



Australian Government

Department of Education, Employment and Workplace Relations

SITXEVT001B Develop and update event industry knowledge

Revision Number: 1

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Modification History

Not applicable.

Unit Descriptor

Unit descriptor

This unit describes the performance outcomes, skills and knowledge required to develop and update current and emerging information on the event industry, including industry structure, current technology and key environmental, community, legal and ethical issues that must be considered and applied by event industry personnel in their day-to-day work. The unit focuses on the ability to source and comprehend general event industry information and covers the initial and ongoing development of a person's required knowledge base. This information underpins effective performance in the events industry. More specialised and advanced event research and management knowledge is found in other units.

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 describes a key function for all people working in the event industry who require an essential and broad knowledge of the event industry to support all work activities. This unit applies to individuals working within any industry context and for any event organisation type, 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 is relevant to those individuals working in any meeting and event operational and management role.

Licensing/Regulatory Information

Not applicable.

Pre-Requisites

Prerequisite units Nil

Employability Skills Information

Employability skills 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

ELEMENT	PERFORMANCE CRITERIA
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ELEMENT	PERFORMANCE CRITERIA
1 Source and apply general information on the structure and operation of the event industry.	1.1 Identify <i>sources of information</i> to understand the structure and operation of <i>the event industry</i> . 1.2 Access and comprehend specific <i>information</i> of relevance to the event industry. 1.3 Access and use knowledge of the event industry to <i>enhance the quality of work performance</i> .
2 Source and apply information on legal and ethical issues for the event industry.	2.1 Obtain information on ethical and <i>legal issues</i> to assist effective work performance. 2.2 Conduct day-to-day event organisation activities according to legal obligations and <i>ethical industry practices</i> .
3 Source and apply information on event industry technology.	3.1 Source and access information on current and emerging <i>technologies that impact on the event organisation process</i> . 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 personal and organisational knowledge of the events industry.	4.1 Identify and use a range of <i>opportunities to update knowledge</i> of the event industry. 4.2 Monitor current <i>issues of concern</i> to the industry. 4.3 Share updated information with colleagues, according to organisational procedures, and incorporate into day-to-day work activities.

Required Skills and Knowledge

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 identify, interpret and sort relevant information
- communication skills including active listening and questioning to obtain information and to provide a verbal summary of information
- literacy skills to read and comprehend the content of plain English information documents about legal issues, industry accreditation schemes and codes of conduct
- writing skills to note take, summarise and record information in basic documents such as information sheets, portfolios and files.

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

- sources of general information on the event industry
- the key characteristics of those different types of events listed in the range statement including for each specific type of event:
 - key motivations for hosting events
 - nature of audience
 - objectives
 - key stakeholders and their roles
 - scope
 - key elements of staging an event
- primary impacts of events on local economies and community lifestyle
- 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
 - marketing and distribution channels
- the general nature of allied and crossover industries including:
 - cultural
 - exhibition
 - tourism
 - hospitality
 - sports
 - incentives
 - conferences

REQUIRED SKILLS AND KNOWLEDGE

- the existence and primary functions of the major cross-industry and sector-specific industry associations especially those with which the business has a relationship
- the existence and primary functions of trade unions in the industry
- the existence and key characteristics of occupational licensing, codes of conduct or ethics and industry accreditation schemes in the event industry, the impacts of compliance and non-compliance and the roles and responsibilities of individual staff members in these quality assurance processes
- the existence and basic aspects of state, territory and local council laws that impact on event operations and actions that must be adhered to by event businesses, in particular laws that cover:
 - equal employment opportunity (EEO)
 - anti-discrimination
 - occupational health and safety and workers' compensation
 - workplace relations
 - legal liability and duty of care of customers
 - environmental protection (this would include requirements that must be met by event businesses when staging events)
 - local community protection (this would include land ownership, management and access requirements that must be met by event businesses when staging events)
 - consumer protection (this would include refund requirements that must be met by event management businesses, terms and conditions of quotations and cancellation fees)
 - responsible service of alcohol
 - food safety
- current and emerging technology used in the event industry, including e-business

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, the range statement and the Assessment Guidelines for this Training Package.

