



Australian Government

Assessment Requirements for SITEEVT011 Research event industry trends and practice

Release: 1

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Modification History

Not applicable.

Performance Evidence

Evidence of the ability to complete tasks outlined in elements and performance criteria of this unit in the context of the job role, and:

- document and evaluate current trends in event ideas, concepts and management practices in the following areas:
 - event operations
 - risk management
 - sustainability
 - technology
 - best practice in event management
- analyse above research findings to inform professional practice by:
 - identifying ways to adapt current practice
 - developing new approaches to work
 - developing awareness of new operational innovations.

Knowledge Evidence

Demonstrated knowledge required to complete the tasks outlined in elements and performance criteria of this unit:

- research methodologies and strategies:
 - collaboration or engagement with others:
 - academics
 - industry groups
 - mentors
 - professional practitioners
 - desk research
 - formal study
- sources of events industry references and broader references that inform emerging and innovative practice in event management and operations
- current and emerging events industry trends across areas of event planning and management:
 - concept development
 - marketing

- funding and financial models
- operations
- regulation
- sustainability
- International Organization for Standardization (ISO) 20121 Event Sustainability Management Systems
- evaluation
- risk management and health and safety
- evolution of the events industry, globally and within Australia
- events industry networks and professional development opportunities
- techniques and methods to generate new ideas and develop innovative approaches to work.

Assessment Conditions

Skills must be demonstrated in an operational events business or activity where research of event trends and practice is required. This can be:

- an industry workplace
- a simulated industry environment.

Assessment must ensure access to:

- a current and varied range of general and specialised information sources
- communication technology and information programs used to source industry information
- industry professionals with whom the individual can collaborate.

Assessors must satisfy the Standards for Registered Training Organisations' requirements for assessors; and:

- have worked in industry for at least three years where they have applied the skills and knowledge of this unit of competency.

Links

Companion Volume implementation guides are found in VETNet -

<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=68c40a93-e51d-4e0f-bc06-899dff092694>