CUV40511 Certificate IV in Arts Administration

Release: 1

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Modification History

Version	Comments
CUV40511	This version first released with *CUV11 Visual Arts, Craft and Design Training Package version 1.0*

Description

This qualification reflects the role of people working in arts administration who possess a broad knowledge base, apply solutions to a defined range of unpredictable problems in varied contexts, and take responsibility for their own outputs. They may also take limited responsibility for the output of others.

The qualification applies in contexts such as galleries, museums, theatres, community arts centres and arts organisation more broadly. It reflects job roles, such as:

- administration coordinator
- events officer
- project coordinator
- marketing and promotions officer.

Pathways Information

Pathways into the qualification

People may enter this qualification with limited or no vocational experience and without a lower level qualification. They may already have a qualification or experience in general administration.

Pathways from the qualification

After achieving this qualification people could undertake higher level business qualifications such as those in BSB07 Business Services Training Package, or qualifications in related areas such as events management.

Licensing/Regulatory Information

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

Entry Requirements

There are no entry requirements for this qualification.

Employability Skills Summary

The following table contains a summary of the employability skills as identified by the visual arts, craft and design industries for this qualification. The employability skills facets described here are broad industry requirements that may vary depending on qualification packaging options.

Employability skill	Industry/enterprise requirements for this qualification
Communication	• exchanging information with arts professionals • establishing and maintaining industry networks • preparing and distributing promotional materials • contributing to the flow of information and ideas in the workplace • interpreting the results of surveys • negotiating resource requirements for new administration systems and procedures
Teamwork	• sharing information with colleagues • showing sensitivity to cultural and social differences when communicating with others • collaborating with colleagues and others on a range of administrative tasks • leading a team
Problem-solving	• dealing with problems that arise from diversity issues • using manuals and online help to overcome problems with database design and production • offering alternatives when product requested is not available • adjusting work practices to suit particular arts contexts and to enhance accessibility • adjusting a presentation to maintain rapport with an audience
Initiative and enterprise	• using functions of software applications to enhance the presentation of business documents • making recommendations on ways to improve accessibility within the organisation • using market research to assist with future planning • pursuing revenue opportunities that will be of most benefit to the organisation
Planning and organising	• planning, organising and prioritising work tasks and responsibilities • designing and producing business documents • developing and implementing arts administration systems and procedures

Employability skill	Industry/enterprise requirements for this qualification
	- organising meetings, including preparing papers and minutes - developing plans for and managing straightforward projects - managing a budget - researching and assessing funding opportunities
Self-management	- following workplace procedures, particularly in relation to OHS - maintaining personal presentation standards - acting within the scope of own job role - completing work within given timelines - evaluating one's own presentations to inform subsequent presentations - pursuing revenue opportunities that are in line with the organisation's overall vision and direction
Learning	- providing mentoring and coaching support to team members on new administration systems and procedures - keeping up-to-date with industry developments - using manuals and online help to improve own skills - coaching colleagues - identifying training needs in relation to diversity issues - seeking specialist assistance on market research
Technology	- using the internet as a source of information - using word processing and database applications - organising teleconferences

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Packaging Rules

Total number of units = 14
4 core units *plus*
10 elective units

The elective units consist of:

- 4 units from Group A
- 1 unit from Group B
- of the remaining 5 units:
    - up to 5 may be from Group A and/or Group B
    - up to 5 may be from Certificate III or above in any currently endorsed Training Package
    - up to 2 may be from a Certificate II in any currently endorsed Training Package
    - up to 2 may be from an accredited course at Certificate III, IV or Diploma.

The elective units chosen must be relevant to the work outcome and meet local industry needs.

