



Australian Government

Department of Education, Employment and Workplace Relations

SIT50207 Diploma of Events

Revision Number: 1

SIT50207 Diploma of Events

Modification History

Not applicable.

Description

This qualification provides the skills and knowledge for an individual to be competent in a broad range of event management skills, including significant communication, planning and organisational skills. This is underpinned by a detailed knowledge of the event management process.

Event organisation and management takes place across the full spectrum of business and community activity. The qualification has particular relevance in the community, cultural, hospitality, sporting and tourism sectors. Work would be undertaken in both an office environment where event planning and organisation takes place, and at an event site.

The qualification reflects the role of individuals who possess a sound theoretical knowledge base and use a range of specialised, technical or managerial competencies to plan, carry out and evaluate the work of self or team.

The qualification is not suitable for an Australian apprenticeship pathway.

Job roles

Individuals with this qualification are able to work in a range of organisations where event management takes place, and such organisations are diverse in nature. Examples include professional conference organisers, exhibition and event management companies, sporting associations, community organisations, hospitality and cultural venues.

Possible job titles include:

- event coordinator
- venue coordinator
- conference coordinator
- exhibitions coordinator.

Prerequisite requirements

There are two alternative pathways for entry into the Diploma of Events. The candidate must either:

1. Have achieved a Certificate III qualification in an events-related area. Certificate III qualifications which are particularly relevant include those in the areas of:

- business
- entertainment
- hospitality
- museums and libraries
- music
- sport and recreation
- tourism.

OR

2. Have paid or voluntary employment experience at an operational, coordination or management level in an events-related field. A current or previous job role that involves or has involved the application of skills and knowledge relevant to the staging and management of functions and events would be appropriate. As a minimum, employment experience must reflect the breadth, depth and complexity of a qualification at Certificate III level, as defined in the AQF guidelines.

Pathways Information

Not applicable.

Licensing/Regulatory Information

Not applicable.

Entry Requirements

Not applicable.

Employability Skills Summary

EMPLOYABILITY SKILLS SUMMARY

SIT50207 Diploma of Events

The following table contains a summary of the employability skills required by the events industry for this qualification. The employability skills facets described here are broad industry requirements that may vary depending on qualification packaging options.

Employability skill	Industry/enterprise requirements for this qualification include:
Communication	Negotiating and liaising with a broad range of event stakeholders, including staging contractors, venue or site personnel, regulatory authorities and customers; consulting with others to gain input into planning and operational issues; providing briefings to operational staff and other stakeholders; developing event planning and operational documentation.
Teamwork	Motivating and leading diverse teams; providing support and coaching; planning work operations to take account of team member strengths; taking a lead role in agreeing and establishing work team goals.
Problem solving	Developing contingency plans to address typical event management challenges; developing and applying a range of strategies to address problems with event contractors or other stakeholders; responding effectively to a wide range of event operational issues requiring immediate resolution; working with event suppliers, customers and other stakeholders to develop practical solutions; evaluating the effectiveness of solutions and approaches to inform future event planning.
Initiative and enterprise	Generating a range of options and ideas to address different event management challenges; developing ideas about ways to improve event operations; encouraging team members to be innovative; using knowledge of current and emerging industry and marketplace trends to inform approaches to event planning and operations.
Planning and organising	Critically analysing a broad range of complex information to inform event planning and project management; establishing clear goals for different aspects of event planning; developing, implementing and monitoring plans, procedures and systems; setting and monitoring priorities, timelines and resource strategies; assessing and managing risk; communicating plans and

Employability skill	Industry/enterprise requirements for this qualification include:
	strategies to stakeholders.
Self-management	Using knowledge of organisational, industry and legal frameworks to inform event management practice; maintaining and updating knowledge of different event management practices; consulting with others to gain input and feedback.
Learning	Using industry and other networks to develop skills and knowledge; exploring and testing new event management ideas and approaches; encouraging and supporting learning within the team.
Technology	Integrating appropriate technologies into the event management process; selecting different technologies to address specific event management situations.

Due to the high proportion of electives required by this qualification, the industry/enterprise requirements described above for each employability skill are representative of the events industry in general and may not reflect specific job roles. Learning and assessment strategies for this qualification should be based on the requirements of the units of competency for this qualification.

Packaging Rules

QUALIFICATION RULES

To achieve a Diploma of Events, 24 units must be completed:

- all 14 core units
- 10 elective units which may be selected from the list below, or from this or another endorsed Training Package or accredited course.

In all cases selection of electives must be guided by the job outcome sought, local industry requirements and the characteristics of this qualification.

