

**SOUTH AFRICAN QUALIFICATIONS AUTHORITY (SAQA)**

In accordance with regulation 24(c) of the National Standards Bodies Regulations of 28 March 1998, the Standards Generating Body (SGB) for

Marketing

Registered by NSB 03, Business, Commerce and Management Studies, publishes the following qualification and unit standards for public comment.

This notice contains the titles, fields, sub-fields, NQF levels, credits, and purpose of the qualification and unit standards. The qualification and unit standards can be accessed via the SAQA web-site at www.saga.org.za. Copies may also be obtained from the Directorate of Standards Setting and Development at the SAQA offices, Hatfield Forum West, 1069 Arcadia Street, Hatfield, Pretoria.

Comment on the unit standards should reach SAQA at the address ***below and no later than 12 April 2004***. All correspondence should be marked **Standards Setting – SGB for Marketing** and addressed to

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Established in terms of Act 58 of 1995

National Certificate in Auctioneering Support: NQF Level 3

1. **Field:** Business, Commerce and Management Studies
2. **Sub-Field:** Marketing
3. **NQF Level:** 3
4. **Credits:** 133
5. **Rationale for the Qualification**

The National Certificate in Auctioneering Support: NQF Level 3 is designed to meet the needs of those learners who are already involved in the field of Auctioneering, particularly in an administration support role and who wish to obtain a formal Qualification to start on a path of lifelong learning in the Auctioneering Industry. Auctioneering is an established industry and by its very nature a constant supply of customers is ensured. This means there is a need to develop career paths in this field, and it is an industry constantly in need of skilled people.

The National Certificate in Auctioneering Support: NQF Level 3 supports the objectives of the NQF in that it gives the learner access to a registered National Qualification. It will therefore ensure that the quality of education and training is enhanced and of a world class standard.

The National Certificate in Auctioneering Support: NQF Level 3 allows the learner to work towards a nationally recognised Qualification. The Qualification will allow both those in formal education and those already employed in organisations in the Auctioneering Industry access to a Qualification that can be used as a benchmark to gauge their competence against local and international standards.

The National Certificate in Auctioneering Support: NQF Level 3 exposes learners to a broad set of core competencies covering a number of aspects of Auctioneering and administration related to Auctioneering. It is intended for learners who:

- Have been working in the Auctioneering Industry in a number of job roles, but without a formal Qualification
- Were previously disadvantaged and were therefore denied access to Further Education and Training or auctioneering positions.
- Wish to extend their range of skills and knowledge of Auctioneering so that they can progress within their chosen career path.
- Are already working in the Auctioneering Industry and wish to improve their Auctioneering knowledge and skills.

The National Certificate in Management: Level 3 is flexible enough to accommodate both learners in formal education and learners already employed in business or industry. It aims to develop informed and skilled auctioneers. The skills, knowledge, values and attitudes reflected in the Qualification are building blocks that will be developed further at NQF level 4. The intention is:

- To promote the development of knowledge and skills that are required in the auctioneering industry.
- To release the potential of people.
- To provide opportunities for people to move up the value chain.

The National Certificate in Auctioneering Support: NQF Level 3 should assist people working as support staff in the Auctioneering industry to contribute to improved productivity and efficiency within the industry. It should provide the means for employees in the Auctioneering Industry to receive recognition of prior learning and to upgrade their skills.

6. Purpose:

This Qualification is for any individual who is or wishes to be involved in the Auctioneering Industry. This is the first Qualification in a learning pathway in Auctioneering that starts at NQF Level 3 and ends with the National Diploma in Auctioneering Management: NQF Level 5. The qualification will equip the learner with the knowledge and skills required for a person working in the Auctioneering sector as well as with skills and knowledge required to perform the administration functions that are required of an Auctioneering support person.

A learner can complete the Qualification specialising in Real Estate, General and Specialised Assets or Livestock, Game and Agricultural Products Auctioneering. The Core Unit Standards are relevant to all three areas of specialisation.

Learners working towards this Qualification will find that the acquisition of competence in the Unit Standards, which make up the Qualification, will add value to their job. This Qualification is intended to enhance the provision of entry-level service within the Auctioneering industry.

It will provide the broad knowledge; skills and values needed in the Auctioneering Industry and will facilitate access to, and mobility and progression within, education and training and to progress along a learning path in Auctioneering.

The Qualification consists of building blocks of learning that can be developed further at qualifications at higher levels on the NQF. The intention is

- To promote the development of knowledge, skills and values that are required in the Auctioneering Industry.
- To release the potential of people, in order for them to grow and develop.
- To provide opportunities for people to move up the Auctioneering career path by them being more valuable to their organisation, the economy and themselves.

