



**Australian Government**

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

# **CUSFIN01A Finance a project**

**Release: 1**

## **CUSFIN01A Finance a project**

### **Modification History**

Not applicable.

### **Unit Descriptor**

**This unit describes the skills and knowledge required in raising the finance for an artistic or creative project and negotiating the interest of the various parties in the product. This unit is imported from the entertainment industry national training package, with necessary changes made to the range of variables and evidence guide statements ensuring its applicability to the other sectors of the cultural industries. This unit describes the skills and knowledge required in raising the finance for an artistic or creative project and negotiating the interest of the various parties in the product. This unit is imported from the entertainment industry national training package, with necessary changes made to the range of variables and evidence guide statements ensuring its applicability to the other sectors of the cultural industries.**

### **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

## Elements and Performance Criteria

Element	Performance Criteria
1 Clarify the financial scope of the project	1.1 Identify what the proposal to be financed involves and determine the scope and funding needs of the project 1.2 Determine the stage of the project at which finance is to be sought 1.3 Determine the level of funding required and identify the optimum funding arrangements
2 Identify sources of finance	2.1 Research possible sources of finance 2.2 Find out how the proposal should be structured to attract the funding from a particular source 2.3 Determine which sources of funding apply to the type of project proposed and decide which funding source to approach
3 Develop the proposal	3.1 Decide on the approach to take in the submission and collect material to support the proposal 3.2 Prepare proposal to include: overview of the project and objectives the purpose and amount of finance required the proposed structure of the project operation the operational and marketing plan projected financial performance management and creative experience involved level of risk involved other appropriate sections depending on the needs of the particular project 3.3 Develop the proposal in best form to attract funding from the chosen source 3.4 Include estimates of costs and benefits supported by valid and relevant information 3.5 Define the structure of the funding plan and the

- proposed interest of the various parties
- 4 Obtain legal advice
    - 4.1 Seek legal advice on all aspects of the proposal such as tax structure, rights and responsibilities and incorporate the advice into the funding proposal
    - 4.2 Submit the final proposal for advice on compliance with legal, tax and regulatory requirements and get final agreement checked by the lawyers to ensure that it meets the requirements
  - 5 Present the proposal to funding body or prospective investors
    - 5.1 Make an effective presentation to the funding body or prospective investors using appropriate communication techniques, to explain the details of the proposal emphasising the creative possibilities and the benefits of the project
    - 5.2 Evaluate the presentation to identify strengths and weaknesses to inform subsequent presentations
  - 6 Negotiate terms and conditions of investment
    - 6.1 Conduct negotiations with representatives of the funding body or prospective investors to determine terms and conditions of the grant/investment
    - 6.2 Conduct meetings to discuss financial proposals in a professional and businesslike manner
  - 7 Finalise formal agreement
    - 7.1 Finalise agreement including accurate information on rights and responsibilities of all parties to the funding agreement and document agreement
    - 7.2 Circulate documents detailing funding agreement and terms and conditions of the agreement to all stakeholders as quickly as possible.
    - 7.3 Determine reporting and review process required and set up processes for monitoring compliance with the agreement
    - 7.4 Include consultation with the legal adviser in the finalisation of the agreement

## Required Skills and Knowledge

Not applicable.

## Evidence Guide

Evidence guide

### **Underpinning knowledge and skills**

Assessment must include evidence of essential knowledge of, and skills in, the following areas:

the structure of the industry

the range of funding sources

good communications and presentation skills

any incentive or tax concession schemes

high level negotiation skills

### **Linkages to other units**

This unit has strong linkages to the following units and combined training delivery and/or assessment is recommended:

CUEFIN1A Develop a budget

CUSGEN05A Make presentations

CUSADM07A Establish and maintain work/contractual

relationships

CUEFIN03A Obtain sponsorship

### **Critical aspects of evidence**

The following evidence is critical to the judgement of competence in this unit:

the development of a professional and appropriate proposal for funding

ability to negotiate at a high level with funding bodies or investors

### **Method and context of assessment**

Assessment may take place on the job, off the job or a combination of both of these. However, assessment of this unit would most effectively be undertaken on the job due to the specific workplace environment requirements. Off the job assessment must be undertaken in a closely simulated workplace environment.

Assessment may incorporate a range of methods to assess performance and the application of essential underpinning

knowledge, and might include:

case studies

work samples or simulated workplace activities

oral questioning/interview

projects/reports/logbooks

third party reports and authenticated prior achievements

portfolios of evidence

### Resource requirements

This unit requires access to the sources of information needed to prepare the funding proposal. There is no specialist equipment required apart from access to a computer and appropriate software.

Key Competencies	Level
Collecting, organising and analysing information	3
Communicating ideas and information	3
Planning and organising activities	3
Working with others and in teams	3
Solving problems	3
Using mathematical ideas and techniques	3
Using technology	2

### Range Statement

Range of variables

Variable	Scope
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Funding bodies may include:

Government departments  
enterprises  
individuals  
professional organisations  
finance institutions  
special public funding programs

Projects may include:

feature films  
short films  
documentaries  
radio programs  
multimedia games  
multimedia education and training programs  
advertisements  
and a range of other projects

Interest in the project may be:

percentage of profits  
share of copyright  
product placement  
acknowledgments

## **Unit Sector(s)**

Not applicable.