



**Australian Government**

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

# **CUS50309 Diploma of Music Business**

**Revision Number: 2**

## CUS50309 Diploma of 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 possess a sound theoretical knowledge base and use a range of specialised, technical or managerial competencies to plan, carry out and evaluate own work and/or that of a team.

### Job roles

- licensing manager
- music merchandiser
- music promoter
- music publisher
- music/artist manager.
- 

## Pathways Information

### Qualification pathways

*Pathways into the qualification*

- a Certificate IV qualification in marketing or business management, e.g. CUS40309 Certificate IV in Music Business, BSB40207 Certificate IV in Business and BSB41307 Certificate IV in Marketing
- extensive vocational experience in marketing or business management
- extensive vocational experience in music industry administration.
- 

## 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>consulting with staff and promoting a safe workplace</li> <li>relating to people from diverse backgrounds and with diverse abilities</li> <li>preparing complex reports</li> <li>interpreting the needs and rights of relevant parties</li> <li>advising artists on the commercial feasibility of their repertoire</li> <li>maintaining comprehensive business networks to promote artists' careers</li> <li>mentoring and counselling artists effectively, ethically, sensitively and tactfully</li> <li>negotiating performance and publicity opportunities on behalf of artists</li> <li>advocating and promoting ideas and new talent</li> <li>negotiating and problem solving in relation to situations that arise during touring</li> <li>preparing communications about risk management and encouraging stakeholder involvement</li> <li>drafting, interpreting and finalising contracts</li> <li>negotiating contractual terms and conditions</li> <li>applying communication, reporting, recordkeeping and consultation skills to operate the business</li> </ul>
Teamwork	<ul style="list-style-type: none"> <li>working effectively in a team and acknowledging cultural protocols</li> <li>working with relevant parties when negotiating deals</li> <li>working collaboratively with artists</li> <li>working constructively with users of published works</li> <li>working collaboratively on ideas and articulating the rationale for concepts in ways that promote constructive discussion with others</li> <li>managing a marketing team</li> </ul>
Problem-solving	<ul style="list-style-type: none"> <li>analysing relevant workplace data in order to identify hazards, and to assess and control risks</li> <li>dealing with complex and non-routine difficulties</li> </ul>

**EMPLOYABILITY SKILLS QUALIFICATION SUMMARY**

	<ul style="list-style-type: none"> <li>• solving problems arising from negotiating deals</li> <li>• interpreting relevant technical data</li> <li>• developing structured funding plans</li> <li>• evaluating business deals to determine alignment with own and artists' interests</li> <li>• identifying and resolving actual and potential conflicts of interest when representing artists</li> <li>• facilitating accurate royalty payments and records</li> <li>• reading, understanding and updating a budget</li> <li>• analysing marketing performance, revenue and cost</li> <li>• clarifying and resolving contractual discrepancies and variations</li> <li>• investigating legal structures, taxation and insurance requirements</li> </ul>
Initiative and enterprise	<ul style="list-style-type: none"> <li>• developing and nurturing talent in the interest of artists and the intended market</li> <li>• identifying the commercial potential of current and future music market trends</li> <li>• assessing the marketability of new and emerging talent</li> <li>• assessing promotional opportunities for published works and monitoring developments in new media</li> <li>• providing advocacy in the presentation of published works for exploitation</li> <li>• generating a range of innovative concepts and ideas, using lateral thinking and taking a visionary approach to developing concepts and ideas</li> </ul>
Planning and organising	<ul style="list-style-type: none"> <li>• maintaining financial records in compliance with legislative requirements</li> <li>• managing people and projects</li> <li>• planning promotions and promotional campaigns</li> <li>• undertaking business and financial planning</li> <li>• ensuring negotiated agreements are kept within budget</li> <li>• aligning and connecting artists and producers</li> <li>• planning and implementing risk management processes</li> <li>• preparing project proposals and promotional materials</li> <li>• developing strategies for achieving contractual outcomes</li> <li>• monitoring observance of contractual terms and conditions</li> </ul>
Self-management	<ul style="list-style-type: none"> <li>• continuously assessing own leadership and teamwork skills against the professional and career development of managed artists</li> <li>• setting priorities to achieve realisable short and long-term goals</li> <li>• monitoring own work and introducing strategies to improve</li> </ul>

