Rural Merchandising and Sales Project



Summary of Feedback, Responses and Actions

December 2019

Draft qualifications and units of competency for the Rural Merchandising and Sales project were made available on the <u>Skills Impact website</u> for stakeholder review from 16 September to 20 October 2019. Please visit the website to view a full list of the documents that were submitted for consultation during these phases.

Feedback was received from a variety of stakeholders around the country via email, the Skills Impact Feedback Hub, at face-to-face workshops and webinars, via phone and email, as follows:

	ACT	NSW	NT	Qld	SA	Tas	Vic	WA	National
Industry (employer/employee)									
Industry association									
Union									
Registered Training Organisation (RTO)									
Government department									
Industry Training Advisory Body (ITAB)/Industry Skills Board (ISB)/Skills Advisory Council (SAC)/ Curriculum Maintenance Manager (CMM)									

Feedback received during the 'drafts available' period for the revised qualification and units of competency has been positive, with minor changes or updates suggested by stakeholders. Of particular note is the conversation on the revised Merchandising and Sales (MER) coded units of competency that relate to specific industry sectors such as irrigation, machinery, etc being recoded to their relevant industry sectors.

Below is a summary of the issues raised for the draft qualification and units of competency developed and reviewed for the Rural Merchandising and Sales project, and how these issues have been dealt with. This involves a consideration of the information provided, views of industry stakeholders and from people who are part of the Subject Matter Expert Working Group process. Resolutions are constructed to consider the needs and views of stakeholders to the extent possible, and to comply with the Standards for Training Package 2012. The resolutions may represent a compromise on one or more stakeholder views with the aim of a workable outcome for industry, State and Territory Training Authorities (STAs) and training providers.

Acronyms - PC – performance criteria, PE – performance evidence, KE – knowledge evidence, AC – assessment conditions, SMEs – Subject Matter Experts, AQF – Australian Qualifications Framework

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

Table of Contents

Summary of feedback	on draft qualification AHC3XX20 Certificate III in Rural Merchandising3	
Comments relate	d to Elective Units	3
General Qualific	ition comments	5
Summary of feedback	on draft Units of Competency7	
Revised units of	competency	7
Proposed units of	f competency for deletion	14

Summary of feedback on draft qualification AHC3XX20 Certificate III in Rural Merchandising

Comments related to Elective Units

Stakeholder Comm	ents and Identified Issues	Consideration and Proposed Resolution
• Industry, QLD	Change the AHCMER units that relate to industry sectors such as irrigation, machinery, etc to AHCIRG, AHCMOM, etc as appropriate.	Adopted: AHCMER units recoded as follows: AHCMER304 Recommend irrigation products and services – AHCIRG3XX AHCMER402 Provide advice and sell machinery – AHCM0M4XX AHCMER403 Provide advice and sell farm chemicals – AHCCHM4XX
• Industry, QLD	These MER units that closely relate to existing areas, such as MOM should be re-coded to be part of the same groups for better review in the future, only leave straight merchandising units under MER	AHCMER404 Provide advice on agronomic products – AHCBAC4XX AHCMER405 Provide advice on livestock products – AHCLSK4XX AHCMER406 Provide information on fertilisers and soil ameliorants – AHCSOL4XX
• ITC, WA	Agree with comment above about coding Units according to field of work other than MER where possible.	AHCMER407 Provide irrigation sales and service – AHCIRG4XX
• ISAC, NT	Advice vs Information – just change to 'information' at Cert III level	Adopted: AHCMER302 Provide advice on hardware products changed to "Provide informationetc", AQF IV level units kept as "advice".
• RTO, WA	Customer profiling skills/knowledge – chatted with her business a BSB unit and she simplified for Cert III . Can we add an elective into this qualification. The BSBWOR301 is a great unit to keep as it is entry level self-management that is our main focus for including this type of unit. It does not include anything of personal/ client personality profiling which was the request I got. BSBWRK412 does have requirements that cover this. I would suggest adding the BSBWRK412 back in for anyone wanting this skill, but definitely don't drop BSBWOR301 as that is suitable for all potential students.	Adopted: Added BSBWRK412 Contribute to personal development to elective units list for the Certificate III in Rural Merchandising.
• ITC, WA	There isn't an irrigator out there who wouldn't sell irrigation parts, agree with recoding units to correct unit sectors - AHCIRG, AHCMOM, etc. In a practical sense, a customer would expect some advice from the seller. In all the advice in the end still relies	Adopted: AHCMER units recoded as follows: AHCMER304 Recommend irrigation products and services – AHCIRG3XX AHCMER402 Provide advice and sell machinery – AHCMOM4XX AHCMER403 Provide advice and sell farm chemicals – AHCCHM4XX AHCMER404 Provide advice on agronomic products – AHCBAC4XX

