

Rural Merchandising and Sales Project



Summary of Validation Feedback, Responses and Actions

May 2020

This project includes the review of one qualification and 11 units of competency, and the deletion of one unit of competency within the Agriculture, Horticulture, Conservation and Land Management (AHC) Training Package. Draft materials were developed as a result of initial input from Subject Matter Experts (SMEs) and were made available for broader stakeholder consultation and feedback between 16 September and 20 October 2019. During this time feedback was received via email, through online surveys, as well as in person at workshops or site visits, and by telephone. Input was received from nine stakeholders around Australia, including two industry employers/employees, four Registered Training Organisations, and one Government body, with the rest comprising of industry advisory organisations.

Validation feedback was invited via the online hub, email and by phone from 20 December 2019 – 28 January 2020. A validation meeting was held on 22 January 2020 with SMEs, with representatives from Industry (QLD) and RTO (WA).

It should be noted that feedback was impacted by national events at that time i.e. bushfires, drought and subsequent floods, with many representatives unable to contribute. More recently, the project has also been impacted by COVID-19, however, support has been shown through acknowledgement and support letters via email. Throughout the project, feedback has been received from a broad spectrum of industry experts from all states & territories.

As a direct result of feedback received, changes were made to the documents under review. Most notably:

- AHCBC409 Provide advice on agronomic products – minor edits to knowledge evidence and assessment conditions
- AHCCHM406 Provide advice and sell farm chemicals – minor edits to performance evidence and knowledge evidence
- AHCIRG349 Recommend irrigation products and services – minor edits to performance criteria and knowledge evidence
- AHCIRG446 Provide irrigation sales and service – minor edit to knowledge evidence
- AHCLSK420 Provide advice on livestock products – minor edits to performance evidence, knowledge evidence and assessment conditions
- AHCMER305 Provide information on hardware products – minor edit to knowledge evidence
- AHCMER306 Sell products and services – minor edit to knowledge evidence
- AHCMER408 Coordinate customer service and networking activities – minor edits to knowledge evidence
- AHCMER502 Develop a sales strategy for rural products – minor edits to performance criteria, knowledge evidence and assessment conditions
- AHCMOM403 Provide advice and sell machinery – minor edits to performance criteria, performance evidence, knowledge evidence and assessment conditions
- AHCSOL405 Provide information on fertilisers and soil ameliorants – minor edits to elements, performance criteria, performance evidence, knowledge evidence and assessment conditions

Visit the [Skills Impact website](#) to view a full list of the documents that were submitted for consultation during this phase.

Please use the menu below to navigate to the feedback you wish to view.

Table of Contents

Summary of validation feedback on Qualifications.....	3
Revised qualifications	3
Summary of validation feedback on Units of Competency	4
Revised units of competency	4
Proposed units of competency for deletion.....	12

Summary of validation feedback on AHC32720 Certificate III in Rural Merchandising

General qualification comments

Stakeholder Comments and Identified Issues		Consideration and Proposed Resolution
<ul style="list-style-type: none"> • Industry, QLD 	No recommended changes to the qualification description, entry requirements, packaging rules, core or elective units for this qualification.	Thanks for your feedback, your support is noted.
<ul style="list-style-type: none"> • RTO, WA 		Thanks for your feedback, your support is noted.
<ul style="list-style-type: none"> • RTO, WA 	Many thanks for sending through for validation the following projects: <ul style="list-style-type: none"> • Horticulture & Nursery project • Rural Merchandising Project The RTO has no further feedback.	Thanks for your feedback, your support is noted

