



**Australian Government**

**Department of Education, Employment and Workplace Relations**

# **SITXEVT006A Research and evaluate event industry trends and practices**

**Revision Number: 1**

## **SITXEVT006A Research and evaluate event industry trends and practices**

### **Modification History**

Not applicable.

### **Unit Descriptor**

#### **Unit descriptor**

This unit describes the performance outcomes, skills and knowledge required to research and critically evaluate past, present and future event industry practices to enhance the quality of one's own work practice.

No licensing, legislative, regulatory or certification requirements apply to this unit at the time of endorsement.

### **Application of the Unit**

#### **Application of the unit**

This unit applies to individuals managing events in any industry context. It is particularly relevant to the cultural, community, hospitality, sporting and tourism sectors.

The unit focuses on research, analysis and communication of information, ideas and concepts at a complex level, as well as the evaluation and extension of one's own professional development needs. It is therefore relevant to individuals who analyse, design and execute judgements in technical, conceptual or managerial areas.

### **Licensing/Regulatory Information**

Not applicable.

## Pre-Requisites

Prerequisite units Nil

## Employability Skills Information

**Employability skills** The required outcomes described in this unit of competency contain applicable facets of employability skills. The Employability Skills Summary of the qualification in which this unit is packaged will assist in identifying employability skills requirements.

## Elements and Performance Criteria Pre-Content

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

## Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
1 Research event industry ideas, practices and trends.	<p>1.1 Assess and select <b><i>formal and informal research strategies</i></b> to explore <b><i>event industry information, ideas and concepts</i></b>.</p> <p>1.2 Identify and explore potential <b><i>new and alternative sources of information</i></b>.</p> <p>1.3 Source information on the history and evolution of the global event industry as a context for effective work practice.</p>

**ELEMENT****PERFORMANCE CRITERIA**

- |   |   |     |   |
|---|---|-----|---|
| 2 | Evaluate information to inform work practice.     | 2.1 | Critically analyse information in the context of industry practice and philosophy of work.                                |
|   |   | 2.2 | Assess ways in which information may be used or adapted within work practices, including integration of new technologies. |
|   |   | 2.3 | Develop <i>positions and ideas</i> and integrate into work practice.  |
|   |   | 2.4 | Use information to generate discussion and <i>critical analysis</i> of event management practice and opportunities.       |
|   |   |     |   |
| 3 | Extend own event management skills and knowledge. | 3.1 | Proactively identify and use opportunities presented by research to extend event management skills and knowledge.         |
|   |   | 3.2 | Re-evaluate and refine approaches to work in the context of current and emerging trends.                                  |
|   |   | 3.3 | Identify and use practice, feedback, discussion and evaluation opportunities to continuously improve skills.              |

## Required Skills and Knowledge

### REQUIRED SKILLS AND KNOWLEDGE

This section describes the essential skills and knowledge and their level, required for this unit.

The following skills must be assessed as part of this unit:

- analytical skills to develop complex conceptual, technical or management positions and ideas
- literacy skills to research complex and unfamiliar information sources.

The following knowledge must be assessed as part of this unit:

- research methodologies and options
- sources of event industry references, and broader references that may inform emerging and innovative practice in event management and operations
- current and emerging event industry trends across all areas of planning, management and operations
- evolution of the event industry, globally and within Australia
- event industry networks and professional development opportunities
- techniques and methods to generate new ideas and develop innovative approaches to work.

## 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, the range statement and the Assessment Guidelines for this Training Package.

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

Evidence of the following is essential:

- ability to conduct research on a complex range of event industry issues, trends and ideas
- ability to analyse, critique and synthesise complex sources to develop own positions and ideas
- in-depth conceptual, technical and management knowledge of the event industry
- demonstration of skills through one or more pieces of

## EVIDENCE GUIDE

event industry research.

### Context of and specific resources for assessment

Assessment must ensure:

- use of a current and varied range of general and specialised information sources.

### Methods of assessment

A range of assessment methods should be used to assess practical skills and knowledge. The following examples are appropriate for this unit:

- evaluation of research undertaken by the candidate
- oral or written questioning to assess depth and complexity of candidate's event industry knowledge
- review of portfolios of evidence and third-party workplace reports of on-the-job performance by the candidate.

Holistic assessment with other units relevant to the industry sector, workplace and job role is recommended.

### Assessing employability skills

Employability skills are integral to effective performance in the workplace and are broadly consistent across industry sectors. How these skills are applied varies between occupations and qualifications due to the different work functions and contexts.

Employability skills embedded in this unit should be assessed holistically with other relevant units that make up the skill set or qualification and in the context of the job role.

## 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 in the performance criteria is detailed below.

## RANGE STATEMENT

***Formal and informal research strategies*** may include:

- reading current literature, including specialist journals and industry magazines
- participating actively in relevant industry associations
- participating in professional development and other learning opportunities
- participating in and contributing to discussion through conferences, meetings, seminars, courses and journals
- internet research
- formal study.

***Event industry information, ideas and concepts*** may relate to:

- overall philosophy about events and their place in society
- overall management practice
- event operations
- safety and risk management
- environmental sustainability
- history of events
- role of events in the broader social, economic and political environment
- best practice examples
- research around concepts of leisure and play
- emerging and future technology.

***New and alternative sources*** may include:

- theories of business and management practice
- work from other related areas of community or business activity, including:
  - artists and designers
  - photographers
  - historians
  - film makers
  - authors
  - entertainers.

## RANGE STATEMENT

*Positions and ideas* may include:

- totally new approaches to work practice
- adaptation of current practice
- specific operational innovations.

*Critical analysis* may include:

- comparing and contrasting
- reflecting
- critiquing or challenging
- considering merit
- discussing and debating
- making judgements about relevance of information and ideas
- considering how ideas may be adapted
- considering how ideas may be challenged within work
- drawing links between research and own work.

## Unit Sector(s)

Sector

Cross-Sector

## Competency field

Competency field

Event Management