



Australian Government

Department of Education, Employment and Workplace Relations

SFILEAD401B Develop and promote knowledge of the industry sector

Release: 1

SFILEAD401B Develop and promote knowledge of the industry sector

Modification History

Not Applicable

Unit Descriptor

Unit descriptor	This unit of competency deals with the capability of an industry sector leader to keep up-to-date with current and emerging industry sector developments and to disseminate and present information effectively to industry members and at public forums. No licensing, legislative, regulatory or certification requirements apply to this unit at the time of publication.
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Application of the Unit

Application of the unit	This unit has application for seafood industry stakeholders who represent their industry sector in public and industry forums. This unit is one of six sector leadership units at Certificate IV level. The leadership units are undertaken as a group and are listed as a Skill Set in the SFI10 Seafood Industry Training Package.
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Licensing/Regulatory Information

Refer to Unit Descriptor

Pre-Requisites

Prerequisite units		

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.
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Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
1. Build and maintain a detailed knowledge of the sector	1.1. Knowledge of key products, equipment, supply chain, stakeholders and other organisations, resource management processes and policies, work policies and practices, resource management processes/policies, legislation and regulations and other industry sectors is developed and maintained. 1.2. Likely sources of information are identified and accessed as required. 1.3. Relevant historical events, and the sensitivities and positions of the people involved, are recalled and applied.
2. Assess new developments	2.1. Emerging issues of potential significance to the industry are identified and researched. 2.2. Relevant research findings are assessed for significance to the sector. 2.3. The opportunities and risks of new developments are identified and assessed. 2.4. The views of other stakeholders and interest groups are identified and assessed for their potential benefit or impact. 2.5. Risk mitigation strategies are developed in consultation with other sector members.
3. Disseminate information to best effect	3.1. Broad sector awareness and interest in key issues are promoted by providing regular and timely information. 3.2. Accurate and balanced information is disseminated to other stakeholders using language, style and format that are readily understood.
4. Present information at public forums	4.1. Appropriate forums are selected to present industry positions. 4.2. Reliable information and advice are obtained to prepare appropriately focused presentations. 4.3. Presentations are made at public forums using language and delivery styles that have been adapted to meet the needs of the audience.

Required Skills and Knowledge

REQUIRED SKILLS AND KNOWLEDGE

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

Required skills

- analysing the relevance, accuracy and shortcomings of information and discerning trends, issues and implications
- assessing the risks and opportunities implicit in new information
- communicating to present information to diverse audiences
- explaining ideas and concepts to a wide range of audiences
- identifying target groups that can use industry information to good effect
- presenting and distributing information to stakeholders using effective strategies
- researching industry information
- tapping into a wide range of information sources
- writing clear, plain-English summaries of industry information.

Required knowledge

- basic environmental and resource management procedures, regulations and codes of practice relevant to the specific sector within the seafood industry
- changing customer expectations and buying patterns
- certification programs
- ecologically sustainable development (ESD) principles and practices, such as Environment Australia protocols
- employment and workplace safety legislation and regulations that impact on the seafood industry
- key processes or steps in the seafood supply chain
- key seafood industry political processes and stakeholders, including individuals, interest groups and organisations
- links between and interdependence of key processes in the seafood supply chain
- major historical events that have shaped the seafood industry over time
- methods of disseminating information to best effect
- new and emerging processes, technology and quality or environmental requirements
- other sectors in the seafood industry and their supply chains
- price movements and seasonality of competing products and supplies
- processes for identifying stakeholders and opinion leaders
- products, including species and correct marketing names
- scientific and economic concepts relating to fisheries management, including maximum sustainable yield, maximum economic yield and technology creep
- work regime, typical equipment used and unique aspects relevant to sector or geographic area.

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

Critical aspects for assessment evidence required to demonstrate competence in this unit

Assessment must confirm the ability to:

- build knowledge by researching information from a wide range of sources on key matters relating to the sector
- analyse information for gaps, accuracy and industry significance
- be proactive by recognising threats and opportunities affecting the sector
- provide timely and appropriate information and advice to sector members and other stakeholders.

Assessment must confirm current working knowledge of:

- the sector, organisations, representatives and political processes relevant to the industry sector.

Context of and specific resources for assessment

Assessment is to be conducted in the workplace or in a simulated work environment.

Resources may include:

- relevant legislation and regulations
- fisheries management or research reports.

Method of assessment

The following assessment methods are suggested:

- evidence from leadership or other appropriate training programs or courses
- feedback from stakeholders regarding accuracy, timeliness and relevance of information provided by the candidate
- interview and oral questioning
- observation of an oral presentation made by the candidate
- review of a project that describes the candidate's research and analysis of a topic or issue
- review of articles, reports, advice and other industry

EVIDENCE GUIDE	
	information written by the candidate.
Guidance information for assessment	This unit may be assessed holistically with other SFILEAD (leadership) units within a Skill Set or qualification.

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.	
<i>Products</i> may include:	• crustaceans • fish and related products (e.g. roe) • live and dead seafood • manufactured foodstuffs (e.g. canned seafood and soups) • miscellaneous invertebrates • shellfish molluscs and related products (e.g. pearls) • ornamental and display aquatic plants and animals • reptiles and related products (e.g. skins) • seaweed, aquatic plants and algae.
<i>Equipment</i> may include:	• aquaculture, ornamental or holding machinery and equipment • communication equipment, including computers • fishing gear • manufacturing, processing, transport and refrigeration equipment • packing and storage equipment and containers • safety gear and personal protective equipment (PPE) • vessels • wholesale and retail equipment.

