Australian Government

Department of Education, Employment and Workplace Relations

CUSRAD02A Conduct research

Release: 1

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Modification History

Not applicable.

Unit Descriptor

This unit describes the skills and knowledge required to provide information in any aspect of the cultural industries and in particular to research the information needed to support the development of operation, project and/or production and identify sources of material for inclusion.
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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

Elements and Performance Criteria

Element	Performance Criteria
1 Clarify and confirm purpose of research	1.1 Clarify and confirm the areas and elements to be researched and agree on the deadlines for reporting
	1.2 Clarify the research brief and confirm in sufficient detail with relevant personnel to allow appropriate research to continue
	1.3 Use appropriate research and data gathering techniques and procedures so that materials and sources of information are identified within time constraints
	1.4 Check that the materials identified are in an appropriate format for the purpose and technical capabilities required
	1.5 Discuss research ideas fully and constructively with relevant personnel, and identify any implications for the research brief
	1.6 Reach agreement with the relevant personnel on the format, style and structure of materials best for the purpose
	1.7 Identify potential difficulties in meeting the brief and draw to the attention of relevant personnel promptly
2 Identify and access sources of information	2.1 Identify appropriate sources of information and potential contributors relevant to the research brief
	2.2 Establish contact with a sufficiently wide and varied range of sources to optimise information gathering
	2.3 When specialist knowledge is required, identify potential sources of information and advice
	2.4 Agree on the use of specialist sources and make arrangements for appropriate contracts to be issued (where required)
	2.5 Approach relevant sources promptly and in a way

			most likely to elicit the required information
		2.6	Maintain accurate and comprehensive records and details of information sources
		2.7	Adjust contact information when requirements of the research brief change and keep records up to date
		2.8	Establish and maintain a file of all relevant documentation and correspondence in a format which allows ease of access and reporting
3	Analyse research findings	3.1	Analyse and interpret data
		3.2	Identify key issues for further research or for discussion with appropriate personnel
		3.3	Develop conclusions and recommendations (if required)
4	Provide information in appropriate format	4.1	Organise information in logical and clear structure and in a format appropriate for the purpose and present information to appropriate personnel
		4.2	Meet deadlines for provision of materials as specified by the brief
		4.3	Ensure accuracy and currency of information supplied

Required Skills and Knowledge

Not applicable.

Evidence Guide

Evidence guide

Underpinning knowledge and skills	Assessment must include evidence of the following knowledge and skills in: using a range of sources of materials and information using a variety of methods of collecting information and accessing materials the ability to select the best way to present the material skills in analysing, summarising and organising material
Linkages to other units	This unit underpins effective performance in a range of cultural industry units. It is recommended that this unit is delivered/assessed in conjunction with other units which have a design and/or project base.
Critical aspects of evidence	The following evidence is critical to the judgement of competence in this unit: ability to clarify the research brief ability to access, evaluate the information, select appropriate information and present it in an appropriate format
Method and context of assessment	Assessment may take place on the job, off the job or a mix of both of these. 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 third party reports and authenticated prior achievements portfolios of evidence
Resource requirements	Assessment requires access to a range of relevant and current industry information materials listed in the range of variables statement. Access to a computer and the internet is also required.

Workplace based assessment should utilise the range of materials and topic areas current and relevant to that workplace environment.

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	2
Solving problems	3
Using mathematical ideas and techniques	2
Using technology	3

Range Statement

Range of variables

Variable	Scope

Sources of information may include:	media (film, television, radio, newspapers, multimedia and others)
	reference books
	libraries (text, film, video, sound, graphic)
	professional organisations
	archives
	media archives
	museums, galleries
	government departments
	community organisations
	industry associations and organisations
	industry journals
	technical publications, manuals
	computer data, including internet
	organisational policies, procedures and journals
	personal observations and experience
	discussions with current industry practitioners
	discussions with industry personnel, manufacturers, and technical and sales personnel
Factors in organising material:	purpose
	clear
	easy to understand and use
	concise
	logical
Appropriate personnel to consult may include:	multimedia professionals
	film/TV professionals
	industry organisations
	educators
	directors
	designers
	information professionals (libraries/museums)
	Information Technology personnel
	content experts
Specified equipment may include:	application software
	computers

Unit Sector(s)

Not applicable.