



Australian Government

Department of Education, Employment and Workplace Relations

FDFCD3003A Coordinate winery hospitality activities

Release 3

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Modification History

This unit supersedes and is equivalent to FDFCDSWHB Coordinate winery hospitality activities.

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 plan, coordinate and evaluate winery hospitality activities. It may include facilitating teams.
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Application of the Unit

Application of the unit	This unit applies to the coordination of special events conducted as part of cellar door operations in the wine industry. The special events will be coordinated through the cellar door unit of the wine enterprise but may occur in the cellar door premises or partly or fully outside the cellar door (e.g. winery tours, functions using the winery or vineyard premises and grounds, or promotions outside of the winery or vineyard). The unit includes planning, conducting and evaluating hospitality events.
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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. Identify required hospitality activities	1.1 Enterprise promotional schedule is accurately interpreted and applied to hospitality activities 1.2 Response to ad-hoc customer requests and bookings is undertaken according to workplace policy and procedures
2. Plan and organise hospitality activities	2.1 Resources required to implement activities are identified, according to customer and workplace standards and objectives and legislative requirements 2.2 Prices and services are negotiated with suppliers and customers 2.3 Supply of necessary resources, services and prices are confirmed
3. Prepare for winery hospitality activities	3.1 Schedule of events is prepared to ensure timely and effective implementation of activities 3.2 Support materials are prepared or produced as required 3.3 Team and suppliers are briefed on their roles and responsibilities
4. Implement hospitality activities	4.1 Resources are coordinated effectively and efficiently to meet customer and workplace objectives 4.2 Hospitality facilities are monitored and maintained according to workplace policy and procedures 4.3 Problems and anomalies are recognised, rectified and/or reported according to workplace procedures
5. Evaluate winery hospitality activities	5.1 Team performance is evaluated according to workplace policy 5.2 Customer feedback is encouraged and reviewed 5.3 Suppliers are assessed and feedback given as required 5.4 Information is collated for the financial and promotional viability assessment 5.5 Areas for improvement are identified and recommendations made to appropriate personnel

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 winery hospitality activity coordination requirements
- liaise with other work areas. These may include:
 - tasting area
 - restaurant
 - tour leaders
- apply a high standard of personal presentation. This may include:
 - personal hygiene
 - dress or uniform
- interpret enterprise promotional schedules. This may include identifying:
 - promotional objectives
 - dates and times
 - relevant products
- apply workplace policy, standards and procedures with regard to:
 - hospitality activities
 - customer service
 - customer complaints
 - special requests
 - supplier contracts
 - inter-departmental contracts
 - occupational health and safety (OHS) of employees and visitors
 - responsible service of alcohol
 - performance management
 - activities required
 - co-presenters
 - standards required
- respond to ad-hoc customer requests and bookings. This will include accurately identifying customer needs with regard to date, time, numbers and hospitality activities and facilities required
- apply effective communication principles and techniques, including:
 - active listening
 - questioning
 - conflict and complaint resolution

- summarising
- recording details and information
- observation
- body language
- briefing and instructions
- presenting information
- plan and organise hospitality activities. This may include:
 - anticipating problems, customer needs and delays
 - problem solving
 - time management
 - negotiating and liaising with external and internal suppliers
 - interpreting legislative requirements
 - calculating and estimating required quantities and space
 - comparing and choosing quotes based on enterprise and customer objectives
 - creating flow diagrams
 - scheduling activities
 - confirming agreed contracts, provision of service with suppliers and customers
 - rostering staff
 - theft minimisation controls
- prepare support materials as required. This may include consideration of:
 - brand objectives
 - customer objectives
 - target audience
 - cost
 - time scales, and may include:
 - researching information required
 - briefing designers and printers
 - editing and proofreading
 - liaising with public relations and marketing departments
- brief team and suppliers on roles and responsibilities. This may include:
 - handover arrangements
 - workplace policy and procedures with regard to:
 - customer service
 - OHS
 - responsible service of alcohol
 - personal presentation and behaviour
 - emergency situations
- implement hospitality activities effectively to meet enterprise and customer objectives
- monitor hospitality facilities and service provision. This may include monitoring:
 - cleanliness of toilets