Stakeholder Comme	nts and Identified Issues	Consideration and Proposed Resolution	
	on the customer using the product, keep advice in the level IV units.	AHCMER405 Provide advice on livestock products – AHCLSK4XX AHCMER406 Provide information on fertilisers and soil ameliorants – AHCSOL4XX AHCMER407 Provide irrigation sales and service – AHCIRG4XX AHCMER302 Provide advice on hardware products changed to "Provide informationetc", AQF IV level units kept as "advice".	
• ITC, WA	All Units that say 'provide advice' should continue to say 'provide advice'. Can provide information as well if you want, but not essential. In the relevant Performance Criteria, need to add something about also providing warnings, cautions and advice about risks.	Adopted: AHCMER302 Provide advice on hardware products changed to "Provide informationetc", AQF IV level units kept as "advice".	
• Government, WA	Many thanks for the opportunity to participate in the workshop and to review the Certificate III in Rural Merchandising. At the workshop the issue of whether units of competency should have the word advice or information made me review the AQF descriptor for AQF level 4. In the application of knowledge and skills at AQF level 4 it is proposed that: Graduates at this level will apply knowledge and skills to demonstrate autonomy, judgement and limited responsibility in known or changing contexts and within established parameters. The use of the word advice and its meaning: "guidance or recommendations offered with regard to prudent future action" does not mean the person has to know everything, rather they present the product and advice on how the product works based on their product knowledge. The salesperson must allow the customer to make up their own mind about whether they are prepared to purchase. The underpinning consideration in sales is that the customer is responsible for making the decision thereby the statement "let the buyer beware" applies. Therefore I would suggest that the word advice is appropriate. The STA looks forward to seeing Draft 2.	Adopted: AQF IV level units kept as advice.	

Stakeholder Comme	nts and Identified Issues	Consideration and Proposed Resolution
• RTO, WA	The BSBWOR301 is a great unit to keep as it is entry level self-management that is our main focus for including this type of unit. It does not include anything of personal/ client personality profiling which was the request I got. BSBWRK412 does have requirements that cover this. I would suggest adding the BSBWRK412 back in for anyone wanting this skill, but definitely don't drop BSBWOR301 as that is suitable for all potential students.	Adopted: Added BSBWRK412 to elective units list.

General Qualification comments

Stakeholder Comment	s and Identified Issues	Consideration and Proposed Resolution
• Industry, National	I've had a look at the comments and some of the other information you sent me. I guess my "two-cents-worth" on the comments table is that I can see arguments for both stances. I will say that for a small business operator, flexibility is a very desirable quality to have in a staff member, so someone skilled at using the internet, writing documents and using spreadsheets will be appreciated, as will the personal skills like being able to prioritise and follow up. So, I fell a "more rather than less" approach to the content is valuable, but I also appreciate that the eventual structure and content of the qualification needs to fit in to all the other structures and courses. In summary, I support the way the qualification is developing whether the changes in the comments table are adopted or not, but my overarching feeling is that the more content that can practically be squeezed in, the better. I see from your latest email that some of the units have been left, one has been lifted to core from elective and few have been dropped, which I think is fine. I hope these comments are useful, late as they are.	Thanks for your feedback, your support is noted.

