Australian Government

CUAIND611 Work professionally in the creative arts industry

Release: 1

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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 display a professional attitude when working in the creative arts industry, including when implementing strategies to find work, responding to work opportunities, operating in the work environment, and establishing and maintaining industry networks.

The unit applies to those who could be establishing a career as a performer in disciplines, such as dance, music, acting or circus skills, or they could be specialising in choreography, production management, arts administration, visual arts, design or community cultural development. At this level people are expected to apply wide-ranging, highly specialised technical, creative or conceptual skills to express ideas and perspectives. Work activities are largely self-directed.

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

ELEMENT	PERFORMANCE CRITERIA
Elements describe the essential outcomes.	*Performance criteria describe the performance needed to demonstrate achievement of the element.*
1. Implement strategies to find work	1.1 Gather information on work opportunities in area of interest using different sources
	1.2 Evaluate how own skills and knowledge could be applied in a work context
	1.3 Refine curriculum vitae (CV) and supporting material and distribute as required
	1.4 Promote self and own availability for work using online

ELEMENT	PERFORMANCE CRITERIA
	opportunities
	1.5 Identify barriers to obtaining work and take action as required
	1.6 Incorporate issues related to copyright, moral rights and intellectual property into career planning
2. Respond to work opportunities	2.1 Apply for advertised positions and respond to other leads as they arise
	2.2 Prepare for interviews and auditions as required
	2.3 Display a professional attitude and confidence in dealings with prospective employers
	2.4 Undertake follow-up required after interviews or auditions
3. Show initiative in the work environment	3.1 Identify and clarify as required the day-to-day operations of, and key personnel in, the workplace
	3.2 Clarify aspects of own role and responsibilities with required personnel
	3.3 Demonstrate a professional work ethic
	3.4 Apply a knowledge of applicable performance and cultural principles and practices to workplace activities
	3.5 Participate in workplace discussions and meetings in a positive and constructive way
	3.6 Demonstrate a capacity to work independently and achieve goals with minimal or no supervision
	3.7 Seek feedback on own performance from required personnel and incorporate into work activities as required
	3.8 Identify skill gaps and set professional development goals using peer and management feedback and self-evaluation
4. Establish and maintain industry networks	4.1 Participate in applicable networks to assist with finding ongoing work
	4.2 Identify and follow appropriate strategies that enhance own professional reputation
	4.3 Maximise reputation by circulating current and succinct information about own experience
	4.4 Exchange information and ideas with colleagues and industry contacts using communication channels

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	• Seeks feedback from others and self-evaluates to improve own performance
Oral communication	• Obtains information using listening and questioning techniques • Contributes information and expresses requirements using clear language
Reading	• Interprets different and at times complex information related to working at a professional level in the creative arts industry
Writing	• Prepares work and career documentation
Initiative and enterprise	• Reviews current situation and future career and work options, and develops strategies that address choice limiting factors • Applies and adapts different strategies and resources when identifying and gaining work, particularly through networks and contacts
Self-management	• Seeks new challenges and opportunities, and broadens expertise and focus • Adjusts approaches and presentations to potential clients or employers and illustrates a strong understanding of and match with the nature and requirements of the role • Identifies and follows workplace protocols • Seeks to build and maintain an effective online profile as an integral part of work and career management
Teamwork	• Builds relationships with people with the knowledge, skills and influence to get things done or provide support, building formal and informal networks within and beyond immediate work context
Technology	• Uses the internet for research and distributes information electronically • Prepares work-related documentation using standard word processing applications

Unit Mapping Information

Supersedes and is equivalent to CUAIND601 Work professionally in the creative arts industry.

Links

Companion Volume Implementation Guide is found on VETNet - https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=1db201d9-4006-4430-839f-382ef6b803d5