Due to the nature of the Unit Standards contained in this qualification, it would allow qualifying learners to follow a career in the following fields:

- Auctioneer of general movable assets.
- Auctioneer of specialised movable assets.
- Auctioneer of livestock.
- Auctioneer of game.
- Auctioneer of agricultural products.

- Retail sales.
- Wholesale sales.
- Representative
- Car sales person
- Sheriff of the court
- Game farming.
- Storeman
- Cashier
- Real estate agent
- Livestock agent
- Distribution agent

7. Level, credits and learning components assigned to the Qualification

The Certificate is made up of a planned combination of learning outcomes that have a defined purpose and will provide qualifying learners with applied competence and a basis for further training. It is a building block for the National Certificate in Auctioneering Practices: NQF Level 4.

The Qualification is made up of a combination of learning outcomes that are grouped into Fundamental, Core and Elective Components, totaling between 128 and 135 credits, depending on the specialization taken.

Motivation for number of credits assigned to fundamental, core and elective

Fundamental Component

Unit Standards to the value of 20 credits in Communication and 17 credits in Mathematical Literacy have been selected for the Fundamental Component. These Unit Standards will add value to learners both socially and economically in terms of their ability to operate as literate and numerate workers in a global economy.

All the Unit Standards are compulsory.

Core

Unit Standards to a value of 75 credits have been allocated to the Core Unit Standards. These Unit Standards cover administration as well as core concepts and skills related directly to Auctioneering. This means that the Qualification has a strong Administration focus.

The Core Unit Standards offer a broad contextual understanding of Auctioneering and will enable the learners to gain competence in vital Administration functions required in the Auctioneering industry.

All the Unit Standards in the Core Component are compulsory

Electives

The Unit Standards in the Elective Component are grouped into three sections enabling the learner to specialise in one of three areas of operation in the Auctioneering industry. There are Unit Standards totalling 21 credits for each of the areas Real Estate, General and Specialised Assets and Livestock, Game and Agricultural Products. All three Elective groups allow for progression to the next level of learning.

The learner must choose all the Unit Standards for one specialization totaling 21 credits.

**Table listing the Unit standards in the National Certificate in Auctioneering
Support: Level 3**

NLRD NUMBER	TITLE	LEVEL	CREDITS
FUNDAMENTAL COMPONENT			
COMMUNICATION			
8968	Accommodate audience and context needs in oral communication	3	5
8969	Interpret and use information from texts	3	5
8970	Write texts for a range of communicative contexts	3	5
9960	Communicate verbally and non-verbally in the workplace	3	5
TOTAL FOR COMMUNICATION			20
MATHEMATICAL LITERACY			
9013	Measure, estimate and calculate physical quantities and explore, describe and represent, interpret and justify geometrical relationships in two and three-dimensional space relevant to the life or workplace of the community	3	4
11241	Perform basic business calculations	3	6
9011	Use mathematics to investigate and monitor the financial aspects of personal and business issues.	3	5
9010	Demonstrate understanding of the use of different number bases and measurement units and an awareness of error in the context of relevant calculations	3	2
TOTAL FOR MATHEMATICAL LITERACY			17
TOTAL FOR FUNDAMENTAL COMPONENT			37
CORE COMPONENT			
10015	Identify customers of the business	4	4
13936	Outline the legal environment of a selected industry	3	2
8015	Executing general office administration	2	4
7177	Attend to customer enquiries face to face and on the telephone in a banking environment	3	4
	Welcome clients and explain auction procedures	3	5
	Demonstrate and apply understanding of pre-amble, bid calling, chanting, spotting and writing	3	6
	Demonstrate and apply an understanding of auction basics	3	4
8025	Controlling and locating stock	3	8
11786	Demonstrate an understanding of contracts and their sources	3	4
14342	Manage time and work processes within a business environment	2	4
8275	Handling cash	2	12
8256	Handling stock	2	16
TOTAL FOR CORE			75

