



Australian Government

Department of Education, Employment and Workplace Relations

CUEFOH03C Provide seating and ticketing advice

Revision Number: 1

CUEFOH03C Provide seating and ticketing advice

Modification History

Not applicable.

Unit Descriptor

Unit descriptor	<p>This unit describes the skills and knowledge required to advise customers on seating facilities and to provide general information on ticket categories, prices and availability.</p> <p>No licensing, legislative, regulatory or certification requirements apply to this unit at the time of endorsement.</p>
------------------------	--

Application of the Unit

Application of the unit	<p>Box office personnel apply the skills and knowledge outlined in this unit. People in this role draw on detailed product knowledge of performances/events and venues. Typically they would be employed at theatre, cinema and event venues which could have one or more auditoria.</p> <p>This unit has strong linkages to the following units, and combined training and/or assessment is recommended:</p> <ul style="list-style-type: none">• WRRS1B Sell products and services• CUEFOH07B Process financial transactions• CUEFOH08B Process incoming customer orders.
--------------------------------	--

Licensing/Regulatory Information

Not applicable.

Pre-Requisites

Prerequisite units		

Employability Skills Information

Employability skills	This unit contains employability skills.
-----------------------------	--

Elements and Performance Criteria Pre-Content

Elements describe the essential outcomes of a unit of competency.	Performance criteria describe the performance needed to demonstrate achievement of the element. Where bold italicised text is used, further information is detailed in the required skills and knowledge section and the range statement. Assessment of performance is to be consistent with the evidence guide.
---	--

Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
1. Develop and update knowledge of venues facilities, seating and performances	<p>1.1. Identify and access information <i>sources for current and accurate information</i> on venue/s, facilities, seating and performances/sessions/events</p> <p>1.2. Read and accurately interpret information on all <i>aspects of venue seating and ticketing</i>, including consideration of issues affecting <i>customers with special needs</i></p> <p>1.3. Record and store <i>information</i> for future use, in accordance with organisational systems</p>
2. Provide seating and ticketing information	<p>2.1. Provide accurate information on costs of all <i>ticket</i> categories, including any concessional rates</p> <p>2.2. Provide accurate information on performance/session/event commencement and conclusion times, as requested</p> <p>2.3. Provide information on facilities and services provided for customers with special needs, as required</p> <p>2.4. Advise customers on nature of <i>seating</i>, including location and viewing details</p> <p>2.5. Consider special requests or customers with special needs when <i>selecting seats</i></p> <p>2.6. Make appropriate recommendations for alternative or future performances/sessions/events as appropriate</p> <p>2.7. Provide accurate advice on refund and exchange policy and procedures and clearly reinforce these issues</p> <p>2.8. Handle all enquiries and sales in an efficient and polite manner according to the speed requirements of the sales situation</p> <p>2.9. Seek advice or assistance from colleagues as required</p>
3. Issue tickets	<p>3.1. Check that all <i>equipment and materials</i> are available and operational before commencing ticket issue</p> <p>3.2. <i>Issue tickets</i> and receipts, if required, in accordance with organisational procedures and <i>ticketing</i> system</p> <p>3.3. Check tickets before providing them to customer and reconfirm details to the customer</p>

Required Skills and Knowledge

REQUIRED SKILLS AND KNOWLEDGE

This section describes the skills and knowledge required for this unit.

Required skills

- literacy skills sufficient to accurately interpret seating and ticketing information
- numeracy skills sufficient to calculate numbers of seats, advise on pricing information

Required knowledge

- information systems used by venues in relation to seating and ticketing
- product knowledge of venue facilities, seating layout and prices as appropriate to the organisation
- product knowledge of venue performances/sessions/events times as appropriate to the organisation
- broad understanding of the different types and styles of performances/sessions/events as appropriate to the organisation or industry sector
- special facilities and services available to people with special needs
- procedures and systems for determining availability of tickets
- ticket issuing systems, as appropriate to the organisation
- payment, refund and exchange policy and procedures

