



**Australian Government**

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

# **CUS60309 Advanced Diploma of Music Business**

**Revision Number: 1**

## CUS60309 Advanced Diploma of Music Business

### Modification History

Not applicable.

### Description

#### Descriptor

This qualification reflects the role of individuals who use wide-ranging analytical, technical, creative, conceptual and managerial skills in their chosen field in the music industry. Their knowledge base may be specialised or broad. These individuals are often accountable for group outcomes.

#### Job roles

- new media director
- label manager
- licensing manager
- music business manager
- venue manager.
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### Pathways Information

#### Qualification pathways

*Pathways into the qualification*

- a Diploma qualification in marketing or business management, e.g. CUS50309 Diploma of Music Business, BSB50207 Diploma of Business, or BSB51207 Diploma of Marketing
- extensive vocational experience in marketing or business management
- extensive vocational experience in music industry administration.
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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>• reading and applying complex formal documents, such as contracts, legislation and guidelines and applying them to contract management and industry development</li> <li>• demonstrating communication, reporting, recordkeeping and consultation skills to operate the business</li> <li>• developing policies and procedures and analysing compliance information</li> <li>• negotiating performance and publicity opportunities on behalf of artists</li> <li>• negotiating contractual terms and conditions</li> <li>• writing quality reports in a range of styles for different audiences</li> <li>• relating to people from diverse backgrounds and with diverse abilities</li> <li>• demonstrating effective presentation and facilitation skills</li> <li>• advocating and promoting ideas and new talent</li> <li>• developing comprehensive industry networks</li> <li>• mentoring and counselling artists effectively, ethically, patiently and sensitively</li> <li>• advising artists on a range of industry matters, such as industrial relations, OHS and financial matters, and the commercial feasibility of their repertoire</li> </ul>
Teamwork	<ul style="list-style-type: none"> <li>• working effectively in a team and acknowledging cultural protocols</li> <li>• working collaboratively with artists</li> <li>• consulting with staff and promoting a safe workplace</li> <li>• demonstrating leadership skills to gain confidence and trust from people working at all levels</li> <li>• leading and managing marketing team members in an organisation</li> </ul>
Problem-solving	<ul style="list-style-type: none"> <li>• dealing with complex concepts and theories of creativity</li> <li>• undertaking value chain analysis, reviewing strengths and weaknesses, and collating and interpreting statistical data</li> </ul>

**EMPLOYABILITY SKILLS QUALIFICATION SUMMARY**

	<ul style="list-style-type: none"> <li>including trend analysis</li> <li>• clarifying and resolving contractual discrepancies and variations</li> <li>• investigating legal structures, and taxation and insurance requirements</li> <li>• demonstrating financial skills to consider resource implications of proposed strategies</li> <li>• researching up-to-date information for the environmental analysis</li> <li>• applying risk-management skills to plan and undertake appropriate due diligence</li> <li>• analysing, creating and managing budgets for marketing activities</li> <li>• developing structured funding plans</li> <li>• identifying the commercial potential of current and future music market trends</li> <li>• identifying and resolving actual and potential conflicts of interest when representing artists</li> <li>• maintaining financial records in compliance with legislative requirements</li> <li>• planning promotions and promotional campaigns</li> <li>• undertaking business and financial planning</li> <li>• measuring the performance of strategic initiatives</li> </ul>
Initiative and enterprise	<ul style="list-style-type: none"> <li>• thinking laterally and developing creative means to enable people to accept change positively</li> <li>• evaluating business deals to determine alignment with own and artists' interests</li> <li>• assessing the marketability of new and emerging talent</li> <li>• developing and nurturing talent in the interest of artists and the intended market</li> </ul>
Planning and organising	<ul style="list-style-type: none"> <li>• monitoring own work and introducing strategies to improve performance</li> <li>• developing strategies for achieving contractual outcomes</li> <li>• monitoring observance of contractual terms and conditions</li> <li>• applying organisational and time-management skills to sequence tasks and meet timelines</li> <li>• ensuring negotiated agreements are kept within budget</li> </ul>
Self-management	<ul style="list-style-type: none"> <li>• prioritising tasks and meeting key dates</li> <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>• obtaining and interpreting information to ensure currency of</li> </ul>

<b>EMPLOYABILITY SKILLS QUALIFICATION SUMMARY</b>	
	work practice
Learning	<ul style="list-style-type: none"> <li>identifying own knowledge and information needs</li> <li>identifying opportunities to maintain and enhance industry knowledge</li> <li>seeking feedback and integrating constructive advice into own professional practice</li> <li>evaluating and improving own negotiation skills</li> <li>evaluating own business skills, identifying deficits and using opportunities to address deficits</li> </ul>
Technology	<ul style="list-style-type: none"> <li>storing and retrieving relevant workplace data</li> <li>using documentation systems for preparing formal contracts and recording or storing copyright agreements</li> <li>accessing/downloading industry information</li> <li>accessing music downloads, websites and blogs</li> <li>using current accounting, bookkeeping, financial and/or spreadsheet software</li> </ul>