ELECTIVE COMPONENT			
Real estate			
	Demonstrate an understanding of real estate auctioning	3	3
15082	Apply and administer real estate administrative systems, policies and procedures	4	6
15088	Recognise and comply with legal requirements and records in a real estate business.	4	12
Total for Real Estate			21
General and Specialised Assets			
	Prepare and handle the receiving of movable assets	3	7
	Apply legal requirements pertaining to special assets sales	3	14
Total for General and Specialized Assets			21
Livestock, Game and Agricultural Products			
	Canvass and source livestock, game and agricultural products	3	5
	Identify and apply safety, health and risk prevention procedures for livestock, game and agricultural products	3	8
	Organise and record the transportation, handling, moving and loading of livestock, game and agricultural products	3	8
Total for Livestock, Game and Agricultural Products			21
TOTAL FOR ELECTIVE COMPONENT			21
TOTAL FOR QUALIFICATION			133

8. Access to the Qualification

Access to this Qualification is open, bearing in mind the learning assumed to be in place

9. Learning assumed to be in place

It is assumed that the learner is competent in:

- Communication at NQF Level 2
- Mathematical Literacy at NQF Level 2.

10. Exit Level Outcomes and Associated Assessment Criteria

On achieving this Qualification, the learner will be able to:

1. Communicate verbally and in writing for various purposes, audiences and contexts

Assessment Criteria

- Oral communication is adapted to accommodate different audiences in order to have effective communication in the workplace
 - Information and texts are interpreted to aid oral and written communication with internal and external clients
 - Written communication in the form of letters, reports and memorandums are compiled using appropriate format, language and register
2. Use basic mathematics in both personal and business situations

Assessment Criteria

- Calculations are performed correctly for business and/or personal purposes
3. Perform basic administrative services and handle cash transactions in accordance with organisational requirements

Assessment Criteria

- General office administration duties and processes are executed according to organisational procedures and policies
 - Own businesses legal environment is understood to enable compliance
 - Time and work processes in a work environment are managed efficiently
 - Stock control practices are performed according to organizational requirements
4. Handle cash payments and receipts according to organizational requirements

Assessment Criteria;

- Money received either in the form of cash or cheque or by credit card is correctly receipted
 - All receipted money is correctly kept in the appropriate moneybox or safe
 - All receipts for the day are reconciled with cash on hand
 - Procedures to avoid fraud are implemented in terms of organizational procedures
5. Greet customers and explain auction procedures to them according to organizational procedures

Assessment Criteria

- Customers are greeted appropriately and assistance given to them when necessary
 - Client queries are carefully listened to and handled correctly
 - Correct information is given to clients when requested
6. Source products for auction and clients for the company

Assessment Criteria

- Stock sourcing techniques particular to a particular area of specialization are appropriately used so as to gain stock, keep existing customers, attract new customers and improve the image of the organisation
- The theory and practice of sales and marketing activities are appropriately used in an auctioneering business
- Customers of the auctioneering business are identified and attended to in accordance with organisational requirements
- Auctioning processes are performed in order to enhance the success of the auction

7. Implement the Legal requirements pertaining to contracts

Assessment Criteria

- Contracts with clients are drawn up using the principles contained in the basic law of contracts
- Dealings with clients are conducted in terms of the conditions contained in the contract drawn up with them

8. Apply real estate administrative procedures and auctioning processes

Assessment Criteria

- Real estate and property auctioning processes are applied according to organizational requirements
- Real estate administrative systems, policies and procedures are applied and administered according to organizational requirements

9. Handle general and specialised assets according to accepted practice

Assessment Criteria

- Movable assets are prepared and handled on their receipt according to accepted practice
- Legal implications pertaining to specialised assets complied with for each type of asset

10. Handle livestock and game according to accepted practice

Assessment Criteria

- Livestock and game are receipted according to common practice in the sector
- Livestock and game are transported, handled and moved according to laid down procedures, particularly those pertaining to safety

11. Handle Agricultural products according to standard practices and processes

Assessment Criteria

- Agricultural products are received and receipted according to standard practice and legal requirements
- Agricultural products are handled and moved according to standard practice and legal requirements in the industry

Table showing the spread of Critical Cross-Field Outcomes across the Unit Standards and Qualification, for both Core and Elective

Unit Standard Title	Critical Cross-field Outcomes addressed by the Unit Standards							
	Solve problems / Make decisions	Team work	Organisation	Information	Communicate	Technology	Related Systems	Personal Development
Core								
Outline the legal environment of a selected industry			√	√	√		√	√
Executing general office administration	√	√	√	√	√	√	√	

