



Australian Government

Assessment Requirements for CUAIND412 Provide freelance 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.

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:

- prepare resume and self-promotional materials, and circulate them using different media outlets and social media platforms on at least three occasions.

In the course of the above, the candidate must:

- prepare at least one business plan that identifies a fee structure and work schedule that maintains a viable cash flow
- participate in industry networks and develop a dynamic list of industry contacts
- negotiate service contracts or agreements
- develop a maintainable and effective financial and document records system
- develop and revise a strategic plan that identifies business opportunities and risks
- identify professional development needs and opportunities
- review work objectives measured against quality of life, artistic and commercial goals.

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:

- effective strategies for promoting self to potential clients
- techniques for negotiating work arrangements
- procedures for managing financial and business aspects of services
- key factors relating to preparation of business plans that outline viable work schedules and cash flows
- effective strategies for undertaking strategic planning
- processes for developing financial and document record systems
- techniques for reviewing work objectives against quality of life and artistic and commercial goals

- resume and self-promotion materials required for chosen freelance service
- industry network opportunities for freelance services in screen and media industries
- professional expertise and services available for advising and supporting freelance services
- media outlets and platforms that may be required for promotional purposes
- sources of information about regulatory, taxation, insurance and other business requirements in relation to offering freelance services.

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 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.

Links

Companion Volume Implementation Guide is found on VETNet -

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