



Australian Government

SIT60222 Advanced Diploma of Event Management

Release 1

SIT60222 Advanced Diploma of Event Management

Modification History

Not applicable.

Qualification Description

This qualification reflects the role of individuals operating at a senior level who use a wide range of specialised managerial skills and substantial knowledge of event management processes to conceive, plan and stage events. They operate with significant autonomy and use commercial acumen to make strategic business and event management decisions.

Events are diverse in nature and this qualification provides a pathway to work for event or exhibition organisations operating in a range of industries, including the tourism and travel, hospitality, sport, cultural, and community sectors.

The diversity of employers includes event or exhibition management companies, event venues, or organisations that organise their own events. Work could be undertaken in an office environment where the planning of events takes place, on-site at venues where events are staged, or a combination of both.

The skills in this qualification must be applied in accordance with Commonwealth and State/Territory legislation, Australian standards and industry codes of practice.

No occupational licensing, certification or specific legislative requirements apply to this qualification at the time of publication.

Entry Requirements

There are no entry requirements for this qualification.

Packaging Rules

24 units must be completed:

- 17 core units
- 7 elective units, consisting of:
 - 4 units from the list below
 - 3 units from the list below, elsewhere in the SIT Training Package, or any other Training Package or accredited course.

The selection of electives must be guided by the job outcome sought, local industry requirements and the complexity of skills appropriate to the AQF level of this qualification.

Note: Units marked with * have one or more prerequisites. Refer to individual units for details.

Core units

BSBOPS504	Manage business risk
BSBSTR601	Manage innovation and continuous improvement
BSBSUS511	Develop workplace policies and procedures for sustainability
BSBWRT411	Write complex documents
SITEEVT026	Manage event production components
SITEEVT029	Research event industry trends and practice
SITEEVT030	Develop event concepts
SITEEVT031	Determine event feasibility
SITEEVT032	Develop and implement event management plans
SITXCCS016	Develop and manage quality customer service practices
SITXFIN010	Prepare and monitor budgets
SITXGLC002	Identify and manage legal risks and comply with law
SITXHRM009	Lead and manage people
SITXMGT005	Establish and conduct business relationships
SITXMGT006	Manage projects
SITXMPR014	Develop and implement marketing strategies
SITXWHS008	Establish and maintain a work health and safety system

Elective units

Communication and Teamwork

BSBCMM411	Make presentations
SITXCOM009	Address protocol requirements
SITXCOM010	Manage conflict

Creative and Technical Production

CUAEVP511	Coordinate installation and dismantling of exhibitions
CUAPPM422	Organise and facilitate rehearsals
CUAPPM431	Compile production schedules

CUAPPM513	Incorporate creative and technical needs into management processes
CUAPPM611	Manage pre-production for shows and events
CUASMT511	Stage manage productions and events
CUASMT513	Develop and maintain production documents

Crisis Management

SITXCRI004	Manage a business continuity crisis
------------	-------------------------------------

E-Business

BSBTEC501	Develop and implement an e-commerce strategy
BSBXCS402	Promote workplace cyber security awareness and best practices
BSBXCS405	Contribute to cyber security incident responses
SIRXOSM002	Maintain ethical and professional standards when using social media and online platforms
SIRXOSM004	Analyse performance of social media and online business tools
SIRXOSM006*	Develop and manage social media and online strategies
SIRXOSM007	Manage risk to organisational reputation in an online setting

Events and Exhibitions

SITEEVT024	Develop conference and event programs
SITEEVT025	Select event venues and sites
SITEEVT027	Organise event infrastructure
SITEEVT028	Manage on-site event operations
SITEEVT033	Develop event transport plans
SITEEVT034	Develop crowd management plans
SITEEVT035	Develop multi-venue event plans
SITEEVT036	Plan and allocate exhibition space
SITEEVT037	Recruit and manage exhibitors

Finance

BSBFIN601 Manage organisational finances

SITXFIN008 Interpret financial information

SITXFIN011 Manage physical assets

SITXFIN012 Manage revenue

Human Resource Management

BSBTWK501 Lead diversity and inclusion

SITXHRM010 Recruit, select and induct staff

SITXHRM011 Manage volunteers

SITXHRM012 Monitor staff performance

Management and Leadership

BSBOPS601 Develop and implement business plans

Marketing and Public Relations

BSBMKG544 Plan and monitor direct marketing activities

BSBMKG553 Develop public relations campaigns

BSBMKG624 Manage market research

SITXMPR015 Obtain and manage sponsorship

SITXMPR016 Prepare and present proposals

Venue and Facility Operations

CPPDSM5027 Provide facilities and amenities for property users

Qualification Mapping Information

Supersedes and is not equivalent to SIT60216 Advanced Diploma of Event Management.

Links

Companion Volume implementation guides are found in VETNet -

<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=68c40a93-e51d-4e0f-bc06-899dff092694>