



Australian Government

CUAIND412 Provide freelance services

Release: 1

CUAIND412 Provide freelance services

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 skills and knowledge required to work as an independent operator within the creative arts industry. This includes promoting self to potential clients, negotiating work arrangements, managing financial and business aspects of services, and undertaking strategic planning.

The unit applies to those 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

ELEMENTS	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 required industry, employer and other networks 1.3 Identify and implement strategies for enhancing a professional reputation 1.4 Produce material about services provided and promote across different media outlets and social media platforms
2. Negotiate work arrangements	2.1 Establish clear project outcomes with client and agree on fees, schedules and expenses

ELEMENTS	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 for reviewing contracts or agreements before signing, as required 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 systems for managing budgets, finance, taxation and project documents, seeking expert advice and support as required 3.2 Set a realistic fee structure for services provided 3.3 Prepare a business plan outlining viable work schedule and cash flow 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 according to taxation requirements 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 for expanding the client base, either alone or in partnership with others 4.3 Improve work performance and practices using constructive feedback from clients and other required personnel 4.4 Identify opportunities for ongoing professional development and to maintain skills and knowledge 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 develop prevention strategies when planning work activities

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
Learning	Improves skills and knowledge by actively pursuing opportunities
Numeracy	Develops and monitors budgets, financial and work recordkeeping systems using mathematical skills
Oral communication	- Explains ideas and requirements clearly using specific and required language - Confirms understanding using listening and questioning techniques - Extracts main ideas and expresses ideas during discussions using communication strategies
Reading	Interprets and comprehends texts with complex ideas and unfamiliar vocabulary
Writing	Creates a range of documents matching format and style of writing to purpose and audience
Planning and organising	Plans, organises and implements systems to manage costs, maximise income and be proactive in promotional activities
Self-management	- Follows regulatory, ethical, taxation and insurance requirements - Uses a systematic process for developing career, identifying and researching employment options and updating skills
Technology	Uses digital technologies to find and store information

Unit Mapping Information

Supersedes and is equivalent to CUAIND402 Provide freelance 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 CUAIND412 Provide freelance 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:

- 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

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