



Australian Government

Department of Education, Employment and Workplace Relations

CUEFOH06C Manage venue services

Revision Number: 1

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Modification History

Not applicable.

Unit Descriptor

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| Unit descriptor | <p>This unit describes the skills and knowledge required to control venue services at a venue during performances/events.</p> <p>No licensing, legislative, regulatory or certification requirements apply to this unit at the time of endorsement.</p> |
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Application of the Unit

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| Application of the unit | <p>Senior venue personnel such as front of house managers apply the skills and knowledge outlined in this unit. They are responsible for coordinating the set-up of venues prior to performances/events and for managing on-site customer service. Venue services management requires considerable communication, negotiation and problem solving skills. People in this role have a high degree of autonomy and would typically supervise others.</p> <p>This unit has strong linkages to the following units, and combined training and/or assessment may be appropriate:</p> <ul style="list-style-type: none">• CUECOR04B Deal with conflict and resolve complaints• BSBCUS501A Manage quality customer service. |
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Licensing/Regulatory Information

Not applicable.

Pre-Requisites

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| Prerequisite units | | |
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Employability Skills Information

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| Employability skills | This unit contains employability skills. |
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Elements and Performance Criteria Pre-Content

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| Elements describe the essential outcomes of a unit of competency. | Performance criteria describe the performance needed to demonstrate achievement of the element. Where bold italicised text is used, further information is detailed in the required skills and knowledge section and the range statement. Assessment of performance is to be consistent with the evidence guide. |
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Elements and Performance Criteria

| ELEMENT | PERFORMANCE CRITERIA |
|------------------------------|---|
| 1. Prepare venue for patrons | <ul style="list-style-type: none">1.1. Liaise with the relevant personnel and check that all required <i>services</i> have been arranged1.2. Check that <i>all aspects</i> of the <i>venue</i> set-up, facilities and equipment allows for easy patron access, especially for those with disabilities, and to minimise risk of injury to patrons1.3. Identify any deficiencies, including staff shortages, and take prompt action to rectify the situation1.4. Provide a <i>briefing</i>, as required, to <i>service personnel</i> prior to the opening of the venue1.5. Open the venue at scheduled opening time |
| 2. Monitor venue services | <ul style="list-style-type: none">2.1. Monitor the provision of services, identify any problems as they arise and take prompt action to resolve the situation2.2. Take responsibility for the resolution of any escalated problems or complaints2.3. Greet VIP patrons and provide special assistance, as required2.4. Make clear and accurate public announcements as required2.5. Liaise with back-of-house to maximise quality of service to patrons2.6. Debrief personnel as required and use feedback constructively to enhance quality of future service provision2.7. Complete and distribute any <i>documentation</i> relating to service operation, including relevant management reports2.8. Close and secure venue as required in accordance with organisational procedures |

Required Skills and Knowledge

REQUIRED SKILLS AND KNOWLEDGE

This section describes the skills and knowledge required for this unit.

Required skills

- emergency evacuation procedures
- operation of the public address system
- communication and conflict resolution techniques
- staff responsibilities and reporting mechanisms
- incident report documentation

Required knowledge

- operational aspects of service facilities which operate at the venue, e.g. box office, food and beverage outlets, cloakroom, merchandising store/stand
- in-depth knowledge of policies and procedures applicable to delivering services to venue customers, including refunds and exchanges
- opening and closing procedures for the venue

Evidence Guide

EVIDENCE GUIDE

The Evidence Guide provides advice on assessment and must be read in conjunction with the performance criteria, required skills and knowledge, range statement and the Assessment Guidelines for the Training Package.

Overview of assessment

Critical aspects for assessment and evidence required to demonstrate competency in this unit

The following evidence is critical to the judgement of competence in this unit:

- ability to manage the on-site operation of venue services, including all aspects of preparing the venue, briefing and monitoring staff, and closing down the venue
- knowledge of the range of problems which may arise and ability to resolve them.

Context of and specific resources for assessment

The assessment context must provide for:

- practical demonstration of skills within a fully equipped operational venue, eg a cinema, live theatre, conference centre, on more than one occasion
- involvement of a team of operational venue personnel involved in delivering venue services
- presence of commercially realistic time pressures involved in the operation of the front-of-house at the time of a performance/session/event
- commercially realistic ratios of customers to operational personnel to reflect typical workplace pressures.

Method of assessment

Assessment may incorporate a range of methods to assess practical skills and the application of essential underpinning knowledge, and might include:

- direct observation of the candidate managing venue services
- evaluation of reports prepared by the candidate on the venue service management process, including the issues and solutions associated with delivering efficient outcomes
- review of documentation prepared by the candidate such as running sheets, incident reports, briefing notes
- role plays to assess ability to negotiate solutions to problems
- written or oral questions, tests and interview to assess

| EVIDENCE GUIDE | |
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| | <p>knowledge of the venue and procedures</p> <ul style="list-style-type: none">• review of portfolios of evidence and third party workplace reports of on-the-job performance by the candidate. <p>Assessment methods should closely reflect workplace demands and the needs of particular groups (e.g. people with disabilities, and people who may have literacy or numeracy difficulties such as speakers of languages other than English, remote communities and those with interrupted schooling).</p> |
| Guidance information for assessment | <p>Assessment of this unit requires access to:</p> <ul style="list-style-type: none">• a venue where performances/cinema sessions/events take place• a range of operational outlets commonly operated within a venue, eg box office, merchandising store/stand• policy and procedures for front-of-house services, eg emergency evacuation, refunds, opening and closing. |

Range Statement

RANGE STATEMENT

The range statement relates to the unit of competency as a whole. It allows for different work environments and situations that may affect performance. Bold italicised wording, if used in the performance criteria, is detailed below. Essential operating conditions that may be present with training and assessment (depending on the work situation, needs of the candidate, accessibility of the item, and local industry and regional contexts) may also be included.

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| Venue <i>services</i> may include: | <ul style="list-style-type: none"> • box office • front-of-house • guiding • ushering • visitor information |
| <i>Checking all aspects</i> of the set-up of the venue, facilities and equipment may include: | <ul style="list-style-type: none"> • bathroom facilities • box office operations • checking that all emergency evacuation areas are clear and that safety equipment is operational • checking that auditorium is correctly configured • checking that venue is clean and tidy • cleaning and tidying venue or instructing other staff to clean and tidy venue • food and beverage outlets • merchandising stores/stands • program stands • promotional displays • the cloakroom |
| <i>Venues</i> may be: | <ul style="list-style-type: none"> • permanent • temporary |
| Staff <i>briefing</i> may include: | <ul style="list-style-type: none"> • details of event • fire drills • house policies • information about products and services available • information on VIP attendance • notification of forthcoming events • organisational policies and procedures • prior knowledge of special needs of particular patrons • special seating arrangements |

| RANGE STATEMENT | |
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| Assisting with the workflow of <i>service personnel</i> may involve: | <ul style="list-style-type: none"> • selling programs and other merchandise • ushering patrons • working food and beverage outlets |
| <i>Documentation</i> relating to the front-of-house operation may include: | <ul style="list-style-type: none"> • incident reports • merchandise sales reports • staff timesheets • ticket sales reports |

Unit Sector(s)

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| Unit sector | |
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Competency field

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| Competency field | Media and entertainment production - front of house |
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Co-requisite units

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| Co-requisite units | | |
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