



**Australian Government**

# **CUAMGT511 Manage artists and their careers**

**Release: 1**

# CUAMGT511 Manage artists and their careers

## 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 establish and manage relationships with artists, including managing their professional and career development, and promoting their interests in the market. This includes negotiating performance opportunities, advising on career decisions, organising tours and managing media relations on their behalf.

The unit applies to those who identify and assist artists with their professional development needs, and promote their artistic and career interests. This includes both those who work as artist managers and artists who manage themselves.

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 and manage business relationships with artists | 1.1 Discuss, confirm and document contractual relationship with artist<br>1.2 Implement impartiality clause as required when representing more than one artist and advise each artist of their position within hierarchy of managed artists<br>1.3 Plan and agree on required business processes to be used in business relationship with artist<br>1.4 Negotiate, confirm and record a financial plan with artist<br>1.5 Agree on and implement a system to record and monitor finances according to workplace procedures<br>1.6 Provide copyright advice to artist adhering to copyright legislation |

| ELEMENT                                           | PERFORMANCE CRITERIA                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
|---------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                                                   | 1.7 Advise artist on required industry associations, industry awards and work health safety (WHS) requirements<br>1.8 Report finances according to legislative guidelines and manage payments within required timeframes and according to agreed processes                                                                                                                                                                                                                                                                                                |
| 2. Manage career development of artists           | 2.1 Advise artist on building sustainable career outcomes and document a career plan<br>2.2 Identify and evaluate commercial opportunities for artist using industry contacts and networking strategies<br>2.3 Provide objective assessment of artist's success in agreed format and timeframe<br>2.4 Represent artistic and career interests of artist when negotiating commercial opportunities with required parties<br>2.5 Confirm obligations of commercial opportunities with artist and communicate agreed obligations with required parties       |
| 3. Promote and develop market position of artists | 3.1 Evaluate style, genre, repertoire and performance standard of artist and agree on target market<br>3.2 Monitor and assess market reach of artist in agreed target market<br>3.3 Develop professional image of artist in line with promotional opportunities and in consultation with required personnel<br>3.4 Negotiate and confirm performance opportunities, and organise tours within context of financial risk analysis parameters and artist schedule<br>3.5 Seek feedback from artist to evaluate management strategies and adjust as required |

## 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           | <ul style="list-style-type: none"> <li>Calculates data and metrics for financial reporting using required formulas</li> </ul>                                                                                              |
| Oral communication | <ul style="list-style-type: none"> <li>Gathers information and confirms agreement using listening and questioning skills</li> </ul>                                                                                        |
| Writing            | <ul style="list-style-type: none"> <li>Documents information using appropriate language and format</li> <li>Provides and responds to information using appropriate terminology for the audience and environment</li> </ul> |

| SKILL                   | DESCRIPTION                                                                                                                                                                            |
|-------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Planning and organising | <ul style="list-style-type: none"><li>• Defines timeframes according to requirements</li><li>• Plans and sequences complex tasks and workload, and adjusts plans as required</li></ul> |
| Problem solving         | <ul style="list-style-type: none"><li>• Assesses risks, evaluates options and determines solutions using problem solving processes</li></ul>                                           |
| Self-management         | <ul style="list-style-type: none"><li>• Follows accepted consultation and communication practices to negotiate agreed outcomes</li></ul>                                               |
| Teamwork                | <ul style="list-style-type: none"><li>• Collaborates with others and reaches agreements in artist's interests</li></ul>                                                                |
| Technology              | <ul style="list-style-type: none"><li>• Reports and manages finances, and maintains and retrieves information using required technology</li></ul>                                      |

## Unit Mapping Information

Supersedes and is equivalent to CUAMGT501 Manage artists and their careers.

## 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 CUAMGT511 Manage artists and their careers

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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 and provide career advice to at least two artists according to two different contractual agreements.

In the course of the above, the candidate must:

- negotiate for and with client to reach agreed outcomes
- align artist career goals with artistic aspirations
- provide objective copyright advice to artists throughout contractual agreement
- promote artists in music markets.

## 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:

- key terms, rights and obligations of managers and artists in a contractual relationship
- copyright legislation, industry awards and industry associations used by performers and artist managers
- rights and obligations of parties in an impartiality clause
- process for developing artist repertoires and professional image
- method for conducting financial risk analysis on performance opportunities
- methods for negotiating commercial opportunities on behalf of artists
- accepted consultation and communication practices used for managing artists
- workplace procedures for financial reporting for artist management, including:
  - methods for bookkeeping
  - methods for managing payments
- issues and challenges that typically arise in the context of managing artists and their careers and strategies for overcoming them.

## 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:

- industry-standard technology required to demonstrate the performance evidence
- interaction with others as required to demonstrate 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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