Summary of validation feedback on Units of Competency

Revised units of competency

Stakeholder Comments and Identified Issues		Consideration and Proposed Resolution
AHCBAC409 Provide advice on agronomic products		
<ul style="list-style-type: none"> Industry, QLD 	Recommend removing “encouraged add on sales” from PE.	Adopted: Removed “encouraged add on sales” from PE.
<ul style="list-style-type: none"> RTO, WA 	Recommend removing “customer service and sales techniques” from KE.	Adopted: Removed “customer service and sales techniques” from KE.
AHCCHM406 Provide advice and sell farm chemicals		
<ul style="list-style-type: none"> Industry, QLD 	Recommend removing “AGSAFE” from KE and AC. Recommend adding “HAZCHEM” in full in KE.	Adopted: Removed “AGSAFE” from KE and AC. Adopted: Added “Hazardous Chemical (HAZCHEM)” in KE.
<ul style="list-style-type: none"> RTO, WA 	Recommend adding “principles of customer service and sales techniques” to KE.	Adopted: Added “principles of customer service and sales techniques” to KE.
<ul style="list-style-type: none"> RTO, VIC 	Comments regarding PE bullet points: Sixth bullet point - Not specified in PCs. The provision of advice in PC 2.3, 2.4 and 2.5 could be supported by knowledge of cost benefits but the assessment and demonstration cost benefits are not specified. Comments regarding KE bullet points: Fifth bullet point - "particularly", 'Including' a better word?	Adopted: Changed to “discussed benefits of products and non-chemical alternatives” in PE. Adopted: Changed from “particularly” to “including;” in KE, also reflected change in PE and AC. Comment: This change has also been reflected where relevant in other units reviewed in this project.
AHCIRG349 Recommend irrigation products and services		

Stakeholder Comments and Identified Issues		Consideration and Proposed Resolution
<ul style="list-style-type: none"> Industry, QLD 	Recommend adding PC 5.3 “Complete sales documentation”	Adopted: Added PC 5.3 “Complete sales documentation”.
<ul style="list-style-type: none"> RTO, WA 	Recommend adding “principles of customer service and sales techniques” to KE.	Adopted: Added “principles of customer service and sales techniques” to KE.
AHCIRG446 Provide irrigation sales and service		
<ul style="list-style-type: none"> RTO, WA 	Recommend adding “principles of” to “customer service and sales techniques” KE.	Adopted: Added “principles of” to “customer service and sales techniques” KE.
<ul style="list-style-type: none"> RTO, VIC 	Comments regarding PE bullet points: Second bullet point - "particularly", including? Eighth bullet point - A virtual repeat of element 5.2 Ninth bullet point - Repeat of PC 5.3 Tenth bullet point - Repeat of PC 5.4	Adopted: Changed from “particularly” to “including;” in PE, also reflected change in KE and AC. Adopted: Removed eighth, ninth and tenth bullet points from PE.
AHCLSK420 Provide advice on livestock products		
<ul style="list-style-type: none"> Industry, QLD 	No recommended changes to this unit.	Thanks for your feedback, your support is noted.
<ul style="list-style-type: none"> RTO, WA 		Thanks for your feedback, your support is noted.
<ul style="list-style-type: none"> RTO, VIC 	Comments regarding PE bullet points: Third bullet point - "particularly", including?? Fourth bullet point - ? Complied with? Would this be incorporated into the workplace procedures anyway? It is not	Adopted: Changed from “particularly” to “including;” in PE, also reflected change in KE and AC. Adopted: Changed to one bullet point – “complied with animal welfare legislation and relevant components of state or territory acts relating to

