



Australian Government

SITXEVT301 Access information on event operations

Release 1

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Modification History

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

Version	Comments
1.0	N Replaces but is not equivalent to SITXEVT001B Develop and update event industry knowledge. New title. Significant change to Elements, Performance Criteria and Required knowledge. New Element 2 covers event industry products and services. Coverage of laws and ethical issues limited to those specifically relevant to the event industry. Other legal knowledge, e.g. work health and safety is covered in relevant units.

Unit Descriptor

This unit describes the performance outcomes, skills and knowledge required to access and interpret current and emerging information on event industry operations. This includes industry structure, technology, laws and ethical issues specifically relevant to event coordination. Event personnel integrate this essential knowledge on a daily basis to work effectively in the industry.

Research skills and knowledge to source more specialised information is covered in:

- SITXEVT601 Research event trends and practice.

Application of the Unit

Events are diverse in nature and are coordinated in many industry contexts, including the tourism, hospitality, sport, cultural and community sectors.

This unit applies to many people working at different levels in event management companies, in event venues, or in organisations which organise their own events.

This unit is not about having in-depth knowledge but focuses on the ability to research and interpret current information to enhance the quality of event coordination.

Licensing/Regulatory Information

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

Pre-Requisites

Not applicable.

Employability Skills Information

This unit contains employability skills.

Elements and Performance Criteria Pre-Content

Elements and Performance Criteria

Elements describe the essential outcomes of a unit of competency.

Performance criteria describe the performance needed to demonstrate achievement of the element. Where bold italicised text is used, further information is detailed in the required skills and knowledge section and the range statement. Assessment of performance is to be consistent with the evidence guide.

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| 1. Access and interpret relevant industry information. | 1.1 Identify <i>sources of information</i> on the structure and operation of the <i>event industry</i> .
1.2 Access specific <i>information</i> of relevance to the event industry to assist operational duties.
1.3 Use knowledge of the event industry to <i>enhance the quality of work performance</i> . |
| 2. Source information on event industry practice, products and services. | 2.1 Examine and clarify the purpose, format and elements of different types of events currently in trend.
2.2 Source information on key purposes for organising events and the characteristics of attendees.
2.1 Obtain information on basic features of current and in trend staging products and services for different events.
2.2 Use research on current event practice to assist in event coordination. |
| 3. Source and use compliance information in daily activities. | 3.1 Obtain information on laws specifically relevant to the event industry and work compliantly.
3.2 Source information on industry <i>quality assurance schemes</i> .
3.3 Access information on career planning and equal employment opportunity law.
3.4 Conduct day to day event activities according to <i>ethical industry practices</i> . |
| 4. Access and use information on events technology. | 4.1 Source information on current and emerging <i>technologies</i> that impact on operational duties.
4.2 Use information on technology to suggest new and improved workplace practices.
4.3 Use current and emerging technology in day to day work activities. |
| 5. Update personal and organisational knowledge of the event industry. | 5.1 Identify and use a range of <i>opportunities</i> to update knowledge of the event industry.
5.2 Monitor <i>current issues and trends</i> for the industry.
5.3 Share updated information with colleagues. |

Required Skills and Knowledge

This section describes the skills and knowledge required for this unit.

Required skills

- communication skills including active listening and open and closed probe questioning to obtain information from:
 - experienced industry personnel
 - colleagues
 - suppliers
 - industry bodies
- initiative and enterprise skills to suggest:
 - new and improved ways of using emerging technology to coordinate events
 - business benefits of participating in industry quality assurance schemes
- learning skills to continuously update knowledge of the event industry
- literacy skills to:
 - read and interpret the content of plain English information about laws, industry accreditation schemes and codes of conduct
 - research, sort and interpret event industry information
 - write notes, summarise and record information in basic documents such as information sheets, portfolios and files
- planning and organising skills to complete daily operational activities while sourcing required support information
- problem-solving skills to recognise knowledge deficiencies and take action to seek information
- self-management skills to take responsibility for sourcing and updating current and emerging information
- teamwork skills to share updated information with colleagues
- technology skills to use:
 - a computer and keyboard
 - online information systems to search for information.

Required knowledge

- sources of information on the event industry and staging products and services
- structure of the event industry and its sectors including:
 - functions
 - key characteristics
 - business relationships between sectors
- roles and general responsibilities for different jobs in the industry
- general nature of allied and cross-over industries including tourism, hospitality, entertainment, culture and sport
- primary functions of:

- major cross-industry and sector-specific industry associations especially those with which the organisation has a relationship
- trade unions in the industry
- basic aspects of the stages of event management from concept development through to execution
- basic aspects of Australian event industry quality assurance processes:
 - industry accreditation schemes
 - International Organization for Standardization ISO 20121 Event Sustainability Management Systems
 - codes of conduct or ethics
 - occupational licensing
 - reasons for participation and impacts of non-compliance
 - roles and responsibilities of individual staff members in quality assurance
- basic aspects of managing environmental and social sustainability when operating events and the roles and responsibilities of different types of event organisations including event management companies, event venues and sites
- basic aspects of state, territory, commonwealth and local council laws specifically relevant to the event industry and actions that must be adhered to by organisations staging events:
 - environmental protection including requirements for minimal impact operations, protection of natural and cultural integrity and waste management
 - local community protection including land ownership, requirements for management and access and to maintain the lifestyle of neighbouring residents
 - consumer protection including refund requirements, terms and conditions of quotations and cancellation fees
- basic aspects of Equal Employment Opportunity (EEO) law including rights of employees and responsibilities of employers to make merit based employment decisions
- current and emerging technology used by event organisations, including e-business and social media.

