



Australian Government

CUAMGT403 Manage licensing and assignment of works

Release: 1

CUAMGT403 Manage licensing and assignment of works

Modification History

Release	Comments
Release 1	This version first released with CUA Creative Arts and Culture Training Package version 2.0.

Application

This unit covers the skills and knowledge required to manage, promote and negotiate licensing of musical works.

It applies to individuals who promote the use of material in a publisher's catalogue to prospective clients, and negotiate licensing or assignment of rights agreements with clients who want to use this material for their own purposes, such as screen productions, mood music and mobile phone ringtones. They may work for music publishing companies, or artist managers may perform this role on behalf of artists.

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. Promote works to clients	1.1 Plan strategies to promote listed works and creators of works 1.2 Research and assess marketing opportunities for listed works, using appropriate sources 1.3 Identify and research users of publicly performed music to compile a list of potential clients 1.4 Pitch material to potential clients 1.5 Respond to requests for information on listed works from prospective clients

ELEMENT	PERFORMANCE CRITERIA
2. Negotiate contracts	2.1 Confirm that licensing of rights in works has been agreed by originator 2.2 Discuss and confirm terms and conditions of licensing or assignment of rights contract with copyright owner or creator 2.3 Confirm licensing or assignment of rights contract with client is free of conflicting claims or licences already granted or pending 2.4 Support all parties during licensing negotiations, and resolve disputes as required 2.5 Confirm licensing contract is accurate, understood by all parties and delivered within agreed timeframe
3. Administer licensing policy and contracts	3.1 Confirm all licensing contracts comply with licensing policy and royalty obligations 3.2 Update files systematically to maintain currency and accuracy of recording and reporting of royalty receipts and payments

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	1.2, 1.3, 1.5, 2.2, 2.3, 2.5, 3.1	Identifies relevant information from a range of sources, and interprets compliance text to form an opinion and confirm compliance
Writing	1.5, 2.3, 2.5, 3.2	Prepares and updates documents to convey required information and meet the needs of the audience
Oral Communication	1.4, 1.5, 2.1, 2.2, 2.5	Articulates clearly and employs listening and questioning skills, using specific language and industry terminology appropriate to audience and environment
Numeracy	2.5	- Interprets mathematical information embedded in texts - Defines timeframes in accordance with schedule requirements
Navigate the world of work	2.1-2.3, 2.5, 3.1	Identifies, confirms and applies contractual and licensing requirements relevant to role
Interact with others	1.4, 1.5, 2.2, 2.4, 2.5	Consults to build rapport to establish clear understanding

		Follows accepted consultation and communication practices to negotiate agreed outcomes
Get the work done	1.1-1.5, 2.1-2.5, 3.1-3.2	- Gathers and analyses all relevant information to inform the development of strategy - Plans and sequences complex tasks and workload - Applies problem solving processes to identify risks, evaluate options and determine solutions - Uses appropriate technologies to store, maintain and analyse information

Unit Mapping Information

Code and title current version	Code and title previous version	Comments	Equivalence status
CUAMGT403 Manage licensing and assignment of works	CUSMGT403A Manage licensing of music	Updated to meet Standards for Training Packages. New title. 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 CUAMGT403 Manage licensing and assignment of works

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Performance Evidence

Evidence of the ability to:

- administer and negotiate licensing and assignment of rights contracts
- identify market opportunities and promote listed works to potential clients
- maintain documentation and records for the licensing of music works.

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:

- describe the different types of works that may be licensed and how they might be used
- explain the typical terms and conditions in licensing contracts and assignment of rights contracts
- describe the rights and obligations of publishers and creators of works
- explain the typical features of, and terminology used in, licensing contracts.

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:

- a list of works that could be licensed
- copyright and licensing legislation
- relevant technology and licensing documentation
- interaction with others.

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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