



Australian Government

SIT50212 Diploma of Events

Release 1

SIT50212 Diploma of Events

Modification History

The version details of this endorsed qualification are in the table below. The latest information is at the top.

Version	Comments
1.0	<p>E</p> <p>Replaces and is equivalent to SIT50207 Diploma of Events.</p> <p>Intent of the qualification remains unchanged.</p> <p>Total number of units reduced by 4. Core units reduced by 5. Elective units increased by 1. Some units removed from core as they did not apply to all job roles. They are now in elective list. Entry requirement removed. New policy prohibits a requirement for a whole qualification. In lieu of an entry requirement, many of the operational units required to fulfil the Event Coordinator job outcome covered by this Diploma are available in the elective pool. Diploma requires the selection of a substantial number of electives.</p>

Description

This qualification reflects the role of individuals who use sound knowledge of event management processes and a broad range of skills to coordinate event operations. They operate independently and make operational event management decisions.

Job roles

Events are diverse in nature and this qualification provides a pathway to work in events in a range of industries including the tourism and travel, hospitality, sport, cultural and community sectors.

These may be event management companies, event venues, or organisations that organise their own events. Work could be undertaken in an office environment where the planning of events takes place, on-site at venues where events are staged or a combination of both.

Possible job titles include:

- conference coordinator
- event coordinator
- event planner
- event sales coordinator
- exhibitions coordinator
- in-house meetings coordinator
- meetings coordinator
- venue coordinator.

Pathways Information

This qualification is suitable for an Australian Apprenticeship pathway.

Pathways into the qualification

It is strongly recommended that those entering this qualification possess a Certificate III qualification or vocational experience in events, or fields such as business, creative industries, hospitality, sport, tourism or travel. However this is not mandatory.

Pathways from the qualification

After achieving SIT50212 Diploma of Events, individuals could further their vocational or higher education through SIT60212 Advanced Diploma of Events, advanced diploma or degree programs in business management, creative industries, events, hospitality, sport, tourism or travel.

Licensing/Regulatory Information

No licensing, legislative, regulatory or certification requirements apply to this qualification at the time of endorsement.

Entry Requirements

There are no entry requirements for this qualification.

Employability Skills Summary

Employability Skill	Industry/enterprise requirements for this qualification include:
Communication	Consulting with customers to elicit feedback and ideas on operational and service issues; providing briefings to internal and external event team members on event plans, operations and staging procedures; communicating work team goals for the operation of specific events; consulting with team members about event planning and staging practices; discussing supply options and negotiating purchases with suppliers, staging contactors or venues; writing clear and concise event planning documentation and operational procedures.
Initiative and enterprise	Generating ideas to improve event products, services, operational practices and efficiency; assessing options and suggesting a range of new products and services; monitoring and evaluating financial performance of events and developing ideas for improvement; engaging internal and external event team members in discussions and encouraging innovative ideas.
Learning	Developing and maintaining knowledge required to make a range of operational decisions for planning and staging events; proactively maintaining and updating knowledge of event industry practices, trends products, services and suppliers; taking responsibility for own professional development; implementing training practices for event team members; supporting team members to learn.
Planning and organising	Collecting analysing and collating complex information to plan all operational aspects of events; implementing and monitoring plans, procedures and business practices for staging events; determining and monitoring operational priorities, deadlines and resource requirements for effective execution of events; actively participating in continuous improvement processes for operational and service efficiency.
Problem-solving	Responding effectively to event planning and staging issues requiring immediate resolution; considering systematic operational or service failures and developing solutions; taking ultimate responsibility for resolving escalated event planning and staging complaints and problems; evaluating event team feedback on operational or service problems and implementing suggestions for improvement; monitoring and evaluating the effectiveness of solutions.
Self-management	Knowing the primary components of laws that specifically relate to the events industry; implementing operational compliance practices for events; operating independently, reviewing own work performance and proactively seeking feedback and advice on event

	coordination skills; taking responsibility for the operational management of events and a range of business activities including budget management, team leadership and customer service.
Teamwork	Using the social and cultural diversity of team members to advantage service delivery to diverse customers; planning work operations to take account of team member strengths; implementing work team goals and teamwork practices; providing training, coaching and advice for effective teamwork; seeking feedback from team members on operational practices, policies, procedures and service efficiency; motivating and leading event teams.
Technology	Selecting and using technologies used in the events industry to support event coordination activities; understanding, assessing and providing feedback on the operating capacity of technologies required to manage the operational, sales and service activities of the events business; implementing skill development activities required for new business technologies.

