry information
- presented clear and accurate wine tourism information covering:
 - wine varieties and production in the local region
 - main wine grape growing regions in Australia
 - links to history, tourism information and other wineries
 - workplace wine products and exports
 - wine industry bodies and awards.

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:

- brief history of Australian wine production:
 - first planting of vines in Australia, including where and when
 - key successes and challenges in wine industry development
 - structure of the industry
 - trends in styles produced
- location and key distinguishing features of Australia's main wine grape growing regions:

- climate and soil
- grape varieties and wine styles
- specific viticultural and vinification techniques
- key brands
- key features of local wine grape growing region:
 - climate
 - soil
 - grape varieties
 - wine styles
 - specific viticultural and vinification techniques
 - key brands
- position of Australian wine in the world market:
 - quantity and value of Australian exports
 - major importers of Australian wine
 - key brands exported
 - label interpretation and Australian wine label integrity program
- the threat of phylloxera to the Australian wine industry:
 - quarantine areas
 - effect of phylloxera on vine and wine
 - steps winery and vineyard visitors can take to minimise risk of transferring infection
- regional and local information:
 - overview of history
 - local events
 - local attractions, facilities and essential services
- key Australian wine industry bodies and their purpose
- organisation information:
 - history
 - parent company or owners
 - size and production capacity
 - key brands
 - product and service range
- workplace policy and procedures with regard to:
 - visitor service and interaction
 - providing information and advice
 - health and safety in the workplace hazards and controls
 - procedures and responsibility for reporting problems
- effective presentation skills and techniques.

Assessment Conditions

Assessment of skills must take place under the following conditions:

- physical conditions:
 - a workplace or an environment that accurately represents workplace conditions
- resources, equipment and materials:
 - promotional information, materials, displays and/or equipment
 - technology for accessing and presenting information
 - aids and resources for effective presentations
- specifications:
 - work instructions and workplace procedures relating to promoting wine tourism information and dealing with visitors
- relationships (internal and/or external):
 - cellar door visitors for promotion activities.

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

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