



Australian Government

Department of Education, Employment and Workplace Relations

CUEIND01B Source and apply entertainment industry knowledge

Release: 1

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Modification History

Not applicable.

Unit Descriptor

This unit describes the skills and knowledge required to source, apply and update a general knowledge of the live entertainment industry, including industry structure and operation, employment obligations and the impact of new technology. This knowledge underpins effective performance in all work roles within the entertainment industry. In-depth knowledge is not required.

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Application of the Unit

Not applicable.

Licensing/Regulatory Information

Not applicable.

Pre-Requisites

Not applicable.

Employability Skills Information

Not applicable.

Elements and Performance Criteria Pre-Content

Not applicable.

Elements and Performance Criteria

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Element	Performance Criteria
1 Source and apply information on the structure and operation of the entertainment industry	1.1 Correctly identify and access sources of information on the entertainment industry, including information relating to: ; industry structure, different sectors and the products and services available; major industry bodies; relationship between entertainment and other industries; economic and social significance of the industry
	1.2 Use knowledge of the entertainment industry appropriately to enhance the quality of work performance
2 Source and apply knowledge of industry employment obligations and opportunities	2.1 Obtain information to assist in effective work performance in the entertainment industry, including information on: ; career opportunities; roles, responsibilities and employment rights of contracted workers; unions and employer bodies; professional associations; industrial relations issues
	2.2 Apply knowledge of industry employment obligations and opportunities appropriately within day-to-day work activities
3 Seek information on new technology	3.1 Correctly identify sources of information on new technology
	3.2 Obtain relevant information to assist effective work performance, including information on: ; advances in technology and equipment; likely effects of new technology on current work practices and the structure of the industry; ways of upgrading skills to allow for the use of new technology; sources of technical advice and support
	3.3 Correctly apply information on technological advances in day-to-day work activities
4 Seek opportunities to update industry knowledge	4.1 Identify and use a range of opportunities to update knowledge of the entertainment industry and monitor current issues of concern to the industry
	4.2 Share updated knowledge with customers and

colleagues as appropriate, and incorporate into day-to-day work activities

Required Skills and Knowledge

Not applicable.

Evidence Guide

Underpinning skills and knowledge

Assessment must include evidence of the following knowledge and skills:
different sectors of the entertainment industry and their interrelationships
key work areas within the industry, how they interrelate, and key roles and responsibilities
broad knowledge of key entertainment industry terminology
issues of etiquette and ethics as they apply to key work areas within the industry
nature, role and functions of unions and employer associations, including rights and responsibilities of employers and employees
obligations of employers, including safe system of work and non-discrimination
obligations of employees, including attendance, ethical behaviour, taking directions, confidentiality, work performance, safety and care
sources of information on the entertainment industry and ways of maintaining current industry knowledge
overview of current and emerging technologies used within the relevant entertainment industry sector.

Linkages to other units

This unit underpins effective performance in all industry work roles and could be assessed or used in training in conjunction with other operational and technical units.

Critical aspects of evidence

The following evidence is critical to the judgement of competence in this unit:
general knowledge of the entertainment industry as detailed under Underpinning skills and knowledge and their application to a particular workplace context
understanding of how industry knowledge can be applied to work activities to maximise effective performance
knowledge of how to maintain currency of knowledge.

Method and context of assessment

The assessment context must provide for:
project or work activities that allow the candidate to access and apply industry information to specific contexts and work activities.

Assessment may incorporate a range of methods to assess performance and the application of essential underpinning knowledge, and might include:
case studies to assess application of knowledge of different industry contexts and situations
oral or written questions to assess knowledge of different aspects of the entertainment industry
review of portfolios of evidence or third party workplace reports of on-the-job performance by the candidate.

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).

Resource requirements

Assessment of this unit requires access to:
sources of information on the entertainment industry.

Key competencies in this unit

Key competencies are built into all workplace competencies. The following table describes those applicable to this unit. Trainers and assessors should ensure that they are addressed in training and assessment.

Level 1 = Perform

Level 2 = Administer and Manage

Level 3 = Design and Evaluate.

Collecting, organising and analysing information (2)

Deciding whether to join an industry association based on promotional materials.

Communicating ideas and information (1)

Liaising with colleagues from other industry sectors.

Planning and organising activities (1)

Organising a personal program to keep up-to-date with industry developments.

Working with others and in teams (1)

Discussing industry events with colleagues.

Using mathematical ideas and techniques (-)

Not Applicable

Solving problems (1)

Responding to a situation which involves dealing with a sector of the industry with which you are not familiar.

Using technology (1)

Using the Internet to source information.

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key work areas within the industry, how they interrelate, and key roles and responsibilities

broad knowledge of key entertainment industry terminology

issues of etiquette and ethics as they apply to key work areas within the industry

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responsibilities of employers and employees

obligations of employers, including safe system of work and non-discrimination

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Using technology (1)

Using the Internet to source information.

Range Statement

The following explanations identify how this unit may be applied in different workplaces, sectors and circumstances.

The term entertainment industry covers all sectors involved in the production of any type of live theatre or event. This may include:

drama

ballet

concerts

festivals

corporate theatre and communication

any type of event, e.g. sporting, cultural, charitable.

Information sources and opportunities to update industry knowledge may include:

industry associations and organisations

unions and other sources of industrial relations information

industry journals

media

Internet

reference manuals

policy and procedures manuals

personal observations and experience

discussions with industry practitioners and colleagues

seminars and other professional development opportunities

industry functions.

Other industries with which the entertainment industry has relationship may include:

film, TV and radio

music

fashion

sport

tourism

retail

visual arts, craft and design.

Issues of concern to the industry may be related to:

government initiatives

labour issues

industry expansion

changing nature of the marketplace.

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Unit Sector(s)

Not applicable.