



Australian Government

Department of Education, Employment and Workplace Relations

SITXEVT019A Manage multi -venue events

Revision Number: 1

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Modification History

Not applicable.

Unit Descriptor

Unit descriptor

This unit deals with the performance outcomes, skills and knowledge required to develop strategies to manage an event across a number of venues. It focuses only on the additional knowledge and skills required in the context of cross-venue event operations. CULMS012A Plan event touring, is used more to reflect the skills required when the same event is toured to different venues.

Application of the Unit

Application of the unit

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

Planning and management of an event using multiple venues or sites requires application of significant analytical and management skills, combined with a strong understanding of event management operational issues. This role is undertaken by an event manager working autonomously, often in consultation with an event organising committee.

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 Assess and respond to planning and management implications for multi-venue events.	<p>1.1 Determine the <i>potential impact</i> of <i>multi-venue operations</i> through analysis of <i>event scope and complexity</i>.</p> <p>1.2 Analyse <i>specific risks associated with multi-venue events</i>.</p> <p>1.3 Integrate <i>multi-venue considerations</i> into <i>broader event management structures and processes</i>.</p>

ELEMENT	PERFORMANCE CRITERIA
2 Conduct multi-venue selection process.	<p>2.1 Identify broad parameters for venue selection based on evaluation of overall event objectives.</p> <p>2.2 Incorporate specific multi-venue considerations into the venue or site selection process.</p> <p>2.3 Determine best combination of venues to meet event needs.</p>
3 Develop operational procedures to address multi-facility issues.	<p>3.1 Assess and respond to <i>geographical factors</i> arising from multi-venue operations.</p> <p>3.2 Evaluate need for <i>consistency across venues</i> and develop appropriate guidelines in consultation with venue personnel.</p> <p>3.3 Develop <i>contingency and critical incident procedures</i> for multi-venue operations.</p> <p>3.4 Develop clear and concise procedures and distribute to relevant venues.</p>
4 Address multi-facility communication requirements.	<p>4.1 Assess <i>inter-venue communication</i> needs and determine most appropriate form of communication, using relevant technology.</p> <p>4.2 Organise relevant resources to achieve effective inter-venue cooperation.</p> <p>4.3 Develop and distribute <i>communication protocols and procedures</i> in consultation with venues.</p>
5 Evaluate multi-venue operations.	<p>5.1 Evaluate multi-venue event operations in terms of efficiency, communication and service provision.</p> <p>5.2 Incorporate outcomes and learning into future event planning.</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 practical operational procedures
- critical thinking skills to evaluate a range of complex information and develop operational strategies and procedures
- communication and negotiation skills to work with multiple venue stakeholders
- contingency management skills to address operational issues across multiple venues
- literacy skills to interpret and develop complex documentation
- numeracy skills to assess budget impacts of multi-venue operations.

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

- types of events that require the use of multiple venues, and implications of multi-event operations on management structures, processes and procedures
- inter-venue communication options, including relevant technologies to suit particular event requirements
- risk management issues associated with the use of multiple venues for an event
- legal issues associated with the use of multiple venues for an event
- additional resource and staging requirements of a multi-venue event.

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 develop operational and communication strategies and procedures for the management of events across a number of venues
- ability to select an appropriate set of venues for a multi-venue event
- detailed knowledge of management and operational issues to be addressed for a multi-venue event
- demonstration of skills through development of plans and procedures for at least one multi-venue event.

Context of and specific resources for assessment

Assessment must ensure:

- access to multiple event venues
- involvement of and interaction with venue personnel to establish appropriate operational and communication strategies and procedures
- use of current and complete venue 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:

- evaluation of plans and procedures developed by the candidate to address multi-venue operations
- case studies to assess candidate's ability to address multi-venue considerations for a range of different events
- questions to assess detailed knowledge of the operational issues to be addressed for a multi-venue event
- 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:

SITXEVT012A Select event venues and sites.

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.

Potential impact of multi-venue operations may relate to:

- human, financial and physical resources
- operational complexities
- safety
- management and operating structures.

Multi-venue operations may include:

- sporting events
- festivals
- conferences.

Event scope and complexity may relate to:

- number of venues
- number of attendees
- degree of movement of people or equipment between venues
- number of different services to be provided at each venue.

RANGE STATEMENT

- Specific risks associated with multi-venue events*** may include:
- delays
 - communication issues
 - consistency of presentation and standards
 - security complications
 - crowd control
 - expansion in number of contractors and associated management requirements.
- Multi-venue considerations*** may relate to:
- distances between venues
 - comparative venue standards and facilities
 - distances from venues to other facilities.
- Broader event management structures and processes*** may include:
- overall event management structures
 - specific event objectives
 - budget
 - human resources
 - staging requirements
 - factors external to the event.
- Geographical factors*** may include:
- distance
 - traffic routes
 - terrain
 - levels of congestion
 - public transport services between venues.
- Consistency across venues*** may relate to:
- differing weather conditions
 - waste management
 - environmentally sensitive areas, such as forests and national parks.
- Contingency and critical incident procedures*** may relate to:
- equipment breakdown
 - traffic problems
 - adverse weather
 - event staff sickness
 - internal and external delays to event.

RANGE STATEMENT

Inter-venue communication
might involve:

- telephone systems
- computer networks
- two-way radios
- video links or videoconferencing.

Communication protocols and procedures may relate to:

- lines of communication
- methods of communication
- time requirements.

Unit Sector(s)

Sector

Cross-Sector

Competency field

Competency field

Event Management