CORE UNITS

SITXADM004A	Plan and manage meetings
SITXCCS003A	Manage quality customer service

SITXEVT001B	Develop and update event industry knowledge
SITXEVT010B	Evaluate and address event regulatory requirements
SITXEVT012A	Select event venues and sites
SITXEVT013A	Manage event staging
SITXEVT017B	Provide on-site event management services
SITXFIN003A	Interpret financial information
SITXFIN004A	Manage finances within a budget
SITXHRM005A	Lead and manage people
SITXMGT003A	Manage projects
SITXMGT006A	Establish and conduct business relationships
SITXOHS003B	Identify hazards, and assess and control safety risks
BSBWOR204A	Use business technology

Elective units	
Administration	
SITXADM003A	Write business documents
Commercial Cookery and Catering	
SITHCCC038B	Plan catering for an event or function
Communication and Teamwork	
SITXCOM005A	Make presentations
SITXCOM006A	Address protocol requirements

Creative and Technical Production

CUESMT10B	Organise and facilitate rehearsals
CUESMT11B	Create, update and use production reference documents
CUETEM03C	Establish and manage production resources and requirements
CUETEM06B	Organise and monitor bump in/bump out
CUFCMP301A	Implement copyright arrangements
CUFCMP501A	Manage and exploit copyright arrangements

Environmental Sustainability

BSBSUS501A	Develop workplace policy and procedures for sustainability
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Events

SITXEVT004B	Coordinate on-site event registrations
SITXEVT008A	Plan and develop event proposals and bids
SITXEVT009A	Develop event concepts
SITXEVT011A	Develop crowd control plans and procedures
SITXEVT014A	Develop conference programs
SITXEVT015B	Manage exhibitions
SITXEVT016B	Organise and monitor event infrastructure
SITXEVT018B	Develop a transport strategy for an event
SITXEVT019A	Manage multi-venue events
CULMS012A	Plan event touring

Finance

SITXFIN005A	Prepare and monitor budgets
SITXFIN006A	Obtain and manage sponsorship
BSBFIM501A	Manage budgets and financial plans
CUSFIN01A	Finance a project
CUVADM10B	Research and utilise revenue and funding opportunities
FNSACCT407B	Set up and operate a computerised accounting system

Human Resource Management

SITXHRM002A	Recruit, select and induct staff
SITXHRM004A	Manage volunteers
SITXHRM006A	Monitor staff performance
SITXHRM007A	Manage workplace diversity
BSBMGT502B	Manage people performance

Quality and Innovation

BSBMGT516A	Facilitate continuous improvement
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Management and Leadership

SITXMGT001A	Monitor work operations
SITXMGT002A	Develop and implement operational plans
SITXMGT005A	Manage business risk

Marketing and Public Relations

SITXMPR001A	Coordinate production of brochures and marketing materials
SITXMPR002A	Create a promotional display or stand
SITXMPR003A	Plan and implement sales activities
SITXMPR004A	Coordinate marketing activities
BSBMKG401B	Profile the market
CULLB510B	Develop and maintain community/stakeholder relationships
SRXINU011A	Develop and maintain a competitive pricing strategy for a leisure and recreation service

Planning and Product Development

SITTPPD002A	Research tourism data
SITTPPD003B	Source and package tourism products
SITTPPD006B	Plan and develop ecologically sustainable tourism operations
SITTPPD007A	Plan and develop culturally appropriate tourism operations
SITTPPD009A	Assess tourism opportunities for local communities
SRXINU003A	Analyse participation patterns in specific markets of the leisure and recreation industry
SRXINU014A	Research and document the history of specific leisure and recreation services(s)

Tourism Sales and Operations

SITTTSL002A	Access and interpret product information
SITTTSL003A	Source and provide international destination information and advice
SITTTSL004A	Source and provide Australian destination information and advice
SITTTSL005A	Sell tourism products and services
SITTTSL008B	Book and coordinate supplier services
SITTTSL009B	Process travel-related documentation
SITTTSL010B	Control reservations or operations using a computerised system

Venue and Facility Operations

CUEFOH06C	Manage venue services
SRXFAC003B	Implement facility maintenance programs
SRXFAC005B	Coordinate facility and equipment acquisition and maintenance
SRXFAC008B	Obtain facilities

Examples of elective units relevant to specific job outcomes and contexts at this level are as follows:

Event coordinator for a professional conference organiser

SITTTSL008B Book and coordinate supplier services

SITXADM003A Write business documents

SITXCOM005A Make presentations

SITXEVT004B Coordinate on-site event registrations

SITXEVT008A Plan and develop event proposals and bids

SITXEVT009A Develop event concepts

SITXEVT014A Develop conference programs

SITXEVT016B Organise and monitor event infrastructure

SITXFIN006A Obtain and manage sponsorship

SITXMPR001A Coordinate production of brochures and marketing materials

Event coordinator (sport focus)

SITTTSL008B Book and coordinate supplier services

SITXADM003A Write business documents

SITXEVT004B Coordinate on-site event registrations

SITXEVT008A Plan and develop event proposals and bids

SITXEVT016B Organise and monitor event infrastructure

SITXFIN006A Obtain and manage sponsorship

SITXHRM004A Manage volunteers

SITXMPR001A Coordinate production of brochures and marketing materials

SITXMPR004A Coordinate marketing activities

SRXINU003A Analyse participation patterns in specific markets of the leisure and recreation industry

Event coordinator (production focus)

CUESMT10B Organise and facilitate rehearsals

CUETEM03C Establish and manage production resources and requirements

CUETEM06B Organise and monitor bump in/bump out

CUSADM08A Address copyright requirements

SITXADM003A Write business documents

SITXEVT008A Plan and develop event proposals and bids

SITXEVT016B Organise and monitor event infrastructure

SITXFIN006A Obtain and manage sponsorship

SITXHRM004A Manage volunteers