



Australian Government

CUAMGT502 Develop artists and repertoire

Release: 1

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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 foresee and capitalise on the commercial potential of new and emerging artists, trends, styles and genres of music.

It applies to individuals who find new talent and administer the recording of their work. This role would typically be undertaken by an artist and repertoire (A&R) manager, representative or scout, in line with company policy for live performance and/or recording projects.

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. Monitor new and emerging trends in music	1.1 Research and critique a broad range of local and international music to identify and anticipate emerging trends 1.2 Evaluate the commercial potential of emerging trends 1.3 Cultivate strategic relationships to keep informed of developments in the music industry 1.4 Use intelligence gathered to predict and influence music market trends
2. Scout new talent	2.1 Select new artists based on analysis of their artistic and commercial potential 2.2 Assess current and potential audience response, and evaluate marketability of new artists 2.3 Discuss music market trends and product development with

ELEMENT	PERFORMANCE CRITERIA
	artists and artists' managers 2.4 Assign artists to appropriate producers so that recording approach complements artists' repertoire 2.5 Mentor artists to optimise their artistic and commercial development
3. Facilitate agreements for artists	3.1 Provide recording, promotional or touring company with realistic view of artists' potential and proposed approach to artistic and commercial development 3.2 Advise artists to obtain legal advice with regard to negotiating contracts 3.3 Monitor drafting of agreements between artists and company, and facilitate process as required 3.4 Document agreements and distribute to all parties
4. Monitor progress of artists' agreements	4.1 Monitor level of income generated from sales of artists' recordings 4.2 Anticipate any agreements that are likely to lead to a loss for the company, and recommend appropriate action 4.3 Provide reports to management on commercial viability of artists as required

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, 1.2, 1.4, 3.3, 4.1	Evaluates different sources to enhance knowledge of current music trends and to predict emerging trends
Writing	1.1, 1.2, 1.4, 3.1, 3.4, 4.2, 4.3	- Captures the specifics of agreements between artists and company, using appropriate language for the given audience - Clearly articulates the possible commercial future of artist/s
Oral Communication	1.3, 2.3, 2.5, 3.1-3.3	Employs listening and questioning skills to seek and share information, and check understanding

Numeracy	2.2, 2.5, 4.1, 4.2	Calculates accurately different financial scenarios, using appropriate formulas and tables to clearly display the information
Navigate the world of work	3.2, 3.3	Recognises and responds to legal and contractual requirements of own and other organisations
Interact with others	1.3, 2.3, 2.5, 3.1-3.3	- Follows accepted consultation and communication practices to negotiate agreed outcomes - Builds rapport and communicates clearly and openly to provide advice and ensure understanding and agreement
Get the work done	1.1-1.4, 2.1-2.5, 3.1-3.4, 4.1-4.3	- Plans and sequences complex tasks and workload - Applies problem solving processes to identify risks, anticipate issues, evaluate options and determine solutions - Uses appropriate digital technologies to monitor, report and manage financial, contractual and industry related information

Unit Mapping Information

Code and title current version	Code and title previous version	Comments	Equivalence status
CUAMGT502 Develop artists and repertoire	CUSMGT503A Develop artists and repertoire	Updated to meet Standards for Training Packages. Minor edits to elements and 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 CUAMGT502 Develop artists and repertoire

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Performance Evidence

Evidence of the ability to:

- identify new artists and assess their marketability
- develop and promote new artists
- network strategically to gain and exploit information on music market trends.

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 typical formats and content of agreements between artists and record companies
- describe factors that may impact on the commercial viability of an artist
- outline local, regional, national and international music scenes and trends
- explain talent development from a management and artistic perspective
- outline issues and challenges that typically arise in the context of developing artists and repertoire, 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:

- standard music business documentation for contracts
- relevant 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

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