Manage time and work processes within a business environment	√	√	√	√	√	√		
Handling cash	√		√	√			√	
Identify customers of the business	√			√		√		√
Attend to customer enquiries face to face and on the telephone	√	√	√	√	√		√	
Welcome clients and explain auction procedures	√			√	√		√	√
Demonstrate and apply an understanding of pre-amble, bid calling, chanting, spotting and writing	√	√	√	√	√		√	√
Demonstrate and apply an understanding of auction basics	√			√	√		√	
Controlling and locating stock	√	√		√	√		√	
Handling stock				√	√	√	√	
Demonstrate an understanding of contracts and their sources	√	√	√	√	√	√	√	√
Elective								
Real Estate								
Demonstrate an understanding of real estate auctioning	√		√	√	√			
Apply and administer real estate administrative systems, policies and procedures	√	√		√	√		√	
Recognize and comply with legal requirements and records in a real estate business	√	√		√	√		√	
General and Specialised Assets								
Prepare and handle the receiving of movable assets			√				√	√
Apply legal requirements pertaining to Special Assets sales	√	√	√	√			√	√
Livestock, Game and Agricultural Products								
Canvass and source game, livestock and agricultural products	√	√	√	√	√		√	
Identify and apply safety, health and risk prevention procedures for livestock, game and agricultural products	√	√		√			√	
Organise and record the transportation handling, moving and loading of livestock, game and agricultural products			√				√	√

8. International Comparability

The Auctioneering Industry is a discipline with globally recognised best practices, standards and Qualifications. This Qualification and set of Unit Standards incorporates international and locally recognised best practice and standards for the running and conducting of auction sales.

Benchmarking was done by comparison to Unit Standards/Outcomes of learning against:

- New Zealand Unit Standards in Livestock business –
- Present livestock and chattles for auction – 6 credits – level 3
- Sell selected grades of stock by auction – 8 credits – level 3
- Demonstrate knowledge of selling boats by auction – 3 credits – level 3
- Arrange for sale of livestock by auction – 10 credits – level 4
- Sell livestock and chattles by auction – 14 credits – level 4
- Sell boats by auction – 3 credits – level 4
- Prepare, plan and facilitate a property sale by auction – 3 credits – level 4
- Auction wool – 10 credits – level 5

A direct comparison with each Unit Standard was undertaken and the content aligned. However the outcomes incorporated were written in a South African context.

12. Articulation possibilities

This qualification articulates vertically with the following qualifications:

- National Certificate in Business Administration Services: Level 4
- National Certificate in Auctioneering Practices: Level 4
- National Certificate in Customer Management: Level 4
- National Certificate in Marketing Management: Level 4

10. Integrated Assessment

Because assessment practices must be open, transparent, fair, valid, and reliable and ensure that no learner is disadvantaged in any way whatsoever, an integrated assessment approach is incorporated into the Qualification.

Learning, teaching and assessment are inextricably linked. Whenever possible, the assessment of knowledge, skills, attitudes and values shown in the Unit Standards should be integrated.

Assessment of the communication, language, literacy and numeracy should be conducted in conjunction with other aspects and should use authentic Auctioneering contexts wherever possible.

A variety of methods must be used in assessment and tools and activities must be appropriate to the context in which the learner is working. Where it is not possible to assess the learner in the workplace or on-the-job, simulations, case studies, role-plays and other similar techniques should be used to provide a context appropriate to the assessment.

The term 'Integrated Assessment' implies that theoretical and practical components should be assessed together. During integrated assessments the assessor should make use of formative and summative assessment methods and assess combinations of practical, applied, foundational and reflective competencies.

Assessors and moderators should make use of a range of formative and summative assessment methods. Assessors should assess and give credit for the evidence of learning that has already been acquired through formal, informal and non-formal learning and work experience.

Assessment should ensure that all specific outcomes, embedded knowledge and critical cross-field outcomes are evaluated. The assessment of the critical cross-field outcomes should be integrated with

10. Recognition of Prior Learning

The structure of this Unit Standard based Qualification makes the Recognition of Prior Learning possible. Credit will be given to the learner for competence in the knowledge, skills, values and attitudes implicit in individual Unit Standards and/or the Exit Level Outcomes of the Qualification. This could result in the learner being awarded with the complete Qualification or credit for constituent Unit standards towards the Qualification.

This Recognition of Prior Learning may allow:

- For accelerated access to further learning at this or higher levels on the NQF
- Gaining of credits towards a Unit Standard
- Gaining the Qualification in part or in whole.

All recognition of Prior Learning is subject to quality assurance by the relevant Education, Training, Quality, Assurance Body and is conducted by a registered workplace assessor.