- seating and food availability
- housekeeping and table clearing standards
- litter and waste
- OHS compliance
- staff and supplier presentation and performance
- customer behaviour
- timing
- theft opportunities
- liquor licensing compliance
- signs of antisocial behaviour and intoxication
- take corrective action in response to out-of-specification standards or non-compliance
- report and/or record corrective action as required
- solve problems and 'think on your feet'
- identify and implement effective contingency plans
- deals with difficult customers
- evaluate winery hospitality activities. This may include:
 - seeking feedback from customers and staff
 - comparing results against objectives
 - collating costs and sales
 - reviewing own performance
- make recommendations for improvement. This may include:
 - writing reports
 - providing feedback to management, suppliers and staff
 - utilising team improvement processes
- record workplace information
- maintain work area to meet housekeeping standards
- facilitate teams according to enterprise procedures
- use improvement processes in team activities according to enterprise procedures
- conduct winery and/or site tours according to enterprise procedures
- conduct a specialised tasting according to enterprise procedures
- 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:

- purpose and principles of winery hospitality activities
- links to related work areas and activities (e.g. cellar door, public relations (PR) and marketing)
- procedures and responsibility for reporting problems
- recording requirements and procedures

- enterprise product and service range
- enterprise and brand promotional objectives
- format and interpretation of promotional schedules
- roles and responsibilities of supporting functions
- principles and techniques for:
 - telephone, face-to-face and written communication
 - questioning
 - active listening
 - observation
 - negotiation
 - influencing and persuading
 - time management
 - scheduling
 - material preparation
 - evaluation
 - monitoring
 - receiving and providing feedback
 - performance appraisal
 - information collation
 - problem solving
 - process improvement
 - conflict resolution
 - planning and organising
 - prioritising
- basic legislative and statutory requirements as they apply in the workplace, including:
 - serving and selling liquor
 - industry codes of practice
 - consumer law
 - customer OHS
- team facilitation techniques where relevant
- improvement processes where relevant
- techniques in conducting winery and/or site tours where relevant
- techniques in conducting specialised tastings where relevant.

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: • correctly interpret promotional schedules to establish schedule of hospitality events • establish resources required for hospitality event • establish supply of services and resources appropriate to each hospitality event, including pricing • correctly handle customer requests, bookings and ad-hoc requests • prepare schedules, briefing notes and other support materials for staff, suppliers and guests • conduct efficient and appropriate coordination of services, products and activities for hospitality events • deal effectively with problems and special requests during activities • establish evaluation procedures for customers, suppliers and staff • use results of evaluations to improve future activities.
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

EVIDENCE GUIDE

- cleaning procedures, materials and equipment as required
- documentation and recording requirements and 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 coordinating winery hospitality activities • specifications • work notes • instructions or verbal direction from manager, supervisor or senior staff
Cellar door	Cellar door may vary according to: • size • type • location
Customers	Customers may include: • regular, new, external or enterprise personnel • people from a range of social, cultural or ethnic backgrounds and physical and mental abilities. English may not be their first language. Buying and

RANGE STATEMENT

ordering experience and expertise may vary.
Customer needs and requests may vary

RANGE STATEMENT	
Products	Products may include: • wines and spirits and associated merchandise (e.g. corkscrews and glasses) • a range of enterprise promotional merchandise (e.g. clothing and souvenirs) • associated regional and tourism products (e.g. postcards, art and craft objects)
Team members	Team members may include: • people from a range of social, cultural and ethnic backgrounds and physical and mental abilities
Staff	Staff may: • be full time, part time or casual • work in other areas of the enterprise
Trading and working conditions	Trading and other working conditions may be: • routine, busy or quiet
Information systems	Information systems may be: • print or screen based
Hospitality activities	Hospitality activities may include: • specialist tastings • winery and/or site tours • functions • dinners • festivals • races • promotions outside the winery
Suppliers	Suppliers may include: • suppliers of food and catering equipment (e.g. marquees, portable toilets, music, other entertainment, promotional material and specialist skills, such as first aid) • internal enterprise functions, such as departments or individual staff providing products, specialist knowledge, specialist tastings, winery and/or site tours
Services	Services may include: • power

RANGE STATEMENT	
	• gas • water • sewerage
Support materials	Support materials may include: • promotional leaflets • menus • programs • napkins
Facilities	Hospitality facilities may include: • toilets and washrooms • drinks • seating • refreshments and meals
Special requests	Special requests may include: • presentations • winemaker or senior staff member to host • particular wine and food requests • live entertainment • additional facilities • liaison with other companies

Unit Sector(s)

Unit sector	Wine operations
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