Stakeholder Comme	ents and Identified Issues	Consideration and Proposed Resolution
• RTO, VIC	Well done to all, it looks like a well-balanced and solid qualification has been settle on and should work well.	Thanks for your feedback, your support is noted.
• RTO, WA	Make sure that when you are looking at KEs can formulate into a question that can be answered in written form so learner can demonstrate – issue sometimes they are so broad, you can't cover it with a simple question – also, if it is covered by the Performance Evidence, does it need to also be covered by a Knowledge evidence question. Doubling up and across the board, most people in these environments don't like writing stuff. The more stuff we have in KEs the more problems we have – if they can show you, they shouldn't need to write it. One on one it can be assessed while observing performance but when you have numerous students/big groups it's very difficult. KE you MUST have evidence that the learner has the knowledge. In the field the unit needs to be practical. It can really limit units and make them unusable. Love having the (Assessment Conditions) framework to work around – but resources etc should be applicable to all states/territories and environments. Can I have one thing – generic wording – knowledge of legislation, regulations and Acts etc. Can we avoid these or reword to 'can access how to find this information'.	Comments: Feedback noted and applied where applicable in the units.

Summary of feedback on draft Units of Competency

Revised units of competency

Stakeholder Comments and Identified Issues		Consideration and Proposed Resolution	
AHCBAC4XX Provide	AHCBAC4XX Provide advice on agronomic products (formerly AHCMER404)		
	ceived for the Certificate III in Rural Merchandising recommended nits related to industry sectors, i.e. AHCBAC, AHCCHM, AHCIRG, and AHCSOL.	Adopted: Unit recoded to AHCBAC – Broad acre cropping.	
• CMM, VIC	AHCMER404 question re recoding - Do sales people provide information which is communicable knowledge about what they know on a piece of machinery or advice an opinion recommendation or offered, that may benefit customer. COULD have both - information, advice and sell. Question re the term 'advice' - This unit could be BAC as it is advice focussed rather than sales Element 1 - same as for 401 {I think they mean 402} - 'Identify customer needs' - PCs are more than this. Consider rewording the Element. PC2.2 Exhibit safely or demonstrate products	Unit recoded to AHCBAC4XX, feedback regarding 'advice' noted. Adopted: Changed Element 1 to "Establish customer needs" Performance Criteria: Moved PC 1.4 and 1.5 to to element 2, and renumbered to PC 2.1 and 2.2, renumbered all PC's that followed Changed PC 2.4 (formerly 2.2) to "Exhibit or demonstrate products safely to customeretc"	
AHCCHM4XX Provide	e advice and sell farm chemicals (formerly AHCMER403)		
General feedback received for the Certificate III in Rural Merchandising recommended recoding AHCMER units related to industry sectors, i.e. AHCBAC, AHCCHM, AHCIRG, AHCLSK, AHCMOM and AHCSOL.		Adopted: Unit recoded to AHCCHM - Chemicals.	
• CMM, VIC	AHCMER403 question re recoding - Makes sense to move as it is very specific to chemicals Provide advice and sell chemicals. Do sales people provide information which is communicable knowledge about what they know on a piece of machinery or advice an opinion	Unit recoded to AHCCHM4XX, feedback regarding 'advice' noted. Adopted: Changed Element 1 to "Establish customer needs" Performance Criteria:	

