



Australian Government

Department of Education, Employment and Workplace Relations

SIRRMER515 Manage visual merchandising projects

Release: 1

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Modification History

The version details of this endorsed unit are in the table below. The latest information is at the top.

Release	Comments
First Release	This is a revised unit, based on and equivalent to SIRRMER014A Manage visual merchandising projects.

Unit Descriptor

This unit describes the performance outcomes, skills and knowledge required to manage visual merchandising projects in the contexts of planned store events or retail exhibitions. It involves project planning to develop visual merchandising project plans and manage projects that include the application of control procedures, and resource and risk management; and the application of team leadership and management strategies. It also covers the successful completion of projects according to client requirements and project plans.

Application of the Unit

This unit applies to frontline visual merchandiser supervisors and managers.

Licensing/Regulatory Information

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

Pre-Requisites

Nil

Employability Skills Information

This unit contains employability skills.

Elements and Performance Criteria Pre-Content

Elements and Performance Criteria

Element	Performance Criteria
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.
1. Establish the scope and nature of the project.	1.1. Develop project scope, objectives and budget in consultation with client . 1.2. Develop a resource strategy for the project according to given budget and timelines. 1.3. Communicate project scope and objectives to project team . 1.4. Negotiate and clearly communicate project responsibilities to stakeholders. 1.5. Plan internal and external communication strategies in conjunction with appropriate colleagues. 1.6. Agree evaluation methods suitable to the project within the team. 1.7. Develop overall project management plan , including key project milestones, and communicate to team members. 1.8. Identify work requirements according to the project brief and project management plan.
2. Organise equipment, supplies and materials.	2.1. Estimate equipment and material requirements and make available according to project design objectives and budget. 2.2. Contact external suppliers as required and arrange supply of relevant materials or services.
3. Implement and monitor the project.	3.1. Implement project management strategies and monitor in conjunction with project team. 3.2. Implement and monitor financial control systems according to project budget. 3.3. Provide support and assistance to team members as appropriate. 3.4. Use sound interpersonal and communication styles to build trust and respect within the project team. 3.5. Assess and review progress against project objectives and milestones in consultation with project team members. 3.6. Assess additional resource requirements and take appropriate action within project budget constraints. 3.7. Provide regular reports on project progress to appropriate colleagues and clients.
4. Evaluate the	4.1. Use agreed evaluation methods to assess project at specified

project.

stages.

- 4.2.Ensure evaluation takes account of agreed project objectives and priorities and involves appropriate stakeholders.
- 4.3.Modify management plan during the project and record modification details to inform future project management.
- 4.4.Share information from project evaluation with appropriate colleagues and incorporate into future project planning.

Required Skills and Knowledge

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

Required skills

- communication and interpersonal skills to:
 - ask questions to identify and confirm requirements
 - contact suppliers and administer, monitor and evaluate the project through clear and direct communication
 - establish the scope and nature of the project
 - facilitate safe and efficient work practices
 - give instructions
 - share information
 - use and interpret non-verbal communication
 - use language and concepts appropriate to cultural differences
- literacy and numeracy skills to:
 - read and interpret client briefs, plans, designs and specifications
 - make numerical calculations, including time, measurements and quantities
- planning and organising skills to coordinate visual merchandising projects
- technology skills to apply relevant computer software applications

Required knowledge

- key features of human resources management
- procedures for:
 - client management
 - resource allocation
- project evaluation methodologies
- project management processes, the project life cycle and the relationship between project stages
- safe work practices that apply to visual merchandising projects
- suppliers of visual merchandising equipment and materials
- types and extents of visual merchandising projects, including internal and external issues to be considered

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.

Critical aspects for assessment and evidence required to demonstrate competency in this unit

Evidence of the following is essential:

- develops visual merchandising management plans
- applies control procedures, resource management and risk management
- applies team leadership and management strategies
- applies project evaluation strategies
- completes visual merchandising projects according to client requirements and project plans.

Context of and specific resources for assessment

Assessment must ensure access to:

- a real or simulated retail visual merchandising work environment
- relevant documentation, such as:
 - project briefs
 - project management plans
- information on:
 - products and services
 - suppliers
 - new technology.

Method of assessment

A range of assessment methods should be used to assess practical skills and knowledge. The following examples are appropriate for this unit:

- observation of performance in the workplace
- a real or simulated project case study
- a portfolio, including a project management plan, project evaluation, and photographs of a completed visual merchandising project managed by the candidate
- third-party reports from a supervisor
- client feedback
- answers to questions about specific skills and knowledge.

Guidance information for assessment

Holistic assessment with other units relevant to the industry sector, workplace and job role is recommended.

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 individual, accessibility of the item, and local industry and regional contexts) may also be included.

Projects may include:

- exhibitions
- general events
- major retail promotions
- window displays.

Clients may be:

- external to the organisation
- internal staff.

Resource strategy may include:

- budget
- human resources
- materials and equipment
- sponsorship
- technology.

Project team may include:

- management
- other professional or technical staff
- staff members
- teams.

Project management plan may include:

- attachments, such as design plans and elevations, and concept visuals
- budget
- consultation strategies
- internal and external communication processes and channels
- key milestones relating to stages, outcomes or reporting requirements
- objectives and outcomes
- personnel
- quality assurance
- reporting requirements
- risk management and contingency plans
- sponsors
- stages
- timeframes.

Evaluation methods may include:

- client evaluation
- customer feedback
- project team consultation.

Unit Sector(s)

Retail

Competency Field

Merchandising