



Australian Government

Assessment Requirements for AHCAGB609 Develop export markets for produce

Release: 1

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Modification History

Release	Comments
Release 1	This version released with AHC Agriculture, Horticulture, Conservation and Land Management Training Package Version 4.0.

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 developed an export market for at least one product, including:

- researched and analysed product knowledge
- analysed a market and established market potential
- developed and implemented an export market strategy.

Knowledge Evidence

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:

- export requirements for identified product
- Australian and international export and import regulations
- international regulations, pricing structures, import and export factors, production times, quality assurance factors, and production and marketing arrangements, relevant to product
- requirements of standards, codes of practice, quality assurance (QA) processes and procedures, relevant to product
- marketing plan formats
- cash flow budgeting techniques
- sensitivity analysis and investment evaluation
- communication and negotiation skills to deal with international export arrangements.

Assessment Conditions

Assessment of skills must take place under the following conditions:

- physical conditions:
 - skills must be demonstrated in a workplace setting or an environment that accurately represents workplace conditions

- resources, equipment and materials:
 - product for export
 - access to information about international market relevant to product
 - communications technology to interact with potential overseas customers
- specifications:
 - legislation, regulations and guidelines for the export of goods from Australia.

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

Links

Companion Volumes, including Implementation Guides, are available at VETNet: -
<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=c6399549-9c62-4a5e-bf1a-524b2322cf72>