



**Australian Government**

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

# **CUE40403 Certificate IV in Venues and Events (Customer Service)**

**Revision Number: 2**

## CUE40403 Certificate IV in Venues and Events (Customer Service)

### Modification History

Release	Comments
Release 2	Qualification updated in <i>CUE03 Entertainment Training Package version 3.2</i> Typographical error corrected in Packaging Rules.
Release 1	This qualification first released with <i>CUE03 Entertainment Training Package version 1.0</i>

### Description

This qualification reflects the role of individuals working in a customer service context who apply a broad range of skills including evaluation and planning, and who may provide leadership and guidance to others, with some responsibility for group outcomes.

#### Job roles

- Customer service coordinator/supervisor
- Team leader/coordinator in small venue (working in front of house providing some technical assistance).
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### Pathways Information

#### *Pathways into the qualification*

Candidates may enter the qualification with limited or no vocational experience and without a relevant lower-level qualification.

### Licensing/Regulatory Information

#### **Licensing, legislative, regulatory and certification considerations**

There is no direct link between this qualification and licensing, legislative and/or regulatory requirements. However, where required, a unit of competency will specify relevant licensing, legislative and/or regulatory requirements that impact on the unit.

### Entry Requirements

Not applicable.

## Employability Skills Summary

*The following table contains a summary of the employability skills required by the entertainment industry for this qualification. The employability skills facets described here are broad industry requirements that may vary depending on qualification packaging options. This table is a summary of employability skills that are typical of this qualification and should not be interpreted as definitive.*

Employability Skill	Industry/enterprise requirements for this qualification include:
Communication	<ul style="list-style-type: none"> <li>explaining restrictions to customers</li> <li>checking ID in restricted areas</li> <li>communicating with customers/patrons from diverse cultural backgrounds</li> <li>selling tickets and other items</li> <li>providing seating and ticketing information to patrons</li> <li>making public announcements</li> </ul>
Teamwork	<ul style="list-style-type: none"> <li>providing information to colleagues about crowd size/movement</li> <li>working as a team member in an entertainment venue in a variety of roles, e.g. ushering patrons, selling products and services, sharing information with colleagues</li> <li>leading a work team</li> <li>showing sensitivity to cultural and social differences when communicating with others</li> </ul>
Problem-solving	<ul style="list-style-type: none"> <li>dealing with problems that arise from diversity issues</li> <li>dealing with queues in venues</li> <li>dealing with difficult customers</li> <li>seating patrons who arrive late or who have special needs</li> <li>calculating the cost of products and services for customers</li> </ul>
Initiative and enterprise	<ul style="list-style-type: none"> <li>dealing effectively with potentially difficult situations, e.g. having to confiscate restricted items for the duration of the performance</li> <li>taking responsibility for the resolution of any escalated problems or complaints</li> </ul>
Planning and organising	<ul style="list-style-type: none"> <li>completing crowd and safety/security checks on a regular basis</li> <li>checking that ticketing equipment and materials are operational before commencing ticket issue</li> <li>storing information for future use</li> <li>processing and recording financial transactions</li> <li>keeping track of orders</li> <li>organising in-house functions</li> </ul>
Self-management	<ul style="list-style-type: none"> <li>following workplace procedures</li> <li>acting within the scope of job role</li> </ul>

	<ul style="list-style-type: none"> <li>• handling enquiries and sales in a timely and efficient manner.</li> </ul>
Learning	<ul style="list-style-type: none"> <li>• coaching colleagues in ways of accepting diversity in relation to colleagues and customers</li> <li>• identifying training needs in relation to diversity issues</li> <li>• keeping up-to-date on industry developments</li> <li>• providing coaching and advice to team members on OHS</li> </ul>
Technology	<ul style="list-style-type: none"> <li>• using point of sale technology</li> <li>• using the internet as a source of information about the industry and to process sales</li> <li>• using ticketing software systems</li> <li>• using computerised information systems</li> </ul>

## Packaging Rules

### Packaging Rules

**Total number of units = 15**

**6 core units**

**3 Group A units**

**6 elective units**

The **6** elective units may be selected from the remaining **Group A** and/or **Group B** **units** listed below or any endorsed Training Package. **2 of these elective units** may be selected from any accredited course.