Stakeholder Comr	ments and Identified Issues	Consideration and Proposed Resolution
	recommendation or offered, that may benefit customer. COULD have both - information, advice and sell This is a specialist unit about selling chemicals to customers and as such, could be either. Question re the term 'advice' - I think you can provide information but that is not necessarily advice (providing an opinion based on experience and knowledge). This unit seems to be more about providing advice. Element 1 Identify customer needs - Same as for 402. Seems that the element is more than just identify. Performance Evidence: 7th dot point - 'ensured that information and directions on the product label are understood by the customer' - This is not in PCs.	Moved PC 1.4 and 1.5 to element 2, and renumbered to PC 2.1 and 2.2, renumbered all PCs that followed Performance Evidence: Removed 7th dot point in toto
General feedback	received for the Certificate III in Rural Merchandising recommended units related to industry sectors, i.e. AHCBAC, AHCCHM, AHCIRG,	Adopted: Unit recoded to AHCIRG – Irrigation.
• CMM, VIC	AHCMER304 - This unit is very similar to ACHMER303, just more detailed in the irrigation context - selling products by someone with expertise in irrigation. It is ultimately a sales unit for an irrigation retailer/manufacturer. If it was just recommending/technical advice on the products then perhaps IRG. Performance Evidence - 1st dot point - 'demonstrated safely as per PC1.3 a range of irrigation products - should recommending be in here somewhere? Knowledge Evidence - 2nd dot point - 'manufacturer specifications	Unit recoded to AHCIRG3XX. Adopted: Performance Evidence: Changed 1st dot point to "demonstrated, recommended and safely operated a range of irrigation products" Knowledge Evidence: 2nd dot point - "manufacturer specifications and workplace safety requirements for a range of irrigation products" Assessment Conditions:
	for a range of products - and WHS requirements.	3rd major dot point - "specifications: irrigation product warranties, terms, conditions, manufacturer specifications and workplace safety requirements"

Stakeholder Com	ments and Identified Issues	Consideration and Proposed Resolution
	Assessment Conditions - 3rd major dot point - 'specifications: irrigation product warranties, terms, conditions and manufacturer specifications - WHS	
AHCIRG4XX Provide	de irrigation sales and service (formerly AHCMER407)	
	received for the Certificate III in Rural Merchandising recommended annual units related to industry sectors, i.e. AHCBAC, AHCCHM, AHCIRG, and AHCSOL.	Adopted: Unit recoded to AHCIRG – Irrigation.
• CMM, VIC	Question re recoding to IRG - This is ultimately about selling. Element 1 Identify customer needs - same as for 401 {I think they mean 402} - 'Identify customer needs' - PCs are more than this. Consider rewording the Element. Element 2 'Provide advice on products' - question re term 'advice' - As per previous comments regarding the use of advice or information. As per previous comments, there is a difference between just providing information and advising. This looks more like providing advice. Performance Evidence: - - 7th dot point 'used recorded', - 8th dot point 'calculated pressure loss', - 9th dot point 'calculated pumping requirements' - Not explicit in PCs - More knowledge evidence.	Unit recoded to AHCIRG4XX, feedback regarding advice noted. Adopted: Changed Element 1 to "Establish customer needs" Performance Evidence: - Removed 7th, 8th and 9th dot points in toto
AHCLSK4XX Provi	ide advice on livestock products (formerly AHCMER405)	
	received for the Certificate III in Rural Merchandising recommended and units related to industry sectors, i.e. AHCBAC, AHCCHM, AHCIRG, and AHCSOL.	Adopted: Unit recoded to AHCLSK - Livestock.

Stakeholder Commen	ts and Identified Issues	Consideration and Proposed Resolution
• CMM, VIC	Question re recoding to Livestock (LSK) - Makes sense to move as it is very specific to LSK. This one should be LSK as it is not sales focussed. Question re the term 'advice' - Provide advice and sell agronomic products Do sales people provide information which is communicable knowledge about what they know livestock products or advice an opinion recommendation or offered, that may benefit customer COULD have both - information, advice and sell. Element 1 Identify customer needs - same as for 401 - 'Identify customer needs' - PCs are more than this. Consider rewording the Element. PC2.2 Exhibit safely or demonstrate products	Unit recoded to AHCLSK4XX, feedback regarding 'advice' noted. Adopted: Changed Element 1 to "Establish customer needs" Performance Criteria: Moved PC 1.4 and 1.5 to to element 2, and renumbered to PC 2.1 and 2.2, renumbered all PCs that followed Changed PC 2.4 (formerly 2.2) to "Exhibit or demonstrate products safely to customeretc"
AHCMER303 Sell prod	lucts and services	
• Government, WA	Why is there a unit called AHCMER303 when there's already a unit (and more) in the Retail Services Training Package. When we are directed to reduce duplication.	Explanation: There isn't a unit in the SIR Training Package on Sell products and services. The closest unit is SIRXSLS001 Sell to the retail customer, however the elements and performance criteria are quite different to AHCMER303. There is a TLI Training Package unit - TLIP2033 Sell products and services, however the elements and performance criteria are also quite different to AHCMER303. Adopted: Based on SME advice, AHCMER303 has been retained.
• CMM, VIC	Element 1 - 'Engage customer' - This is repeated in PC1.2 so Element needs rewording Element 3 - 'Maintain products' - Is there a better word or could the Element be something like 'Maintain products for sales'?	Adopted: Changed Element 1 to "Establish customer needs" Changed Element 3 to "Store and maintain products"
AHCMER3XX Provide i	nformation on hardware products (formerly AHCMER302)	