Evidence Guide

EVIDENCE GUIDE	
The Evidence Guide provides advice on assessment and must be read in conjunction with the performance criteria, required skills and knowledge, range statement and the Assessment Guidelines for the Training Package.	
Overview of assessment	
Critical aspects for assessment and evidence required to demonstrate competency in this unit	<p>The following evidence is critical to the judgement of competence in this unit:</p> <ul style="list-style-type: none"> • ability to access appropriate information on venue facilities, and all operational aspects of the performance/session/event - times, prices, ticketing categories • provision of accurate seating and ticketing advice and issuance of tickets within industry-realistic timeframes • ability to provide information and advice which matches customer needs and requests.
Context of and specific resources for assessment	<p>The assessment context must provide for:</p> <ul style="list-style-type: none"> • practical demonstration of skills in providing information for multiple ticketing products to meet varying customer needs • processing requests within typical workplace time constraints, eg serving a physical or telephone queue of customers waiting to access seating and ticketing information • interaction with and involvement of a customer group to whom information and advice can be provided.
Method of assessment	<p>Assessment may incorporate a range of methods to assess practical skills and the application of essential underpinning knowledge, and might include:</p> <ul style="list-style-type: none"> • direct observation of the candidate providing information and advice and issuing tickets • case studies to assess ability to match product to customer needs/requests • review of documentation, information manuals or notes kept by the candidate • written or oral questions and tests to assess knowledge of information sources and actual knowledge of venues, ticketing products and prices • review of portfolios of evidence and third party workplace reports of on-the-job performance by the

EVIDENCE GUIDE	
	<p>candidate.</p> <p>Assessment methods should closely reflect workplace demands and the needs of particular groups (e.g. people with disabilities, and people who may have literacy or numeracy difficulties such as speakers of languages other than English, remote communities and those with interrupted schooling).</p>
Guidance information for assessment	<p>Assessment of this unit requires access to:</p> <ul style="list-style-type: none">• typical industry information storage systems for venue, ticketing and performance/session/event information• tickets/passes.

Range Statement

RANGE STATEMENT

The range statement relates to the unit of competency as a whole. It allows for different work environments and situations that may affect performance. Bold italicised wording, if used in the performance criteria, is detailed below. Essential operating conditions that may be present with training and assessment (depending on the work situation, needs of the candidate, accessibility of the item, and local industry and regional contexts) may also be included.

<i>Sources for current and accurate information</i> on venue/s, facilities, seating and performances/sessions/events may include:	<ul style="list-style-type: none"> • formal familiarisation visits • hirer information sheets • information manuals • personal site observation/exploration • venue information sheets/manuals
<i>Aspects of venue seating and ticketing</i> include:	<ul style="list-style-type: none"> • categories of seating and features • changing configurations • general seating layout • scheduled dates and times for performances • viewing issues, e.g. full view, restricted view
<i>Customers with special needs</i> may require:	<ul style="list-style-type: none"> • hearing assistance • immobility access • special car parking • special seating • translation assistance • wheelchair access
<i>Customers with special needs</i> may include:	<ul style="list-style-type: none"> • aged people • first-time patrons • groups • infants • parents with young children • pregnant women • school groups • those with a disability • those with special or cultural needs • unaccompanied children • VIPs
Storage of <i>information</i> may include:	<ul style="list-style-type: none"> • card reference systems • computerised database of information • file notes of particular venues/performances/events/sessions • information manual

RANGE STATEMENT	
<i>Tickets</i> may be issued:	<ul style="list-style-type: none"> • manually • via a ticketing software system
<i>Seating</i> and ticket advice may be provided by:	<ul style="list-style-type: none"> • a ticketing agency • the venue itself
<i>Selection of seats</i> may take into account:	<ul style="list-style-type: none"> • best presentation of the venue - 'dressing the house' • best viewing position for the particular type of performance/event/session • special needs of the customer
Required <i>equipment and materials</i> may include:	<ul style="list-style-type: none"> • computer hardware • computer software • point of sale transaction documents and equipment
Advising on and <i>issuing tickets</i> may take place:	<ul style="list-style-type: none"> • over the counter/face-to-face • via fax or modem • via mail • via telephone • via the Internet or other electronic technology
<i>Ticketing</i> software systems may include:	<ul style="list-style-type: none"> • Bocs • Globe • Select • Softix • Ticketmaster

Unit Sector(s)

Unit sector	
--------------------	--

Competency field

Competency field	Media and entertainment production - front of house
-------------------------	---

Co-requisite units

Co-requisite units		