EVIDENCE GUIDE

Critical aspects for assessment and evidence required to demonstrate competency in this unit

Evidence of the following is essential:

- ability to source initial and updated event industry information and apply this to day-to-day activities to maximise effective performance in specific event organisational contexts
- general knowledge of the event industry, including main roles, functions and interrelationships of different event businesses, with a more detailed knowledge of issues that relate to a specific event or workplace
- general knowledge of the key environmental, community, legal and ethical issues for the event industry.

Context of and specific resources for assessment

Assessment must ensure:

- access to a fully equipped office environment using appropriate computers, printers, communication technology, information programs and publications to facilitate the processes involved in sourcing industry information
- access to information sources in order to conduct research and collect sufficient information
- access to industry association membership information, codes of conduct and accreditation information
- access to plain English documents that describe key event and general workplace legislation.

EVIDENCE GUIDE

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:

- projects to research differing aspects of the events industry and delivery of the sourced information in a brief written or oral presentation
- holistic event planning project activities that allow the candidate to demonstrate the application of knowledge to specific event industry contexts and situations
- case studies and problem-solving exercises to assess application of knowledge to different situations and contexts
- written and oral questioning or interview to test knowledge of different businesses within the event industry and their interrelationships, the key content of legislation and industry codes of conduct
- 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, for example:

- SITXADM002A Source and present information
- SITXCOM004A Communicate on the telephone.

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

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 on and *opportunities to update knowledge* may include:

- formal and informal research
- media
- reference books
- legislation or plain English publications describing the law and responsibilities to comply
- libraries
- unions
- industry associations and organisations
- industry journals
- computer data, including internet
- personal observations and experience
- informal discussions and networking with colleagues
- industry seminars
- training courses
- familiarisation tours of event destinations and facilities
- participation or membership in professional industry associations
- participation in industry accreditation schemes
- use of industry codes of conduct or ethics.

RANGE STATEMENT

Event industry relates to any type of event and information must be sourced for and applied to:

- 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.

RANGE STATEMENT

Information of relevance to the ***event industry must include:***

- economic and social significance of the event industry which may relate to:
 - employment
 - effect on local amenities and facilities
 - population change due to event facility development
 - community role in events
- role of and impacts on local communities
- different event markets and their relevance to industry sectors
- relationships between the event and other industries, including:
 - tourism
 - hospitality
 - entertainment
 - arts
 - sports
 - agriculture
 - conservation
 - retail
- different sectors and businesses within the industry, their interrelationships and the services available in each sector
- different event types and staging elements
- major event industry bodies and associations
- environmental issues for events, including:
 - protection of natural and cultural integrity
 - minimal impact operations
 - environmental sustainability
 - waste management
 - energy-efficient operations
 - land ownership
 - land access and usage
- industrial relations
- specific features of the local and regional industry
- career opportunities within the industry
- roles and responsibilities of individual staff members in a successful events business, including ethical practices and quality assurance

RANGE STATEMENT

Enhancing the quality of work performance may involve:

- making contacts with networks for obtaining key information to develop, deliver and improve events
- suggesting new and improved ways of doing things
- performing work duties within legal, ethical and social guidelines to ensure smooth operation of events
- improving skills, knowledge and productivity by accessing and attending industry professional development courses or activities.

Legal issues may include:

- consumer protection
- EEO
- anti-discrimination
- workplace relations
- public liability and duty of care
- licensing
- land ownership, management and access
- environmental management
- risk management
- OHS.

RANGE STATEMENT

Ethical industry practices may relate to:

- maintaining the rights and lifestyle conditions of local community residents
- agreed compliance with codes of conduct, practice or ethics
- truth and honesty regarding all information given to customers
- product recommendations
- declaration of commissions, fees and other charges
- subcontracting and provision of services as promoted
- pricing
- procedures for payment of commissions
- bookings at venues
- overbooking
- confidentiality of customer information
- tipping
- familiarisations
- gifts and services free of charge
- preferred product arrangements.

Technologies that impact on the event organisation process may relate to:

- current and emerging industry technology, including e-business.
- internal and industry wide delegate registration, reservation, operations and financial and tracking systems
- project management systems
- computer-aided design (CAD) systems.

Issues of concern to the industry may relate to:

- maintaining organisational and industry profitability by productivity and pricing flexibility
- industry initiatives
- government initiatives
- emerging markets
- environmental and social issues
- labour issues
- industry expansion or retraction.

Unit Sector(s)

Sector Cross-Sector

Competency field

Competency field Event Management