Stakeholder Com	ments and Identified Issues	Consideration and Proposed Resolution	
• ISAC, NT	Advice vs Information – just change to 'information' at Cert III level	Adopted: AHCMER302 Provide advice on hardware products unit title changed to "Provide information on hardware products", unit content updated to reflect "information".	
• CMM, VIC	Element 1 - The PCs do more than just identify customer needs. Consider changing element wording. Should hardware products be specified in PCs? PC1.4 - More relevant to Element 2 as element 1 just states identify customer needs PC2.2 - Should also consider WHS at this point will Depend on hardware (does this include tools, equipment etc) Performance Evidence: 4th dot point - 'ensured that the informationby the customer' Not in PCs. How would you assess this? 6th dot point - 'represented the workplace in a timely?, professional manner when dealing with customers according to workplace procedures, Could add WHS and legislative requirements' last dot point - 'encouraged add on sales.' Not in PCs Knowledge Evidence: 1st dot point - 'customer service and sales techniques' - This unit is about providing information. Doesn't mention the sales part 2nd dot point - 'workplace hardware product range and services' - Would you also need to know where to source information for research? last dot point - 'workplace procedures for providing Could add WHS information'	Adopted: Changed Element 1 to "Establish customer needs" Performance Evidence: Swapped PC 1.4 and 2.1 Changed PC 2.2 to "Exhibit and safely demonstrateetc" Performance Evidence: Removed 4th dot point in toto Changed 5th (formerly 6th) dot point to 'represented the workplace in a timely and professional manner when dealing with customers according to workplace procedures, workplace health and safety, and legislative requirements' Removed last dot point in toto Knowledge Evidence: Changed 1st dot point to "customer service techniques" Changed 2nd dot point to "workplace hardware product range and services and how to source research information" Changed last dot point to "workplace procedures for providing information on hardware products and services and workplace health and safety requirements" Assessment Conditions: 3rd major dot point under 'specifications' changed "workplace procedures relevant to providing information on hardware products and services" to "workplace procedures relevant to providing information on hardware products and services and workplace health and safety requirements"	
	Assessment Conditions:	products and services and workplace fleath and safety requirements	

Stakeholder Comments and Identified Issues		Consideration and Proposed Resolution		
	3rd major dot point under 'specifications' - 'legislative requirements relevant to sales environments, particularly WHS, fair trading, trade practices'			
AHCMER401 Coordinate customer service and networking activities				
• CMM, VIC	PC1.3 'Ensure customer service interactions'	Adopted:		
	Element 2 Implement customer service systems - Should 'Implement' be 'Monitor and review'? The system is being implemented. Manage? Should be singular - system not systems. PC2.5 'Coordinate and manage deliveryto ensure agreed customer service standards quality are met'. Agreed with whom? Wouldn't the system have standards? Performance Evidence: 6th dot point - provided value for the customer in sourcing and supplying goods and services. Suggest remove. Not in PCs. How would you assess value?	Changed element 2 to "Monitor and review customer service systems" Performance Criteria: Changed PC 1.3 to "Ensure customer service interactionsetc" Changed PC 2.5 to "Coordinateto ensure customer service standards are met" Performance Evidence: Removed 6th dot point in toto		
AHCMER501 Develop	a sales strategy for rural products			
• CMM, VIC	Performance Evidence: 5th major dot point - 'reviewed the implications of the sales strategy according to commercial law and legislation. Not specified in PCs.	Adopted: Performance Evidence: Removed 5th major dot point		
AHCMOM4XX Provide	advice and sell machinery (formerly AHCMER402)			
General feedback received for the Certificate III in Rural Merchandising recommended recoding AHCMER units related to industry sectors, i.e. AHCBAC, AHCCHM, AHCIRG, AHCLSK, AHCMOM and AHCSOL.		Adopted: Unit recoded to AHCMOM – Machinery operation and maintenance.		
• CMM, VIC	Code AHCMER402 - Makes sense to move (to MOM) as it is very specific to machinery.	Unit recoded to AHCMOM4XX, feedback regarding 'advice' noted. Adopted:		
	Title 'Provide advice and sell machinery' - Do sales people provide information which is communicable knowledge about what they know on a piece of machinery or advice an opinion	Changed Element 1 to "Establish customer needs" Performance Criteria:		

