CUE60403 Advanced Diploma of Venues and Events

Revision Number: 2

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Modification History

Release	Comments
Release 2	Qualification updated in *CUE03 Entertainment Training Package version 3.2* Typographical error corrected and code identified change was required in Packaging Rules.
Release 1	This qualification first released with *CUE03 Entertainment Training Package version 1.0*

Description

This qualification is designed to reflect the role of individuals who analyse, diagnose, design and execute judgements across a broad range of technical or management functions and who have a wide range of specialised technical, creative or conceptual skills. They are also responsible for group outcomes. As such the qualification reflects the skills of a senior manager working in a venues and events context.

Job roles

- Venue manager (service focus)
- Venue manager (facilities focus)
- Production manager.
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Pathways Information

Pathways into the qualification
The pathways to this qualification are diverse in nature and may include technical production and production management. Higher education qualifications, such as Bachelor Degrees, are also available in this area.
Candidates may enter the qualification with limited vocational experience and without a relevant lower-level qualification.

Licensing/Regulatory Information

Licensing, legislative, regulatory and certification considerations
There are no licensing, legislative, regulatory or certification issues that affect this qualification. 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	- writing reports - interpreting creative parameters of productions - interpreting scripts, production schedules and lighting plans - developing and maintaining industry networks - liaising with suppliers and contractors - using networks to assist in the implementation of promotional activities - undertaking a general public relations role on behalf of an organisation
Teamwork	- presenting market intelligence to colleagues - discussing industry issues with colleagues - communicating regularly and openly with personnel throughout the production process - consulting on resource requirements - chairing production meetings and distributing information about meeting outcomes - delegating tasks and responsibilities to team members - providing information on protocol to colleagues and customers
Problem-solving	- analysing production requirements, and preparing cost estimates and production schedules - developing and managing budgets
Initiative and enterprise	- investigating ways of reducing costs - addressing legal requirements - responding to the unexpected during performances - developing contingency plans to accommodate potential delays in productions - facilitating outcomes that balance different production and creative needs
Planning and organising	- planning and organising marketing and promotional activities - planning and monitoring the entire pre-production planning phase for a live production/event - managing tasks concurrently and in accordance with production deadlines - incorporating market intelligence into planning processes - being proactive in identifying new requirements during the

	pre-production phase • creating a production timeline that takes a wide range of factors into consideration • keeping financial records • sourcing alternative resources • maintaining resource documentation
Self-management	• managing one's own time effectively to meet deadlines • projecting a professional image when representing and promoting the organisation • following workplace operational, safety and security procedures • demonstrating leadership qualities
Learning	• identifying potential risks and taking action to minimise risk • organising materials and equipment for installation of lighting equipment • setting up and testing equipment in advance to ensure working order • keeping up to date with industry developments, trends, products and services • participating in rehearsals • providing OHS information to staff
Technology	• using accounting and planning/scheduling software applications • using the internet for research

Packaging Rules

Total number of units = **25**

10 core units

9 Group A units

6 elective units

The **6 elective units** may be selected from the **Group A** and/or **Group B units** listed below or any endorsed Training Package. **4 of these elective units** may be selected from any accredited course.

Electives must be relevant to the work outcome, local industry requirements and be at an qualification level.

Core units

Business administration and management

BSBADM502B	Manage meetings
BSBINM501A	Manage an information or knowledge management system
BSBMGT515A	Manage operational plan
BSBPMG510A	Manage projects
SITXGLC001A	Develop and update legal knowledge required for business compliance

Finance

CUEFIN01C	Develop a budget
CUEFIN02C	Manage a budget

Health, safety and security

CUEOHS01C	Implement workplace health, safety and security procedures
BSBRSK501A	Manage risk

Industry practice

CUEIND01D	Source and apply entertainment industry knowledge

Group A units (specialist)

Business administration and management

BSBINM501A	Manage an information or knowledge management system
BSBINN502A	Build and sustain an innovative work environment
BSBMGT516A	Facilitate continuous improvement
BSBMGT616A	Develop and implement strategic plans
BSBMGT617A	Develop and implement a business plan
BSBPUR501B	Develop, implement and review purchasing strategies
BSBSUS501A	Develop workplace policy and procedures for sustainability
CUEFOH06C	Manage venue services
CUFCMP501A	Manage and exploit copyright arrangements
CUVADM02B	Plan work space
CUVADM08B	Develop and manage public relations strategies
SRXFAC003B	Implement facility maintenance programs

TAATAS502B	Prepare a tender bid

Event management

CUEEVT03B Integrate knowledge of creative and technical production into management processes

SRXEVT007B	Manage spectators at an event or program
SITXEVT006A	Research and evaluate event industry trends and practices
SITXEVT007B	Determine event feasibility
SITXEVT008A	Plan and develop event proposals and bids
SITXEVT013A	Manage event staging
SITXEVT017A	Provide onsite event management services