Core units
BSBINM401A Implement workplace information system
BSBOHS407A Monitor a safe workplace
BSBWOR402A Promote team effectiveness
CUVIND401A Communicate effectively with arts professionals

Elective units
Group A
Communication
BSBCMM401A Make a presentation
BSBWOR401A Establish effective workplace relationships
Community involvement
CHCCD401D Support community participation
CHCCD413D Work within specific communities
CHCCD420A Work to empower Aboriginal and/or Torres Strait Islander communities
CULLB510C Develop and maintain community/stakeholder relationships
AHCCCF405A Develop community networks
Creative thinking
BSBCRT301A Develop and extend critical and creative thinking skills
BSBCRT401A Articulate, present and debate ideas
BSBCRT402A Collaborate in a creative process
General administration
BSBADM405B Organise meetings
BSBRKG403B Set up a business or records system for a small business
CUVPRP406A Plan work space
Financial administration
CUVFIM401A Obtain revenue to support operations
CUEFIN02C Manage a budget

Information technology
BSBEBU401A Review and maintain a website
BSBITU401A Design and develop complex text documents
BSBITU402A Develop and use complex spreadsheets
BSBITU404A Produce complex desktop published documents
ICAWEB302A Build simple websites using commercial programs
ICAWEB403A Transfer content to a website using commercial packages
ICAWEB404A Maintain website performance
SITXICT001A Build and launch a website for a small business
Information management and research
BSBRES401A Analyse and present research information
CUFRES401A Conduct research
Innovation
BSBINN301A Promote innovation in a team environment
Learning and development
BSBLED401A Develop teams and individuals
Management
BSBMGT402A Implement operational plan
BSBMGT403A Implement continuous improvement
Marketing
BSBMKG401B Profile the market
BSBMKG402B Analyse consumer behaviour for specific markets
BSBMKG408B Conduct market research
BSBMKG413A Promote products and services
BSBMKG414B Undertake marketing activities
BSBMKG415A Research international markets
BSBMKG416A Market goods and services internationally
CUEMAR02C Undertake market research
CUEMAR03C Undertake marketing activities
Public relations
BSBPUB401A Develop and apply knowledge of public relations industry
BSBPUB402A Develop public relations campaigns
BSBPUB403A Develop public relations documents
Sustainability
BSBSUS301A Implement and monitor environmentally sustainable work practices
Workplace effectiveness
BSBWOR404B Develop work priorities
Writing
BSBWRT401A Write complex documents
BSBWRT501A Write persuasive copy

Group B
Copyright and IP
BSBIPR401A Use and respect copyright
CUFCMP301A Implement copyright arrangements
Entertainment and events
CUAPPM401A Contribute to the organisation of productions
CUETEM03C Establish and manage production requirements and resources

CUSADM301A Administer operations for rehearsals and performances
CUSEVT301A Book performance venues
CUSMKG301A Assist with the promotion of creative acts
SITTGDE006A Prepare and present tour commentaries or activities
SITXEVT001B Develop and update event industry knowledge
SITXEVT002B Provide event staging support
SITXEVT003B Process and monitor event registrations
SITXEVT004B Coordinate on-site event registrations
SITXEVT005B Organise in-house events or functions
Information technology
BSBITU302B Create electronic presentations
BSBITU309A Produce desktop published documents
Museums and libraries
CULMS004B Integrate knowledge of education and learning into museum activities
CULMS005B Research and generate ideas for exhibition concepts
CULMS406C Deliver information, activities and events
CULMS506C Plan and develop activities, events and programs

Selecting electives for different outcomes
The following examples are designed to assist in the selection of appropriate electives for
particular outcomes at this level, but are in no way prescriptive.

Event promotions officer
Core units plus:

- BSBADM405B Organise meetings
- BSBCMM401A Make a presentation
- BSBEBU401A Review and maintain a website
- BSBITU302A Create electronic presentations
- BSBITU309A Produce desktop published documents
- BSBPMG510A Manage projects
- BSBPUB401A Develop and apply knowledge of public relations industry
- CUEMAR03C Undertake marketing activities
- SITXEVT002A Provide event staging support
- SITXEVT005A Organise in-house events or functions

Marketing and promotions officer
Core units plus:

- BSBADM405B Organise meetings
- BSBEBU401A Review and maintain a website
- BSBITU302A Create electronic presentations
- BSBITU309A Produce desktop published documents
- BSBPMG510A Manage projects
- BSBPUB401A Develop and apply knowledge of public relations industry
- CUEFIN02C Manage a budget
- CUEIND03B Integrate accessibility principles into work practices
- CUEMAR02C Undertake market research
- CUEMAR03C Undertake marketing activities

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