Modification history

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| Release | Comments |
| Release 1 | This version released with FBP Food, Beverage and Pharmaceuticals Training Package version 2.0. |

| FBPCDS2002 | Provide and present wine tourism information |
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| Application | This unit of competency describes the skills and knowledge required to provide and present relevant and accurate tourist information to winery visitors on wine products, wine growing, local history and workplace facilities.The unit applies to individuals who work in cellar door operations of wineries or distilleries under general supervision, with limited autonomy and accountability for own work.No occupational licensing, legislative or certification requirements apply to this unit at the time of publication.All work must be carried out to comply with workplace procedures, in accordance with State/Territory work health and safety, and food safety regulations, legislation and standards that apply to the workplace. |
| Prerequisite Unit | Nil |
| Unit Sector | Cellar Door (CDS) |

| Elements | Performance Criteria |
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| Elements describe the essential outcomes. | Performance criteria describe the performance needed to demonstrate achievement of the element. |
| 1. Provide general overview of the Australian wine industry | 1.1 Give a brief history of Australian viticulture and wine production to customers on request1.2 Identify the main wine growing regions of Australia and explain their general distinguishing features in response to general customer queries1.3 Explain the position of Australian wines in the world market1.4 Explain procedures to minimise the risk of cellar door sales visitors bringing phylloxera into quarantine areas |
| 2. Provide general regional information | 2.1 Identify grape varieties commonly grown in the region2.2 Explain the location of local tourist bureau and other common tourist attractions, including special events to customers2.3 Give a brief outline of local history to customers2.4 Maintain current details of local facilities and provide to customers on request2.5 Provide contact names and locations of other local wineries to customers on request2.6 Access current local tourist information brochures2.7 Anticipate customer needs and offer information as required |
| 3. Provide general information about the organisation and its products | 3.1 Present a brief history of the organisation to customers3.2 Explain the role of the cellar door sales department within the overall operation of the workplace3.3 Identify the countries to which workplace products are exported and provide general information regarding exported products to customers3.4 Explain the common Australian wine awards system and those that apply to the workplace product range to customers3.5 Explain key wine industry bodies, events and their functions to customers |

| Foundation SkillsThis section describes those language, literacy, numeracy and employment skills that are essential for performance in this unit of competency but are not explicit in the performance criteria. |
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| Skill | Description |
| Reading | * Interpret textual information from a range of sources to identify relevant and key information about the industry, region, organisation and products
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| Numeracy | * Interpret numerical data relating to export and production quantities and monetary value
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| Oral communication  | * Use clear language and terminology to convey technical and specialised information to customers
* Participate in verbal exchanges to respond to questions and clarify information
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| Learning | * Take steps to build industry and product knowledge to enhance own role
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| Navigate the world of work | * Recognise and follow workplace requirements associated with own role and area of responsibility
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| Interact with others | * Follow accepted practices and protocols and make adjustments to own style for communicating information to diverse customers
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| Get the work done | * Follow clearly defined instructions to identify, organise and assemble information and resources required to promote wine tourism
* Take responsibility for routine decisions about promoting wine tourism and dealing with customers, and reflect on outcomes to identify effectiveness of decisions
* Recognise and act on opportunities for continuous improvement in accordance with workplace practices
* Use key functions and follow routine procedures for using digital technology to access and present information
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| Unit Mapping Information |
| Code and title current version | Code and title previous version | Comments | Equivalence status |
| FBPCDS2002 Provide and present wine tourism information | FDFCD2002A Promote wine tourism information | Updated to meet Standards for Training Packages.Changed unit title and minor additions for clarityRemoval of prerequisite - SIRXCCS202 Interact with customers - no longer required by industry | Equivalent unit |

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| Links | Companion Volumes, including Implementation Guides, are available at VETNet: <https://vetnet.education.gov.au/Pages/TrainingDocs.aspx?q=78b15323-cd38-483e-aad7-1159b570a5c4> |

| TITLE | Assessment requirements for FBPCDS2002 Promote wine tourism information |
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| Performance Evidence |
| An individual demonstrating competency must satisfy all of the elements and performance criteria in this unit. There must be evidence that the individual has provided relevant and accurate tourist information to winery visitors on at least two separate occasions, including:* accessing information on the history and range of organisation, and regional and Australian wines
* accessing workplace information to identify wine industry tourism promotion requirements
* provide tourism information appropriate to the needs of customers and visitors to the cellar door
* explain phylloxera threats and prevention measures to customers and visitors
* maintain cellar door information resources and display areas
* use digital tools to access and present information
* present information with confidence and clarity
* liaise with internal and external contacts to obtain wine tourism information, including:
* other departments in the organisation
* other wineries
* tourist information centres
* local attractions and facilities.
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| Knowledge Evidence |
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| An individual must be able to demonstrate the knowledge required to perform the tasks outlined in the elements and performance criteria of this unit. This includes knowledge of:* brief history of Australian wine production:
* first planting of vines in Australia - where and when
* key successes and challenges in wine industry development
* structure of the industry
* trends in styles produced
* location and key distinguishing features of Australia’s main wine growing regions:
* climate and soil
* grape varieties and wine styles
* specific viticultural and vinification techniques
* key brands
* key features of local wine growing region:
* climate
* soil
* grape varieties
* wine styles
* specific viticultural and vinification techniques
* key brands
* position of Australian wine in the world market:
* quantity and value of Australian exports
* major importers of Australian wine
* key brands exported
* label interpretation and Australian wine label integrity program
* the threat of phylloxera to the Australian wine industry:
* quarantine areas
* effect of phylloxera on vine and wine
* steps winery and vineyard visitors can take to minimise risk of transferring infection
* regional and local information:
* overview of history
* local events
* local attractions, facilities and essential services
* key Australian wine industry bodies and their purpose
* organisation information:
* history
* parent company or owners
* size and production capacity
* key brands
* product and service range
* organisation and competitor product ranges and features
* workplace policy and procedures with regard to:
* customer service and interaction
* providing information and advice
* workplace health and safety hazards and controls
* procedures and responsibility for reporting problems
* recording requirements and procedures
* effective presentation skills and techniques.
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| Assessment Conditions |
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| Assessment of skills must take place under the following conditions:* physical conditions:
* a workplace or an environment that accurately represents workplace conditions
* resources, equipment and materials:
* promotional information, materials, displays and/or equipment
* technology for accessing and presenting information
* aids and resources for effective presentations
* specifications:
* work instructions and workplace procedures relating to promoting wine tourism information and dealing with customers
* relationships (internal and/or external):
* cellar door customers or visitors for promotion activities.

Assessors of this unit must satisfy the requirements for assessors in applicable vocational education and training legislation, frameworks and/or standards. |

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