



Australian Government

Department of Education, Employment and Workplace Relations

CUVADM12B Work with arts professionals in an arts organisation

Release: 1

CUVADM12B Work with arts professionals in an arts organisation

Modification History

Not Applicable

Unit Descriptor

Unit descriptor

This unit describes the skills and knowledge required to communicate effectively with a range of arts professionals in the context of an arts organisation. It describes the role of the arts administrator or manager in working with a broad range of arts professionals. As such the unit builds on unit CUVADM11B Work within an arts organisation context. It involves an understanding of the work context of arts professionals and an understanding of the need for information by the arts professionals. This work is carried out under limited supervision.

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 underpins work performance across the cultural industries and therefore has linkages to many other units within several cultural industries Training Packages, e.g.:

- Visual Arts Craft and Design
- Entertainment
- Music
- Film, TV, Radio and Multimedia.

It is also recommended that this unit be assessed with or after the following unit:

- CUVADM11B Work within an arts organisation context.

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 Determine communication requirements.	1.1 Identify those <i>arts professionals</i> with whom communication is required for a given context. 1.2 Identify relevant <i>information</i> needs for interaction with arts professionals from perspectives of both parties.
2 Exchange information with arts professionals.	2.1 Organise <i>mutually convenient interactions</i> with arts professionals. 2.2 Communicate purpose and <i>expected outcomes</i> of the interaction with the arts professional. 2.3 Present information in formats appropriate to the context and within required timeframes. 2.4 Seek information from arts professionals to meet identified needs within required timeframes.
3 Establish and maintain professional relationships.	3.1 <i>Establish relationships</i> within the appropriate cultural context in a manner that promotes goodwill and trust between the organisation and arts professionals. 3.2 Build trust and respect in business relationships through use of effective communication skills and techniques. 3.3 Identify and take up <i>opportunities to maintain regular contact</i> with arts professionals. 3.4 Pro-actively seek, review and act upon information needed to maintain sound business relationships. 3.5 Honour agreements within the scope of individual responsibility. 3.6 Nurture relationships through regular contact and use of effective interpersonal and communication styles.

Required Skills and Knowledge

Required Skills and knowledge

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

Required skills:

- communication and negotiation skills in relation to the communication required between arts organisations and arts professionals.

Required knowledge:

- different types of arts professionals and their relevance to arts organisations
- work contexts for different types of arts professionals as relevant to a particular arts industry sector
- typical communication requirements between arts organisations and arts professionals in a given context.

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 a communication strategy with a range of arts professionals for a specific purpose which involves both receiving and disseminating information
- effective interpersonal and communication skills.

EVIDENCE GUIDE

Context of and specific resources for assessment

The assessment context must provide for:

- practical demonstration of skills through the development of an approach to communicating with arts professionals for a specific industry context
- interaction with others to reflect the communication and interpersonal aspects of the unit.

Method of assessment

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

- oral or written questioning to assess knowledge of a specific arts context
- review of reports prepared by the candidate about communication approach taken for a specific project
- review of portfolios of evidence
- third party workplace reports of performance by the candidate.

Assessment methods should closely reflect workplace demands (e.g. literacy) 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 specific information relating to arts organisations, and arts professionals.

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.

- Work contexts of ***arts professionals*** may include:
- collectives/co-operatives
 - community based/Indigenous organisations
 - galleries, museums
 - government departments
 - not-for-profit and/or government funded arts organisations
 - studio/media based practices
 - theatres, performance spaces.

RANGE STATEMENT

- Information*** needs may relate to:
- competitions
 - conceptual vision of the organisation and its impact on services provided
 - events, e.g. lectures, talks
 - funding applications/allocations
 - information about audiences
 - information about marketing strategies
 - information about specific arts professionals, their practices and historical contexts
 - information about the context of the arts organisation
 - loaning or borrowing of work
 - marketing activities
 - organisational and administrative practices
 - publications
 - record and document requirements, e.g. consignment notes, financial statements
 - space usage
 - techniques, methods and practices
 - tendering processes
 - timetabling and schedules.

- Mutually convenient interaction*** may include:
- appointment
 - formal, informal
 - meeting
 - museum/gallery/theatre/institutional visits
 - rescheduling or moving to a more convenient space
 - studio visits
 - written, verbal.

RANGE STATEMENT

Expected outcomes may relate to:

- arrangements for acquisition of work and associated documentation
- contracts
- decision not to proceed
- decision to proceed at a later date
- decision to proceed with that arts professional's work
- financial accountability
- financial arrangements, payments,
- identification of other arts professionals to approach
- identification of other networking opportunity
- invitation to meet again at a future time, when closer match between arts professional and arts organisation may be possible
- marketing, promotion and public relations
- referral of arts professional elsewhere.

Establishing relationships may involve:

- approaching selected arts professionals
- organising interviews, meetings or other gatherings
- responding to unsolicited approaches
- telephone, newsletters publications, Internet, networking events.

Opportunities to maintain regular contact with arts professionals may include:

- attendance at industry events
- meetings
- regular face-to-face or other communication
- seminars.

Unit Sector(s)

Not Applicable