



**Australian Government**

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

# **CUS40309 Certificate IV in Music Business**

**Revision Number: 2**

## CUS40309 Certificate IV in Music Business

### Modification History

Version	Comments
Release 2	Released with CUS09 Music Training Package version 1.2.  New release created to correct minor amendment of terminology in packaging rules in all qualifications to reflect original intent which was erroneously interpreted when applying NQC flexibility rules.
Release 1	This Qualification first released on TGA CUS09 Music Training Package version 1.1.

## Description

### Descriptor

This qualification reflects the role of individuals who use well-developed skills and a broad knowledge base in a wide variety of contexts. They apply solutions to a defined range of unpredictable problems, and analyse and evaluate information from a variety of sources. They may provide leadership and guidance to others with some limited responsibility for the output of others.

### Job roles

- band/artist manager
- booking agent
- music marketing and promotions officer
- self-employed (independent) musician.
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## Pathways Information

### Qualification pathways

*Pathways into the qualification*

- Certificate III qualification in marketing or business management (e.g. CUS30309 Certificate III in Music Business or BSB30107 Certificate III in Business)
- vocational experience in marketing or business management, but without formal marketing or business management qualifications
- with limited or no vocational experience and without a relevant lower level qualification.
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## Licensing/Regulatory Information

### Licensing, legislative, regulatory or certification considerations

There is no direct link between this qualification and licensing, legislative and/or regulatory requirements. However, where required, a unit of competency will specify relevant licensing, legislative and/or regulatory requirements that impact on the unit.

## Entry Requirements

Not applicable.

## Employability Skills Summary

### EMPLOYABILITY SKILLS QUALIFICATION SUMMARY

The following table contains a summary of the employability skills required by the music industry for this qualification. The employability skills facets described here are broad industry requirements that may vary depending on qualification packaging options. This table is a summary of employability skills that are typical of this qualification and should not be interpreted as definitive.

Employability Skill	Industry/enterprise requirements for this qualification include:
Communication	<ul style="list-style-type: none"> <li>• negotiating effectively with music industry personnel to confirm contractual obligations and expectations</li> <li>• interpreting legal requirements, contracts, company policies and procedures</li> <li>• reporting, recordkeeping and applying consultation skills to operate the business</li> <li>• reading a variety of texts, preparing general information and papers</li> <li>• writing formal and informal letters according to target audience</li> <li>• proofreading skills to check for accuracy and consistency of information by consulting additional resources</li> <li>• interpreting and evaluating the purposes and uses of various features of spreadsheets</li> </ul>
Teamwork	<ul style="list-style-type: none"> <li>• sharing industry information with colleagues and peers</li> <li>• working effectively in a team and acknowledging cultural protocols</li> <li>• working constructively with users of published works</li> <li>• working cooperatively with artists and performers</li> </ul>
Problem-solving	<ul style="list-style-type: none"> <li>• interpreting relevant technical data</li> <li>• managing performance information and controlling finances</li> <li>• analysing compliance information</li> <li>• addressing issues which may affect plans and their implementation</li> <li>• collating and presenting data, graphs and related references</li> <li>• balancing artistic and commercial deliverables of performing/recording deals</li> <li>• calculating royalties and performance fees and addressing discrepancies</li> <li>• apportioning publishing income to originators of published works</li> <li>• analysing markets, assessing promotional opportunities for published works and monitoring developments in new media</li> </ul>

