



Australian Government

CUAIND403 Communicate effectively with arts professionals

Release: 1

CUAIND403 Communicate effectively with arts professionals

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 communicate effectively with a range of arts professionals about cultural and business activities.

It applies to individuals who apply well developed interpersonal and communication skills working as practitioners, administrators or managers. They could be working in the public or private sector in contexts such as community projects, exhibitions, events or festivals. They work under limited supervision.

No licensing, legislative or certification conditions 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. Determine communication requirements	1.1 Consult with relevant personnel to identify arts professionals with whom communication is needed 1.2 Clarify type of information needed from perspective of both parties 1.3 Gather information to support communication process
2. Exchange information with arts professionals	2.1 Organise mutually convenient interactions with arts professionals 2.2 Communicate purpose and expected outcomes of interactions with arts professionals

ELEMENT	PERFORMANCE CRITERIA
	2.3 Present information in formats appropriate to situations and within required timeframes 2.4 Seek information from arts professionals to meet their identified needs within required timeframes 2.5 Establish rapport with arts professionals and accommodate diversity using verbal and non-verbal communication 2.6 Identify and act on potential barriers to effective communication with arts professionals
3. Establish and maintain professional relationships	3.1 Establish honest and supportive relationships between own organisation and arts professionals 3.2 Develop trust and respect in business relationships using effective communication 3.3 Identify and use opportunities to maintain regular contact with arts professionals 3.4 Find and use information necessary to maintain sound business relationships 3.5 Fulfil agreements within scope of individual responsibility 3.6 Foster relationships using regular contact and effective interpersonal and communication styles

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
Reading	2.1, 3.4	Identifies and interprets information from a range of sources
Writing	2.1, 2.2, 3.2, 3.6	Composes and edits texts to elicit or provide information, advice and recommendations according to organisational and audience requirements
Oral Communication	1.1, 1.2, 2.1, 2.2, 2.4-2.6, 3.2, 3.6	- Selects and uses language and non-verbal features appropriate to audience and context - Uses active listening and questioning techniques to clarify information and confirm understanding
Navigate the	3.1, 3.5	Understands the nature and purpose of own role and associated responsibilities to conduct honest and

world of work		ethical professional relationships
Interact with others	1.1, 1.2, 2.1, 2.2, 2.4-2.6, 3.1, 3.2, 3.6	• Selects and uses appropriate communication practices and protocols when interacting with people from diverse backgrounds to build rapport, seek and share information and maintain relationships • Uses collaborative techniques to engage others in consultations and negotiations • Adjusts own communication style to maintain effective communication
Get the work done	1.1-1.3, 2.1, 2.3, 2.4, 3.3, 3.4	• Plans and implements tasks required to build relationships and exchange information with individuals and organisations • Manages time effectively to initiate and maintain connections

Unit Mapping Information

Code and title current version	Code and title previous version	Comments	Equivalence status
CUAIND403 Communicate effectively with arts professionals	CUVIND401A Communicate effectively with arts professionals	Updated to meet Standards for Training Packages. Minor edits to performance criteria to clarify intent.	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 CUAIND403 Communicate effectively with arts professionals

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Performance Evidence

Evidence of the ability to:

- identify information requirements for communication with arts professionals
- manage communication processes and interactions in cooperation with arts professionals
- present information within timeframes
- use effective interpersonal and communication skills to develop and maintain business and cultural relationships.

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:

- clarify different roles of arts professionals and how they relate to a range of arts organisations
- outline the range of different contexts in which arts professionals operate
- discuss typical communication requirements between arts organisations and arts professionals
- explain principles and techniques for effective communication and networking
- identify sources of information about arts organisations and arts professionals.

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:

- information relating to arts organisations and arts professionals
- relevant people.

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

Links

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