Packaging Rules

20 units must be completed:

- 9 core units
- 11 elective units, consisting of:
 - 7 from the elective list below
 - 4 from the list below, elsewhere in this SIT12 Training Package, any other Training Package or accredited course.

The selection of electives must be guided by the job outcome sought, local industry requirements and the complexity of skills appropriate to the AQF level of this qualification.

Core units

SITXCCS401 Enhance the customer service experience
SITXEVT301 Access information on event industry operations
SITXEVT503 Manage event staging components
SITXFIN402 Manage finances within a budget
SITXHRM402 Lead and manage people
SITXMGT401 Monitor work operations
SITXMGT501 Establish and conduct business relationships
SITXMGT502 Manage projects
SITXWHS301 Identify hazards, assess and control safety risks

Elective units

Administration

BSBADM502B Manage meetings
BSBRES401A Analyse and present research information
BSBWRT401A Write complex documents
SITXADM501 Prepare and present proposals

Communication and Teamwork

BSBCMM401A Make a presentation
SITXCOM301 Address protocol requirements
SITXCOM401 Manage conflict

Computer Operations and ICT Management

BSBITU302B Create electronic presentations
BSBITU306A Design and produce business documents
BSBITU309A Produce desktop published documents
BSBITU402A Develop and use complex spreadsheets

Creative and Technical Production

CUEEVT03B Integrate knowledge of creative and technical production into management processes
CUESMT08B Call the production / event
CUESMT10B Organise and facilitate rehearsals
CUESMT11B Create, update and use production reference documents
CUETEM03C Establish and manage production requirements and resources
CUETEM06B Organise and monitor bump in/bump out
CUETEM07B Tour the production