Stakeholder Comments and Identified Issues		Consideration and Proposed Resolution
	recommendation or offered, that may benefit customer. COULD have both - information, advice and sell.	Moved PC 1.4 and 1.5 to element 2, and renumbered to PC 2.1 and 2.2, renumbered all PC's that followed
	Element 1 'Identify customer needs' - PCs 1.3, 1.4 and 1.6 are more than this. Consider rewording the Element. PC2.2 Exhibit safely or demonstrate products to customer Performance Evidence: 7th dot point - 'ensured that the advice, product type, application and suitability are understood by the customer' Remove as is not in the PCs. Also hard to assess.	Changed PC 2.4 (formerly 2.2) to "Exhibit or demonstrate products safely to customer" Performance Evidence: Removed 7th dot point in toto
AHCSOL4XX Prov	ide information on fertilisers and soil ameliorants (formerly AHCMER406)	
	k received for the Certificate III in Rural Merchandising recommended R units related to industry sectors, i.e. AHCBAC, AHCCHM, AHCIRG, M and AHCSOL.	Adopted: Unit recoded to AHCSOL - Soil and media.
• CMM, VIC	Re Code - this unit could be SOL as it could be applicable to sales or an advisory service. Doesn't mention selling.	Unit recoded to AHCSOL4XX, feedback regarding 'advice' noted. Adopted:
	Performance Evidence: 4th dot point - provided information on the relationship between solid types, water, crops, fertiliser and soil ameliorant use - Remove - not in PCs (only provided information on products and nutrient tools.	Performance Evidence:
		Removed 4th dot point in toto
		Knowledge Evidence:
	Knowledge Evidence: 4th dot point - 'fertiliser and soil ameliorants availability and relative costs - not in PCs.	Removed 4th dot point in toto

Proposed units of competency for deletion

Stakeholder Comments and Identified Issues		Consideration and Proposed Resolution		
AHCMER301 Process customer complaints Replaced by BSBCMM301 Process customer complaints				
• ITC, WA	AHCMER301 Process customer complaints- doesn't have content that is different to the SIR unit.	Comments: There isn't a current unit in SIR for Process customer complaints, however there is a unit in BSB - BSBCMM301 Process customer complaints. SME WG advice sought regarding whether to replace AHCMER301 with BSBCMM301 in the qualification and delete AHCMER301.		
		Adopted: Based on SME advice, AHCMER301 has been replaced with BSBCMM301 Process customer complaints in the qualification and AHCMER301 has been recommended for deletion.		
• Industry, QLD	I agree with the option "replace AHCMER301 with BSBCMM301 in the qualification and delete AHCMER301", this role has fairly generic skills and knowledge requirements so see no reason to duplicate the unit. Importing the unit is the best option for this item.	Comments: Thanks for your feedback, your support is noted.		
• RTO, VIC	Agree with comment "replace AHCMER301 with BSBCMM301 in the qualification and delete AHCMER301", – summarised nicely.	Comments: Thanks for your feedback, your support is noted.		
• RTO, WA	ACHMER301 and BSBCMM301 are essentially the same so I see no problem with the content regarding replacement.	Comments: Thanks for your feedback, your support is noted.		