



Australian Government

SITHFAB020 Manage the sale or service of wine

Release: 1

SITHFAB020 Manage the sale or service of wine

Modification History

Not applicable.

Application

This unit describes the performance outcomes, skills and knowledge required to coordinate business activities associated with the sale and service of wine. It requires the ability to select wines, organise wine storage and cellaring systems, and develop wine knowledge for self and other staff members.

The unit applies to hospitality, winery, retail and wholesale organisations that sell wines.

This unit applies to individuals who are responsible for both the technical and business aspects of wine service or sales. It therefore combines management and planning skills with specialised wine expertise. Job roles might include management of a specialised wine outlet (winery or retail outlet) or the management of wine for a restaurant.

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

Pre-requisite Unit

SITHFAB012 Provide Advice on Australian Wines

SITHFAB013 Provide advice on imported wines

Competency Field

Food and Beverage

Unit Sector

Hospitality

Elements and Performance Criteria

ELEMENTS

Elements describe the essential outcomes.

1. Research and select wines to meet business objectives.

PERFORMANCE CRITERIA

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

- 1.1. Develop or identify business objectives for the sale or service of wine.
- 1.2. Conduct relevant research on wine products, trends and market characteristics.

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| | 1.3. Maximise business opportunities by developing wine-related products and services, including wine lists, that support business objectives and profitability requirements. |
| | 1.4. Identify and develop appropriate opportunities to promote wine. |
| 2. Develop and monitor wine management systems. | 2.1. Research, select and purchase appropriate equipment to support wine service and storage in consultation with managers.
2.2. Organise wine storage and cellaring systems that ensure wine quality and business efficiency.
2.3. Establish and monitor systems that ensure effective communication between colleagues on wine-related issues.
2.4. Monitor quality of wine products and services and provide proactive support and assistance to colleagues.
2.5. Resolve wine-related issues and challenges and use experience to inform future planning and activities.
2.6. Proactively identify opportunities for improvement in wine management systems and make recommendations to managers. |
| 3. Develop and extend wine skills and knowledge for self and others. | 3.1. Proactively evaluate own skills and knowledge to identify gaps and opportunities for further skills development.
3.2. Access opportunities to extend wine skills and knowledge.
3.3. Provide timely and accurate advice to other staff and colleagues on wine and wine-related matters.
3.4. Organise or provide suitable training to staff on wine and wine service.
3.5. Maximise business and professional development opportunities through liaison with other members of the wine community and wine suppliers. |

Foundation Skills

Foundation skills essential to performance in this unit, but not explicit in the performance criteria are listed here, along with a brief context statement.

SKILLS	DESCRIPTION
Reading skills to:	interpret detailed product information, promotional material and reviews about wines.
Writing skills to:	write comprehensive yet easily understood procedures for the sale and service of wine.

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| Oral communication skills to: | <ul style="list-style-type: none">• listen and respond to workplace information and suggestions from peers. |
| Numeracy skills to: | <ul style="list-style-type: none">• understand financial impact of goods and services tax (GST) and the wine equalisation tax• calculate costs of wine and profit margins• order wine stocks. |
| Learning skills to: | <ul style="list-style-type: none">• research a wide range of potentially complex topics, and interpret, adapt and apply information from multiple sources to own practice. |
| Problem-solving skills to: | <ul style="list-style-type: none">• develop business-wide responses to operational and management challenges. |
| Initiative and enterprise skills to: | <ul style="list-style-type: none">• identify opportunities for improving wine management systems. |

Unit Mapping Information

SITHFAB501 Manage the sale or service of wine

Links

Companion Volume implementation guides are found in VETNet -

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

Assessment Requirements for SITHFAB020 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

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