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	<p>specified as such in the PCs. Would need knowledge of and note that it has been included in KE.</p> <p>Fifth bullet point - Same as for comment above</p>	<p>livestock products”, also reflected change in KE. These PE and KE are linked to PC 2.3 and 2.4.</p>
AHCMER305 Provide information on hardware products		
<ul style="list-style-type: none"> RTO, WA 	<p>Recommend removing “customer service techniques” from KE.</p>	<p>Adopted: removed “customer service techniques” from KE.</p>
<ul style="list-style-type: none"> RTO, VIC 	<p>Comments regarding PE bullet points:</p> <p>Second bullet point - ? Complied with?</p>	<p>Adopted: Changed from “applied applicable” to “complied with relevant;” in PE.</p> <p>Comment: This change has also been reflected where relevant in other units.</p>
AHCMER306 Sell products and services		
<ul style="list-style-type: none"> RTO, WA 	<p>Recommend adding “principles of customer service and sales techniques” to KE.</p>	<p>Adopted: Added “principles of customer service and sales techniques” to KE.</p>
<ul style="list-style-type: none"> RTO, VIC 	<p>Comment regarding PC 3.3 - Does this PC3.3 belong in this element?</p> <p>Comments regarding PE bullet points:</p> <p>Second bullet point - "applied applicable", Complied with?</p> <p>Fifth bullet point - Repeats part of PC 1.3</p> <p>Seventh bullet point - Not specified in the PCs</p> <p>Eighth bullet point - Customer/documentation or both?</p> <p>Ninth bullet point - Safely? Repeat of PC 3.1</p> <p>Tenth bullet point - Recording sales - is that the same as 'complete sales documentation'? Is a repeat of 3.2</p>	<p>Adopted: Moved PC 3.3 to Element 2 PC 2.4.</p> <p>Adopted: Changed from “applied applicable” to “complied with relevant;” in PE.</p> <p>Comment: This change has also been reflected where relevant in other units reviewed in this project.</p> <p>Adopted: Removed fifth, seventh, eighth, ninth and tenth bullet points from PE.</p> <p>Adopted: Changed from “workplace procedures for selling products and services” to “workplace procedures for safely handling, storing, and selling products and services” in KE. Also reflected change in PE and AC.</p>

Stakeholder Comments and Identified Issues		Consideration and Proposed Resolution
	<p>Comments regarding KE bullet points:</p> <p>Sixth bullet point - What about Knowledge of storing and maintaining the products - Element 3</p>	
AHCMER408 Coordinate customer service and networking activities		
<ul style="list-style-type: none"> Industry, QLD 	<p>Recommend removing “The candidate must demonstrate knowledge of:” from KE.</p> <p>Recommend changing “quality improvement framework” to “quality improvement” in KE.</p>	<p>Adopted: removed “The candidate must demonstrate knowledge of:” from KE.</p> <p>Adopted: changed “quality improvement framework” to “quality improvement” in KE.</p>
<ul style="list-style-type: none"> RTO, WA 	<p>Recommend changing “customer population” to “customer demographic” in KE.</p> <p>Recommend changing “how the system delivers customer service to target customer population” to “how the system delivers customer service to target customer demographic” in KE.</p>	<p>Adopted: changed “customer population” to “customer demographic” in KE.</p> <p>Adopted: changed “how the system delivers customer service to target customer population” to “how the system delivers customer service to target customer demographic” in KE.</p>
AHCMER502 Develop a sales strategy for rural products		
<ul style="list-style-type: none"> Industry, QLD 	<p>Recommend changing PC’s as follows:</p> <p>1.1 from “Review current market returns against sales objectives for the property” to “Review current market returns against sales objectives for the business”</p> <p>2.2 from “Analyse alternative market operations for their profitability and feasibility consistent with sales objectives for property” to “Analyse alternative market operations for their profitability and feasibility consistent with sales objectives for the business”</p> <p>2.4 from “Review the implications of the sales strategy according to commercial law and legislation” to “Review the</p>	<p>Adopted: changed PC’s to the following:</p> <p>“1.1 Review current market returns against sales objectives for the business”</p> <p>“2.2 Analyse alternative market operations for their profitability and feasibility consistent with sales objectives for the business”</p> <p>“2.4 Review the implications of the sales strategy according to legislation and codes of practice”</p> <p>“2.6 Define and develop contingency plan to manage variations in product and market prices”</p>

