



Australian Government

CUAMGT411 Manage distribution of music and associated products

Release: 1

CUAMGT411 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 5.0.

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. This includes promotion of music and the distribution of any income from sales of music and associated products.

The unit applies to those who are responsible for managing the process of distributing music and merchandise associated with an artist or act. This includes artists, musical publishers, digital distributors and 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. Prepare for distribution of music and associated products	1.1 Determine range of music and products to be distributed 1.2 Research and identify suitable traditional or new distribution models for music and associated products 1.3 Communicate different distribution models to required personnel and agree on preferred model 1.4 Confirm distribution agreement requirements with required personnel 1.5 Establish contract and distribution agreement, and agree on and

ELEMENT	PERFORMANCE CRITERIA
	communicate rights and obligations to all parties 1.6 Develop strategies for implementing distribution model in line with distribution agreement
2. Distribute music and associated products	2.1 Implement selected distribution model and arrange supply of music and associated products in required format 2.2 Contribute to promotion of music and associated products using a range of media and according to distribution agreement 2.3 Document and maintain records of distributed music and associated products according to workplace procedures 2.4 Distribute income generated from music and products in line with contractual agreements and according to workplace procedures
3. Evaluate distribution model	3.1 Assess impact and effectiveness of selected distribution model according to agreed targets 3.2 Evaluate cost and time benefits of selected distribution model against different distribution models 3.3 Revise distribution strategy as required in consultation with required personnel

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
Numeracy	- Analyses mathematical information embedded in documents - Uses mathematical formulas to calculate effectiveness of distribution against time durations and expenditure
Oral communication	- Explains ideas and requirements clearly, and listens for important information - Uses plain language when gathering and giving information and asking questions
Reading	Interprets information in complex texts
Writing	- Develops material for a specific audience, using required vocabulary and structure - Compiles and maintains records in required format
Planning and organising	- Plans and sequences complex tasks and workload - Defines timeframes according to schedule requirements

SKILL	DESCRIPTION
Problem solving	• Applies problem solving processes to evaluate options and determine solutions
Self-management	• Follows accepted consultation and communication practices
Technology	• Uses required technologies to distribute music and products, and to maintain and analyse information

Unit Mapping Information

Supersedes and is equivalent to CUAMGT401 Manage distribution of music and associated products.

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 CUAMGT411 Manage distribution of music and associated products

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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:

- manage at least one digital distribution of music, and one physical distribution of an associated product.

In the course of the above, the candidate must:

- research and discuss models for distribution of music and associated products, including digital and physical models
- evaluate effectiveness of distribution processes
- revise distribution strategy in consultation with required personnel
- work with others involved in the distribution of music and associated products.

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:

- traditional and new models for digital and physical distribution of music and associated products
- key features and terms of distribution agreements, including:
 - rights of the parties
 - fees
 - required timeframes
- contractual rights and obligations of parties in music distribution agreements, including copyright and royalty or streaming income
- strategies to evaluate the effectiveness of distribution models
- processes for distributing income from sale of music in line with contractual agreements
- issues and challenges that typically arise in the context of managing the distribution of music and associated products, and methods for resolving them

- techniques for promoting music and associated products using a range of media
- workplace procedures for documenting and maintaining records of distributed music and associated products, including those relating to:
 - formatting records
 - storing and retrieving records
 - distributing income from sales of music and products, including streaming income.

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:

- music and associated products to distribute
- interaction with others for the purpose of demonstrating the performance evidence.

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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