Elective units must be relevant to the work outcome and local industry requirements and be at an appropriate qualification level.

#### Core units

##### Health, safety and security

CUEOHS01C Implement workplace health, safety and security procedures

##### Industry practice

BSBDIV301A Work effectively with diversity

CUECOR03C Provide quality service to customers

CUECOR04B Deal with conflict and resolve complaints

CUEIND01D Source and apply entertainment industry knowledge

**Packaging Rules****Management**

BSBWOR402A Promote team effectiveness

**Group A units (specialist)**

CUEFOH06C Manage venue services

CUEFOH09B Provide venue information and assistance

CUEFOH10B Monitor entry to a venue

SITTVAF002A Provide a briefing or scripted commentary

WRRM1B Merchandise products

**Group B units****Business administration and management**

BSBADM405B Organise meetings

BSBITU306A Design and produce business documents

BSBITU309A Produce desk top published documents

BSBITU301A Create and use databases

BSBITU302A Create electronic presentations

BSBITU402A Develop and use complex spreadsheets

BSBPUR402B Negotiate contracts

BSBWOR404A Develop work priorities

CUVADM01B Develop and implement arts administration systems and procedures

CUVADM05B Plan and develop information management systems

CUVADM12B Work with arts professionals in an arts organisation

**Event management**

CUEEVT03B Integrate knowledge of creative and technical production into management processes

SITXCOM006A Address protocol requirements

SITXEVT001A Develop and update event industry knowledge

SITXEVT002A Provide event staging support

SITXEVT004A Coordinate on-site event registrations

SITXEVT005A Organise in-house functions

SITXEVT013A Manage event staging

**Packaging Rules****Finance**

BSBFIA401A Prepare financial reports

BSBFIA402A Report on financial activity

SITXFIN002A Maintain financial records

**Front of house**

CUEFOH03C Provide seating and ticketing advice

CUEFOH04C Usher patrons

CUEFOH08B Process incoming customer orders

WRRLP2B Minimise theft

WRRS1B Sell products and services

WRRS2B Advise on products and services

**Human resources**

BSBHRM402A Recruit, select and induct staff

CUETEM09B Manage diversity

**Industry practice**

BSBCON401A Work effectively in a business continuity context

CUECOR01C Manage own work and learning

CUEIND03B Integrate accessibility principles into work practices

CUVICS03B Develop innovative ideas at work

CUFIND401A Provide services on a freelance basis

**Marketing**

BSBMKG413A Promote products and services

CUEMAR02C Undertake market research

CUEMAR03C Undertake marketing activities

**OHS**

HLTFA301B Apply first aid

**Research and innovation**

CUFRES401A Conduct research

**Sustainability**

BSBSUS301A Implement and monitor environmentally sustainable work practices

**Training**

TAAASS301B Contribute to assessment

**Packaging Rules**

TAAASS401C	Plan and organise assessment
TAAASS402C	Assess competence
TAADEL301C	Provide training through instruction and demonstration of work skills

**Selecting electives for different outcomes**

The context for this qualification varies, and this must guide the selection of elective units. The following examples are designed to assist in the selection of appropriate electives for particular outcomes at this level, but they are in no way prescriptive.

**Customer service coordinator/supervisor**

Core units plus:

- CUEFOH06C Manage venue services
- CUEFOH09B Provide venue information and assistance
- CUEFOH10B Monitor entry to a venue
- CUEFOH03C Provide seating and ticketing advice
- CUEFOH08B Process incoming customer orders
- CUETEM09B Manage diversity
- SITXEVT005A Organise in-house functions
- TAADEL301C Provide training through instruction and demonstration of work skills
- WRRM1B Merchandise products

**Team leader/coordinator in small venue (working in front of house providing some technical assistance)**

- CUEAUD06B Apply a general knowledge of vision systems to work activities
- CUEFOH06C Manage venue services
- CUEFOH08B Process incoming customer orders
- CUEFOH09B Provide venue information and assistance
- CUEFOH10B Monitor entry to a venue
- CUESTA05C Apply a general knowledge of staging to work activities
- CUFLGT101A Apply a general knowledge of lighting to work activities
- MEM18001C Use hand tools
- TAADEL301C Provide training through instruction and demonstration of work skills