



Australian Government

CUAMGT401 Manage distribution of music and associated products

Release: 1

CUAMGT401 Manage distribution of music and associated products

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 manage the distribution of music in both physical and digital formats, as well as products associated with the music.

It applies to individuals who are responsible for managing the process of distributing music and merchandise associated with an artist or act. The unit may apply to artists, musical publishers, digital distributors/aggregators in association with independent labels, as well as those who work in record companies.

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

Unit Sector

Management

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. Distribute physical products	1.1 Research traditional and new distribution models for music and associated products in consultation with people having appropriate expertise 1.2 Determine the range of physical products to be promoted, and develop strategies for their distribution in consultation with relevant people 1.3 Establish contracts for distribution, with rights and obligations of all parties explained 1.4 Manage processes to distribute physical products to retail outlets

ELEMENT	PERFORMANCE CRITERIA
	as required 1.5 Document and maintain records of products distributed 1.6 Distribute income from sales of products in line with contractual agreements
2. Manage digital distribution of music	2.1 Research digital distribution models for music and associated products in consultation with people having appropriate expertise 2.2 Communicate the different business models for digital distribution to artists, songwriters and composers 2.3 Communicate to artists, songwriters and composers their rights under a digital distribution deal 2.4 Develop strategies for digital distribution, and supply music in the required format 2.5 Contribute to the promotion of music and associated products using a range of media 2.6 Document and maintain records of music distributed 2.7 Distribute income from digital sales of products in line with contractual agreements
3. Evaluate distribution strategies	3.1 Assess the impact and effectiveness of distribution strategies 3.2 Evaluate cost and time benefits of different distribution strategies 3.3 Revise distribution strategies as required in consultation with relevant people

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	1.1, 1.4, 1.5, 2.1, 2.5, 2.6, 3.1	- Recognises and interprets information in complex texts - Organises, evaluates and critiques ideas and information from a range of complex texts
Writing	1.4-1.6, 2.2 - 2.6, 3.3	Develops and edits material to a specific audience, using appropriate vocabulary and structure, to convey explicit information

		Compiles and maintains records in required format
Oral Communication	1.1 - 1.3, 2.1 - 2.3, 2.5, 3.3	- Explains ideas and requirements clearly, and listens carefully - Uses simple and relevant language and questioning techniques to confirm understanding
Numeracy	1.6, 2.2, 2.6, 2.7, 3.2	- Analyses mathematical information that may be embedded in documents - Uses mathematical formulas to calculate the effectiveness of distribution against time durations and expenditure - Defines timeframes in accordance with schedule requirements
Navigate the world of work	1.3, 1.6, 2.2, 2.3, 2.6	Identifies, confirms and understands contractual and legal requirements relevant to role
Interact with others	1.1, 1.2, 2.1, 2.2, 2.5, 3.3	Consults and builds rapport to establish clear understanding and to elicit feedback
Get the work done	1.1-1.5, 2.1-2.6, 3.1-3.3	- Plans and sequences complex tasks and workload - Gathers and analyses all relevant information and evaluates strategies - Applies problem solving processes to identify risks, evaluate options and determine solutions - Uses appropriate technologies to distribute products and maintain and analyse information

Unit Mapping Information

Code and title current version	Code and title previous version	Comments	Equivalence status
CUAMGT401 Manage distribution of music and associated products	CUSMGT401A Manage distribution of music and associated products	Updated to meet Standards for Training Packages. Minor edits to 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 CUAMGT401 Manage distribution of music and associated products

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Performance Evidence

Evidence of the ability to:

- research models for distribution of music and associated products
- develop strategies to distribute music and associated products
- distribute music and associated products in digital and traditional forms, and evaluate effectiveness of processes
- work cooperatively with others involved in the distribution of music and associated products.

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:

- explain different models for the digital distribution of music
- explain the rights and obligations of parties in music distribution deals, including copyright and royalty income
- outline the processes for distributing music and associated products in both digital and physical form
- outline issues and challenges that typically arise in the context of managing the distribution of music and associated products, and how they might be overcome.

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:

- an environment where distribution of music and associated products is required
- interaction with others.

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 guides are found in VETNet -

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