



Australian Government

CUAIND413 Communicate effectively with arts professionals

Release: 1

CUAIND413 Communicate effectively with arts professionals

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 communicate effectively with a range of arts professionals about cultural and business activities. It involves identifying arts professionals to communicate with, exchanging information with them, and establishing and maintaining professional relationships.

The unit applies to those 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 Identify arts professionals with whom communication is needed in consultation with required personnel 1.2 Clarify type of information needed from perspective of both parties 1.3 Gather information required for communication process with an agreed outcome
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 applicable to situations and within required timeframes according to organisational policies and procedures 2.4 Seek information from arts professionals and meet their identified needs within required timeframes 2.5 Establish rapport with arts professionals using industry terms and applicable protocols and accommodate diversity using applicable communication methods 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 Maintain contact with arts professionals as required according to organisational policies and procedures 3.4 Maintain sound business relationships using applicable information 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 those language, literacy, numeracy and employment skills that are essential to performance but not explicit in the performance criteria.

SKILL	DESCRIPTION
Oral communication	- Selects and uses language and non-verbal features applicable to audience and context - Clarifies information and confirms understanding using active listening and questioning techniques
Reading	Identifies and interprets information from a range of sources
Writing	Composes and edits texts and elicits and provides information, advice and recommendations according to audience requirements
Planning and organising	Plans and implements required tasks when building relationships and exchanging information with individuals and organisations
Self-management	Understands the nature and purpose of own role and associated responsibilities when conducting honest professional relationships

SKILL	DESCRIPTION
	• Initiates and maintains connections and manages time effectively
Teamwork	• Selects and uses appropriate communication practices and protocols when interacting with people from diverse backgrounds and builds rapport, seeks and shares information and maintains relationships • Engages others in consultations and negotiations using collaborative techniques • Adjusts own communication style and maintains effective communication

Unit Mapping Information

Supersedes and is equivalent to CUAIND403 Communicate effectively with arts professionals.

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 CUAIND413 Communicate effectively with arts professionals

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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:

- communicate effectively with at least three different arts professionals.

In the course of the above, the candidate must:

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

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:

- varied roles of arts professionals and how they relate to different arts organisations
- different contexts in which arts professionals operate
- typical communication requirements between arts organisations and arts professionals, including:
 - verbal communication
 - non-verbal communication
 - cultural sensitivities and protocols
- principles and techniques for effective communication and networking
- sources of information about arts organisations and arts professionals.

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 relating to arts organisations and arts professionals
- arts professionals.

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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