Human resources

BSBCUS501A	Manage quality customer service
BSBLED501A	Develop a workplace learning environment

CUETEM09B Manage diversity

SITXHRM008A	Manage workplace relations

Production management

CUETEM03C Establish and manage production requirements and resources

CUEPMT11B Manage the production process

CUFPPM408A	Compile production schedules

Group B units

Audio

CUESOU07B	Apply a general knowledge of audio to work activities

Business administration and management

BSBPUR402B	Negotiate contracts

Event management

SITXEVT001A	Develop and update event industry knowledge
SITXEVT010A	Evaluate and address event regulatory requirements
SITXEVT011A	Develop crowd control plans and procedures
SITXEVT012A	Select event venues and sites
SITXEVT015A	Manage exhibitions
SITXEVT016A	Organise and monitor event infrastructure

| SITXEVT018A | Develop a transport strategy for an event |
| SITXEVT019A | Manage multi-venue events |

Finance

BSBFIM502A	Manage payroll
CUSFIM501A	Secure funding for projects
SITXFIN007A	Manage physical assets
SITXFIN008A	Manage financial operations

Human resources

SITXHRM003A	Roster staff
SITXHRM006A	Monitor staff performance
SITXHRM009A	Provide mentoring support to business colleagues

Industry practice

BSBCON601A	Develop and maintain business continuity plans
BSBCON701A	Establish and renew the business continuity management framework and strategies
CUVIND501A	Maintain and apply creative arts industry knowledge

Intellectual property

| BSBIPR501A | Manage intellectual property to protect and grow business |
| BSBIPR601A | Develop and implement strategies for intellectual property management |

Lighting

| CUFLGT101A | Apply a general knowledge of lighting to work activities |

Marketing

BSBMKG501B	Identify and evaluate marketing opportunities
BSBMKG608A	Develop organisational marketing objectives
BSBMKG609A	Develop a marketing plan
SITXMPR001A	Coordinate the production of brochures and marketing materials

OHS

| CUEOHS02C | Establish and maintain a safe and secure workplace |

Relationship management

| BSBREL701A | Develop and cultivate collaborative partnerships and relationships |

Research and innovation

| BSBINN501A | Establish systems that support innovation |

BSBINN502A Build and sustain an innovative work environment

Stage management

CUESMT08B Call the production/event

Staging

CUESTA05C Apply a general knowledge of staging to work activities

Sustainability

BSBSUS501A Develop workplace policy and procedures for sustainability

Vision systems

CUEAUD06B Apply a general knowledge of vision systems to work activities

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.

Venue manager (service focus)

Core units plus:

- BSBCUS501A Manage quality customer service
- BSBINN502A   Build and sustain an innovative work environment
- BSBMGT516A Facilitate continuous improvement
- BSBMGT616A Develop and implement strategic plans
- BSBMGT617A Develop and implement a business plan
- BSBPUR501B Develop, implement and review purchasing strategies
- CUEFOH06C   Manage venue services
- CUETEM09B Manage diversity
- CUVADM05B Plan and develop information management systems
- SITXHRM003A Roster staff
- SITXHRM006A Monitor staff performance
- SITXEVT008A Plan and develop event proposals and bids
- SITXEVT011A Develop crowd control plans and procedures
- SITXEVT013A Manage event staging
- SITXEVT017A Provide on-site event management services

Venue manager (**facilities focus**)

Core units plus:

- BSBCUS501A Manage quality customer service

     Innovation and Business Skills Australia

- BSBINM501A Manage an information or knowledge management system
- BSBMGT516A Facilitate continuous improvement
- BSBMGT617A Develop and implement a business plan
- BSBPUR501B Develop, implement and review purchasing strategies
- BSBSUS501A Develop workplace policy and procedures for sustainability
- CUEEVT03B Integrate knowledge of creative and technical production into management processes
- CUEFOH06C   Manage venue services
- CUETEM09B Manage diversity
- CUVADM02B Plan work space
- SITXFIN007A Manage physical assets
- SITXHRM006A Monitor staff performance
- SRXEVT007B Manage spectators at an event or program
- SITXEVT017A Provide on-site event management services
- SRXFAC003B Implement facility maintenance programs

Production manager

Core units plus:

- BSBCUS501A Manage quality customer service
- BSBMGT617A Develop and implement a business plan
- BSBPUR501B Develop, implement and review purchasing strategies
- BSBSUS501A Develop workplace policy and procedures for sustainability
- CUEEVT03B   Integrate knowledge of creative and technical production into management processes
- CUEMAR03C Undertake marketing activities
- CUEOHS02C Establish and maintain a safe and secure workplace
- CUEPMT11B   Manage the production process
- CUETEM03C   Establish and manage production requirements and resources
- CUFPPM408A Compile production schedules
- CUVADM02B Plan work space
- SITXFIN007A Manage physical assets
- SITXHRM006A Monitor staff performance
- SITXHRM008A Manage workplace relations
- TAATAS502B Prepare a tender bid