



Australian Government

SIFXMPR003 Prepare and conduct tours

Release: 1

SIFXMPR003 Prepare and conduct tours

Modification History

Not applicable.

Application

This unit describes the performance outcomes, skills and knowledge required to prepare, conduct and evaluate funeral home, cemetery or crematorium tours. It applies to funeral home and cemetery and crematorium staff employed in the marketing and promotion of funeral products and services. The work is performed according to work health and safety, relevant legislation and workplace policies and procedures.

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

Competency Field

Marketing and Public Relations

Unit Sector

Cross-Sector

Elements and Performance Criteria

ELEMENTS

Elements describe the essential outcomes.

1. Research tour information.

2. Plan tours.

PERFORMANCE CRITERIA

Performance criteria describe the performance needed to demonstrate achievement of the element.

- 1.1 Access and review information from publications and experts to inform tour knowledge.
- 1.2 Evaluate information sources for reliability and currency.
- 1.3 Develop and maintain general knowledge of local region and Australian funeral, burial and cremation practices.
- 1.4 Develop and maintain knowledge of history and operations of the funeral home, cemetery or crematorium.
- 2.1 Determine purpose, size, composition and specialised requirements for each tour group.
- 2.2 Identify and select tour routes according to purpose, size, composition, and specialised requirements.
- 2.3 Identify and prepare information materials for clients.

- 2.4 Determine and arrange equipment for presentation requirements.
 - 2.5 Prepare tour commentary according to special requirements and timing and route of tour.
- 3. Conduct pre-tour briefings.
 - 3.1 Greet clients and provide summary of tour program and location of facilities.
 - 3.2 Inform clients of health and safety requirements and any specific restrictions including unsafe areas and funerals in progress.
 - 3.3 Provide opportunity for client clarification of information and instructions.
- 4. Conduct tours.
 - 4.1 Direct physical movement of tour groups according to tour program.
 - 4.2 Present tour commentary using presentation aided equipment as required.
 - 4.3 Encourage client participation and address client questions through direct response or later follow-up as required.
 - 4.4 Identify and address conflicts or difficulties promptly.
- 5. Evaluate tours.
 - 5.1 Request and review client feedback and review.
 - 5.2 Reflect on own performance and note areas for improvement and develop appropriate strategies for addressing these.
 - 5.3 Record and report evaluation outcomes.

Foundation Skills

This section describes those language, literacy, numeracy and employment skills that are essential to performance.

Foundation skills essential to performance are explicit in the performance criteria of this unit of competency.

Unit Mapping Information

SIFMPR002A Prepare and conduct tours.

Links

Companion Volume implementation guides are found in VETNet -

<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=c2c3131e-4418-4aa3-8ff1-a855c95f7fd6>

Assessment Requirements for SIFXMPR003 Prepare and conduct tours

Modification History

Not applicable.

Performance Evidence

Evidence of the ability to:

- Conduct, research and prepare information for delivery to tour participants
- conduct tours safely according to planned timing and client needs
- deliver tour commentaries at a pace and level suited to identified needs and characteristics of tour group
- identify and resolve conflict and difficulties.

Evidence of performance of conducting tours to two or more different groups is required to demonstrate consistency of performance and ability to respond to different situations.

Knowledge Evidence

Demonstrated knowledge of:

- sources used to develop funeral industry knowledge, including but not restricted to:
 - books, magazines, newspapers and other references
 - statistical information
 - internet
 - relevant industry associations
 - past and present staff members
 - local experts
 - descendants of deceased persons, especially historic figures
 - own knowledge, memory and experiences
 - videos and television
- historical operations of funeral homes, cemeteries and crematorium
- local and Australian funeral, burial and cremation practices, including:
 - layout and features of funeral home, cemetery or crematorium
 - impact of social, religious and cultural differences and traditions
- conflict resolution principles for dealing with:
 - personal conflict between clients
 - dominant or disruptive clients
 - negative clients
 - subgroups or cliques within group

- perception of favouritism by guide
- dissatisfaction with tour
- ill or distressed clients
- basic principles and practices for conducting tours
- public liability issues and responsibilities, including:
 - location of open gravesites
 - cemetery or crematorium equipment movement
 - emergency evacuation procedures
 - procedures in case of separation from main group
- industry parameters in dealing with the bereaved
- operating features and procedures for relevant presentation equipment
- workplace policies and procedures in relation to conducting tours
- legislation that impacts on tour operations.

Assessment Conditions

Skills must be demonstrated in the workplace or in a simulated environment that is as industry realistic as possible. In a simulated environment, it is essential that assessment is conducted:

- using suitable facilities, equipment and resources, including:
 - a funeral home, cemetery or crematorium facility where tours are conducted
 - tour and presentation equipment
 - equipment to meet specialised requirements, including wheelchairs or use of interpreters where required
 - information materials, such as brochure, pamphlets and business cards
- under industry conditions where there is:
 - integration of tasks with possible interruptions to work typical of the job role
 - speed and timing requirements that reflect commercial operating conditions
 - interaction with tour groups

Assessors must satisfy the NVR/AQTF mandatory competency requirements for assessors.

Links

Companion Volume implementation guides are found in VETNet -

<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=c2c3131e-4418-4aa3-8ff1-a855c95f7fd6>