



Australian Government

Department of Education, Employment and Workplace Relations

SITX EVT018B Develop a transport strategy for an event

Revision Number: 1

SITXEVT018B Develop a transport strategy for an event

Modification History

Not applicable.

Unit Descriptor

Unit descriptor

This unit describes the performance outcomes, skills and knowledge required to identify the transport needs for an event and develop an appropriate transport strategy.

Application of the Unit

Application of the unit

This unit applies to individuals organising events in any industry context. It is particularly relevant in the community, cultural, sporting and tourism sectors where event management is a key activity. This unit has particular application in the transport industry, where transport companies may be called upon to work on the development of an event transport strategy.

The unit does not cover the specialist skills required to manage and monitor large transport fleets, as these roles are undertaken by individuals working as transport specialists.

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 transport needs.	<p>1.1 Determine overall event transport needs based on analysis of <i>key event information</i>.</p> <p>1.2 Identify and assess specific transport needs of different <i>event stakeholders</i>, including those with special needs.</p> <p>1.3 Determine need for <i>specialist assistance</i> and involvement of <i>authorities</i> in the transport planning process.</p>
2 Develop strategies to meet differing transport needs.	<p>2.1 Identify and assess various <i>transport options and resources</i> in consultation with relevant suppliers.</p> <p>2.2 Assess the particular <i>transport issues and risks</i> presented by event location, geography and environmental harm to the event site.</p> <p>2.3 Analyse the legal, safety and insurance issues as they</p>

ELEMENT	PERFORMANCE CRITERIA
	<p>relate to event transport.</p> <p>2.4 Analyse and incorporate particular transport issues and risks into transport strategy development.</p> <p>2.5 Evaluate impacts of <i>broader event management constraints and issues</i> as they relate to event transport.</p> <p>2.6 Consult with and gain input from relevant event stakeholders about transport strategies at appropriate times prior to the event.</p> <p>2.7 Develop <i>evaluation criteria</i> for the transport strategy in consultation with stakeholders.</p>
3 Develop transport logistics plan.	<p>3.1 Develop and document specific <i>procedures to address transport operational requirements</i>, considering potential new and improved approaches if appropriate.</p> <p>3.2 Identify critical tasks and allocate responsibilities and timelines.</p> <p>3.3 Allocate transport resources to maximise efficient use of space, cost effectiveness and profitability.</p> <p>3.4 Integrate <i>human resource requirements</i> into the logistics plan and liaise with appropriate colleagues.</p> <p>3.5 Develop and articulate <i>contingency and critical incident procedures</i> within the logistics plan.</p> <p>3.6 Provide <i>briefings and relevant information</i> to those involved in provision of transport services and to other stakeholders.</p>
4 Evaluate transport strategies.	<p>4.1 Evaluate efficiency and effectiveness of the transport strategy based on agreed evaluation criteria.</p> <p>4.2 Ensure outcomes of evaluation are incorporated into future event preparations.</p>

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:

- planning and organisational skills to develop and manage transport logistics
- research and critical thinking skills to source and analyse information on transport options
- communication and negotiation skills to consult with stakeholders and negotiate arrangements with suppliers
- contingency management skills to address transport problems
- literacy skills to develop complex plans and documents for the management of event transport
- numeracy skills to work within event budgets and develop different scenarios for consideration.

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

- broad event management process and role of transport planning in relation to other event management functions
- types of events that require the development of dedicated transport strategies
- sources of specialist assistance for complex transport planning
- different transport alternatives for consideration in the planning process
- general operational knowledge of the various transport options, including private and public variations for air and land transport
- technology and equipment used for coordination of transport services
- legislation, regulations and industry codes that affect transport planning
- risk management issues associated with event transport
- resource requirements for a transport strategy, including financial, human and physical resources
- efficient use of combined transport options to maximise use of space and profitability for event operations
- environmental access and site impacts and minimal impact practices to be considered in coordinating suitable transport options.

Evidence Guide

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.

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

Evidence of the following is essential:

- ability to analyse transport needs for an event and develop resource and cost efficient strategies and transport logistics plans
- knowledge of the factors to be considered when developing an event transport strategy and the particular risk and contingency management issues
- demonstration of skills through the development of a transport strategy and logistics plan for at least one complex event.

Context of and specific resources for assessment

Assessment must ensure:

- use of current information and resource options to develop the strategy
- involvement of and interaction with stakeholders and suppliers as part of the planning process.

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 event transport strategies and operational plans prepared by the candidate
- case studies to assess candidate's ability to develop transport strategies for a range of different events
- questions to assess detailed knowledge of different event transport issues and options
- 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 event information may include:

- general nature of event
- event management structures
- level of government involvement
- location
- dates and times
- duration
- number and type of activities, such as sport or individual programmed events
- numbers attending
- scope of physical staging elements.

RANGE STATEMENT

- Event stakeholders*** may include:
- organising committees
 - media
 - participants, competitors and delegates
 - officials
 - spectators or audiences
 - VIPs
 - volunteers and paid staff
 - authorities, such as local government, emergency services and roads authorities.
- Specialist assistance*** may include:
- transport experts
 - local authorities
 - emergency services.
- Authorities*** may include:
- local government
 - state government, such as state roads authorities
 - land management and protection agencies
 - emergency services, including police, ambulance and fire service
 - other industry bodies, such as certifying bodies.
- Transport options and resources*** may include:
- public transport system, including:
 - trains
 - bus network
 - ferries
 - light rail and trams
 - private transport system, including:
 - airlines
 - coach services
 - taxis
 - hire cars, minibuses and limousines
 - private vehicles
 - charter services
 - dedicated disabled transport, including taxis and buses
 - animal transport.

RANGE STATEMENT

Transport issues and risks may relate to:

- general nature of location, such as major metropolitan, regional, country or remote
- restricted access
- road surface or terrain
- distance between event venues
- distance between event venues and other facilities such as accommodation and service centres
- distance between accommodation providers and venues
- traffic issues, such as peak periods and traffic regulations
- environmental sensitivity of access areas and the event site itself.

Broader event management constraints and issues may include:

- overall event management structures
- specific event objectives
- budget
- human resources
- other staging requirements
- factors external to the event, such as other events
- requirements to manage minimal impact to the natural environment of access to and the site itself.

Evaluation criteria may relate to:

- efficient use of combined transport options to maximise use of space and profitability for the event operator
- service quality
- environmental targets
- financial targets
- attendance targets
- time targets for movement of people and equipment.

RANGE STATEMENT

- Procedures to address transport operational requirements*** may relate to:
- contacting relevant authorities for information and permission
 - available transport and timetables
 - contingency and backup transport options
 - security
 - vehicle refuelling
 - parking
 - pick-up and drop-off procedures
 - human resource requirements, including marshals, guides and drivers
 - training requirements
 - adequate provision for buses
 - emergency services presence and access
 - arrival of clients - dump or trickle
 - adequate provision for disabled people.
- Human resource requirements*** may include:
- drivers
 - guides
 - volunteers
 - marshals
 - interpreters
 - on-site supervisors.
- Contingency and critical incident procedures may relate to:***
- equipment breakdown
 - traffic problems
 - adverse weather
 - event staff sickness
 - internal and external delays to event.
- Briefings and relevant information*** may include:
- summary procedures
 - emergency contact details
 - contingency procedures
 - maps and other geographical information, including route maps between venues and sites and information for venues, sites and local area.

Unit Sector(s)

Sector Cross-Sector

Competency field

Competency field Event Management