



Australian Government

Department of Education, Employment and Workplace Relations

FDFCD2002A Promote wine tourism information

Release 3

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Modification History

This unit supersedes but is not equivalent to FDFCDSWTB Promote wine tourism information.

September 2012: updated equivalent imported pre-requisite Unit.

April 2012: Minor typographical corrections.

Unit Descriptor

Unit descriptor	This specialist unit has been developed for the cellar door sales stream of the wine sector. It covers the skills and knowledge required to provide relevant and accurate tourist information to winery visitors.
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Application of the Unit

Application of the unit	This unit applies to staff employed in cellar door sales who provide information on wine products and wine growing in the enterprise, the region and Australia generally. The unit also covers the provision of information on local history and facilities as well as history and facilities of the enterprise.
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Licensing/Regulatory Information

Not applicable.

Pre-Requisites

Prerequisite units		
	SIRXCCS202	Interact with customers

Employability Skills Information

Employability skills	This unit contains employability skills.
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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. Provide general overview of the Australian wine industry	1.1 A brief history of Australian viticulture and wine production is explained to customers on request 1.2 The main wine growing regions of Australia are identified and their general distinguishing features are explained in response to general customer queries 1.3 The position of Australian wines in the world market is explained 1.4 Procedures to minimise the risk of cellar door sales visitors bringing phylloxera into quarantine areas are explained
2. Provide general regional information	2.1 Grape varieties commonly grown in the region are identified 2.2 Location of local tourist bureau and other common tourist attractions, including special events, are explained to customers 2.3 A brief outline of local history is explained to customers 2.4 Details of local facilities are kept current and provided to customers on request 2.5 Contact names and locations of other local wineries are provided to customers on request 2.6 Local tourist information brochures are kept current and are displayed in the customer sales area 2.7 Customer needs are anticipated and information offered as required
3. Provide general information about the enterprise and its products	3.1 A brief history of the enterprise is explained to customers 3.2 The role of the cellar door sales department within the overall operation of the enterprise is identified 3.3 The countries to which enterprise products are exported are identified and general information regarding exported products is provided to customers 3.4 The common Australian wine awards are distinguished and those that apply to the enterprise product range are explained to customers 3.5 Key wine industry bodies, events and their functions are identified

Required Skills and Knowledge

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

Required skills include:

Note: The following required skills should be applied as appropriate to the equipment and processes that are used in the particular winery or workplace.

Ability to:

- access workplace information to identify wine industry tourism promotion requirements
- liaise with other work areas. This may include:
 - other wineries
 - tourist information bureaux
 - local attractions and facilities
- provide tourism information to winery visitors. This may include:
 - regular research and revision to ensure facts are accurate and up to date
 - accessing workplace information to find answers
 - drawing customers' attention to support materials (e.g. maps, pamphlets and books)
 - answering questions
 - anticipating customer needs and requirements
 - using terminology, pitch and levels appropriate to customer needs
 - using discretion and sensitivity
 - accurately identifying specific customer needs using listening, questioning and observation techniques (e.g. special dietary requirements)
 - selecting specific information or summary facts to meet customer needs succinctly
 - converting figures into a meaningful format (e.g. imperial or metric, and currency)
 - sketching maps and diagrams
 - writing information down accurately and legibly (e.g. addresses and telephone numbers)
 - balancing attention between several customers and groups)
- communicate to different customers. This may include:
 - verbal skills, public speaking and articulation
 - body language (e.g. eye contact)
 - listening skills
 - observation techniques
- provide information on phylloxera as required. This should include:
 - what phylloxera is and how it affects the vines
 - potential risk to Australian wine production
 - quarantine areas
 - procedures cellar door sales visitors can follow to reduce the risk of carrying the insect
 - it may include anticipating customer requirements and/or maintaining supplies of information leaflets

- interpret Australian wine labels in terms of the label integrity program. This will include identifying:
 - region of production
 - vintage
 - grape variety or varieties
 - additives
- maintain cellar door information resources. This may include:
 - identifying information that is likely to date quickly (e.g. menus and prices)
 - dating information sources in line with workplace procedures
 - removing, replacing and correcting damaged, inaccurate and out-of-date materials as required
 - sourcing replacement, new material in response to customer request and/or workplace requirements
 - researching and identifying up-coming events (e.g. festivals and new restaurant openings)
 - cleaning and tidying display areas
 - displaying information in an accessible and understandable format
 - creating information lists and documents
 - identify the role of the cellar door sales function within the overall operation of the enterprise
- work cooperatively within a culturally diverse workforce

Required knowledge includes:

Note: The following required knowledge should be applied as appropriate to the equipment and processes that are used in the particular winery or workplace.