Evidence Guide

The evidence guide provides advice on assessment and must be read in conjunction with the performance criteria, required skills and knowledge, range statement and the Assessment Guidelines for the Training Package.

Overview of assessment

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

Evidence of the ability to:

- source current event industry information and use this in day-to-day activities to maximise effective performance
- demonstrate knowledge of the event industry, including main roles, functions and interrelationships of sectors
- integrate knowledge of the basic aspects of key laws and ethical issues specifically relevant to the event industry:
 - environmental protection
 - local community protection
 - consumer protection.

Context of and specific resources for assessment

Assessment must ensure use of:

- computers, printers, communication technology and information programs used to source industry information
- information on current event industry practice, products and services
- information on codes of conduct, membership and benefits distributed by:
 - industry associations
 - accreditation operators
 - unions
- plain English documents issued by government regulators that describe laws specifically relevant to the event industry.

Method of assessment

A range of assessment methods should be used to assess practical skills and knowledge. The following examples are appropriate for this unit:

- exercises and project activities that allow assessment of the individual's ability to:
 - obtain current and accurate event industry information
 - research information to meet differing operational needs

- group projects that allow individuals to collectively source information on differing aspects of the event industry and present it in a portfolio
- direct observation of the individual delivering an oral presentation on the sourced information
- case studies so the individual can obtain information on features of current staging elements for different events
- problem-solving exercises so the individual can identify new knowledge required to complete operational activities and source information to resolve the deficiency
- written and oral questioning to assess knowledge of:
 - sectors of the event industry and their interrelationships
 - laws relevant to the event industry
- review of portfolios of evidence and third-party workplace reports of on-the-job performance by the individual.

Guidance information for assessment

The assessor should design integrated assessment activities to holistically assess this unit with other units relevant to the industry sector, organisation and job role, for example:

- BSBCMM201A Communicate in the workplace
- SITTTSL201 Operate an online information system.

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, if used in the performance criteria, is detailed below. Essential operating conditions that may be present with training and assessment (depending on the work situation, needs of the candidate, accessibility of the item, and local industry and regional contexts) may also be included.

Sources of information may include:

- computer data, including the Internet
- discussions with experienced industry personnel
- industry:
 - accreditation operators
 - associations and organisations
 - developers of codes of conduct or ethics
 - journals
 - seminars
- International Organization for Standardization (ISO)
- networking with:
 - colleagues
 - suppliers
- plain English documents, issued by government regulators, that describe laws relevant to the events industry
- libraries
- media
- personal observations and experience
- reference books
- training courses
- unions.

Events industry may coordinate events for:

- business and corporate
- entertainment and leisure
- exhibitions, expositions and fairs
- festivals
- fundraising
- government and civic
- marketing
- meetings and conventions
- social
- sports.

Information of relevance to the event industry may include:

- career opportunities within the industry
- event types and staging elements
- events markets and their relevance to industry sectors
- sectors and businesses within the industry, their

- relationships and the services available in each sector
- economic and social significance of the event industry, which may relate to:
 - community role in events
 - effect on local amenities and facilities
 - employment
 - role of and impacts on local communities
- major event industry bodies and associations
- quality assurance schemes
- relationships between events and other industries, including:
 - cultural
 - entertainment, live theatre production and staging
 - hospitality
 - sport
 - tourism
- roles and general responsibilities for different jobs in the industry
- specific features of the local and regional industry
- workplace relations and award provisions.

To enhance the quality of work performance may involve:

- improving skills and productivity
- developing event products and services to meet current market trends and customer expectations
- providing quality event service
- suggesting new and improved work processes
- working effectively with:
 - other sectors of the event industry
 - sponsors
 - staff and volunteers
 - suppliers
- working according to:
 - ethical industry practices to ensure smooth event operations
 - legislation to ensure compliance.

Quality assurance schemes may include:

- accreditation schemes
- codes of conduct or ethics
- industry association memberships
- Australian and international standards
- occupational licences.

Ethical industry practices may relate to:

- agreed compliance with:
 - accreditation schemes

- codes of conduct
- Australian and international standards
- preferred product arrangements
- payment of commission
- terms of payment
- confidentiality of customer information
- consumer protection:
 - provision of services as promoted
 - reasonable consumer pricing
 - truth and honesty in all information given to customers
- declaration of:
 - commissions
 - fees and other charges
 - gifts and services provided free of charge
 - tips
- maintaining the rights and lifestyle conditions of local community residents
- overbooking
- product recommendations
- professional behaviour when participating in site inspections and industry events.

Technologies may involve:

- customer technologies:
 - applications for electronic devices and computers
 - online booking systems
- computer-aided despatch systems
- e-business
- industry technologies:
 - online booking systems
 - registration systems
 - reservations, operations, financial and tracking systems
- project management systems
- social media sites.

Opportunities may include:

- discussions with experienced industry personnel
- networking with:
 - colleagues
 - suppliers
- participating in:
 - industry accreditation schemes
 - industry seminars

- membership of professional industry associations
 - union membership
 - training courses.
- Current issues and trends* for the industry may relate to:
- carbon pricing
 - emerging markets
 - environmental, social and cultural impacts and sustainability management
 - global economic and financial crises
 - government initiatives
 - industry expansion or retraction
 - industry initiatives
 - labour issues
 - maintaining organisational and industry profitability by productivity and pricing flexibility
 - shrinking markets.

Unit Sector(s)

Cross-Sector

Competency Field

Events