Stakeholder Comments and Identified Issues		Consideration and Proposed Resolution
	<p>implications of the sales strategy according to legislation and codes of practice”</p> <p>2.6 from “Define and develop contingency plan to manage variations in production and market prices” to “Define and develop contingency plan to manage variations in product and market prices”</p>	
<ul style="list-style-type: none"> RTO, WA 	<p>Recommend changing “marketing plan” to “marketing plans” in KE and AC.</p> <p>Recommend removing “relevant commercial law and legislation” from KE.</p> <p>Recommend removing “commercial law and legislation applicable to developing a sales strategy for rural products” from AC.</p>	<p>Adopted: changed “marketing plan” to “marketing plans” in KE and AC.</p> <p>Adopted: removed “relevant commercial law and legislation” from KE.</p> <p>Adopted: removed “commercial law and legislation applicable to developing a sales strategy for rural products” from AC.</p>
AHCMOM403 Provide advice and sell machinery		
<ul style="list-style-type: none"> Industry, QLD 	<p>Recommend changing “maintain machinery” to “maintain agricultural machinery, spare parts and related products” in application, and reflect throughout unit where applicable.</p> <p>Recommend moving PC 4.2 “complete sales documentation” to PC 3.3.</p>	<p>Adopted: changed “maintain machinery” to “maintain agricultural machinery, spare parts and related products” in application, and reflected throughout unit where applicable.</p> <p>Adopted: moved PC 4.2 to “3.3 complete sales documentation”.</p>
<ul style="list-style-type: none"> RTO, WA 	<p>Recommend changing PC 4.1 from “Handle and store products safely and efficiently according to manufacturer and workplace health and safety requirements” to “Handle and store machinery, spare parts and related products safely and efficiently according to manufacturer and workplace health and safety requirements”.</p> <p>Recommend changing “State/Territory Acts” to “state or territory acts” in PE, KE and AC.</p>	<p>Adopted: changed PC 4.1 to “Handle and store machinery, spare parts and related products safely and efficiently according to manufacturer and workplace health and safety requirements”</p> <p>Adopted: changed “State/Territory Acts” to “state or territory acts” in PE, KE and AC.</p> <p>Adopted: changed “customer service and sales techniques” to “principles of customer service and sales techniques” in KE.</p>

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	Recommend changing “customer service and sales techniques” to “principles of customer service and sales techniques” in KE.	
<ul style="list-style-type: none"> RTO, VIC 	<p>Comment regarding PC 2.4 - "products" Machinery and products in PC2.1. Should that wording be the same here?</p> <p>Comments regarding PE bullet points:</p> <p>Second bullet point - "applied applicable", Complied with relevant</p> <p>Third bullet point - Not specified in the PCs</p> <p>Seventh bullet point - 2.4 does not mention machinery</p>	<p>Adopted: Changed PC 2.4 and 2.6 from “products” to “machinery, spare parts and related products”.</p> <p>Adopted: Changed from “applied applicable” to “complied with relevant;” in PE.</p> <p>Comment PC 2.4 has been changed to include “according to regulatory requirements”. This PE is linked to PC 2.2 and 2.4, no change required to bullet point.</p> <p>Comment: PC 2.4 has been changed to include machinery (see above). No change required to bullet point.</p>
AHCSOL405 Provide information on fertilisers and soil ameliorants		
<ul style="list-style-type: none"> Industry, QLD 	<p>Recommend removing “, and provide appropriate service or product” from application.</p> <p>Recommend changing PCs as follows:</p> <p>1.1 from “Identify basis of fertiliser or soil ameliorant requirement” to “Identify fertiliser or soil ameliorant requirements”</p> <p>1.2 from “Evaluate planned use of fertiliser or soil ameliorant according to legislative requirements, local productivity and environmental guidelines and food safety regulations” to “Evaluate planned use of fertiliser or soil ameliorant according to legislative requirements, environmental guidelines and food safety regulations”</p> <p>1.3 from “Take individual soil, plant tissue and water samples for customer” to “Provide information on soil, plant tissue and water sampling to the customer”</p>	<p>Adopted: removed “, and provide appropriate service or product” from application.</p> <p>Adopted: changed PC’s to the following:</p> <p>“1.1 Identify fertiliser or soil ameliorant requirements”</p> <p>“1.2 Evaluate planned use of fertiliser or soil ameliorant according to legislative requirements, environmental guidelines and food safety regulations”</p> <p>“1.3 Provide information on soil, plant tissue and water sampling to the customer”</p> <p>“2.1 Provide information on fertiliser and soil ameliorant products including workplace health and safety, biosecurity, food safety and environmental issues”.</p> <p>Adopted: changed PE bullet points to the following:</p> <ul style="list-style-type: none"> applied applicable workplace health and safety procedures, manufacturer requirements, chemical safety and food safety