**EMPLOYABILITY SKILLS QUALIFICATION SUMMARY**

Initiative and enterprise	<ul style="list-style-type: none"> <li>• comparing and assessing the commercial potential of performing/recording contracts</li> <li>• identifying alternative approaches to monitoring the use of published works</li> <li>• identifying commercial potential of works listed in a publisher's copyright files</li> <li>• providing advocacy in the presentation of published works for exploitation</li> </ul>
Planning and organising	<ul style="list-style-type: none"> <li>• monitoring own work and introducing strategies to improve performance</li> <li>• prioritising work tasks and establishing deadlines</li> <li>• investigating legal structures, taxation and insurance requirements</li> <li>• developing implementation schedules</li> <li>• promoting artists and securing suitable performing/recording contracts</li> <li>• planning effective promotion strategies</li> </ul>
Self-management	<ul style="list-style-type: none"> <li>• prioritising tasks to meet key dates</li> <li>• using a variety of strategies for planning, prioritising and reviewing own work</li> </ul>
Learning	<ul style="list-style-type: none"> <li>• seeking feedback and integrating constructive advice into own work performance</li> <li>• obtaining and interpreting information to ensure currency of work practice</li> <li>• identifying opportunities to maintain and enhance industry knowledge</li> <li>• maintaining currency of music licensing knowledge</li> </ul>
Technology	<ul style="list-style-type: none"> <li>• using relevant industry software to access/download industry information, including contractual and legal information</li> <li>• using information-management skills to store and retrieve relevant documents</li> <li>• using relevant business equipment</li> </ul>

**Packaging Rules****Total number of units = 14****4 core units**

## **6 Group A units**

### **4 elective units**

**2 elective units** must be selected from the **Group A** and/or **Group B units** listed below.

The remaining **2 elective units** may be selected from the **Group A** and/or **Group B units** listed below or any unit of competency from any endorsed Training Package or accredited course.

No more than **3 Group A or Group B units** previously achieved as part of another qualification may be counted towards the qualification. Electives must be relevant to the work outcome, local industry requirements and be at appropriate qualification level.

