Australian Government

Department of Education, Employment and Workplace Relations

SITXEVT001A Develop and update event industry knowledge

Release: 1

INDUSTRY
SKILLS
COUNCILS
Creating Australia's Future

SITXEVT001A Develop and update event industry knowledge

Modification History

Not applicable.

Unit Descriptor

This unit describes the performance outcomes, skills and knowledge required to develop and update general knowledge of the events industry, including industry structure, legal issues and current technology. This knowledge underpins effective performance in all meeting and event organisation and management roles.
No licensing, legislative, regulatory or certification requirements apply to this unit at the time of endorsement.

Application of the Unit

This unit applies to individuals working in any industry context, as event organisation and management takes place across the full spectrum of business and community activity. It has particular relevance in the cultural, community hospitality, sporting and tourism sectors.
By its nature, the unit acknowledges the concept of an events industry and the need for individuals who participate in the event management process to be able to source, develop and apply current and emerging information about the industry. The unit is relevant to those individuals working in an event support and management role. More specialised and advanced event research and management knowledge is found in other units.

Licensing/Regulatory Information

Refer to Unit Descriptor

Pre-Requisites

Nil

Employability Skills Information

The required outcomes described in this unit of competency contain applicable facets of employability skills. The Employability Skills Summary of the qualification in which this unit is packaged will assist in identifying employability skills requirements.

Elements and Performance Criteria Pre-Content

Elements describe the essential outcomes of a unit of competency.

Performance criteria describe the required performance needed to demonstrate achievement of the element. Where **bold italicised** text is used, further information is detailed in the required skills and knowledge and/or the range statement. Assessment of performance is to be consistent with the evidence guide.

Elements and Performance Criteria

Elements and Performance Criteria

Element		Performance Criteria	
1	Source and apply general information on the structure and operation of the event industry.	1.1	Correctly identify **sources of information** about the **event industry**, including sources providing information relating to industry structure, different event types and staging elements, event protocols, major industry bodies or associations, impacts of events on local economies and career opportunities.
		1.2	Enhance the quality of work performance through **effective application of industry knowledge**.
2	Source and apply information on ethical and legal issues for the event industry.	2.1	Obtain information on ethical and **legal issues** to assist effective work performance.
		2.2	Conduct day-to-day event organisation activities according to legal obligations and **ethical industry practices**.
3	Source and apply information on event industry technology.	3.1	Source and access information on current and emerging **technologies that impact on the event organisation process**.
		3.2	Identify the potential effects of different technologies on the event organisation process.
		3.3	Apply knowledge of current and emerging technology in day-to-day work activities.
4	Update event industry knowledge.	4.1	Identify and use a range of **opportunities to update knowledge** of the event industry.
		4.2	Monitor current issues of concern to the industry.
		4.3	Share appropriate knowledge with clients and colleagues, and incorporate into day-to-day work activities.

Required Skills and Knowledge

This section describes the essential skills and knowledge and their level, required for this unit.

The following skills must be assessed as part of this unit:

research skills to source information on general industry issues within a defined range

literacy skills to interpret a wide variety of information sources.

The following knowledge must be assessed as part of this unit:

main types of events listed in range statement, including the following for different event types:

objectives and roles

scope

nature of audience

marketing and distribution channels

key stakeholders

key elements of staging an event

structure and function of the event industry, including:

concept of an event industry and how it relates to a range of business and community activity

businesses and organisations involved in the industry

key motivations for hosting events

general nature of allied and crossover industries, including:

cultural

exhibition

hospitality

meetings, incentives, conferences and events

sporting and tourism

role and impact of events on local economies

legal and ethical issues that impact on event management, including overview of relevant legislation

current and emerging technology for different aspects of the event management process (at overview level only).

Evidence Guide

The evidence guide provides advice on assessment and must be read in conjunction with the performance criteria, required skills and knowledge, the range statement and the Assessment Guidelines for this Training Package.

Critical aspects for assessment and evidence required to demonstrate competency in this unit	Evidence of the following is essential: understanding of the ways in which industry knowledge can be applied to work activities to maximise effective performance general knowledge of the event industry application of knowledge in specific event organisational contexts.
Context of and specific resources for assessment	Assessment must ensure access to and use of current sources of event industry information.

Methods of assessment	A range of assessment methods should be used to assess practical skills and knowledge. The following examples are appropriate for this unit:
	case studies and problem-solving to assess application of knowledge in different event organisation situations and contexts
	questions to assess knowledge of different aspects of the events industry as detailed in the evidence guide
	review of portfolios of evidence and third-party workplace reports of on-the-job performance by the candidate.
	Holistic assessment with other units relevant to the industry sector, workplace and job role is recommended.
Assessing employability skills	Employability skills are integral to effective performance in the workplace and are broadly consistent across industry sectors. How these skills are applied varies between occupations and qualifications due to the different work functions and contexts. Employability skills embedded in this unit should be assessed holistically with other relevant units that make up the skill set or qualification and in the context of the job role.

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 in the performance criteria is detailed below.

Sources of information may include:	industry journals
	industry associations
	internet
	colleagues.
Event industry relates to any type of event, including:	conference
	symposium
	exhibition
	festival
	promotion
	show
	sporting event
	parade
	cultural celebration
	trade and consumer show
	social event
	private and public event
	corporate event
	charitable or fundraising event.

Effective application of industry knowledge may include using industry knowledge to:	access networks for obtaining information suggest new ways of doing things make key contacts to assist with work operations.
Legal issues may include:	public liability duty of care licensing risk management OHS.
Ethical industry practices may relate to:	procedures for payment of commissions bookings at venues confidentiality overbooking subcontracting pricing.
Technologies that impact on the event organisation process may relate to:	project management systems delegate registration and tracking systems computer-aided design (CAD) systems internal venue booking systems.
Opportunities to update knowledge may include:	industry seminars training courses industry association membership participation in events industry association activities informal networking with colleagues reading industry journals internet research.

Unit Sector(s)

Cross-Sector

Competency field

Event Management