



Australian Government

CUAIND402 Provide freelance services

Release: 1

CUAIND402 Provide freelance services

Modification History

Release	Comments
Release 1	This version first released with CUA Creative Arts and Culture Training Package version 2.0.

Application

This unit describes the skills and knowledge required to work as an independent operator within the creative arts industry.

It applies to individuals who use a high level of self-motivation and discipline, and an entrepreneurial attitude when pursuing work opportunities. They are engaged for specific projects and are responsible for promoting themselves to potential clients, negotiating their own contracts and managing their business affairs.

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

Unit Sector

Industry Capability – Industry Context

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. Promote self to potential clients	1.1 Establish, follow up and regularly maintain industry contacts 1.2 Participate in and maintain relevant industry, employer and other networks 1.3 Identify and implement strategies to enhance a professional reputation 1.4 Produce material about the services provided and promote across a range of media outlets and platforms
2. Negotiate work arrangements	2.1 Establish clear project outcomes with client and agree on fees, schedules and expenses

ELEMENT	PERFORMANCE CRITERIA
	2.2 Confirm contracts or agreements contain payment terms and conditions that provide a viable cash flow 2.3 Confirm contracts or agreements include obligations of all parties and include a process for varying terms and conditions 2.4 Seek specialist advice to review contracts or agreements before signing, if appropriate 2.5 Store signed contracts or agreements securely for future reference 2.6 Adapt to client work demands without compromising ethics or reputation 2.7 Negotiate contract or agreement variations as required
3. Manage financial and business aspects of service	3.1 Set up and use effective systems for managing budgets, finance, taxation and project documents, seeking expert advice and support where necessary 3.2 Set a realistic fee structure for services provided 3.3 Plan and maintain a viable work schedule and cash flow outlined in a business plan 3.4 Send invoices in line with payment terms and conditions and promptly follow up any non-payments 3.5 Keep accurate and up-to-date financial accounts and records 3.6 Submit all taxation documents, using an accountant if necessary 3.7 Comply with business regulations, taxation and insurance requirements
4. Undertake strategic planning	4.1 Implement strategies to identify work opportunities and risks 4.2 Identify and act on opportunities to expand the client base, either alone or in partnership with others 4.3 Seek constructive feedback about work performance from clients and other relevant people to improve work practices 4.4 Identify opportunities for ongoing professional development and ensure skills and knowledge keep pace with industry developments 4.5 Regularly review and set realistic work objectives measured against quality of life, artistic and commercial goals 4.6 Identify risk factors and take action to minimise when planning work activities

Foundation Skills

This section describes language, literacy, numeracy and employment skills incorporated in the performance criteria that are required for competent performance.

Skill	Performance Criteria	Description
Learning	4.4	Actively pursues opportunities to update skills and knowledge
Reading	1.2, 1.3, 2.1-2.5, 2.7, 3.1, 3.3, 3.5, 3.6, 3.7, 4.5	Interprets and comprehends texts with complex ideas and unfamiliar vocabulary
Writing	1.2, 1.4, 2.1, 2.7, 3.2, 3.3, 3.5, 4.5	Creates a range of documents matching format and style of writing to purpose and audience
Oral Communication	1.1, 1.2, 2.1-2.4, 2.6, 2.7, 3.1, 4.2, 4.3	- Explains ideas and requirements clearly using specific and relevant language, - Uses listening and questioning techniques to confirm understanding - Applies appropriate communication strategies to extract main ideas and express ideas during discussions
Numeracy	2.1, 2.2, 3.1, 3.2, 3.7	- Extracts, evaluates and applies mathematical information embedded in a range of texts - Uses mathematical skills to develop and monitor budgets, financial and work recordkeeping systems
Navigate the world of work	1.1-1.4, 2.1-2.3, 3.1, 3.7, 4.1, 4.5	- Follows regulatory, taxation and insurance requirements - Uses a systematic process for developing career, identifying and researching employment options and updating skills - Considers personal ethics, work and personal commitments in conducting activities
Interact with others	1.1, 1.2, 2.1-2.4, 2.6, 2.7, 3.1, 4.2, 4.3	Selects and uses appropriate communication practices and protocols in a broad range of contexts, including job interviews and negotiations with appropriate personnel
Get the work done	2.5-2.7, 3.1, 3.4-3.6, 4.1, 4.2, 4.6	- Plans, organises and implements systems to manage costs, maximise income and be proactive in promotional activities - Makes decision directly related to own career that take into account legal requirements, personal work ethic and reputation - Uses digital technologies to find and store information

Unit Mapping Information

Code and title current version	Code and title previous version	Comments	Equivalence status
CUAIND402 Provide freelance services	CUFIND401A Provide services on a freelance basis	Updated to meet Standards for Training Packages. Title changed. Minor edits to elements and performance criteria.	Equivalent unit

Links

Companion Volume implementation guides are found in VETNet -

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

Assessment Requirements for CUAIND402 Provide freelance services

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Performance Evidence

Evidence of the ability to:

- participate in industry networks and develop a dynamic list of industry contacts
- prepare resume and self-promotional materials and circulate using a variety of media outlets and platforms
- prepare a business plan that identifies a fee structure and work schedule to maintain a viable cash flow
- negotiate service contracts or agreements
- develop and maintain an effective financial and document records system
- develop and revise a strategic plan that identifies business opportunities and risks
- seek constructive feedback to identify professional development needs and opportunities
- review work objectives measured against quality of life, artistic and commercial goals.

Note: If a specific volume or frequency is not stated, then evidence must be provided at least once.

Knowledge Evidence

To complete the unit requirements safely and effectively, the individual must:

- identify industry network opportunities for freelance services in screen and media industries
- identify professional expertise and services available to advise and support freelance services
- identify media outlets and platforms that may be relevant for promotional purposes
- identify sources of information about regulatory, taxation, insurance and other business requirements in relation to offering freelance services.

Assessment Conditions

Assessment must be conducted in a safe environment where evidence gathered demonstrates consistent performance of typical activities experienced in creative arts industry environments. The assessment environment must include access to:

- relevant personnel
- access to information on legislation and codes of practice for freelancer services in the screen and media industries.

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

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