



Australian Government

CUAFOH311 Provide seating and ticketing services

Release: 1

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Modification History

Release	Comments
Release 1	This version first released with CUA Creative Arts and Culture Training Package Version 5.0.

Application

This unit describes the performance outcomes, skills and knowledge required to provide advice on, and issue tickets or passes for events and productions in the screen, media, entertainment and events industry. It involves gaining knowledge of the venue, responding to different customer queries, issuing tickets and maintaining ticketing systems.

The unit applies to those who use some discretion and judgement and operate under broad supervision within an established framework of plans and procedures.

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

Unit Sector

Media and Entertainment Production – Front of House

Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
<i>Elements describe the essential outcomes.</i>	<i>Performance criteria describe the performance needed to demonstrate achievement of the element.</i>
1. Maintain knowledge of venue facilities and performances	1.1 Identify and access different sources of current venue information 1.2 Confirm full understanding of venue seating and ticketing arrangements, including consideration of issues affecting customers with special needs 1.3 Record and store information for future use, according to organisational systems
2. Respond to customer queries	2.1 Provide accurate information to customers according to organisational policies and procedures 2.2 Advise customers on nature of seating, including location and viewing details

ELEMENT	PERFORMANCE CRITERIA
	2.3 Consider special requests and customers with special needs when selecting seats 2.4 Make applicable recommendations for alternative and future events as required 2.5 Provide accurate and clear advice on refund and exchange policies and procedures 2.6 Handle enquiries and sales according to organisational policies and procedures 2.7 Seek advice and assistance from colleagues as required
3. Issue tickets	3.1 Confirm required equipment and materials are available and operational before beginning ticket issue 3.2 Issue tickets and receipts according to organisational procedures and ticketing system 3.3 Check tickets before providing them to customers and reconfirm details with customers
4. Maintain online booking systems	4.1 Load performance session and venue seating data into ticketing software system 4.2 Monitor the currency of information about events and productions and update as required 4.3 Respond to queries received through online booking systems and refer issues beyond scope of own job role to required personnel

Foundation Skills

This section describes those language, literacy, numeracy and employment skills that are essential to performance but not explicit in the performance criteria.

SKILL	DESCRIPTION
Reading	Interprets ticketing and venue information
Writing	Completes workplace documentation
Oral communication	- Obtains information by listening and questioning - Provides information using clear language
Numeracy	- Calculates number of seats - Advises on cost of tickets - Uses numerical features of electronic booking systems
Self-management	Understands and completes main tasks and responsibilities within the boundaries of own role

SKILL	DESCRIPTION
	Handles peak periods of activity in a positive and enthusiastic manner
Teamwork	- Uses language, tone and non-verbal behaviour applicable for interacting with the general public - Works collaboratively with those involved in front of house duties
Planning and organising	Adopts a methodical and logical approach to providing seating and ticketing services
Initiative and enterprise	Takes responsibility for making decisions in relation to routine and some non-routine customer requests
Technology	- Uses computer-based ticketing systems - Accesses information on the internet relevant to work activities

Unit Mapping Information

Supersedes and is equivalent to CUAFOH301 Provide seating and ticketing services.

Links

Companion Volume Implementation Guide is found on VETNet -

<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=1db201d9-4006-4430-839f-382ef6b803d5>

Assessment Requirements for CUAFOH311 Provide seating and ticketing services

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Performance Evidence

The candidate must demonstrate the ability to complete the tasks outlined in the elements, performance criteria and foundation skills of this unit, including evidence of the ability to:

- provide seating and ticketing services for at least two different performance or events.

In the course of the above, the candidate must:

- provide accurate advice in response to customer requests that include:
 - seating
 - cost of ticket categories, including concessional rates and conditions of availability
 - start and finish times of events
 - facilities and services for customers with special needs
- use a standard ticketing system to issue tickets
- interact in a helpful and positive manner with colleagues and members of the public.

Knowledge Evidence

The candidate must be able to demonstrate knowledge to complete the tasks outlined in the elements, performance criteria and foundation skills of this unit, including knowledge of:

- main features of ticketing systems used by venues and where information about venue facilities and ticketing systems can usually be found
- types and styles of performances, sessions or events offered by venues
- facilities and services typically available to people with special needs
- organisational policies and procedures for providing seating and ticketing services for events
- procedures and systems for determining availability of tickets
- safety and security issues and regulations in relation to providing seating and ticketing services for events
- industry-standard technology used in different front of house duties that include:
 - ticketing software

- digital scanning
- venue accessibility equipment
- typical payment, refund and exchange procedures.

Assessment Conditions

Skills in this unit must be demonstrated in a workplace or simulated environment where the conditions are typical of those in a working environment in this industry.

This includes access to:

- ticketing systems and venues where tickets can be issued.

Assessors of this unit must satisfy the requirements for assessors in applicable vocational education and training legislation, frameworks and/or standards.

Links

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