11. Moderation

- Anyone assessing a learner or moderating the assessment of a learner against this Qualification must be registered as an assessor with the relevant Education, Training, Quality, Assurance (ETQA) Body, or an ETQA that has a Memorandum of Understanding with the relevant ETQA.
- Any institution offering learning that will enable the achievement of this Qualification must be accredited as a provider with the relevant ETQA or an ETQA that has a Memorandum of Understanding with the relevant ETQA.
- Assessment and moderation of assessment will be overseen by the relevant ETQA according to the ETQA's policies and guidelines for assessment and moderation; in terms of agreements reached around assessment and moderation between ETQA's (including professional bodies).
- Moderation must include both internal and external moderation of assessments at exit points of the Qualification, unless ETQA policies specify otherwise. Moderation should also encompass achievement of the competence described both in individual Unit Standards as well as the integrated competence described in the Qualification.

Anyone wishing to be assessed against this Qualification may apply to be assessed by any assessment agency, assessor or provider institution that is accredited by the relevant ETQA.

Criteria for registration of assessors

For an applicant to register as an assessor, the applicant needs:

- To be declared competent in all the outcomes of the National Assessor Unit Standards as stipulated by South African Qualifications Authority (SAQA)
- Be in possession of an Auctioneering qualification at NQF Level 4 or higher, or a minimum of 2 (two) years' practical, relevant occupational experience in the Auctioneering sector

UNIT STANDARDS AND SPECIFIC OUTCOMES FOR UNIT STANDARDS IN NATIONAL CERTIFICATE IN AUCTIONEERING SUPPORT: LEVEL 3

Unit Standards at Level 3

TITLE: Organise and record the transportation, handling, moving and loading of livestock, game and agricultural products

Specific Outcome 1: Move livestock and game

Specific Outcome 2: Move agricultural products

Specific Outcome 3: Load and unload livestock, game and agricultural products

Specific Outcome 4: Permanently identify and weigh livestock, game and agricultural products

TITLE: Welcome clients and explain auction procedures

Specific Outcome 1: Greet clients and communicate effectively with them

Specific Outcome 2: Ascertain clients' needs and show items to be auctioned

Specific Outcome 3: Describe auction procedures according to organisational requirements

TITLE: Demonstrate and apply an understanding of preamble, bid calling, chanting, spotting and writing

Specific Outcome 1: Describe the requirements of a bid caller or chanter

Specific Outcome 2: Describe and explain bid calling and chanting

Specific Outcome 3: Describe and explain bid calling and chanting psychology

Specific Outcome 4: Describe and apply spotting and writing techniques

TITLE: Demonstrate and apply an understanding of auction basics

Specific Outcome 1: Describe and explain different auction types

Specific Outcome 2: Describe and apply pre-auction requirements

Specific Outcome 3: Describe and complete auction documentation

Specific Outcome 4: Finalise auction administration and handle payments

TITLE: Prepare and handle the receiving of movable assets

Specific Outcome 1: Identify and describe movable assets

Specific Outcome 2: Compile a movable assets list

Specific Outcome 3: Place movable assets in safe custody

TITLE: Apply legal requirements pertaining to special assets sales

Specific Outcome 1: Identify and describe the different types of specialised assets

Specific Outcome 2: Apply legal requirements pertaining to firearm sales

Specific Outcome 3: Apply legal requirements pertaining to the selling of liquor

Specific Outcome 4: Apply legal requirements pertaining to the sale of gold and precious stones

Specific Outcome 5: Place specialised movable assets in safe custody

TITLE: Identify and apply safety, health and risk prevention procedures for livestock, game and agricultural products

Specific Outcome 1: Identify and describe dangerous situations and events that have potential to harm workers and the work environment

Specific Outcome 2: Identify risk and apply risk assessment procedures in the auctioning industry

Specific Outcome 3: Limit damage to people, property and equipment in the case of emergency

Specific Outcome 4: Identify and apply preventative procedures related to transmittable diseases

Specific Outcome 5: Monitor the implementation of the health and safety plan, systems and procedures

TITLE: Demonstrate an understanding of real estate auctioning

Specific Outcome 1: Explain and describe the purpose and function of the Estate Agents Act (Act no. 112 of 1976) and its amendments

Specific Outcome 2: Explain and describe the purpose and function of the Alienation of Land Act (Act no. 68 of 1981) and its amendments

Specific Outcome 3: Demonstrate an understanding of the conditions of sale for real estate

Specific Outcome 4: Explain the auctioning process for real estate

TITLE: Canvass and source game, livestock and agricultural products

Specific Outcome 1: Identify sources of game, livestock and agricultural products

Specific Outcome 2: Analyse profiles of sources of game, livestock and agricultural products

Specific Outcome 3: Build and develop a sellers database