



Australian Government

SITXEVT603 Determine event feasibility

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	E Replaces and is equivalent to SITXEVT007B Determine event feasibility. Minor changes to Elements, Performance Criteria, Required skills and Required knowledge to more fully articulate content.

Unit Descriptor

This unit describes the performance outcomes, skills and knowledge required to assess the viability of a proposed event, and to develop recommendations and models for its future planning and operation. It requires the ability to use advanced research, analytical and communication skills combined with a detailed knowledge of the event management process.

Application of the Unit

Events are diverse in nature and this unit is relevant to any type of event coordinated in any industry context, including the tourism, hospitality, sport, cultural and community sectors. Event feasibility may be determined after or in parallel with the creation of the initial event concept.

This unit applies to event managers who operate with significant autonomy and who are responsible for making a range of strategic event management decisions.

They may work in event management companies, in event venues, or in organisations that organise their own events.

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. Analyse event context and rationale. | <p>1.1 Confirm event rationale and objectives through consultation with <i>key stakeholders</i> and evaluation of <i>event concept information</i>.</p> <p>1.2 Determine the <i>place of the proposed event</i> in relation to other events and its economic, environmental and social sustainability.</p> <p>1.3 Assess the marketability of the proposed event through research and consultation.</p> <p>1.4 Evaluate <i>internal and external factors</i> that impact on the viability of the proposed event.</p> |
| 2. Assess resource requirements and opportunities. | <p>2.1 Develop complete and realistic estimates of <i>primary event costs</i> based on breakdown of all event components.</p> <p>2.2 Identify <i>potential sources of revenue and other resources</i> and develop realistic estimates.</p> <p>2.3 Test and explore different resource scenarios with a range of possible event models.</p> |
| 3. Evaluate planning and operational requirements. | <p>3.1 Analyse overall event <i>planning and management requirements</i>.</p> <p>3.2 Evaluate <i>operational requirements for each event component</i>.</p> <p>3.3 Identify <i>compliance requirements</i> and their impact on event management and operations.</p> <p>3.4 Consider and develop opportunities to enhance sustainability.</p> |
| 4. Develop recommendations and models. | <p>4.1 Develop positions and recommendations based on outcomes of analysis.</p> <p>4.2 Develop planning, management and operational recommendations for the overall event and key event components.</p> <p>4.3 Clearly articulate contingency planning requirements.</p> <p>4.4 Present accurate and complete income and expenditure estimates to inform future decision-making.</p> <p>4.5 Offer different models and options, including clear details of benefits and risks of suggested models.</p> |

4.6 Present key stakeholders with feasibility outcomes in appropriate format.

Required Skills and Knowledge

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

Required skills

- communication skills to consult and liaise with stakeholders on strategic event management proposals and issues
- critical thinking skills to analyse complex information from varying sources and develop strategic positions and recommendations as a result of analysis
- initiative and enterprise skills to develop innovative models and recommendations for event management
- literacy skills to:
 - analyse complex event information
 - articulate complex arguments, scenarios and recommendations
- numeracy skills to estimate costs and develop different budgetary scenarios and models
- planning and organising skills to provide recommendations for cohesive event planning and management
- problem-solving skills to develop strategic positions and recommendations in response to complex event management and operational challenges.

Required knowledge

- features and formats of a wide range of event types
- internal and external factors that impact on event feasibility and affect its management and operation
- resource requirements for the overall staging of complex events, and for specific event components
- sources of potential revenue for different types of event
- sources of event industry references, and broader references that may inform emerging and innovative practice in event management and operations
- current and emerging event industry trends across all areas of planning, management and operations, including:
 - marketing trends
 - management models
 - opportunities offered by new technologies
 - sustainable event management
- risk management considerations for event feasibility:
 - compliance
 - financial or commercial
 - operational
- options for the presentation of feasibility analysis results.

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:

- develop and present a detailed feasibility analysis that includes substantiated positions and recommendations for at least one event concept that involves the need for:
 - comprehensive event plans
 - dedicated event budgets
 - formal communications plans
 - multiple operational components
 - an event operations team
 - a wide range of stakeholders
- integrate knowledge of:
 - current and emerging event industry trends across areas of planning, management and operations
 - internal and external factors that impact on event feasibility
 - resource requirements for the overall staging of events, and for specific event components.

Context of and specific resources for assessment

Assessment must ensure use of:

- a real event concept on which to base the feasibility analysis. Event concepts may be created for the specific purpose of skills assessment, but must still meet the requirements outlined under Critical aspects of assessment, and have commercial, community or business relevance. Small personal events are not appropriate as a means of assessing an individual's skills and knowledge
- event stakeholders with whom the individual interacts
- current industry data and information sources to inform the feasibility analysis.

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:

- evaluation of feasibility studies prepared by the individual
- oral or written questioning to assess depth of individual's event industry knowledge
- 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:

- SITXEVT602 Develop event concepts
- SITXEVT604 Develop and implement event management plans.

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.

Key stakeholders may include:

- community groups
- host organisation
- industry bodies
- organising committees
- potential sponsors.

Event concept information may relate to:

- dates and times
- duration
- format
- management structures
- objectives
- proposed location or venue.

Place of the proposed event may relate to:

- community values
- economic objectives
- other events:
 - competing and complementary events
 - similar formats
 - similar objectives
- philosophy of host organisation
- previous events or past practice
- supplementary events
- wider industry directions.

Internal and external factors may include:

- competitor activity
- industry context
- management structures
- organisation objectives
- resource constraints
- social, political or economic factors.

Primary event costs may include:

- catering
- collateral materials
- equipment
- marketing costs
- security
- staffing requirements
- transport
- venue.

Potential sources of revenue and other resources may include:

- community organisations
- general public
- government funding
- grants
- industry bodies
- participating organisations
- sponsors.

Planning and management requirements may relate to:

- administration
- marketing
- management structures, roles and responsibilities
- resources:
 - financial
 - human
 - physical
- sustainability
- technology.

Operational requirements for each event component may relate to:

- minimal impact practices for the construction, maintenance and disposal of event staging
- components paid and voluntary staff requirements
- specialist assistance
- staging requirements, including:
 - catering
 - equipment
 - infrastructure
 - security
 - transport.

Compliance requirements may relate to:

- environmental sustainability
- fundraising
- insurance
- licensing
- safety.

Unit Sector(s)

Cross-Sector

Competency Field

Events