<b>EMPLOYABILITY SKILLS QUALIFICATION SUMMARY</b>	
	performance
Learning	<ul style="list-style-type: none"> <li>identifying opportunities to maintain and enhance industry knowledge</li> <li>seeking feedback and integrating constructive advice into own professional practice</li> <li>evaluating own business skills, identifying deficits and using opportunities to address deficits</li> <li>improving own negotiation skills</li> <li>obtaining and interpreting information to ensure currency of work practice</li> </ul>
Technology	<ul style="list-style-type: none"> <li>using industry-current online copyright licensing, accounting, bookkeeping, financial and/or spreadsheet software</li> <li>accessing music downloads, websites and blogs</li> <li>downloading contractual and legal information</li> </ul>

## Packaging Rules

**Total number of units = 16**

**4 core units**

**7 Group A units**

**5 elective units**

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

The remaining **3 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 an appropriate qualification level.

### Core units

CUSOHS301A Follow occupational health and safety procedures

BSBSMB401A Establish legal and risk management requirements of small business

CUFCMP501A Manage and exploit copyright arrangements

CUSIND501A Apply music knowledge and artistic judgement

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

#### **Creative process**

BSBCRT501A Originate and develop concepts

#### **Event management**

CUETEM07B Tour the production

SITXEVT013A Manage event staging

SITXEVT017A Provide on-site event management services

#### **Financial management**

BSBFIM501A Manage budgets and financial plans

CUSFIM501A Secure funding for projects

#### **Management**

CUEFOH06C Manage venue services

CUSMGT401A Manage distribution of music and associated products

CUSMGT402A Administer music publishing income

CUSMGT403A Manage licensing of music

CUSMGT404A Administer artists' royalty income

CUSMGT502A Manage artists and their careers

CUSMGT503A Develop artists and repertoire

CUSPUR501A Establish and manage recording contracts

#### **Marketing**

CUSMKG501A Manage the promotion of creative acts

SITXMPR001A Coordinate the production of brochures and marketing materials

#### **Music literacy**

CUSMLT502A Apply concepts about the impact of music to professional practice

CUSWRT501A Write about music

#### **Project management**

BSBPMG510A Manage projects

#### **Research**

CUFRES401A Conduct research

**Risk management**

BSBRSK501A Manage risk

**Group B units**

**Advertising**

BSBADV507B Develop a media plan

BSBADV509A Create mass print media advertisements

BSBADV510A Create mass electronic media advertisements

BSBADV511A Evaluate and recommend advertising media options

**Customer service**

BSBCUS501A Manage quality customer service

**Design process**

BSBDES501A Implement design solutions

**Digital content and imaging**

CUFDIG502A Design web environments

CUVPHI514A Employ colour management in a digital imaging workplace

**Event management**

SITXEVT009A Develop event concepts

SITXEVT010A Evaluate and address event regulatory requirements

SITXEVT012A Select event venues and sites

SITXEVT014A Develop conference programs

SITXEVT015A Manage exhibitions

SITXEVT016A Organise and monitor event infrastructure

**Financial management**

CUEFIN03C Obtain sponsorship

FNSICORG501B Develop a budget

FNSICORG502B Manage a budget

SITXFIN007A Manage physical assets

**General administration**

BSBADM502B Manage meetings

BSBADM506B Manage business document design and development



**Human resource management**

BSBHRM503A Manage performance management systems

BSBHRM506A Manage recruitment selection and induction processes

**ICT support and use**

ICAS5199B Manage business websites and servers

ICAS5203B Evaluate and select a web hosting service

**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

**Information management and research**

BSBINM501A Manage an information or knowledge management system

