

Rural Merchandising & Sales Project

Skills standards for rural merchandisers and sales assistants are being defined as part of this industry-led project.

Rural merchandising is an essential sector, providing products and services to farmers and horticulturalists. Your input is needed to identify current work practices and skills, so that they can be reflected in the Certificate III in Rural Merchandising and 12 units of competency within it.

Why is this project happening?

Rural merchandising workers are usually the first point of contact for farmers looking to invest in machinery, technology and other services. These retail employees are often in customer-facing service and sales roles, advising on farm specific merchandise, handling inventory control, and processing orders. Working in an agricultural environment, they need specialist knowledge to provide information about equipment, chemicals or other products so that farmers get the right item for the job. Much of rural merchandising is affected by radically evolving products and markets. The units and qualification will be updated to include skills the current and future workforce needs to remain competitive.

The Agriculture and Production Horticulture Industry Reference Committee is overseeing this project, as part of their responsibility to support engagement with the sector, and to ensure the project meets industry stakeholder needs.

Key dates

September 2019

Draft skill standards available for feedback on the Skills Impact website. Free consultation workshops will also take place.

December 2019

The redrafted documents will be available for comment and validation.

June 2020

Final drafts submitted to the Australian Industry and Skills Committee for endorsement.

**Please check website for updates*

Want to be involved in defining the skills standards for this sector?

You have the opportunity to play a key role in defining the skills standards of job roles in rural merchandising and sales, supporting future learners and industry as a whole.

Visit skillsimpact.com.au to:

- Provide input on the project so far
- Register for any upcoming events
- Sign up for newsletter updates

Please feel welcome to contact the project manager, Rebecca, on 03 9321 3526.

We also welcome feedback about current gaps in training and future trends for industry as a whole.

We are passionate about workforce development and the need for industry to have their say in the skills standards of their workforce. We know from our work that a competent employee is a more knowledgeable, confident, safe and productive worker.

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