### **Core units**

BSBSMB405A Monitor and manage small business operations

CUFCMP301A Implement copyright arrangements

CUSIND301B Work effectively in the music industry

CUSOHS301A Follow occupational health and safety procedures

### **Group A units (specialist)**

#### **Creative process**

BSBCRT402A Collaborate in a creative process

#### **Event management**

CUSEVT301A Book performance venues

#### **Industry context**

BSBCON401A Work effectively in a business continuity context

CUFIND401A Provide services on a freelance basis

CUSIND401A Develop specialist expertise in the music industry

#### **Management**

CUSMGT401A Manage distribution of music and associated products

CUSMGT402A Administer music publishing income

CUSMGT403A Manage licensing of music

CUSMGT404A Administer artists' royalty income

**Marketing**

CUSMKG301A Assist with the promotion of creative acts

SITXMPR001A Coordinate the production of brochures and marketing materials

**Music literacy**

CUSMLT301A Apply knowledge of genre to music making

**Music performance**

CUSMPF304A Make a music demo

**Project management**

BSBPMG402A Apply time management techniques

**Purchasing and contracting**

BSBPUR402B Negotiate contracts

**Public relations**

BSBPUB401A Develop and apply knowledge of public relations industry

**Group B units****Advertising**

BSBADV405A Perform media calculations

BSBADV406A Buy and monitor media

BSBADV407A Apply media analysis and processing tools

**Creative process**

BSBCRT401A Articulate, present and debate ideas

**Customer service**

BSBCUS401A Coordinate implementation of customer service strategies

**Design process**

BSBDES401A Generate design solutions

**Digital content and imaging**

CUFDIG401A Author interactive media

CUFDIG402A Design user interfaces

CUFDIG403A Create user interfaces

**Financial administration**

BSBFIA401A Prepare financial reports

BSBFIA402A Report on financial activity

CUVADM10B Research and utilise revenue and funding opportunities

**Human resource management**

BSBHRM402A Recruit, select and induct staff

**ICT support and use**

BSBEBU401A Review and maintain a website

BSBITU401A Design and develop complex text documents

BSBITU402A Develop and use complex spreadsheets

BSBITU404A Produce complex desktop published documents

ICAS4191B Maintain website performance

**Information management and research**

BSBRES401A Analyse and present research information

CUFRES401A Conduct research

**Interpersonal communication**

BSBCMM401A Make a presentation

**Learning and development**

BSBLED401A Develop teams and individuals

**Management**

BSBMGT402A Implement operational plan

BSBMGT403A Implement continuous improvement

CUETEM03C Establish and manage production requirements and resources

**Marketing**

BSBMKG401B Profile the market

BSBMKG402B Analyse consumer behaviour for specific markets

BSBMKG408B Conduct market research

BSBMKG413A Promote products and services

BSBMKG414A Undertake marketing activities

BSBMKG415A Research international markets

BSBMKG416A Market goods and services internationally

**Occupational health and safety**

BSBOHS407A Monitor a safe workplace

**Post-production**

CUFPOS402A Manage media assets



**Project management**

BSBPMG401A Apply project scope management techniques

**Purchasing and contracting**

BSBPUR401B Plan purchasing

**Relationship management**

FNSICGEN402B Participate in negotiations

**Risk management**

BSBRISK401A Identify risk and apply risk management processes

**Small and micro business**

BSBSMB401A Establish legal and risk management requirements of small business

BSBSMB402A Plan small business finances

BSBSMB403A Market the small business

BSBSMB404A Undertake small business planning

BSBSMB408B Manage personal, family, cultural and business obligations

**Sustainability**

BSBSUS201A Participate in environmentally sustainable work practices

**Workplace effectiveness**

BSBWOR401A Establish effective workplace relationships

BSBWOR402A Promote team effectiveness

BSBWOR403A Manage stress in the workplace

**Writing**

BSBWRT401A Write complex documents

CUFWRT301A Write content for a range of media

**Selecting electives for different outcomes**

The context for this qualification varies, and this must guide the selection of elective units. The following examples are designed to assist in the selection of appropriate electives for particular outcomes at this level, but they are in no way prescriptive.

**Band/artist manager**

Core units plus:

- BSBITU402A Develop and use complex spreadsheets
- BSBMKG414A Undertake marketing activities
- BSBSMB401A Establish legal and risk management requirements of small business

- CUFIND401A Provide services on a freelance basis
- CUSIND401A Develop specialist expertise in the music industry
- CUSEVT301A Book performance venues
- CUSMGT401A Manage distribution of music and associated products
- CUSMGT402A Administer music publishing income
- CUSMGT403A Manage licensing of music
- CUSMGT404A Administer artists' royalty income

### **Booking agent**

Core units plus:

- BSBCRT402A Collaborate in a creative process
- BSBCUS401A Coordinate implementation of customer service strategies
- BSBMKG413A Promote products and services
- BSBMKG414A Undertake marketing activities
- BSBMKG408B Conduct market research
- BSBPUR402B Negotiate contracts
- CUFIND401A Provide services on a freelance basis
- CUSEVT301A Book performance venues
- CUSIND401A Develop specialist expertise in the music industry
- CUSMLT301A Apply knowledge of genre to music making

### **Music marketing and promotions officer**

Core units plus:

- BSBCMM401A Make a presentation
- BSBITU402A Develop and use complex spreadsheets
- BSBMKG413A Promote products and services
- BSBMKG414A Undertake marketing activities
- BSBPUR402B Negotiate contracts
- CUFIND401A Provide services on a freelance basis
- CUSIND401A Develop specialist expertise in the music industry
- CUSMGT401A Manage distribution of music and associated products
- CUSMKG301A Assist with the promotion of creative acts
- SITXMPR001A Coordinate the production of brochures and marketing materials

### **Self-employed (independent) musician**

Core units plus:

- BSBMKG413A Promote products and services
- BSBPUR402B Negotiate contracts
- CUFIND401A Provide services on a freelance basis
- CUSIND401A Develop specialist expertise in the music industry
- CUSMPF304A Make a music demo

- BSBEU401A Review and maintain a website
- CUSEVT301A Book performance venues
- CUSMLT301A Apply knowledge of genre to music making
- CUSMGT401A Manage distribution of music and associated products
- CUSMGT403A Manage licensing of music