## Packaging Rules

<b>Packaging Rules</b>
<p><b>Total number of units = 15</b></p> <p><b>5 core units</b></p> <p><b>6 Group A units</b></p> <p><b>4 elective units</b></p> <p><b>2 elective units</b> must be selected from the <b>Group A</b> and/or <b>Group B units</b> listed below.</p> <p>The remaining <b>2 elective units</b> may be selected from the <b>Group A</b> and/or <b>Group B units</b> listed below or any unit of competency from any endorsed Training Package or accredited course at the same qualification level.</p> <p>No more than <b>3 Group A or Group B units</b> 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 the qualification level.</p>

**Packaging Rules****Core units**

BSBFIM601A Manage finances

BSBMGT617A Develop and implement a business plan

CUSOHS301A Follow occupational health and safety procedures

CUFCMP501A Manage and exploit copyright arrangements

CUSIND501A Apply music knowledge and artistic judgement

**Group A units (specialist)****Creative process**

BSBCRT601A Research and apply concepts and theories of creativity

**Ebusiness**

BSBEBU501A Investigate and design ebusiness solutions

BSBEBU502A Implement ebusiness solutions

**Event management**

CUETEM07B Tour the production

SITXEVT012A Select event venues and sites

SITXEVT013A Manage event staging

SITXEVT017A Provide on-site event management services

SITXEVT019A Manage multi venue events

**Financial management**

CUEFIN03C Obtain sponsorship

CUSFIM501A Secure funding for projects

**Management**

BSBCON601A Develop and maintain business continuity plans

BSBMGT616A Develop and implement strategic plans

CUEFOH06C Manage venue services

CUSMGT502A Manage artists and their careers

CUSMGT503A Develop artists and repertoire

**Marketing**

CUSMKG501A Manage the promotion of creative acts

CUVADM08B Develop and manage public relations strategies

**Music literacy**

**Packaging Rules**

CUSWRT501A Write about music

**Project management**

BSBPMG601A Direct the integration of projects

**Purchasing and contracting**

CUSPUR501A Establish and manage recording contracts

PSPPROC602B Direct the management of contracts

**Group B units****Design process**

BSBDES601A Manage design realisation

BSBDES602A Research global design trends

**Diversity**

BSBDIV601A Develop and implement diversity policy

**Event management**

SITXEVT009A Develop event concepts

SITXEVT010A Evaluate and address event regulatory requirements

SITXEVT011A Develop crowd control plans and procedures

SITXEVT014A Develop conference programs

SITXEVT015A Manage exhibitions

SITXEVT016A Organise and monitor event infrastructure

**Financial management**

FNSICORG609B Develop and manage financial systems

SITXFIN007A Manage physical assets

**Human resource management**

BSBHRM602A Manage human resources strategic planning

SITXHRM004A Manage volunteers

**Industry context**

CUFIND401A Provide services on a freelance basis

CUSIND401A Develop specialist expertise in the music industry

**Information management and research**

BSBINM601A Manage knowledge and information

**Innovation**

**Packaging Rules**

BSBINN601A Manage organisational change

**Management**

BSBCON701A Establish and renew the business continuity management framework and strategies

BSBMGT605B Provide leadership across the organisation

BSBMGT608B Manage innovation and continuous improvement

BSBMGT615A Contribute to organisation development

SRXFAC009B Plan, develop and commission facility development

**Marketing**

BSBMKG603B Manage the marketing process

BSBMKG605B Evaluate international marketing opportunities

BSBMKG606B Manage international marketing programs

BSBMKG607B Manage market research

BSBMKG608A Develop organisational marketing objectives

BSBMKG609A Develop a marketing plan

BSBMKG610A Develop, implement and monitor a marketing campaign

**Sustainability**

BSBSUS501A Develop workplace policy and procedures for sustainability

**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:

**New media director**

Core units plus:

- BSBEBU501A Investigate and design ebusiness solutions
- BSBEBU502A Implement ebusiness solutions
- BSBMGT616A Develop and implement strategic plans
- BSBMKG603B Manage the marketing process
- BSBMKG606B Manage international marketing programs
- BSBMKG608A Develop organisational marketing objectives
- BSBMKG609A Develop a marketing plan
- BSBPMG601A Direct the integration of projects
- CUSFIM501A Secure funding for projects
- CUSIND401A Develop specialist expertise in the music industry



**Packaging Rules****Music business manager**

Core units plus:

- BSBCRT601A Research and apply concepts and theories of creativity
- BSBMGT616A Develop and implement strategic plans
- BSBMKG603B Manage the marketing process
- BSBMKG609A Develop a marketing plan
- CUETEM07B Tour the production
- CUSFIM501A Secure funding for projects
- CUSWRT501A Write about music
- CUSMGT502A Manage artists and their careers
- CUSMGT503A Develop artists and repertoire
- PSPPROC602B Direct the management of contracts