



**Australian Government**

# **CUAEVP512 Develop and manage exhibition interpretive strategies**

**Release: 1**

## CUA EVP512 Develop and manage exhibition interpretive strategies

### Modification History

Release	Comments
Release 1	This version first released with CUA Creative Arts and Culture Training Package Version 5.0.

### Application

This unit describes the skills and knowledge required to develop, implement and evaluate overall interpretive strategies for exhibitions. It involves sourcing information to determine communication needs, preparing and overseeing implementation of interpretive strategies and evaluating the success of interpretive strategies.

The unit applies to those who use their skills in cultural settings, such as museums, galleries and cultural centres. They tend to be autonomous, may lead and manage a team and consult and collaborate with stakeholders.

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

### Unit Sector

Cultural services – Exhibitions and visitor programs

### Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
<i>Elements describe the essential outcomes.</i>	<i>Performance criteria describe the performance needed to demonstrate achievement of the element.</i>
1. Determine communication needs	<ul style="list-style-type: none"><li>1.1 Analyse overall exhibition concepts and determine parameters for interpretive strategies</li><li>1.2 Review required exhibition documentation to inform strategy development</li><li>1.3 Source required information on audience profile and research characteristics and needs</li><li>1.4 Establish links between audiences, concepts and proposed storylines and themes</li><li>1.5 Confirm communication needs in consultation with required</li></ul>

ELEMENT	PERFORMANCE CRITERIA
	stakeholders
2. Develop interpretive strategies	2.1 Document aspects of interpretive strategies based on analysis and consultation and according to organisational policies and procedures 2.2 Develop options and approaches that account for audience needs, cultural sensitivities, overall objectives, operational constraints and the principles of universal access 2.3 Test strategies and ideas with required personnel and refine as required 2.4 Identify need for and source specialist advice as required 2.5 Prepare strategies in format that meets organisational policies and procedures and within required timeframes 2.6 Communicate strategies to required colleagues and stakeholders
3. Oversee implementation of interpretive strategies	3.1 Organise internal and external resources for development of materials according to organisational policies and procedures 3.2 Monitor the production of materials according to organisational policies and procedures and suggest adjustments as required 3.3 Facilitate coordinated approach through ongoing consultations with other exhibition personnel 3.4 Deal with problems that arise in ways that minimise disruption according to organisational policies and procedures
4. Evaluate interpretive strategies	4.1 Establish applicable evaluation mechanisms with required stakeholders 4.2 Assess the success of interpretive strategies using evaluation mechanisms according to organisational policies and procedures 4.3 Share knowledge gained from evaluation with colleagues

## Foundation Skills

*This section describes those language, literacy, numeracy and employment skills that are essential to performance but not explicit in the performance criteria.*

SKILL	DESCRIPTION
Numeracy	<ul style="list-style-type: none"> <li>Manages resources and expenditure using basic mathematical processes</li> </ul>
Oral communication	<ul style="list-style-type: none"> <li>Interacts effectively in verbal exchanges, using language and features applicable to audience and context</li> <li>Clarifies information and elicits views and opinions of others using active listening and questioning skills</li> </ul>

SKILL	DESCRIPTION
Reading	<ul style="list-style-type: none"><li>Establishes and monitors strategies through interpretation of textual and visual information</li></ul>
Writing	<ul style="list-style-type: none"><li>Prepares documentation using appropriate industry terminology in required format</li><li>Conveys ideas clearly and according to organisational policies and procedures for the target audience</li></ul>
Initiative and enterprise	<ul style="list-style-type: none"><li>Evaluates outcomes of decisions and strategies and identifies opportunities for improvement</li></ul>
Planning and organising	<ul style="list-style-type: none"><li>Accepts responsibility for planning, developing and implementing interpretive strategies</li><li>Uses problem-solving techniques to identify, analyse and resolve issues</li><li>Evaluates outcomes of decisions and strategies to identify opportunities for improvement</li></ul>
Problem-solving	<ul style="list-style-type: none"><li>Identifies, analyses and resolves issues using problem-solving techniques</li></ul>
Self-management	<ul style="list-style-type: none"><li>Takes full responsibility for following policies and procedures</li></ul>
Teamwork	<ul style="list-style-type: none"><li>Contributes and elicits creative ideas in collaboration and cooperation with others</li><li>Uses appropriate conventions and protocols when communicating with colleagues and external stakeholders</li></ul>

## Unit Mapping Information

Supersedes and is equivalent to CUA EVP502 Develop and implement exhibition interpretive strategies.

## Links

Companion Volume Implementation Guide is found on VETNet -

<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=1db201d9-4006-4430-839f-382ef6b803d5>