



Australian Government

CUAIND412 Provide freelance services

Release: 1

CUAIND412 Provide freelance services

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 work as an independent operator within the creative arts industry. This includes promoting self to potential clients, negotiating work arrangements, managing financial and business aspects of services, and undertaking strategic planning.

The unit applies to those who use a high level of self-motivation and discipline, and an entrepreneurial attitude when pursuing work opportunities. They are engaged for specific projects and are responsible for promoting themselves to potential clients, negotiating their own contracts and managing their business affairs.

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

Unit Sector

Industry Capability – Industry context

Elements and Performance Criteria

ELEMENTS	PERFORMANCE CRITERIA
<i>Elements describe the essential outcomes.</i>	<i>Performance criteria describe the performance needed to demonstrate achievement of the element.</i>
1. Promote self to potential clients	1.1 Establish, follow up and regularly maintain industry contacts 1.2 Participate in and maintain required industry, employer and other networks 1.3 Identify and implement strategies for enhancing a professional reputation 1.4 Produce material about services provided and promote across different media outlets and social media platforms
2. Negotiate work arrangements	2.1 Establish clear project outcomes with client and agree on fees, schedules and expenses

ELEMENTS	PERFORMANCE CRITERIA
	<p>2.2 Confirm contracts or agreements contain payment terms and conditions that provide a viable cash flow</p> <p>2.3 Confirm contracts or agreements include obligations of all parties and include a process for varying terms and conditions</p> <p>2.4 Seek specialist advice for reviewing contracts or agreements before signing, as required</p> <p>2.5 Store signed contracts or agreements securely for future reference</p> <p>2.6 Adapt to client work demands without compromising ethics or reputation</p> <p>2.7 Negotiate contract or agreement variations as required</p>
3. Manage financial and business aspects of service	<p>3.1 Set up and use systems for managing budgets, finance, taxation and project documents, seeking expert advice and support as required</p> <p>3.2 Set a realistic fee structure for services provided</p> <p>3.3 Prepare a business plan outlining viable work schedule and cash flow</p> <p>3.4 Send invoices in line with payment terms and conditions and promptly follow up any non-payments</p> <p>3.5 Keep accurate and up-to-date financial accounts and records</p> <p>3.6 Submit all taxation documents according to taxation requirements</p> <p>3.7 Comply with business regulations, taxation and insurance requirements</p>
4. Undertake strategic planning	<p>4.1 Implement strategies to identify work opportunities and risks</p> <p>4.2 Identify and act on opportunities for expanding the client base, either alone or in partnership with others</p> <p>4.3 Improve work performance and practices using constructive feedback from clients and other required personnel</p> <p>4.4 Identify opportunities for ongoing professional development and to maintain skills and knowledge with industry developments</p> <p>4.5 Regularly review and set realistic work objectives measured against quality of life, artistic and commercial goals</p> <p>4.6 Identify risk factors and develop prevention strategies when planning work activities</p>

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
Learning	<ul style="list-style-type: none">Improves skills and knowledge by actively pursuing opportunities
Numeracy	<ul style="list-style-type: none">Develops and monitors budgets, financial and work recordkeeping systems using mathematical skills
Oral communication	<ul style="list-style-type: none">Explains ideas and requirements clearly using specific and required languageConfirms understanding using listening and questioning techniquesExtracts main ideas and expresses ideas during discussions using communication strategies
Reading	<ul style="list-style-type: none">Interprets and comprehends texts with complex ideas and unfamiliar vocabulary
Writing	<ul style="list-style-type: none">Creates a range of documents matching format and style of writing to purpose and audience
Planning and organising	<ul style="list-style-type: none">Plans, organises and implements systems to manage costs, maximise income and be proactive in promotional activities
Self-management	<ul style="list-style-type: none">Follows regulatory, ethical, taxation and insurance requirementsUses a systematic process for developing career, identifying and researching employment options and updating skills
Technology	<ul style="list-style-type: none">Uses digital technologies to find and store information

Unit Mapping Information

Supersedes and is equivalent to CUAIND402 Provide freelance services.

Links

Companion Volume Implementation Guide is found on VETNet -

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