



**Australian Government**

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

# **CUVADM10B Research and utilise revenue and funding opportunities**

**Release: 1**

## **CUVADM10B Research and utilise revenue and funding opportunities**

### **Modification History**

Not Applicable

### **Unit Descriptor**

#### **Unit descriptor**

This unit describes the skills and knowledge required to identify appropriate sources of revenue and funding consistent with the organisation's vision, and to actively develop the information and relationships required to secure revenue. This role would generally be undertaken by a manager or senior administrator.

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

### **Application of the Unit**

Not Applicable

### **Licensing/Regulatory Information**

Refer to Unit Descriptor

## Pre-Requisites

### Prerequisite units

This unit has linkages to a range of other units and combined assessment and/or training with those units may be appropriate, e.g.:

- CUEFIN03B Obtain sponsorship.

## Employability Skills Information

### Employability skills

This unit contains employability skills.

## 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 <b>Determine potential revenue opportunities.</b>                                      | 1.1 Research potential <i>revenue opportunities</i> to determine availability.<br>1.2 <i>Research</i> potential revenue opportunities in terms of <i>access</i> and constraints.                                                                                                                                                         |
| 2 <b>Evaluate potential revenue sources.</b>                                             | 2.1 <i>Evaluate</i> opportunities in relation to the organisation's overall vision and direction.<br>2.2 Evaluate opportunities in terms of potential costs and benefits to the organisation.<br>2.3 Determine priorities in seeking revenue from identified sources in accordance with the organisation's current direction and vision. |
| 3 <b>Establish and maintain relationships associated with potential revenue sources.</b> | 3.1 Identify key stakeholders who can support the organisation and/or its revenue building activities.<br>3.2 Determine <i>avenues</i> to establish suitable relationships which will support the organisation and/or its revenue building activities.<br>3.3 Maintain and build positive relationships which support the organisation.  |
| 4 <b>Implement strategies to enhance revenue.</b>                                        | 4.1 In a timely manner, assign appropriate <i>resources</i> associated with seeking revenue or funding.<br>4.2 Pursue selected potential revenue sources in accordance with priorities.                                                                                                                                                  |
| 5 <b>Evaluate revenue opportunities.</b>                                                 | 5.1 Monitor all arrangements to ensure compliance with the requirements of the funding source.<br>5.2 Review the <i>impact of funding</i> on the organisation.<br>5.3 Review organisation's priorities and funding planning arrangements.                                                                                                |

## Required Skills and Knowledge

### Required Skills and knowledge

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

#### Required skills:

- systems through which opportunities may occur, e.g. government departments, industry
- business requirements, e.g. audit, accounting, legal responsibilities.

#### Required knowledge:

- other organisations and the approaches they have used to generate revenue and funding.

## Evidence Guide

### 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.

#### Critical aspects for assessment and evidence required to demonstrate competency in this unit

The following evidence is critical to the judgement of competence in this unit:

- development of an action plan which outlines selected strategies for pursuit of funding or revenue for a given organisation.

#### Context of and specific resources for assessment

The assessment context must provide for:

- practical demonstration of skills through the development of an action plan detailing revenue strategies.

## EVIDENCE GUIDE

### Method of assessment

Assessment may incorporate a range of methods to assess performance and the application of essential underpinning knowledge, and might include:

- role play/simulation around relationships and negotiation activities
- preparation of action plans, strategies and proposals
- questioning and discussion about action plan and negotiation strategies
- verbal and written reports
- development and analysis of case studies
- review of portfolios of evidence
- third party workplace reports of performance by the candidate.

Assessment methods should closely reflect workplace demands and the needs of particular groups (e.g. people with disabilities, and people who may have literacy or numeracy difficulties such as speakers of languages other than English, remote communities and those with interrupted schooling).

Assessment of this unit requires access to the materials, resources and equipment needed to research funding and revenue opportunities.

## Marketing

### Range Statement

#### 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.

***Revenue opportunities*** may include:

- advertising
- corporate contributions
- government funding
- promotional opportunities
- sales
- sponsorship.

***Research*** may include:

- benchmarking with other similar organisations
- experts
- government funding programs
- Internet
- newspapers and magazines
- tender search organisations.

Process required to ***access*** potential revenue sources may include:

- completion of proposals or submissions
- direct approaches
- presentations
- response to tenders or advertising
- retail outlets sourced or established.

## RANGE STATEMENT

***Evaluation*** of potential revenue opportunities may include:

- analysis of benefits
- analysis of costs involved, e.g. time, people, resources, compliance requirements, reporting requirements
- consistency with organisational vision
- length of support obtained
- likely chance of success
- nature of support obtained
- profile opportunities
- relationship/network opportunities.

***Avenues*** to establish relationships may include:

- attendance at organised networking events, e.g. conferences, openings, launches
- direct approaches
- offering support to other organisations
- organisation of own networking events, e.g. launches, displays, workshops, promotions
- presentations.

***Resources*** may include:

- costs associated with such things as catering, printing, mail outs, etc
- staff
- time.

***Impact of funding*** on organisation may involve:

- ability to comply with any funding/sponsorship conditions
- access to other potential revenue sources
- additional networking opportunities
- additional promotional and profiling opportunities
- additional work requirements on staff
- increase in the utilisation of that funding source
- opportunities to extend potential funding into new areas
- reporting requirements.

## **Unit Sector(s)**

Not Applicable