# CUVIND501B Maintain and apply creative arts industry knowledge

Release: 1

## CUVIND501B Maintain and apply creative arts industry knowledge

## Modification History

| Version | Comments |
|---------|----------|
| CUVIND501B | This version first released with *CUV11 Visual Arts, Craft and Design Training Package version 1.0* |

## 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.

## 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. Basic and intermediate applications of creative arts industry knowledge are addressed in the unit CUFIND201A Develop and apply creative arts industry knowledge

## 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

This unit contains employability skills.

## Elements and Performance Criteria Pre-Content

| Element | Performance Criteria |
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| *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

| 1. Research and apply industry information | 1.1 Research the *structure and operation* of the *creative arts industries* using *appropriate sources* |
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| | 1.2 Research *employment obligations and opportunities* within the creative arts industries using appropriate sources |
| | 1.3 Monitor *trends and emerging technologies* within the creative arts industries using appropriate sources |
| | 1.4 Research *laws and regulations* affecting the creative arts industries using appropriate sources |
| | 1.5 Analyse, critique and share industry information with *relevant personnel* to assist own decision making and contingency planning |
| | 1.5 Evaluate currency and credibility of information sources and ensure research scope is sufficiently broad |
| | 1.6 Maintain accurate and comprehensive details of information sources |
| 2. Maintain effective industry networks | 2.1 Participate in *networks and associations* to maintain high standards of professional practice |
| | 2.2 Use *network strategies* to establish and maintain relationships that enhance own professional practice |
| | 2.3 Maintain dialogue with networks to maximise industry contacts and ensure currency and credibility of industry knowledge |
| | 2.4 Communicate benefits of network participation to relevant personnel |
| 3. Enhance professional practice | 3.1 Seek feedback from relevant personnel to identify professional development opportunities |
| | 3.2 Participate in professional development activities to improve work performance and ensure currency of industry knowledge |
| | 3.3 Use industry affiliations and strategic alliances to support and maintain professional practice |

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# Required Skills and Knowledge

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

## Required skills

- communication skills 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 to:
  - identify opportunities to maintain and enhance industry knowledge
  - identify own knowledge and information needs
  - seek feedback and integrate constructive advice into own professional practice
- literacy skills to read and understand industry information and terminology
- numeracy skills to interpret relevant technical data
- planning and organising skills to monitor own work and introduce strategies to improve performance
- technology skills to access and download industry information.

## Required knowledge

- 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
- key creative arts industry terminology
- copyright, moral rights, intellectual property and legislation and their impact on the creative arts industry
- protocols and ethics as they apply to the creative arts industry
- impact of technological convergence in the creative arts industry
- nature, role and functions of unions and employer associations, including rights and responsibilities of employers and employees
- OHS requirements relevant to particular work contexts
- sources of information on the creative arts industry and ways of maintaining current industry knowledge.

# 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 | |
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| **Critical aspects for assessment and evidence required to demonstrate competency in this unit** | Evidence of the ability to:<br><br>• research, analyse, critique and apply industry information<br>• maintain effective industry networks<br>• enhance professional practice. |
| **Context of and specific resources for assessment** | Assessment must ensure:<br><br>• access to:<br>   • a range of relevant and current creative arts industry information materials<br>   • an appropriate environment to enhance professional practice<br>   • appropriate technology to research and apply creative arts industry information<br>   • relevant creative arts industry networks, including opportunity for collaboration<br>   • appropriate learning and assessment support when required<br>• the use of culturally appropriate processes, and techniques appropriate to the oracy, language and literacy capacity of the candidate 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:<br><br>• case studies to assess candidate's ability to research industry information and apply knowledge to different contexts and situations<br>• direct observation of candidate analysing, critiquing and sharing industry information<br>• problem-solving activities to assess candidate's critical thinking skills<br>• review of third-party reports from experienced practitioners<br>• oral or written questioning to assess knowledge of technical or context issues that impact on professional practice in a given industry context.<br><br>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). |
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| **Guidance information for assessment** | 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

*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.*

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| ***Structure and operation*** may include: | • economic, historical and social significance of the creative arts industry<br>• creative arts industry sectors and their products, services, revenue flow and interrelationships<br>• local, regional, national and international creative arts enterprises<br>• major industry bodies and associations<br>• markets and distribution channels for products and services<br>• prominent creative arts practitioners and practices<br>• relationship with other industries<br>• working arrangements within the industry. |
| ***Creative arts industries*** may include: | • entertainment<br>• film, television, radio and interactive digital media<br>• museums and library services<br>• music<br>• visual arts, craft and design. |
| ***Appropriate sources*** may include: | • attending creative arts industry events, such as community activities, conferences, conventions, exhibitions, expositions, festivals, functions, performances and trade fairs<br>• electronic and print media, including articles, journals, magazines, news, reviews and subscriptions<br>• government publications, including legislation, policy and procedures manuals<br>• industrial relations publications, including bulletins, letters, magazines and newsletters<br>• industry publications, including induction kits, information sheets, reference books and technical publications<br>• internet<br>• libraries and archives (text, film, video, sound and graphic)<br>• lifestyle and contemporary issues magazines<br>• museums, galleries and studios<br>• peak copyright organisations<br>• personal observations and experience<br>• professional competitions and awards |

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| | • professional development activities, such as conferences, master classes, seminars, symposiums, training programs and workshops<br>• retail or wholesale suppliers of products and services. |
| *Employment obligations and opportunities* may include: | • career opportunities and career paths<br>• codes of conduct and codes of ethics<br>• employer bodies and professional associations<br>• employment conditions<br>• employment contracts and job descriptions<br>• industrial relations issues<br>• roles, responsibilities and employment rights of individuals and contracted freelance workers<br>• union membership. |
| *Trends and emerging technologies* may include: | • advances in any type of equipment or technology used within the industry<br>• changing nature of the marketplace, including marketing and production of products and services<br>• cultural protocols<br>• funding policies<br>• government initiatives<br>• historical, emerging and predicted trends<br>• importing and exporting issues<br>• industrial relations<br>• industry contraction and expansion<br>• insurance issues<br>• likely effects of new technology on current work practices and structure of the industry<br>• sources of technical advice and support<br>• taxation issues<br>• ways of upgrading skills to allow for the use of new technology. |
| *Laws and regulations* may include: | • anti-discrimination<br>• consumer protection<br>• contempt of court and parliament<br>• copyright, moral rights, intellectual property, licensing and royalty<br>• defamation<br>• duty of care<br>• environmental issues<br>• equal employment opportunity<br>• importing and exporting<br>• industrial relations laws and awards |

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| | • insurance<br>• libel<br>• obscenity<br>• OHS<br>• plagiarism<br>• privacy legislation<br>• racial vilification<br>• slander<br>• taxation. |
| **Relevant personnel** may include: | • agents<br>• artist managers<br>• colleagues and peers<br>• community representatives<br>• copyright and legal representatives<br>• current industry practitioners<br>• employee association (union) representatives<br>• industry association representatives<br>• industry managers<br>• mentors<br>• professionals from allied areas<br>• speakers at conferences and seminars. |
| **Networks and associations** may include: | • advisory committees<br>• chambers of commerce<br>• community organisations<br>• government agencies<br>• industry sector committees<br>• lobby groups<br>• local councils<br>• professional industry associations<br>• project-specific consultative and reference groups<br>• specific interest or support groups<br>• suppliers<br>• unions<br>• work teams. |
| **Network strategies** may include: | • association and society membership<br>• attending seminars<br>• distributing materials<br>• individual marketing<br>• maintaining regular contact<br>• participating in conferences. |

# Unit Sector(s)

Industry capability – industry context