



Australian Government

Department of Education, Employment and Workplace Relations

CULMS202C Provide visitors with venue information and assistance

Revision Number: 1

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Modification History

Not applicable.

Unit Descriptor

Unit descriptor This unit describes the performance outcomes, skills and knowledge required to provide visitors with information on the venue's facilities and services.

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

Application of the Unit

Application of the unit This unit applies to frontline customer service staff working in a range of cultural, tourism, hospitality or entertainment venues, or any type of venue which is open to the public. Provision of information is often face-to-face but may be by telephone or other remote mechanisms. Customer service personnel working under supervision undertake this function, but the unit is also relevant to those working in operational roles where customer service may not be the main focus of work (e.g. animal handlers in a zoo, collection management or administrative staff in a museum).

Licensing/Regulatory Information

Not applicable.

Pre-Requisites

Prerequisite units Nil

Employability Skills Information

Employability Skills The required outcomes described in this unit of competency contain applicable facets of Employability Skills. The Employability Skills Summary for the qualification in which this unit of competency is packaged, will assist in identifying Employability Skills requirements.

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 Access and update information

- 1.1 Source and access *information on facilities and services* available within the organisation in accordance with organisational systems
- 1.2 Incorporate information into day-to-day contact with *visitors* to support the quality of service standards within the organisation
- 1.3 Share information with colleagues to support the efficiency and quality of service
- 1.4 Identify and use *opportunities to update and maintain facility and service knowledge*

2 Provide information about services and facilities

- 2.1 Pro-actively identify information and assistance needs of different customers, including those *visitors with specific needs*
- 2.2 Provide accurate *information and assistance* in a clear, concise, courteous and culturally appropriate

ELEMENT	PERFORMANCE CRITERIA
	manner
	2.3 Where appropriate, assist and/or instruct to visitors in the use of equipment and facilities or refer to appropriate colleagues
	2.4 Where appropriate, refer enquiries to other areas of the organisation or to external organisations
	2.5 Promote internal products and services to visitors using appropriate customer service skills
3 Seek feedback on services	3.1 Pro-actively seek <i>feedback</i> and comment on services from visitors
	3.2 Observe visitor behaviour and interest to inform organisational evaluation processes
	3.3 Follow appropriate procedures where formal evaluation mechanisms are in place
	3.4 Provide information on visitor feedback to appropriate colleagues

Required Skills and Knowledge

REQUIRED SKILLS AND KNOWLEDGE

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

Required skills

- communication and interpersonal skills to interact in a courteous and friendly way with customers
- research skills to source information on a predictable range of customer requests
- literacy skills to understand, interpret and orally communicate venue information and promotional material.

Required knowledge

- sources of information on the organisation's services and facilities
- typical information systems used within museum organisation
- organisation's general services plus ancillary and temporary services e.g. parking, retail outlets, temporary exhibitions
- facilities, services and procedures for those with specific needs
- customer service standards within the organisation
- organisational procedures and practices relating to the provision of services and information
- available sources of advice and referral
- safety and emergency procedures for visitors, colleagues and self.

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.

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

Evidence of the following is essential:

- ability to access appropriate information on services and facilities
- ability to communicate information and assist visitors in a friendly and culturally appropriate manner
- demonstration of skills on multiple occasions or in response to multiple requests to reflect breadth of knowledge and ability to respond to different situations.

Context of and specific resources for assessment

Assessment must ensure:

- interaction with others to reflect the customer service and communication skills in this unit
- access to typical information storage systems.

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 by the candidate
- direct observation of the candidate providing information and assistance to visitors, including those with special needs
- evaluation of responses prepared by the candidate to meet a range of different information needs
- review of information manuals or notes kept by the candidate
- oral or written questioning to assess knowledge of facilities and services.

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

EVIDENCE GUIDE

recommended, for example:

- other customer service units.

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.

- Information on facilities and services*** may relate to:
- opening hours
 - access
 - pricing
 - ticket sales
 - cloaking
 - directions, location of facilities,
 - guided tours, audio tours, special activities
 - retail, food and beverage services
 - venue hire and functions
 - car parking

- Opportunities to update and maintain facility and service knowledge*** may include reference to:
- staff noticeboards
 - leaflets and brochures
 - team meetings
 - internal newsletters
 - discussions with colleagues

- Information*** may be provided:
- face-to-face
 - by phone
 - by mail
 - electronically

RANGE STATEMENT

Visitors may be individuals or groups and may include:

- domestic and international tourists
- the general community
- special needs groups
- users of the institution's services
- affiliated and special interest groups
- sponsors and donors

Visitors with specific needs may include:

- those with a disability
- those with special cultural needs
- first-time visitors
- parents with young children
- unaccompanied children
- aged people
- school groups
- VIPs

Feedback may be obtained through:

- informal contact/discussion with visitors
- surveys
- interviews
- observation of visitor behaviour

Unit Sector(s)

Not applicable.

Competency field

Competency field Education and Visitor Services