CUFPPM408A Compile production schedules

Crisis Management

SITXCRI401 Respond to a customer in crisis

E-Business

BSBEBU501A Investigate and design ebusiness solutions

BSBEBU502A Implement ebusiness solutions

Environmental Sustainability

BSBSUS301A Implement and monitor environmentally sustainable work practices

Events

SITXEVT302 Process and monitor event registrations

SITXEVT303 Coordinate on-site event registrations

SITXEVT401 Plan in-house events or functions

SITXEVT501 Develop conference programs

SITXEVT502 Select event venues and sites

SITXEVT504 Organise event infrastructure

SITXEVT505 Manage on-site event operations

Exhibitions

CULEVP501A Coordinate the installation and dismantling of exhibitions

Food and Beverage

SITHFAB201 Provide responsible service of alcohol

SITHFAB304 Provide advice on beers, spirits and liqueurs ^

SITHFAB305 Provide advice on Australian wines ^

SITHFAB306 Provide advice on imported wines ^

SITHFAB309 Provide advice on food

SITHFAB310 Provide advice on food and beverage matching ^

^Prerequisite is SITHFAB201 Provide responsible service of alcohol

Finance

CUSFIM501A Secure funding for projects

CUVFIM401A Obtain revenue to support operations

FNSACC406A Set up and operate a computerised accounting system

SITXFIN401 Interpret financial information

SITXFIN501 Prepare and monitor budgets

Governance and Legal Compliance

SITXGLC501 Research and comply with regulatory requirements

Human Resource Management

BSBDIV501A Manage diversity in the workplace

SITXHRM401 Roster staff

SITXHRM501 Recruit, select and induct staff

SITXHRM502 Manage volunteers

SITXHRM503 Monitor staff performance

Kitchen Operations

SITHKOP302 Plan and cost basic menus

SITHKOP404 Plan catering for events or functions

Languages other than English

SITXLAN31__ Conduct oral communication in a language other than English

SITXLAN32__ Conduct complex oral communication in a language other than English

SITXLAN33__ Read and write information in a language other than English

SITXLAN34__ Read and write documents in a language other than English

Management and Leadership

BSBIPR401A Use and respect copyright

BSBMGT515A Manage operational plan

BSBRSK501B Manage risk

CUFCMP501A Manage and exploit copyright arrangements

Marketing and Public Relations

BSBMKG401B Profile the market

BSBMKG509A Implement and monitor direct marketing activities

BSBPUB401A Develop and apply knowledge of the public relations industry

BSBPUB403A Develop public relations documents

BSBREL401A Establish networks

BSBREL402A Build client relationships and business networks

CUVPUB501A Develop and manage public relations strategies

ICAWEB201A Use social media tools for collaboration and engagement

SITXMPR401 Coordinate production of brochures and marketing materials

SITXMPR402 Create a promotional display or stand

SITXMPR403 Plan and implement sales activities

SITXMPR404 Coordinate marketing activities

SITXMPR501 Obtain and manage sponsorship

Planning and Product Development

SITTPPD401 Package tourism products

SITTPPD404 Develop in-house recreational activities

SITTPPD502 Assess tourism opportunities for local communities

SITTPPD503 Research and analyse tourism data

Quality and Innovation

BSBCRT402A Collaborate in a creative process

BSBINN501A Establish systems that support innovation

BSBINN502A Build and sustain an innovative work environment

BSBMGT516C Facilitate continuous improvement

Small Business Management

BSBSMB401A Establish legal and risk management requirements of small business

BSBSMB403A Market the small business

BSBSMB404A Undertake small business planning

Tourism Sales and Operations

SITTTSL301 Provide advice on international destinations

SITTTSL302 Provide advice on Australian destinations

SITTTSL303 Sell tourism products and services

SITTTSL304 Prepare quotations

SITTTSL305 Process reservations

SITTTSL307 Process travel related documentation

SITTTSL308 Use a computerised reservations or operations system

SITTTSL401 Maintain a product inventory

Venue and Facility Operations

CPPDSM5021A Implement asset maintenance strategy

CPPDSM5022A Implement asset management plan

CPPDSM5023A Implement facilities management plan

CPPDSM5027A Provide facilities and amenities for property users

CUEFOH06C Manage venue services

Working in Industry

CUVIND501B Maintain and apply creative arts industry knowledge

Work Health and Safety

SITXWHS401 Implement and monitor work health and safety practices

Writing

CUFWRT301A Write content for a range of media

Examples of elective units relevant to specific job outcomes and contexts at this level are as follows:

Event coordinator for a professional conference organiser

BSBADM502B Manage meetings

BSBCMM401A Make a presentation

BSBWRT401A Write complex documents

SITTTSL304 Prepare quotations

SITXADM501 Prepare and present proposals

SITXEVT303 Coordinate on-site event registrations

SITXEVT501 Develop conference programs

SITXEVT502 Select event venues and sites

SITXEVT505 Manage on-site event operations

SITXMPR401 Coordinate production of brochures and marketing materials

SITXMPR501 Obtain and manage sponsorship

Event coordinator for a venue

BSBADM502B Manage meetings

BSBREL402A Build client relationships

BSBWRT401A Write complex documents

CUEFOH06C Manage venue services

CUFWRT301A Write content for a range of media

CUVPUB501A Develop and manage public relations strategies

SITHKOP404 Plan catering for events or functions

SITTTSL304 Prepare quotations

SITXEVT401 Plan in-house events or functions

SITXHRM401 Roster staff

SITXMPR404 Coordinate marketing activities

Event coordinator (production focus)

BSBADM502B Manage meetings

BSBWRT401A Write complex documents

CUEEVT03B Integrate knowledge of creative and technical production into management processes

CUESMT10B Organise and facilitate rehearsals

CUETEM03C Establish and manage production resources and requirements

CUETEM06B Organise and monitor bump in/bump out

CUFPPM408A Compile production schedules

SITXADM501 Prepare and present proposals

SITXEVT504 Organise event infrastructure

SITXHRM502 Manage volunteers

SITXMPR501 Obtain and manage sponsorship

Event coordinator (sport focus)

BSBADM502B Manage meetings

BSBWRT401A Write complex documents

SISSSPA301A Coordinate regional touring athletes

SITHKOP404 Plan catering for events or functions

SITXADM501 Prepare and present proposals

SITXEVT502 Select event venues and sites

SITXEVT504 Organise event infrastructure

SITXHRM502 Manage volunteers

SITXMPR401 Coordinate production of brochures and marketing materials

SITXMPR404 Coordinate marketing activities

SITXMPR501 Obtain and manage sponsorship