![Australian Government - Department of Education, Employment and Workplace Relations]

CUSIND301B Work effectively in the music industry

Revision Number: 2

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Modification History

Release	Comments
Release 2	Created to fix formatting errors only. Released with CUS09 Music Training Package version 1.2

Unit Descriptor

This unit describes the performance outcomes, skills and knowledge required to work effectively in the music industry. These include relationship building, negotiation techniques, work prioritisation and personal development.

Application of the Unit

Application of the unit	People working in any area of the music industry apply the skills and knowledge described in this unit. They could be musicians, composers, administrators, sound mixers, editors or recordists. In an industry where advances in technology are leading to new business models, production techniques and distribution channels, it is vital that everyone keeps up to date with industry trends and emergent technologies. More complex application of these skills are covered in: • CUSIND401A Develop specialist expertise in the music industry.

Licensing/Regulatory Information

No licensing, legislative, regulatory or certification requirements apply to this unit at the time of endorsement.

Pre-Requisites

Not applicable

Employability Skills Information

Not applicable

Elements and Performance Criteria Pre-Content

Elements describe the essential outcomes of a unit of competency.	*Performance criteria describe the performance needed to demonstrate achievement of the element. Where bold italicised text is used, further information is detailed in the required skills and knowledge section and the range statement. Assessment of performance is to be consistent with the evidence guide.*

Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
1. Maintain currency of own industry knowledge	1.1 Identify *trends and emergent technologies* in the music industry using appropriate *sources of information* 1.2 Identify likely effects of industry trends on own work practices 1.3 In consultation with *appropriate persons*, identify *learning opportunities* to upgrade own skills so that full advantage can be taken of trends and emergent technologies 1.4 Undertake identified learning opportunities to improve own work practices
2. Establish effective work/contractual relationships	2.1 Share information and ideas with others in ways that engender goodwill, trust and respect 2.2 Use effective *negotiation techniques* to identify realistic solutions to *work*/*contractual issues* 2.3 Discuss, confirm and formally document *agreements and contracts* with appropriate persons 2.4 Maintain work/contractual relationships through regular contact and effective communication
3. Complete work tasks effectively	3.1 Prioritise work tasks and establish deadlines to accommodate daily workload variations 3.2 Negotiate and agree on prioritised work tasks and established deadlines with appropriate persons 3.3 Identify and plan for *factors* that may affect the completion of work tasks within deadlines 3.4 Complete work tasks within deadlines and in accordance with *legislative*/*regulatory requirements* 3.5 Observe copyright and intellectual property obligations when using information or music downloaded from the internet 3.6 Seek feedback on own work performance from appropriate persons and adjust in order to improve work practices

Required Skills and Knowledge

This section describes the skills and knowledge required for this unit.

Required skills

- communication skills sufficient to:
    - conduct negotiations to identify realistic solutions to work/contractual issues
    - establish and maintain work/contractual relationships through regular contact
    - share industry information with colleagues and peers
- learning skills sufficient to:
    - identify opportunities to maintain and enhance work performance
    - seek feedback and integrate constructive advice into own work performance
- literacy skills sufficient to read and understand industry information
- numeracy skills sufficient to establish agreements and contracts
- self-management and learning skills sufficient to:
    - prioritise work tasks
    - work within deadlines
    - monitor own work and introduce strategies to improve performance
- problem-solving skills sufficient to:
    - identify and plan for factors affectingcompletion of work tasks within deadlines
    - recognise and resolve workplace issues when implementing new technology

Required knowledge

- copyright issues, such as:
    - who owns copyright and how it can be protected
    - why material is protected by copyright
    - how copyright can be enforced
    - organisations that deal with copyright
    - consequences of infringing copyright
- music industry piracy issues and their impact on the music industry
- nature, role and functions of unions and employer associations, including rights and responsibilities of employers and employees
- sources of information on the music industry and ways of maintaining current industry knowledge
- music industry terminology
- understanding of the following areas and how they apply to day-to-day work activities:
    - awards and conditions of employment
    - current funding and production environment
    - legal issues that affect negotiations and contracts
    - major industry production and marketing issues

- OHS requirements relevant to particular work contexts
- Sustainable work practices for individuals and organisations in the music industry

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Evidence Guide

The Evidence Guide provides advice on assessment and must be read in conjunction with the performance criteria, required skills and knowledge, range statement and the Assessment Guidelines for the Training Package.

Overview of assessment	
Critical aspects for assessment and evidence required to demonstrate competency in this unit	Evidence of the ability to: • apply information about industry trends to own work practices • establish and maintain work and contractual relationships • comply with requirements of relevant legislation and regulations • prioritise work tasks • work collaboratively with others.

Context of and specific resources for assessment	Assessment must ensure:
	• access to environments where:
	  • negotiation techniques can be applied to resolve work and contractual issues
	  • work performance can be monitored and learning opportunities accessed
	  • work tasks can be prioritised and completed within deadlines
	  • work and contractual relationships can be established and maintained
	• use of culturally appropriate processes, and techniques appropriate to the language and literacy capacity of the candidate and the work being performed.

