



Australian Government

Assessment Requirements for SITHFAB020 Manage the sale or service of wine

Release: 1

Assessment Requirements for SIT HFAB020 Manage the sale or service of wine

Modification History

Not applicable.

Performance Evidence

Evidence of the ability to complete tasks outlined in elements and performance criteria of this unit in the context of the job role, and:

- demonstrate ability to research and select appropriate wine-related products and services to meet at least two different business objectives as listed in the knowledge evidence
- undertake the following activities relating to wine-related products and services according to organisational procedure:
 - wine list development
 - develop and monitor storage and cellaring systems
 - promotional activities
- demonstrate understanding of appropriate wine-related products and services for each of the following:
 - special occasion products
 - catalogues
 - function packages
 - promotional activities
 - selecting specific vintages for cellaring purposes
 - wine lists
 - wine tastings
- develop at least two different wine-related products or services in response to identified new business opportunities that:
 - support business objectives
 - reflect profitability requirements.

Knowledge Evidence

Demonstrated knowledge required to complete the tasks outlined in elements and performance criteria of this unit:

- Australian and international trends in wine:
 - styles
 - production methods
 - wine and food matching
 - market preferences

- consumption patterns
- pricing
- factors that influence the performance of Australian wines in the international wine market
- business objectives in managing wine sales and service:
 - changes in product offerings
 - entrance into new markets
 - expansion of wine sales
 - image in the marketplace
 - profitability
 - special promotions
 - strategic alliances with suppliers and customers
- key areas of research when considering developing opportunities for the promotion of wine:
 - competitor activity
 - consumption patterns
 - current trends in wine sales and service technologies
 - customer preferences
 - emerging trends
 - new wines
 - product pricing
- wine list design:
 - factors that affect wine lists in different industry contexts
 - balance considerations for styles, regions and pricing
- wine cellaring and storage requirements for various types of wines, and equipment and stock control systems
- safety and hygiene issues to be considered in the storage or cellaring of wines
- promotional opportunities for wine in the relevant industry context:
 - developing promotional material
 - implementing staff incentive schemes
 - organising and conducting wine tastings
 - presentations and stands at wine events
 - selecting and organising specials
- professional development opportunities for wine specialists in Australia:
 - attending:
 - professional tastings
 - specialised seminars or conferences
 - trade shows
 - wine and food festivals
 - wine promotions and tastings

- joining associations, professional organisations and industry bodies
- networking
- reading general and trade media
- reading wine reference books
- talking to product suppliers, winemakers and vineyard managers
- taking part in related tours
- using the internet
- key requirements of the relevant state or territory Liquor Act for the service of alcohol and the role of management and staff in ensuring patron care
- requirements of the Australia New Zealand Food Standards Code
- requirements of bilateral trade agreement between Australia and the European Economic Area.

Assessment Conditions

Skills must be demonstrated in an operational wine sales or service environment. This can be:

- an industry workplace
- a simulated industry environment.

Assessment must ensure access to:

- fixtures and large equipment:
 - refrigeration
 - storage facilities
- small equipment:
 - glassware
- stock:
 - wide commercial range of wines
- organisational specifications:
 - current product information in sales kits, brochures, product manuals, and supplier information kits
 - information databases and computerised information sources
 - wine lists
- team with whom the individual can interact
- industry-realistic ratio of service staff to customers; these can be:
 - customers in an industry workplace during the assessment process; or
 - individuals who participate in role plays or simulated activities, set up for the purpose of assessment, in a simulated industry environment operated within a training organisation.

Assessors must satisfy the Standards for Registered Training Organisations' requirements for assessors; and:

- have worked in industry for at least three years where they have applied the skills and knowledge of this unit of competency.

Links

Companion Volume implementation guides are found in VETNet -

<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=68c40a93-e51d-4e0f-bc06-899dff092694>