



Australian Government

Department of Education, Employment and Workplace Relations

SITX EVT012A Select event venues and sites

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 undertake the venue or site selection process for a complex event comprising multiple components.

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 the overall venue or site selection process for any type of event. It may be relevant in any industry context, but has particular application in 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.

Selection of an appropriate venue or site for a complex event requires the application of significant analytical and research skills as well as sound knowledge of venue or site issues that impact on different types of events. Individuals working autonomously with limited guidance from others undertake this role. This may include senior event coordinators or event managers.

Licensing/Regulatory Information

Not applicable.

Pre-Requisites

Prerequisite units Nil

Employability Skills Information

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| 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. |
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Elements and Performance Criteria Pre-Content

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| Elements describe the essential outcomes of a unit of competency. | Performance criteria describe the required performance needed to demonstrate achievement of the element. Where <i>bold italicised</i> 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. |
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Elements and Performance Criteria

| ELEMENT | PERFORMANCE CRITERIA |
|---------------------------------------|--|
| 1 Analyse venue or site requirements. | <ul style="list-style-type: none">1.1 Analyse <i>overall venue or site requirements</i> based on detailed review of all aspects of the proposed event.1.2 Develop accurate and complete <i>venue or site specifications</i> to facilitate the research process.1.3 Integrate the needs of all <i>stakeholders</i>, including those with disabilities, into venue or site specifications. |
| 2 Source event venues and sites. | <ul style="list-style-type: none">2.1 Research potential venues and sites using appropriate <i>information sources</i> and <i>research methods</i>.2.2 Assess the <i>suitability of venues and sites</i> based on comparison of services offered with event specifications.2.3 Evaluate venue and site capacity to deliver <i>a range of quality outcomes</i> through broader investigation and negotiation and liaison with venue and site personnel. |

ELEMENT**PERFORMANCE CRITERIA**

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|---|-------------------------------------|---|
| | 2.4 | Identify <i>risk management issues</i> associated with specific venues and sites and incorporate into broader event planning. |
| | 2.5 | Assess the need for tentative bookings and take action promptly. |
| | 2.6 | Coordinate <i>multiple site or venue selection</i> when required in a logical manner. |
| | 2.7 | Provide clear and accurate briefings on venue or site options to colleagues and key stakeholders to include recommendations and rationale and gain appropriate approvals. |
| 3 | Confirm venue or site arrangements. | |
| | 3.1 | Confirm venue or site arrangements accurately in writing when the selection process is finalised. |
| | 3.2 | Review and sign venue or site contracts within appropriate timeframes and within scope of individual responsibility. |
| | 3.3 | Integrate specific venue or site planning issues promptly into overall event management systems. |

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 source and analyse a wide range of complex information and materials
- critical thinking skills to evaluate a range of venue or site options against complex criteria and make substantiated selection
- communication skills to liaise and negotiate with event stakeholders, including venue or site personnel
- literacy skills to interpret varied and complex venue or site information and materials and to develop complex accurate event documentation
- numeracy skills to estimate and negotiate costs for a range of on-site venue-related products and services.

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

- operational requirements for different event types and their impact on the venue or site selection process.
- information sources for venue or site information for a broad range of event types
- different styles of venues and sites, the range of products and services offered and their suitability for particular event types
- venue and site options within a given locality
- presentation styles for venue or site information, typical information inclusions and how to interpret these
- features and requirements of typical venue or site contracts
- typical operational structures within different venues and sites, including relevant personnel, internal networks, organisational interrelationships and reporting structures
- risk management and environmental impact factors relevant to different types of venue or site.

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 research and select an appropriate venue or site for a complex event
- ability to develop, interpret and analyse the range of information used in venue and site selection and confirmation process
- knowledge of different venue and site options within the local area
- conduct of venue or site selection process for at least two events, one of which becomes an event managed by the candidate.

Context of and specific resources for assessment

Assessment must ensure:

- access to venues and sites relevant to different types of events
- use of current industry documentation and publications relating to venues and sites
- access to and liaison with venue personnel during the selection process
- involvement of and consultation with event stakeholders.

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:

- evaluation of the suitability of a venue or site selected by the candidate through attendance at the event
- case studies to assess ability to source and select venues and sites for different types of event
- review of documentation and specifications prepared by the candidate
- 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:

SITXEVT009A Develop event concepts.

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.

RANGE STATEMENT

Overall venue or site

requirements may relate to:

- event theme and image
- estimated numbers
- facilities and services to be provided
- budget
- audience or delegate profile and location.

Venue or site specifications

would include details related to:

- budget parameters
- availability
- staffing
- staging and capacity
- technical capacity or potential
- access and timing, such as for set-up and break-down
- location and attendees' access issues
- participant capacity
- specific facilities and services, such as catering and size of area and equipment.

Stakeholders may include:

- attendees, delegates, guests or participants
- host organisation
- contractors and suppliers
- clients
- sponsors
- emergency services
- state, territory and local government regulatory authorities.

Information sources may include:

- local or regional and state cultural, tourism and sporting organisations
- convention and visitor bureaus
- land management and protection agencies
- venue publications and directories
- destination brochures
- trade journals
- internet.

RANGE STATEMENT

- Research methods*** may include:
- using own event industry networks
 - conducting desk research
 - calling for tenders
 - inspecting venue or site.
- A range of quality outcomes*** may be affected by:
- assessment of previous experience with venue or site
 - level of cooperation shown by venue personnel
 - venue or site experience in holding similar events
 - willingness to negotiate on products, services and costs.
- Assessment of the ***suitability of venues and sites*** may involve:
- the cost of the site
 - availability of site staff and ability to fulfil event requirements
 - availability of facilities for the use of event operator personnel
 - appropriateness of staging and technical capacity
 - available access times for set-up and break-down
 - suitability of the location for easy attendee access
 - participant capacity and ability for crowds to be controlled to ensure the safety and well-being of personnel and participants at the site
 - capacity for security to manage the participants
 - quality of facilities and services
 - availability of on-site storage and maintenance areas
 - ability of site to accommodate services to manage personal comfort and any injury to attendees
 - environmental sensitivity of the site and ability to accommodate facilities to minimise environmental impacts e.g. correct waste disposal.

RANGE STATEMENT

Risk management issues may relate to:

- venue or site appeal for intended audience
- physical constraints
- safety issues
- security issues
- number of contractors to be coordinated
- access complications
- minimisation of environmental impacts on the site.

Multiple site or venue selection may relate to:

- touring a single event
- a single event requiring multiple sites
- staging of related events in multiple locations.

Unit Sector(s)

Sector

Cross-Sector

Competency field

Competency field

Event Management