



**Australian Government**

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

# **CUVIND501A Maintain and apply creative arts industry knowledge**

**Release: 1**

## CUVIND501A Maintain and apply creative arts industry knowledge

### Modification History

Not Applicable

### Unit Descriptor

#### Unit descriptor

This unit describes the performance outcomes, skills and knowledge required to maintain industry knowledge and manage own professional practice within the creative arts industry.

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

### Application of the Unit

#### Application of the unit

This unit addresses the research, analysis, application and maintenance of information relevant to work roles within the creative arts industry. It involves industry structures and operations, employment obligations and opportunities, industry trends and emerging technologies and industry laws and regulations. The unit also addresses effective monitoring and participation in industry networks.

This unit underpins effective performance within the creative arts industry sectors and requires an advanced application of creative arts industry knowledge. The basic and intermediate application of creative arts industry knowledge is addressed in the following units:

- CUFIND201A Develop and apply creative arts industry knowledge

### Licensing/Regulatory Information

Refer to Unit Descriptor

## Pre-Requisites

**Prerequisite units** Nil

## 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

- |   |   |
|---|---|
| <b>1 Research and apply industry information.</b> | <ul style="list-style-type: none"><li>1.1 Research the structure and operation of the creative arts industries using appropriate sources.</li><li>1.2 Research <i>employment obligations and opportunities</i> within the creative arts industries using appropriate sources.</li><li>1.3 Monitor <i>trends and emerging</i> technologies within the creative arts industries using appropriate sources.</li><li>1.4 Research <i>laws and regulations</i> affecting the creative arts industries using appropriate sources.</li><li>1.5 Analyse, critique and share industry information with <i>relevant personnel</i> to assist own decision making and contingency planning.</li><li>1.6 Evaluate currency/credibility of information sources and ensure research scope is sufficiently broad.</li><li>1.7 Maintain accurate and comprehensive details of information sources.</li></ul> |
| <b>2 Maintain effective industry networks.</b>    | <ul style="list-style-type: none"><li>2.1 Participate in <i>networks and associations</i> to maintain high standards of professional practice.</li><li>2.2 Use <i>network strategies</i> to establish and maintain relationships that enhance own professional practice.</li><li>2.3 Maintain dialogue with networks to maximise industry contacts and ensure currency/credibility of industry knowledge.</li><li>2.4 Communicate benefits of network participation with relevant personnel.</li></ul>  |
| <b>3 Enhance professional practice.</b>           | <ul style="list-style-type: none"><li>3.1 Seek feedback from relevant personnel to identify professional development opportunities.</li><li>3.2 Participate in professional development activities to improve work performance and ensure currency of industry knowledge.</li><li>3.3 Use industry affiliations and strategic alliances to support and maintain professional practice.</li></ul>  |

**ELEMENT**                      **PERFORMANCE CRITERIA****Required Skills and Knowledge****Required Skills and knowledge**

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

**Required skills:**

- communication skills sufficient to:
  - obtain and interpret information to ensure currency of work practice
  - share industry information with colleagues and peers
  - work effectively in a team and acknowledge cultural protocols
- learning skills sufficient to:
  - identify opportunities to maintain and enhance industry knowledge
  - identify own knowledge and information needs
  - seek feedback/integrate constructive advice into own professional practice
- literacy skills sufficient to read and understand industry information/terminology
- numeracy skills sufficient to interpret relevant technical data
- planning and organising skills sufficient to monitor own work and introduce strategies to improve performance
- technology skills sufficient to access/download industry information.

**Required knowledge:**

- detailed understanding of the following areas and how they apply to day-to-day work activities (in relation to the particular creative arts industry sector in which knowledge is being assessed):
  - industry structure and operation
  - employment obligations and opportunities
  - laws and regulations
  - trends and emerging technologies
- broad knowledge of key creative arts industry terminology
- copyright, moral rights, intellectual property and legislation and their impact on the creative arts industry
- etiquette and ethics as they apply to the creative arts industry
- impact of convergence in the creative arts industry
- nature, role and functions of unions and employer associations, including rights

## Required Skills and knowledge

and responsibilities of employers and employees

- occupational health and safety requirements relevant to particular work contexts
- sources of information on the creative arts industry and ways of maintaining current industry knowledge.

## 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**

Evidence of the following is essential:

- ability to research, analyse, critique and apply industry information
- ability to maintain effective industry networks
- ability to enhance professional practice.

This unit applies to a range of creative arts industry sectors. The focus of assessment will therefore depend on the industry sector involved. Assessment must be customised to meet the needs of the particular industry sector in which performance is being assessed. Assessment should only address those variable circumstances, listed in the range statement, which apply to the chosen context.