CUFRES401A Conduct research

**Innovation**

BSBINN501A Establish systems that support innovation

BSBINN502A Build and sustain an innovative work environment

**Management**

BSBMGT502B Manage people performance

BSBMGT515A Manage operational plan

BSBMGT516C Facilitate continuous improvement

**Marketing**

BSBMKG501B Identify and evaluate marketing activities

BSBMKG502B Establish and adjust the marketing mix

BSBMKG506B Plan market research

BSBMKG507A Interpret market trends and developments

BSBMKG511A Analyse data from international markets

BSBMKG513A Promote products and services to international markets

BSBMKG514A Implement and monitor marketing activities

BSBMKG516A Profile international markets

BSBMKG517A Analyse consumer behaviour for specific international markets

**Occupational health and safety**

BSBOHS407A Monitor a safe workplace

**Project management**

BSBPMG501A Manage application of project integrative processes

BSBPMG503A Manage project time

**Public relations**

BSBPUB502A Develop and manage complex public relations campaigns

BSBPUB503A Manage fundraising and sponsorship activities

BSBPUB504A Develop and implement crisis management plans

**Purchasing and contracting**

BSBPUR402B Negotiate contracts

**Sustainability**

BSBSUS301A Implement and monitor environmentally sustainable work practices

**Workplace effectiveness**

BSBWOR502B Ensure team effectiveness

**Writing**

BSBWRT501A Write persuasive copy

CUFWRT401A Edit texts

**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:

**Licensing manager**

Core units plus:

- BSBINM501A Manage an information or knowledge management system
- BSBPMG510A Manage projects
- BSBRSK501A Manage risk
- CUFRES401A Conduct research
- CUSIND401A Develop specialist expertise in the music industry
- CUSMGT401A Manage distribution of music and associated products
- CUSMGT402A Administer music publishing income
- CUSMGT403A Manage licensing of music
- CUSMGT404A Administer artists' royalty income
- CUSWRT501A Write about music
- FNSICORG502B Manage a budget
- SITXMPR001A Coordinate the production of brochures and marketing materials

**Music marketing and promotions officer**

Core units plus:

- BSBADV507B Develop a media plan
- BSBCRT501A Originate and develop concepts
- BSBMKG514A Implement and monitor marketing activities
- BSBPMG510A Manage projects
- BSBRSK501A Manage risk
- CUSFIM501A Secure funding for projects
- CUSIND401A Develop specialist expertise in the music industry
- CUSMKG501A Manage the promotion of creative acts
- CUSWRT501A Write about music
- SITXEVT012A Select event venues and sites
- SITXEVT017A Provide on-site event management services
- SITXMPR001A Coordinate the production of brochures and marketing materials

**Music publisher**

Core units plus:

- BSBADV507B Develop a media plan
- BSBMGT515A Manage operational plan
- BSBMKG501B Identify and evaluate marketing activities
- BSBPMG510A Manage projects
- BSBRSK501A Manage risk
- CUSIND401A Develop specialist expertise in the music industry
- CUSMGT401A Manage distribution of music and associated products
- CUSMGT402A Administer music publishing income
- CUSMGT403A Manage licensing of music
- CUSMGT503A Develop artists and repertoire
- CUSMLT502A Apply concepts about the impact of music to professional practice
- CUSWRT501A Write about music

**Music/artist manager**

Core units plus:

- BSBFIM501A Manage budgets and financial plans
- BSBMGT515A Manage operational plan
- BSBMKG514A Implement and monitor marketing activities
- CUETEM07B Tour the production
- CUSIND401A Develop specialist expertise in the music industry
- CUSMKG501A Manage the promotion of creative acts
- CUSMGT401A Manage distribution of music and associated products
- CUSMGT403A Manage licensing of music

- CUSMGT404A Administer artists' royalty income
- CUSMGT502A Manage artists and their careers
- CUSMGT503A Develop artists and repertoire
- CUSPUR501A Establish and manage recording contracts