



Australian Government

Department of Education, Employment and Workplace Relations

SITXEVT007B Determine event feasibility

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 assess the viability of a proposed complex event comprising multiple components, and to develop recommendations and models for its future planning and operation.

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 applies to individuals managing events in any industry context. It is particularly relevant to the cultural, community, hospitality, sporting and tourism sectors.

A complex event comprising multiple components must involve:

- need for a comprehensive and multifaceted event plan
- need for a formal internal or external communications strategy
- dedicated and diverse event budget
- multiple administrative and operational components
- a wide range of stakeholders
- an event operations team.

The unit focuses on research, analysis and communication of information, ideas and concepts at a complex level, as well as the evaluation and extension of one's own professional development needs. It is therefore relevant to individuals who analyse, design and execute judgements in technical, conceptual or managerial areas.

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
1 Analyse event context and rationale.	<p>1.1 Confirm overall event rationale and goals through consultation with <i>key stakeholders</i> and evaluation of initial <i>event concept information</i>.</p> <p>1.2 Determine and assess the <i>place of the proposed event</i> in relation to other events, the industry and community context, and the wider marketplace.</p> <p>1.3 Assess and determine the marketability of the proposed event through research and consultation.</p> <p>1.4 Evaluate the <i>internal and external factors</i> that impact on the viability of the proposed event.</p>
2 Assess resource requirements and opportunities.	<p>2.1 Develop complete and realistic estimates of <i>primary event costs</i> based on thorough breakdown of all event components.</p> <p>2.2 Identify <i>potential sources of revenue and other resources</i> and develop realistic estimates.</p>

ELEMENT	PERFORMANCE CRITERIA
	2.3 Test and explore different resource scenarios with a range of possible event models.
3 Evaluate planning and operational requirements.	3.1 Analyse overall event <i>planning and management requirements</i> . 3.2 Evaluate <i>specific operational requirements for each event component</i> . 3.3 Identify all key <i>regulatory requirements</i> and their impact on event management and operations. 3.4 Consider negative environmental impacts and minimal impact practices to reduce these.
4 Develop recommendations and models.	4.1 Develop positions and recommendations based on the outcomes of analysis. 4.2 Develop specific planning, management and operational recommendations for the overall event and key event components. 4.3 Clearly articulate contingency planning requirements. 4.4 Present accurate and complete income and expenditure estimates to inform future decision making. 4.5 Offer different <i>models and options</i> , including clear details of the benefits and risks of suggested models. 4.6 Present <i>key stakeholders</i> with feasibility outcomes in appropriate format.

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:

- analytical skills to interrogate and evaluate complex information and to develop positions and recommendations as a result of analysis
- planning and organisational skills to provide recommendations for cohesive event planning and management
- communication skills to consult and liaise with a wide range of stakeholders on strategic event management proposals and issues
- literacy skills to analyse and develop complex information and documentation
- numeracy skills to estimate costs and develop different budgetary scenarios and models.

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

- event industry operations at an in-depth level, including features and formats or a wide range of event types
- internal and external factors that impact on event feasibility and affect its management and operation
- resource requirements for the overall planning and management of complex events, and for specific event components
- sources of potential revenue for different types of event
- sources of event industry references, and broader references that may inform emerging and innovative practice in event management and operations
- current and emerging event industry trends across all areas of planning, management and operations
- risk management issues of particular relevance to events
- options for the presentation of feasibility analysis results
- the environmental impacts of resource, water and energy use at event sites and minimal impact practices to reduce these
- correct and environmentally sound disposal methods for all types of waste and in particular for hazardous substances.

Evidence Guide

EVIDENCE GUIDE

The evidence guide provides advice on assessment and must be read in conjunction with the

EVIDENCE GUIDE

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:

- ability to critically evaluate a wide range of complex information and to develop substantiated positions and recommendations to inform event planning and management at both a strategic and operational level
- in-depth conceptual, technical and management knowledge of the event industry
- demonstration of skills through the completion and presentation of a detailed feasibility analysis for at least one complex event concept.

Context of and specific resources for assessment

Assessment must ensure:

- use of a real event concept on which to base the feasibility analysis
- use of current industry data and information sources to inform the feasibility analysis.

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:

- evaluation of feasibility studies prepared by the candidate
- oral or written questioning to assess depth and complexity of candidate's event industry knowledge
- 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.

EVIDENCE GUIDE

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.

Key stakeholders may include:

- organising committees
- potential sponsors
- host organisation
- industry bodies
- community groups.

RANGE STATEMENT

- Event concept information*** may relate to:
- overall format
 - proposed location or venue
 - dates and times
 - duration
 - objectives
 - possible management structures
 - overall management practice.
- Place of the proposed event*** may relate to:
- relationship with other similar events
 - competing events
 - supplementary events
 - events with similar formats
 - events with similar objectives
 - wider industry directions
 - philosophy of host organisation
 - previous events or past practice.
- Internal and external factors*** may include:
- management structures
 - organisation objectives
 - resource constraints
 - industry context
 - competitor activity
 - social, political or economic factors.
- Primary event costs*** may include:
- venue
 - catering
 - equipment
 - transport
 - security
 - staffing requirements
 - collateral materials
 - marketing costs.

RANGE STATEMENT

Potential sources of revenue and other resources may include:

- industry bodies
- government funding
- grants
- sponsors
- participating organisations
- community organisations
- general public.

Planning and management requirements may include:

- overall management structures, roles and responsibilities
- seed funding
- human resources
- administration structures and facilities
- technology
- consideration of negative environmental impacts and minimal impact practices for the event and particular site.

Specific operational requirements for each event component may relate to:

- paid and voluntary staff requirements
- specialist assistance
- staging requirements, including:
 - catering
 - technical equipment
 - security
 - infrastructure
 - transport
- minimal impact practices for the construction, maintenance and disposal of event staging components.

Regulatory requirements may relate to:

- safety
- licensing
- environmental sustainability
- insurance.

Unit Sector(s)

Sector

Cross-Sector

Competency field

Competency field

Event Management