Australian Government

SIT60212 Advanced Diploma of Events

Release 2

SIT60212 Advanced 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
1.1	Updates to metadata.
1.0	E
	Replaces and is equivalent to SIT60207 Advanced Diploma of Events.
	Intent of the qualification remains unchanged.
	Total number of units retained. Number of core and elective units retained. 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: Some of the core units within the Diploma are repeated in the Advanced Diploma core. Some of the units in the core of Advanced Diploma subsume the skills and knowledge of core Diploma units e.g. SITXWHS601 Establish and maintain a work health and safety system overtakes SITXWHS301 Identify hazards, assess and control safety risks.

Description

This qualification reflects the role of individuals operating at a senior level who use substantial knowledge of event management processes and a wide range of specialised managerial skills to conceive, plan and stage events. They operate with significant autonomy and are responsible for making a range of strategic business and event management decisions.

Job roles

Events are diverse in nature and this qualification provides a pathway to work for event management organisations operating 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 manager
- event manager
- functions manager
- exhibitions manager
- in-house meetings manager
- meetings manager
- project manager
- venue manager.

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 Diploma qualification or vocational experience at a coordination or management level in events, or in fields such as business, creative industries, hospitality, sport, tourism or travel. However this is not mandatory.

Pathways from the qualification

After achieving SIT60212 Advanced Diploma of Events, individuals could further their vocational or higher education through 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 personnel at all levels about operational and service issues, event management practices, policies and procedures; communicating strategic business and event management goals to supervisors and managers; discussing supply options and negotiating purchases with suppliers, staging contractors or venues ; writing comprehensive yet easily accessible plans, policies, procedures and reports for event management.
Initiative and enterprise	Researching and critically analysing current and emerging events industry practices, market and product trends; generating and testing ideas for new or improved event products and services; initiating the development of new products and services; engaging and persuading personnel at all levels to generate innovative ideas for new or improved event products and service delivery.
Learning	Developing and maintaining knowledge required to strategically manage the business and the operation of events, proactively maintaining and updating knowledge of events industry practices, trends, products, services and suppliers; seeking events industry professional development opportunities for self and others; developing training strategies for the organisation.
Planning and organising	Developing overall business plans for sustainable and profitable event management services; developing new event products and services, forecasting and managing resource requirements for planning and staging events; developing and evaluating strategic plans, policies, procedures and business practices for the effective planning and staging of events; developing and leading continuous improvement processes for operational and service efficiency.
Problem-solving	Developing and implementing a range of strategies to address event management problems; analysing systematic operational or service failures, working with supervisors and managers to develop practical solutions and developing continuous improvement processes for planning and staging events; analysing and evaluating the effectiveness of strategic solutions to event management problems.
Self-management	Having a comprehensive knowledge of the objectives and content of laws that specifically relate to the events industry and the operation of events; developing business and events compliance practices; operating with significant autonomy, reviewing and reflecting on own work performance; taking responsibility for the strategic management of events and a range of business activities including business planning, finances, marketing, human resources, customer

	service and work health and safety.
Teamwork	Fostering workplace diversity; establishing work team goals and teamwork strategies; developing training strategies for effective event management teamwork; involving personnel at all levels in the planning of event management practices, policies and procedures; motivating and leading management teams.
Technology	Selecting and using technologies used in the events industry to support strategic event management functions; researching new and emerging technologies required to manage the operational, sales and service activities of the events business; developing skill development strategies required for implementing new business technologies.

Service Skills Australia

Packaging Rules

24 units must be completed:

- 16 core units
- 8 elective units, consisting of:
    - 4 from the 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
BSBADM502B Manage meetings
BSBMGT608C Manage innovation and continuous improvement
BSBRSK501B Manage risk
BSBSUS501A Develop workplace policy and procedures for sustainability
SITXCCS501 Manage quality customer service
SITXEVT503 Manage event staging components
SITXEVT601 Research event trends and practice
SITXEVT602 Develop event concepts
SITXEVT603 Determine event feasibility
SITXEVT604 Develop and implement event management plans
SITXFIN501 Prepare and monitor budgets
SITXGLC501 Research and comply with regulatory requirements
SITXHRM402 Lead and manage people
SITXMGT501 Establish and conduct business relationships
SITXMPR502 Develop and implement marketing strategies
SITXWHS601 Establish and maintain a work health and safety system

Elective units
Administration
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
BSBITU402A Develop and use complex spreadsheets
Creative and Technical Production
CUEEVT03B Integrate knowledge of creative and technical production into management processes
CUEPMT11B Manage the production process
CUESMT05C Stage manage the production / event
CUESMT10B Organise and facilitate rehearsals
CUESMT11B Create, update and use production reference documents

CUETEM07B Tour the production
CUFPPM408A Compile production schedules
CUSMKG501A Manage the promotion of creative acts
Crisis Management
SITXCRI601 Manage a business continuity crisis
E-Business
BSBEBU501A Investigate and design ebusiness solutions
BSBEBU502A Implement ebusiness solutions
Exhibitions
CULEVP501A Coordinate the installation and dismantling of exhibitions
CULEVP504A Develop exhibition concepts
CULMS008B Conceive, develop and realise exhibition designs
Events
SITXEVT501 Develop conference programs
SITXEVT502 Select event venues and sites
SITXEVT504 Organise event infrastructure
SITXEVT505 Manage on-site event operations
SITXEVT605 Develop event transport plans
SITXEVT606 Develop crowd management plans
SITXEVT607 Develop multi-venue event plans
SITXEVT608 Plan and allocate exhibition space
SITXEVT609 Recruit and manage exhibitors
Finance
BSBFIM601A Manage finances
CUSFIM501A Secure funding for projects
SITXFIN601 Manage physical assets
SITXFIN602 Manage revenue
Human Resource Management
BSBDIV501A Manage diversity in the workplace
BSBHRM504A Manage workforce planning
BSBHRM604A Manage employee relations
SITXHRM501 Recruit, select and induct staff
SITXHRM502 Manage volunteers
SITXHRM503 Monitor staff performance
Languages 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
BSBIPR501A Manage intellectual property to protect and grow business
BSBMGT515A Manage operational plan
BSBMGT617A Develop and implement a business plan
Marketing and Public Relations
BSBMKG509A Implement and monitor direct marketing activities
BSBMKG605B Evaluate international marketing opportunities
BSBMKG606B Manage international marketing programs
BSBMKG607B Manage market research
CUVPUB501A Develop and manage public relations strategies

SITXMPR501 Obtain and manage sponsorship

Planning and Product Development

SITTPPD502 Assess tourism opportunities for local communities

SITTPPD503 Research and analyse tourism data

SITTPPD601 Develop tourism products

SITTPPD602 Develop environmentally sustainable tourism operations

SITTPPD603 Develop culturally appropriate tourism operations

Quality and Innovation

BSBINN601B Manage organisational change

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

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

Event manager - special events

BSBCMM401A Make a presentation

BSBMGT617A Develop and implement a business plan

BSBMKG607B Manage market research

CUVPUB501A Develop and manage public relations strategies

SITXADM501 Prepare and present proposals

SITXEVT603 Develop event transport plans

SITXEVT605 Develop multi-venue event plans

SITXMPR501 Obtain and manage sponsorship