



**Australian Government**

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

# **CUFIND301A Work effectively in the screen and media industries**

**Release: 1**

## **CUFIND301A Work effectively in the screen and media industries**

### **Modification History**

Not applicable.

### **Unit Descriptor**

This unit describes the performance outcomes, skills and knowledge required to work in a team environment in the film, broadcasting and digital media industries.

No licensing, legislative, regulatory or certification requirements apply to this unit at the time of endorsement.

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## Application of the Unit

People working in a wide range of occupations in the screen and media industries apply the skills and knowledge described in this unit. They could be working in program production, program presentation, administration, studio operations, broadcast technology, online services, film and sound archives, graphics, scenic art, props, set construction, wardrobe, or technical operations such as lighting, camera and sound.

Production teams vary in size from a few people to hundreds, depending on the scale of productions. All team members need a basic understanding of stages in the production process, as well as the roles and responsibilities of personnel involved in the production chain. They also need to understand the culture of the organisation for which they are working, whether their job is permanent or on a contract basis for the duration of a production. Even though people at the level described in this unit work under supervision, they are expected to demonstrate a range of well-developed skills requiring some discretion and judgement.

More complex skills associated with working as a freelancer are covered in:

CUFIND401A Provide services on a freelance basis.

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## Licensing/Regulatory Information

Refer to Unit Descriptor

## Pre-Requisites

Nil

Nil

## Employability Skills Information

This unit contains employability skills.

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## 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.

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## Elements and Performance Criteria

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Element	Performance Criteria
1 <b>Communicate effectively with others.</b>	1.1 Discuss and agree on own tasks and responsibilities in ways that promote good working relationships.
	1.2 Negotiate changes to duties in a constructive manner that takes into account the importance of collaboration to the effectiveness and productivity of work in the industry.
	1.3 Share information about the results of own work with others who require the information.
	1.4 Treat others courteously and in ways that acknowledge their contribution to <b>productions or projects</b> .
	1.5 Take into account particular <b>production or project issues</b> that colleagues or clients may have and the <b>protocols</b> to use in resolving them.
	1.6 Participate in negotiations to find workable solutions to conflicts that have the potential to reduce personal and team productivity.
	1.7 Complete workplace <b>documentation</b> as required.
2 <b>Take responsibility for own personal development.</b>	2.1 Complete enterprise-specific or other <b>training</b> as appropriate.
	2.2 Identify opportunities for ongoing professional development and take appropriate action in

- consultation with **relevant personnel**.
- 2.3 Maintain currency of own **industry knowledge** through a variety of **sources** and apply information in day-to-day work activities to enhance quality of work performance.
  - 2.4 Respond positively to constructive feedback on own performance and take action to improve as required.
- 3 **Perform own job role effectively.**
    - 3.1 Apply **values of the organisation** to job role.
    - 3.2 Follow organisational work procedures, protocols and other guidelines.
    - 3.3 Comply with relevant **legislative and regulatory requirements**.
    - 3.4 Comply with relevant industry **codes of practice and guidelines**.
    - 3.5 Undertake all work with due regard to OHS requirements and procedures.
  - 4 **Participate in quality improvement activities.**
    - 4.1 Contribute ideas about improving work practices and productivity in appropriate **forums**.
    - 4.2 Participate in and provide feedback on initiatives aimed at improving work practices.

## Required Skills and Knowledge

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

### Required skills:

communication and teamwork skills sufficient to:

clarify work requirements

work as a member of a production team - both independently on assignment and under direction

use information networks to keep abreast of industry developments relevant to own job role

put forward ideas clearly and constructively when discussing or seeking changes to work arrangements

maintain good relationships, even when disagreeing with others

initiative and enterprise in the context of being flexible in response to unexpected changes in work schedules

problem-solving skills sufficient to distinguish between issues that can be resolved within the parameters of delegated work role authority, and those that must be passed on to higher level officers

self-management skills sufficient to:

prioritise work tasks

balance the need for personal efficiency with the needs of others and production requirements

work within deadlines

make decisions within level of own responsibility

seek expert assistance when problems arise

literacy skills sufficient to read and understand industry information and terminology

technical skills sufficient to:

access and download information from the internet

use a computer and other office equipment for the purposes of work role.

### Required knowledge:

broad understanding of:

roles and responsibilities of personnel in the relevant sector of the screen and media

industries

industry terminology

basic understanding of common law and broadcasting codes of practice sufficient to identify issues that could lead to legal action

OHS standards as they apply to working in the relevant sector of the screen and media industries.

## 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.

### **Critical aspects for assessment and evidence required to demonstrate competency in this unit**

Evidence of the following is essential:

ability to:

perform work tasks according to organisational requirements and values

comply with requirements of relevant legislation and regulations

source and apply information about industry issues and developments

collaborative approach to work

effective communication skills in a team environment.

### **Context of and specific resources for assessment**

Assessment must ensure:

access to a range of relevant and current industry information

access to appropriate technology to collect, download and store industry information

access to appropriate learning and assessment support when required

the use of culturally appropriate processes, and techniques appropriate to the oracy, language and literacy capacity of the assessee and the work being performed.