Method of assessment	The following assessment methods are appropriate for this unit: • case studies to assess candidate's ability to prioritise work tasks, monitor work performance and identify learning opportunities • direct observation of candidate establishing and participating in work and contractual relationships • written or oral questioning to assess knowledge of new technology that affects work practices • problem-solving activities to assess candidate's negotiating skills.
Guidance information for	Holistic assessment with other units relevant to the

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assessment	industry sector, workplace and job role is recommended, for example:
	• CUSIND302A Plan a career in the creative arts industry.

Range Statement

The range statement relates to the unit of competency as a whole. It allows for different work environments and situations that may affect performance. Bold italicised wording, if used in the performance criteria, is detailed below. Essential operating conditions that may be present with training and assessment (depending on the work situation, needs of the candidate, accessibility of the item, and local industry and regional contexts) may also be included.

Trends and emergent technologies may include:	• music business trends:
	  • 360 degree music business model
	  • all rights under one deal
	  • passive rights deal
	  • distributed patronage
	  • new and emerging distribution systems
	  • new forms of marketing, branding and product placement
	  • alliances with allied technologies and businesses
	• opportunities for increased airplay of music through:
	  • digital radio
	  • digital television
	  • mobile phones
	  • internet
	• advances in software applications for sound recording and editing
	• new terminology
	• new equipment
	• social, political and environmental developments
	• changing nature of work/industry structures, including:
	  • occupations that are disappearing and how they are being replaced
	  • changes to the mix of skills and knowledge required in different areas of

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	the industry.

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Sources of information may include:	- copyright information from: - Australian Copyright Council - copyright collection societies - music industry piracy investigations (MIPI) - discussions with innovative industry practitioners - electronic and print media - employer and employee associations - union representatives and other sources of industrial relations information - events, including: - industry functions - conferences - trade fairs - community activities - exhibitions - festivals - social events - government bodies and associated publications - induction kits - industry associations - internet - libraries and archives - personal observations and experience - policy and procedures manuals - reference books, industry information sheets, magazines and journals - retail and wholesale suppliers of products and services - technical publications.
Appropriate persons may include:	- artist - artist and repertoire (A&R) representative - artist manager - booking agent - business and financial manager - client, employer and subcontractor - colleague/peer - copyright and royalties manager - designer - head of department

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	- label manager - legal adviser - licensing manager - technical crew - marketing and promotions officer - mentor/supervisor - merchandiser - presenter - director - producer - production manager - promoter - publisher - sound mixer/technician - special effects editor - sponsor - supplier - union and industry association representative - venue manager - writer.

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Learning opportunities may include:	- attending industry events, including: - conferences - conventions - exhibitions - festivals - functions - performances - professional competitions and awards - trade fairs - reading electronic and print media industry publications, such as: - information sheets - technical and reference manuals - undertaking professional development activities, such as: - career planning and development - coaching, mentoring and supervision - formal and informal learning programs - internal and external training programs - master classes - performance appraisals - personal study - seminars - symposiums - work experience and/or work exchange - workshops.
Negotiation techniques may include:	- adopting collaborative negotiating style - assessing strengths and weaknesses of opposing positions and determining viable alternatives - clarifying purpose, content and desired outcomes - communicating results to all parties within appropriate timeframes - conducting negotiations in a professional manner - ensuring final position is agreed and understood by all parties - identifying consequences of non-agreement - maintaining contact with all parties - managing conflict or disagreement between

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	parties
	• taking into account input from all parties
	• treating all parties courteously and in ways that acknowledge their contribution
	• using effective questioning techniques:
	• closed questions, allowing yes/no answers
	• open questions, allowing range of responses
	• reflective questions, provoking clarification.
Work/contractual issues may include:	• budget share • copyright • insurance • OHS • performance fees and rate negotiations • recording and distribution rights • remuneration • rights to and use of material • royalties • specifications for equipment and materials • taxation • terms and conditions of contracts • terms and conditions of employment • work roles and responsibilities.
Agreements and contracts may include:	• agency agreements • individual performance agreements • industrial awards • marketing and distribution agreements • service, supply and location contracts • workplace relations agreements.
Factors may include:	• budget constraints • competing work demands • environmental factors, e.g. weather • availability of resources and materials • unforeseen incidents, including technology and equipment breakdowns • workplace hazards, risks and controls.
Legislative/regulatory requirements may relate to:	• anti-discrimination • business compliance • consumer protection • contempt of court and parliament • copyright, moral rights, intellectual property,

	licensing and royalty
	• defamation
	• duty of care
	• environmental issues
	• equal employment opportunity
	• insurance
	• libel
	• obscenity
	• OHS
	• plagiarism
	• privacy and confidentiality
	• quality assurance
	• racial vilification
	• slander
	• taxation
	• workplace and industrial relations laws and awards.

Unit Sector(s)

Industry capability - industry context