RANGE STATEMENT	
<i>Supply chain</i> may include:	• auction/wholesale and retail • consumption • cultivate and grow/culture • harvest or catch • live holding and display • process • transport and storage.
<i>Stakeholder and other organisations</i> may include:	• Austrade and Department of Foreign Affairs • certification or accreditation bodies and third-party auditors • commercial fishing or aquatic groups • community representatives, local land holders and residents • conservation and environmental organisations, such as the Nature Conservation Council and the World Wide Fund for Nature • cooperatives, marketing bodies and associations • current and potential customers, clients and suppliers • ecosystem or resource management committees or advisory groups, including Management Advisory Committees (MACs), catchment management groups, Landcare, Bushcare, Coastcare and Seacare • employer, company directors and other professional associations • export promotion agencies, such as the Exporters Club • government funding providers • Indigenous seafood or resource management groups and traditional fishing groups/cooperatives • media • ornamental, aquarium and other hobby groups • political organisations, politicians and ministerial advisors • professional, industry and state or territory representative bodies, including Seafood Experience Australia, National Aquaculture Council, Commonwealth Fisheries Association and Seafood Services Australia

RANGE STATEMENT	
	• relevant ministries, government departments (federal, state or territory, local) and other regulation authorities, such as Department of Agriculture, Forestry and Fisheries, Australian Fisheries Management Authority and Australian Aquaculture Inspection Service • research organisations, such as Australian Bureau of Agricultural Resource Economics and the Bureau of Rural Sciences • schools, registered training organisations (RTOs) and industry training centres, AgriFood Skills Australia Standing Committee and industry training advisory bodies (ITABs) • statutory authorities, such as the Fisheries Research and Development Corporation • surfing, recreational fishing and boating groups • unions.
<i>Relevant legislation and regulations</i> may include:	• business or workplace operations, policies and practices: • commercial law, including fair trading and trade practices • consumer law • corporate law, including registration, licensing and financial reporting • disability policies and practices • equal opportunity, anti-discrimination and sexual harassment • industrial relations and awards, individual employment contracts and share of catch agreements • jurisdictional variations • superannuation • taxation • trade practices • warnings and dismissals • worker's compensation • ESD principles, environmental hazard identification, risk assessment and control • fisheries or aquaculture regulations, permits, licences, quotas, catch restrictions, and other compliance requirements, including: • Australian Exclusive Economic Zone

RANGE STATEMENT

- international treaties and agreements
- food safety, Hazard Analysis Critical Control Point (HACCP), hygiene and temperature control along chain of custody
- imports quarantine and inspection, and importing approved arrangements for Australian Quarantine Inspection Service (AQIS), Australian Customs Service (ACS) and Biosecurity Australia (BA)
- Indigenous native title, land claims and cultural activities, including fishing by traditional methods
- land, buildings and vehicle operations:
 - buildings and structures design and appearance, constructions and additions
 - poaching, trespass and theft
 - road laws for use of motor vehicles, bikes, trucks and other transport equipment
 - soil and water management
 - use of chemicals and biological agents
 - use of firearms and powerheads
 - use of utilities, including water, natural gas, electricity and sewage
 - water or land lease, tenure or ownership and use
- maritime, vessel and occupational diving operations:
 - Australian occupational diving standards and codes of practice
 - foreign and Australian legislation applying to quarantine and customs
 - International Convention for the Safety of Life at Sea (SOLAS)
 - International Convention on Standards of Training, Certification and Watchkeeping for Seafarers (STCW 1978)
 - Marine Emergency Response Search and Rescue (MERSAR)
 - National Standards for Commercial Vessels
 - pollution prevention - International Convention for the Prevention of Pollution from Ships (MARPOL 73/78)

RANGE STATEMENT	
	• Uniform Shipping Laws (USL) Code • use of vessels, right of way and other marine orders, bunkering and refuelling • occupational health and safety (OHS) hazard identification, risk assessment and control • product quality assurance: • correct naming and labelling (country of origin, Australian Fish Names Standard and eco-labelling) • correct quantities, sizes, other customer requirements • third-party certification (e.g. Australian Grown and ISO 14001:2004 Environmental management systems).
Industry sectors may include:	• aquaculture • fisheries compliance • foreign fishers and companies • importing, exporting, trading and marketing • Indigenous Australian fishers • ornamentals and aquaria • post-harvest: • live holding or display • processing • transport and distribution • wholesale and retail • vessel operations • wild catch fisheries, including fishing charter operations.
New developments may include:	• climate change • economic change • legislative and resource management changes • new products, markets, processing, packaging and equipment • political issues • proposed policy changes • quality and environmental requirements • research findings • technological change • third-party accreditation or certification.
Information may include:	• discussion of issues:

RANGE STATEMENT	
	• at port, sector, cooperative and community meetings • with industry groups and government representatives • verbal information (face to face and telephone) • websites, Facebook, Twitter and other online networks • written information (electronic, SMS, memos, reports, newsletters, surveys, media releases, posters and brochures).
Presentation may include:	• clarity of message • humour and entertainment value • preparation, including knowledge of the subject matter and suitability of presentation for target audience or occasion • presentation aids (e.g. handouts, overhead transparencies, slides, PowerPoint, CDs, DVDs and videotapes) • punctuality and personal appearance • responses to questions • tone and volume of voice • use of language and explanations.

Unit Sector(s)

Unit sector	Leadership
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Co-requisite units

Co-requisite units		

Competency field

Competency field	
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