### **Method of assessment**

A range of assessment methods should be used to assess practical skills and knowledge. The following examples are appropriate for this unit:

direct questioning combined with review of portfolios of evidence and third-party



workplace reports of on-the-job performance  
observation of the candidate participating in  
workplace meetings

written or oral questioning to test knowledge  
as listed in the required skills and knowledge  
section of this unit

case studies to assess ability to apply  
knowledge to different industry contexts and  
situations.

Holistic assessment with other units relevant  
to the industry sector, workplace and job role  
is recommended, for example:

BSBDIV301A Work effectively with  
diversity.

## **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.

**Productions or projects** may include:

- commercials
- feature films
- film and sound archival projects
- live or prerecorded radio and television productions, e.g.:
- music
- drama
- documentaries
- comedy
- variety
- sport programs
- news
- current affairs
- game and quiz shows
- outside broadcasts
- live events and performances
- talkback
  
- music videos
- online:
- discussion forums
- audio streaming
- video streaming
  
- short films.

**Production or project issues** may include:

- availability of personnel
- availability of resources
- available budget
- end user
- production schedule
- production values
- requirement that programs go to air on time
- target audience
  
- technical parameters and requirements
- timelines.

**Protocols** may include:

- enterprise procedures for complying with privacy regulations
- observing protocols of companies or organisations appearing in productions
- taking appropriate account of cultural and religious practices when recording or filming material for broadcast.

**Documentation** may include:

booking sheets and confirmations  
budget reports  
call sheets  
cast information  
contact lists  
copyright clearances  
cue sheets  
diary entries  
documentation on scripts and ancillary information, such as:  
shot descriptions  
shot numbers  
camera numbers  
cue information  
lighting cues  
videotape track information  
graphics or digital effects information  
durations  
timings

fault reports  
file notes  
general in-house correspondence, such as:  
memos  
notes  
email

hazard reports  
records of meetings  
running sheets  
schedules  
timesheets.

**Training** may include:

on-the-job, e.g.:

features of and procedures for using specified equipment and facilities

administrative procedures and protocols

workplace health, safety and security procedures

equipment maintenance procedures

features and functions of specified broadcast facilities, equipment and network systems

overview of the technology infrastructure supporting a broadcast network

overview of international, national and regional operations

staffing structure and chain of reporting

regulations that apply to specific enterprises

off-the-job, e.g.:

short courses

skill sets

national vocational education and training (VET) qualifications

state-accredited qualifications.

**Relevant personnel** may include:

broadcasters  
camera personnel  
designers  
directors  
editorial staff  
film laboratory personnel  
floor managers  
graphics personnel  
legal advisers  
lighting personnel  
producers  
production managers  
program managers  
reporters  
sound personnel  
special effects staff  
station managers  
supervisors  
switchboard operators  
technical directors  
technical staff, e.g. maintenance  
video operators  
volunteers' coordinators  
writers.

**Industry knowledge** may include:

impact of new technologies on the screen and media industries

role and profile of different sectors in the screen and media industries

role of regulators and government

structure and operation of the broadcasting industry in Australia and internationally

technical standards.

**Sources** may include:

- discussions with current industry practitioners, colleagues and community groups
- electronic and print media (e.g. news, reviews and articles, technical publications)
- employee and industry association representatives
- events (e.g. industry functions, conferences, trade fairs, community activities, expositions, exhibitions, festivals and social events)
- government bodies and associated publications
- induction kits
- internet
- libraries
- peak copyright organisations
- personal observations and experience
- policy and procedures manuals
- reference books, industry information sheets, magazines and journals
- retail and wholesale suppliers of products and services
- training programs, seminars, conferences, symposiums, workshops, master classes and other professional development opportunities
- unions and union publications (newsletters, magazines, bulletins and letters) and other sources of industrial relations information.

**Values of the organisation** may include:

- explicit values described in organisational documents
- implicit, undocumented organisational cultural values.



**Legislative and regulatory requirements** may include:

current, relevant legislation, regulations, codes of practice (federal and state) and policy relating to:

OHS

privacy and confidentiality

environmental issues

anti-discrimination and equal employment opportunity

business compliance

workplace and industrial relations

quality assurance

copyright

defamation

racial vilification

obscenity

contempt of court

privacy.

**Codes of practice and guidelines** may include:

ABC codes of practice  
Australian content standards  
broadcasting services in relation to:  
commercial radio compliance program  
commercial radio advertising  
commercial radio current affairs disclosure  
  
children's television standards  
commercial radio codes of practice and guidelines  
commercial television industry codes of practice  
community broadcasting codes of practice  
guidelines for films and computer games  
open narrowcast radio codes  
SBS codes of practice  
subscription narrowcast radio codes  
subscription television code of practice.

**Forums** may include:

enterprise-specific surveys and questionnaires  
online discussion forums  
performance appraisal processes  
planning days  
production briefing and debriefing sessions  
staff meetings.

## **Unit Sector(s)**

Not applicable.

## **Competency field**

Industry capability - industry context

Industry capability - industry context