Knowledge of:

- brief history of Australian wine production, including:
 - who first planted vines in Australia, where and when
 - how the wine industry developed
 - structure of the industry
 - key successes and challenges (e.g. phylloxera)
 - first exports
 - trends in styles produced
 - affect of immigrant tastes on wine styles
- location and key distinguishing features of Australia's main wine growing regions. Features may include:
 - climate
 - soil
 - grape varieties
 - wine styles
 - specific viticultural and vinification techniques
 - key brands

- Key features of local wine growing region. Features may include:
 - climate
 - soil
 - grape varieties
 - wine styles
 - specific viticultural and vinification techniques
 - key brands
- position of Australian wine in the world market. This may include:
 - 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, including:
 - quarantine areas
 - effect of phylloxera on vine and wine
 - steps winery and vineyard visitors can take to minimise risk of transferring infection, including:
 - planning visits to phylloxera free areas before infected vineyards
 - avoiding the vineyard where possible
 - wearing disposable shoes
 - keeping to sealed roads and paths
- regional and local history. This may include:
 - Aboriginal sites
 - settlement dates and nationalities
 - populations
 - wine production and vineyards
- local events. This may include:
 - dates and times
 - features and expectations
 - booking procedures
 - information sources
 - locations
- local attractions, facilities and essential services. This may include:
 - telephone numbers
 - location and travel time
 - features
 - opening and running times
 - provision for special needs
- key Australian and international wine industry events and awards and their purpose. This may include:

- basic understanding of judging process
- enterprise objectives and involvement
- key Australian wine industry bodies, their purpose and contact details
- key wine industry media, including:
 - title
 - target audience
 - issue frequency
 - availability
- enterprise features. These may include:
 - history
 - parent company and/or owners
 - size (e.g. hectares and production capacity)
 - key brands
 - product and service range
 - exports, overseas distributors
- enterprise's and competitors' product range and features, including:
 - styles
 - flagship brands
 - price
- workplace policy and procedures with regard to:
 - customer service and interaction
 - providing information
 - providing advice
 - OHS hazards and controls
 - procedures and responsibility for reporting problems
 - recording requirements and procedures.

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	Assessment must be carried out in a manner that recognises the cultural and literacy requirements of the assessee and is appropriate to the work performed. Competence in this unit must be achieved in accordance with food safety standards and regulations.
Critical aspects for assessment and evidence required to demonstrate competency in this unit	Evidence of ability to: • access and identify information on the history and range of enterprise, regional and Australian wines • provide tourism information appropriate to the needs of visitors to the cellar door • explain phylloxera threats and prevention measures • maintain cellar door information resources and display areas • liaise with internal and external contacts, including: • other departments in the enterprise • other wineries • tourist information bureaux • local attractions and facilities.
Context of and specific resources for assessment	Assessment must occur in a real or simulated workplace where the assessee has access to: • personal protective clothing and equipment as required • work procedures, including advice on company practices, safe work practices, food safety, quality and environmental requirements • instructions, information, specifications and schedules as required • equipment, services and corresponding information as required • products and materials as required • internal and external customers and suppliers as required • cleaning procedures, materials and equipment as required • documentation and recording requirements and

EVIDENCE GUIDE

procedures.

EVIDENCE GUIDE	
Method of assessment	This unit should be assessed together with other units of competency relevant to the function or work role.
Guidance information for assessment	To ensure consistency in one's 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

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.	
Policies and procedures	Work is carried out in accordance with workplace procedures, licensing requirements and legislative requirements
Workplace information	Workplace information can include: • Standard Operating Procedures (SOPs) • workplace policy and procedures in regard to providing tourism information • specifications • work notes • instructions or verbal direction from manager, supervisor or senior staff
Customers	Customers may include: • people from a range of social, cultural or ethnic backgrounds and physical and mental abilities. English may not be their first language • regular, new, external or enterprise personnel
Team members	Team members may include: • people from a range of social, cultural and ethnic backgrounds and physical and mental abilities

RANGE STATEMENT	
Staff	Staff may: • be full time, part time or casual • work in other areas of the enterprise
Trading and other working conditions	Trading and other working conditions may be: • routine, busy or quiet
Information systems	Information systems may be: • print or screen based
Information sources	Information sources may be: • available to the public • for enterprise personnel reference only
Australian wine regions	Australian wine regions may include, but are not limited to: • Barossa • Coonawarra • Riverland • Rutherglen • Yarra Valley • Hunter Valley • Margaret River • Launceston (alternatively the following could be put in brackets next to the relevant region) • Clare • McLaren Vale • Langhorne Creek • Padthaway • Pyrenees • Mudgee • Swan Valley • Cowra • MIA • Sunraysia • Gippsland • Granite Belt
Local events	Local events may include: • festivals • races

RANGE STATEMENT

- shows

RANGE STATEMENT	
Attractions and facilities	Attractions and facilities may include: • hotels • accommodation • train, bus and taxi services • restaurants and cafes • shops (e.g. grocery, police, hospitals, doctors, cinemas, theatres, petrol stations and ATMs) • other wineries
Key wine industry events and awards	Key wine industry events and awards may include: • Wine Australia • Tasting Australia and relevant regional events • International Wine Challenge • Jimmy Watson Trophy • regional and capital city shows and awards
Wine industry bodies	Wine industry bodies include: • Winemakers Federation of Australia (WFA) • Australian Wine & Brandy Corporation (AWBC) • Wine Grape Growers Council of Australia (WGCA) • Wine Industry National Education and Training Advisory Council (WINETAC) • Cooperative Research Centre for Viticulture (CRCV) • Phylloxera and Grape Industry Boards
Wine industry media	Wine industry media may include: • the Wine Industry Journal • Wine Spectator • Grapegrower and Winemaker • Decanter • Wine and Spirit International • Wine Magazine • Wine State Magazine
Distinguishing features	Distinguishing features include: • Climate • varieties of grape grown • styles of wine produced • size and characteristics of wine region
History	History may include:

RANGE STATEMENT	
	• founders • ownership • significant dates
Materials	Materials may include: • leaflets • maps • magazines • books

Unit Sector(s)

Unit sector	Wine operations
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