



Australian Government

CUAMGT501 Manage artists and their careers

Release: 1

CUAMGT501 Manage artists and their careers

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 professional and career development of artists.

It applies to individuals who identify and assist artists with their professional development needs, as well as promoting their artistic and career interests.

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. Establish business relationships	1.1 Discuss, confirm and document contractual relationship with artists 1.2 Use effective networking strategies with industry contacts to promote business opportunities for artists 1.3 Advise and assist artists to build sustainable career outcomes 1.4 Explore opportunities with artists to maximise commercial advantage
2. Manage career development	2.1 Discuss and document realistic career plans with artists, aligning artistic aspirations/potential with career goals 2.2 Develop artists' repertoires that are commercially viable and in line with realistic market opportunities

ELEMENT	PERFORMANCE CRITERIA
	2.3 Assist artists to develop their artistic potential, and provide objective assessment of artistic success in a manner and timeframe agreed by all parties 2.4 Represent artistic and career interests of artists when negotiating commercial opportunities 2.5 Implement an impartiality clause when representing more than one artist, and advise each artist of their position within hierarchy of managed artists 2.6 Ensure negotiated obligations with artists are clearly communicated to all business partners
3. Manage business relationships	3.1 Plan and agree on communication processes to be used in business relationships with artists 3.2 Provide ongoing, accurate and objective copyright advice to artists 3.3 Advise artists on relevant industry associations, industry awards and WHS issues 3.4 Negotiate, confirm and record a financial plan with artists, and implement an appropriate system to record and monitor finances 3.5 Report finances within legislative guidelines, and manage payments within agreed timeframes 3.6 Seek feedback from artists to evaluate management strategies and adjust as required
4. Develop market position of artists	4.1 Assess style, genre, repertoire and performance standard of artists to clarify market fit and potential 4.2 Monitor and assess appeal of artists in local, regional, national and/or international markets 4.3 Collaborate with artists to develop their professional image in line with promotional opportunities 4.4 Negotiate performance opportunities, and organise tours within context of financial risk analysis parameters and artists' timeframes

Foundation Skills

This section describes language, literacy, numeracy and employment skills incorporated in the performance criteria that are required for competent performance.

Skill	Performance	Description
-------	-------------	-------------

	Criteria	
Reading	1.1, 4.2	Evaluates and integrates information from relevant industry sources
Writing	1.1, 2.1, 2.6, 3.1-3.6	Documents information using language and format appropriate to context and audience
Oral Communication	1.1-1.4, 2.1, 2.4, 2.5, 3.1-3.4, 4.3, 4.4	- Provides and seeks information using language and features appropriate to the audience - Uses listening and questioning to gather information and confirm understanding of the artist's goals
Numeracy	2.5, 3.4, 3.5, 4.4	- Calculates accurately different financial scenarios to determine financial risks and provide advice on the best career pathways - Defines timeframes in accordance with schedule requirements
Navigate the world of work	2.4-2.6, 3.2, 3.3, 3.4,	- Identifies, confirms and applies copyright, contractual and legislative requirements relevant to role - Recognises and responds to probity requirements of own and other organisations
Interact with others	1.1-1.4, 2.1, 2.4-2.6, 3.1-3.3, 4.3, 4.4	- Builds rapport to establish a collaborative environment - Collaborates with other professionals to nurture a positive network to advance the artist/s career - Follows accepted consultation and communication practices to negotiate agreed outcomes
Get the work done	1.1-1.4, 2.1-2.6, 3.1-3.6, 4.1, 4.2, 4.4	- Plans and sequences complex tasks and workload, adjusting plans as required - Applies problem solving processes to identify risks, evaluate options and determine solutions - Uses appropriate technologies to report and manage finances, and to maintain and retrieve information

Unit Mapping Information

Code and title current version	Code and title previous version	Comments	Equivalence status
CUAMGT501 Manage artists and their careers	CUSMGT502A Manage artists and their careers	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 CUAMGT501 Manage artists and their careers

Modification History

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

Performance Evidence

Evidence of the ability to:

- provide management services and career advice to artists
- negotiate for and with clients
- promote artists in current music markets.

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 typical inclusions of a contractual relationship between a manager and an artist
- outline the importance of accurate bookkeeping and recordkeeping for artist management
- outline the legislation, industry awards, and industry associations relevant to performers and artist managers
- explain ways to develop artists' repertoires and professional image
- explain ways to conduct financial risk analysis on performance opportunities
- outline issues and challenges that typically arise in the context of managing artists and their careers, 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:

- appropriate technology
- 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 -

<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=1db201d9-4006-4430-839f-382ef6b803d5>