
GENERAL AGRICULTURE
Determine direction, and plan
strategically, for an organisation in a
rural community

level:	4
credit:	6
planned review date:	February 2007
sub-field:	Agriculture
purpose:	People credited with this unit standard are able to, for a specified organisation in a rural community: identify and analyse information to determine the values, current state, and future direction; develop goals and objectives, and monitor and review objectives; and develop action plans for a strategic plan to achieve objective(s).
entry information:	Open.
accreditation option:	Evaluation of documentation and visit by NZQA, industry and teaching professional in the same field from another provider.
moderation option:	A centrally established and directed moderation system has been set up by the Primary Industry Training Organisation.
special notes:	<ol style="list-style-type: none">1 Legislation applicable to this unit standard includes but is not limited to the Resource Management Act 1991.2 Definitions <i>goals</i> – five to ten year targets; <i>objectives</i> – one to two year targets; <i>direction</i> – a strategic perspective for the future development and progress of the organisation; <i>values</i> – the way in which the organisation, its employees and representatives operate with respect to each other and the community at large. Values include the shared aspirations and beliefs which are the basis of the organisation’s mission and operations; <i>stakeholders</i> – individuals and groups which have some direct interest in the organisation and its products or services. Stakeholders include members, customers, owners, shareholders, managers, employees, employee organisations, regulatory bodies, family members, and business partners.

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- 3 The organisation may include an agribusiness, a supporting agricultural community group, or an organisation based in a rural community such as a sports club.

Elements and Performance Criteria

element 1

Identify and analyse information to determine the values, current state, and future direction of an organisation in a rural community.

Range: business information may include but is not limited to – gross margins, results of break even analysis, opportunity costs, results of sensitivity analysis, results of SWOT (strengths, weaknesses, opportunities and threats) analysis, inventory of physical resources, financial records, constancy reports; other information may include but is not limited to – industry publications, sector specific publications, supplier information, internet sites, personal contacts, personal beliefs, market information, economic reports, consumer surveys, human resource values, membership, staff development, organisational positioning.

performance criteria

- 1.1 Sources of information are identified relevant to the organisation's objectives, direction and values.
- 1.2 Analysis of information determines validity and applicability of information to the organisation, and to each stakeholder of that organisation.
- 1.3 Values and future direction are identified or developed for an organisation in a time and manner which allows for contribution from, and consultation with, stakeholders.
- 1.4 Vision for the future exhibits a strategic long-term perspective.

element 2

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Develop goals and objectives, and monitor and review objectives, for an organisation in a rural community.

performance criteria

- 2.1 Objectives developed are specific, measurable and achievable.
- 2.2 Goals and objectives include realistic time-frames for their achievement, taking into consideration all available resources.
- Range: resources may include but are not limited to – time available, capital available, personnel with relevant skills available, level of own knowledge, level of own skills, agribusiness production levels.
- 2.3 Vision for the future growth and direction of the organisation are reflected in the objectives.
- 2.4 The monitoring and review of objectives is described in terms of the reasons for carrying it out, and the importance of the procedure for future planning for the specified business.

element 3

Develop action plans for a strategic plan to achieve objective(s) for an organisation in a rural community.

performance criteria

- 3.1 Action plans are prepared for objective(s).
- Range: objectives – individual or integrated; evidence is required for at least one objective.
- 3.2 Action plans identify progress points for objective(s).
- 3.3 Action plans identify responsibilities of people involved with objective(s).
- 3.4 Action plans identify timing of actions for objective(s).

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Comments on this unit standard

Please contact the Primary Industry Training Organisation standards@primaryito.ac.nz if you wish to suggest changes to the content of this unit standard.

Please Note

Providers must be accredited by the Qualifications Authority or a delegated inter-institutional body before they can register credits from assessment against unit standards or deliver courses of study leading to that assessment.

Industry Training Organisations must be accredited by the Qualifications Authority before they can register credits from assessment against unit standards.

Accredited providers and Industry Training Organisations assessing against unit standards must engage with the moderation system that applies to those standards.

Accreditation requirements and an outline of the moderation system that applies to this standard are outlined in the Accreditation and Moderation Action Plan (AMAP). The AMAP also includes useful information about special requirements for providers wishing to develop education and training programmes, such as minimum qualifications for tutors and assessors, and special resource requirements.

This unit standard is covered by AMAP 0052 which can be accessed at <http://www.nzqa.govt.nz/site/framework/search.html>.