



Australian Government

Assessment Requirements for CUAMGT512 Identify and develop new music artists

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 5.0.

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:

- identify, sign and develop at least two new artists on different occasions.

In the course of the above, the candidate must:

- assess artist marketability
- network strategically to gain and utilise information on music market trends.

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:

- formats and key features of agreements between artists and recording, promotional and touring companies
- factors that may impact commercial viability of an artist
- local, regional, national and international music scenes and trends
- talent development processes from a management and artistic perspective
- accepted consultation and communication practices for managing artists
- organisational procedures for assessing marketability of artists, including:
 - methods for evaluating commercial viability
 - methods for recording and analysing income generated
- issues and challenges that typically arise in the context of identifying and develop new artists 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:

- music industry documentation for contracts
- industry-standard technology required to demonstrate the performance evidence
- interaction with others 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

Companion Volume Implementation Guide is found on VETNet -

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