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	<p>2.1 from “Provide information and referrals about the fertiliser and soil ameliorant products including workplace health and safety, biosecurity, food safety and environmental and sustainability issues according to workplace procedures and chemical safety legislation and regulation requirements” to “Provide information on fertiliser and soil ameliorant products including workplace health and safety, biosecurity, food safety and environmental issues”.</p> <p>Recommend changing PE bullet points to the following:</p> <ul style="list-style-type: none"> • applied applicable workplace health and safety procedures, manufacturer requirements, chemical safety and food safety legislation and regulation, biosecurity and environmental guidelines for using, transportation, storage and handling of fertiliser and soil ameliorants • explained the use of nutrient management tools • provided information on fertiliser and soil ameliorant use • recorded details of information provided to the customer. <p>Recommend changing last KE bullet point to the following:</p> <ul style="list-style-type: none"> • workplace health and safety procedures, manufacturer requirements, chemical safety and food safety legislation and regulation, biosecurity and environmental guidelines for using, transportation, storage and handling of fertiliser and soil ameliorants. <p>Recommend changing AC specifications bullet point to:</p> <ul style="list-style-type: none"> • workplace health and safety procedures, manufacturer requirements, chemical safety and food safety legislation and regulation, biosecurity and environmental guidelines applicable to fertiliser and soil ameliorant use, transportation, storage and handling 	<p>legislation and regulation, biosecurity and environmental guidelines for using, transportation, storage and handling of fertiliser and soil ameliorants</p> <ul style="list-style-type: none"> • explained the use of nutrient management tools • provided information on fertiliser and soil ameliorant use • recorded details of information provided to the customer. <p>Adopted: changed last KE bullet point to the following:</p> <ul style="list-style-type: none"> • workplace health and safety procedures, manufacturer requirements, chemical safety and food safety legislation and regulation, biosecurity and environmental guidelines for using, transportation, storage and handling of fertiliser and soil ameliorants. <p>Adopted: changed AC specifications bullet point to:</p> <ul style="list-style-type: none"> • workplace health and safety procedures, manufacturer requirements, chemical safety and food safety legislation and regulation, biosecurity and environmental guidelines applicable to fertiliser and soil ameliorant use, transportation, storage and handling
<ul style="list-style-type: none"> • RTO, WA 	<p>Recommend changing element 3 from “Provide appropriate service or product” to “Finalise fertiliser and soil ameliorant information”</p>	<p>Adopted: changed element 3 to “Finalise fertiliser and soil ameliorant information”</p>

Stakeholder Comments and Identified Issues		Consideration and Proposed Resolution
	<p>Recommend removing PC 3.3 and 3.4 and changing remaining PC's under element 3 to the following:</p> <p>“3.1 Provide customer with information regarding transporting, storing and handling fertiliser and soil ameliorants 3.2 Refer customer to a specialist adviser if required 3.3 Record details of information provided”</p>	<p>Adopted: removed PC 3.3 and 3.4 and changed remaining PC's under element 3 to:</p> <p>“3.1 Provide customer with information regarding transporting, storing and handling fertiliser and soil ameliorants 3.2 Refer customer to a specialist adviser if required 3.3 Record details of information provided”</p>

Proposed units of competency for deletion

Stakeholder Comments and Identified Issues		Consideration and Proposed Resolution
AHCMER301 Process customer complaints		
<ul style="list-style-type: none"> Industry, QLD 	Agree with deleting AHCMER301 Process customer complaints.	Thanks for your feedback, your support is noted.
<ul style="list-style-type: none"> RTO, WA 		Thanks for your feedback, your support is noted.