



**Australian Government**

# **CUAFIM411 Obtain revenue to support operations**

**Release: 1**

## CUAFIM411 Obtain revenue to support operations

### 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 set revenue-raising goals, identify potential sources of revenue and to proactively work to secure revenue.

The unit applies to those who work with a large degree of independence and who work in variety of roles from sole practitioners through to senior administrators. Revenue could be raised from individual philanthropy, corporate philanthropy, corporate sponsorship or grants from philanthropic trusts or government agencies.

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

### Unit Sector

Finance – financial management

### 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. Set revenue-raising goals	1.1 Determine organisational goals, vision and revenue requirements 1.2 Identify potential revenue sources from different information sources 1.3 Identify factors that may affect the suitability of potential revenue sources 1.4 Evaluate suitability of revenue sources in relation to organisational goals and vision 1.5 Identify revenue-raising priorities in line with organisational goals and vision in consultation with required personnel 1.6 Determine how and from which sources revenue will be raised
2. Implement	2.1 Identify and follow processes that access potential revenue

ELEMENT	PERFORMANCE CRITERIA
revenue-raising strategies	2.2 Build and maintain positive relationships with key stakeholders who can provide financial support 2.3 Coordinate funding development according to requirements 2.4 Negotiate terms and conditions of funding agreements 2.5 Clarify commitments made by both parties and communicate these to required personnel
3. Evaluate and document revenue-raising strategies	3.1 Monitor all arrangements and confirm compliance with funding requirements 3.2 Review impact of funding on self or organisation 3.3 Review priorities and revenue-raising strategies and amend as required 3.4 Complete workplace documentation according to organisational policies and procedures

## 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>Interprets financial data in different documents</li> </ul>
Oral communication	<ul style="list-style-type: none"> <li>Elicits different perspectives about revenue raising priorities using questioning and active listening techniques</li> <li>Articulates needs clearly using specific, relevant and persuasive language and liaises and negotiates with financial supporters</li> </ul>
Reading	<ul style="list-style-type: none"> <li>Interprets and evaluates complex and unfamiliar information about revenue sources, and terms and conditions of funding agreements</li> </ul>
Planning and organising	<ul style="list-style-type: none"> <li>Plans, organises and takes responsibility for revenue raising activities</li> <li>Manages logistics associated with funding arrangements</li> </ul>
Teamwork	<ul style="list-style-type: none"> <li>Generates ideas for revenue raising priorities and solutions in collaboration with others</li> <li>Invests time and energy and builds rapport with financial supporters as an integral part of the business relationship</li> </ul>

## Unit Mapping Information

Supersedes and is equivalent to CUAFIM401 Obtain revenue to support operations.

## Links

Companion Volume Implementation Guide is found on VETNet -

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