#### **Context of and specific resources for assessment**

Assessment must ensure:

- access to a range of relevant and current creative arts industry information materials
- access to an appropriate environment to enhance professional practice
- access to appropriate technology to research and apply creative arts industry information
- access to relevant creative arts industry networks (including opportunity for collaboration)
- access to appropriate learning and assessment

## EVIDENCE GUIDE

support when required

- the use of culturally appropriate processes, and techniques appropriate to the oracy, language and literacy capacity of the assessee and the work being performed.

## Method of assessment

A range of assessment methods should be used to assess practical skills and knowledge. The following examples are appropriate for this unit:

- direct questioning combined with review of portfolios of evidence and third party workplace reports of on-the-job performance by candidate
- case studies to assess candidate's ability to research industry information and apply knowledge to different contexts and situations
- direct observation of candidate analysing, critiquing and sharing industry information
- problem solving activities to assess candidate's critical thinking skills
- oral or written questioning to assess knowledge of technical/context issues that impact professional practice in a given industry context.

Holistic assessment with other units relevant to the industry sector, workplace and job role is recommended. It should be noted that this unit underpins effective performance in all creative arts industry work practices, and as such could be assessed in conjunction with other operational and technical units at an equivalent level.

## 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.

***Structure and operation*** may include:

- economic, historical and social significance of the creative arts industry
- creative arts industry sectors and their products, services, revenue flow and interrelationships
- local, regional, national and international creative arts enterprises
- major industry bodies and associations
- markets and distribution channels for products and services
- prominent creative arts practitioners and practices
- relationship with other industries
- working arrangements within the industry.

***Creative arts industries*** may include:

- entertainment
- film, television, radio and interactive digital media
- museums and library services
- music
- visual arts craft and design.

***Appropriate sources*** may include:

- attending creative arts industry events (community activities, conferences, conventions, exhibitions, expositions, festivals, functions, performances, trade fairs)
- electronic/print media (articles, journals, magazines, news, reviews, subscriptions)
- government publications (legislation, policy and procedures manuals)
- industrial relations publications (bulletins, letters, magazines, newsletters)
- industry publications (induction kits, information



## RANGE STATEMENT

- sheets, reference books, technical publications)
- internet
- libraries and archives (text, film, video, sound, graphic)
- lifestyle and contemporary issues magazines
- museums, galleries and studios
- peak copyright organisations
- personal observations and experience
- professional competitions and awards
- professional development activities (conferences, master classes, seminars, symposiums, training programs, workshops)
- retail/wholesale suppliers of products and services.

### *Employment obligations and opportunities* may include:

- career opportunities and career paths
- codes of conduct and codes of ethics
- employer bodies and professional associations
- employment conditions
- employment contracts and job descriptions
- industrial relations issues
- roles, responsibilities and employment rights of individuals and contracted freelance workers
- union membership.

### *Trends and emerging technologies* may include:

- advances in any type of equipment or technology used within the industry
- changing nature of the marketplace (including marketing/production of products and services)
- cultural protocols
- funding policies
- government initiatives
- historical, emerging and predicted trends
- importing and exporting issues
- industrial relations
- industry contraction and/or expansion
- insurance issues
- likely effects of new technology on current work practices and structure of the industry
- sources of technical advice and support
- taxation issues

## RANGE STATEMENT

- ways of upgrading skills to allow for the use of new technology.

*Laws and regulations* may include:

- anti-discrimination
- consumer protection
- contempt of court and parliament
- copyright, moral rights, intellectual property, licensing and royalty
- defamation
- duty of care
- environmental issues
- equal employment opportunity
- importing and exporting
- industrial relations laws and awards
- insurance
- libel
- obscenity
- occupational health and safety
- plagiarism
- privacy legislation
- racial vilification
- slander
- taxation.

*Relevant personnel* may include:

- agents
- artist managers
- colleagues/peers
- community representatives
- copyright/legal representatives
- current industry practitioners
- employee association (union) representatives
- industry association representatives
- industry managers
- mentors
- professionals from allied areas
- speakers at conferences and seminars.

*Networks and associations*

- advisory committees

**RANGE STATEMENT**

may include:

- chambers of commerce
- community organisations
- government agencies
- industry sector committees
- lobby groups
- local councils
- professional industry associations
- project specific consultative/reference groups
- specific interest or support groups
- suppliers
- unions
- work teams.

*Network strategies* may include:

- association membership
- conference participation
- distributing materials
- individual marketing
- maintaining regular contact
- seminar attendance
- society membership.

**Unit Sector(s)**

Not Applicable

**Competency field**

**Competency field**

Professional Practice - Industry Context