



Australian Government

FWPCOT3251 Promote the carbon benefits of wood products

Release: 1

FWPCOT3251 Promote the carbon benefits of wood products

Modification History

Release	Comment
1	Replaces equivalent unit FPICOT3251A Promote the carbon benefits of wood products, which was first released with FPI11 Forest and Forest Products Training Package Version 2.2. This is the first release of this unit in the new standards format.

Application

This unit of competency describes the outcomes required to promote the carbon benefits of wood products to customers in a timber merchandising environment. It includes the application of knowledge of carbon capture and storage.

The unit applies to Timber Advisor, Sales and Merchandising Team Leader, Timber Manufactured Products Technician.

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

Pre-requisite Unit

Nil

Unit Sector

Timber Manufactured Products

Timber Merchandising

Wood Panel Products

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. Where bold italicised text is used, further information is detailed in the range of conditions.</i>
1. Recommend the carbon benefits of wood products	1.1 Explain the range of wood products to customer. 1.2 Outline the process of carbon capture and storage in

ELEMENTS	PERFORMANCE CRITERIA
	wood products. 1.3 Provide and compare carbon storage figures for a range of wood products. 1.4 Provide advice on available product range and their carbon storage figures. 1.5 Provide product information to customers to assist them in their purchasing decisions.
2. Produce and install merchandise for a promotion on the carbon benefits of wood products	2.1 Establish targets for a promotional campaign on the carbon benefits of wood. 2.2 Develop a merchandising plan to promote the carbon benefits of wood products. 2.3 Analyse sales information on customer buying habits. 2.4 Design a range of promotional elements for use in the campaign. 2.5 Obtain approval for promotional elements and installation concepts. 2.6 Construct materials to meet the design elements. 2.7 Install display, promote carbon benefits of wood products 2.8 Review customer feedback to measure the effectiveness of the promotional campaign.

Foundation Skills

This section describes those core and employment skills that are essential to performance and are not explicit in the performance criteria.

Oral communication skills to:	- persuade people of the benefits of wood products - explain concepts to customers
Writing skills to:	develop a plan for a promotional campaign

Range of Conditions

Not Applicable

Unit Mapping Information

FPICOT3251A Promote the carbon benefits of wood products

Links

Companion Volume implementation guides are found in VETNet -

<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=0d96fe23-5747-4c01-9d6f-3509ff8d3d47>

Assessment Requirements for FWPCOT3251 Promote the carbon benefits of wood products

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Performance Evidence

- A person demonstrating competency in this unit must satisfy all of the elements, performance criteria and foundation skills of this unit. If a specific volume or frequency is not stated below, then evidence must be provided that the following requirements have been performed on at least one occasion:
- follow organisational policies and procedures relevant to promoting the carbon benefits of wood products
- provide advice to customers on available product range and their carbon storage figures
- recommend suitable wood products to customers
- prepare and conduct a campaign to promote the carbon benefits of wood products
- analyse the effectiveness of a campaign to promote the carbon benefits of wood products.

Knowledge Evidence

A person competent in this unit must be able to demonstrate knowledge of:

- the wood products available to customers
- how trees capture and store carbon
- carbon storage figures and the importance of carbon balance
- principles of developing a promotional campaign
- continuous improvement processes and systems
- selling techniques
- campaign planning and evaluation.

Assessment Conditions

The following resources must be made available:

- information about wood products available to customers.
- organisational policies and procedures relevant to promoting the carbon benefits of wood products
- relevant personnel for the purposes of communicating information

Competency is to be assessed in the workplace or a simulated environment that accurately reflects performance in a real workplace setting.

Assessor requirements

Assessors must:

- hold the appropriate assessor competency standards as outlined in regulations; and
- be able to demonstrate vocational competencies at least to the level being assessed; and
- be able to demonstrate how they are continuing to develop their VET knowledge and skills as well as maintaining their industry currency and assessor competence.

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