



Australian Government

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.

Application

This unit describes the skills and knowledge required to foresee and capitalise on the commercial potential of new and emerging artists and music trends. This includes monitoring industry trends, facilitating agreements between artists and required organisations, and reporting on the commercial success of artists to organisations.

The unit applies to those who find new talent and administer the recording of their work. This role is undertaken by artist and repertoire (A&R) managers, representatives and scouts, in line with required organisational policies for live performance and recording projects.

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. Identify emerging trends in music	1.1 Evaluate the commercial potential of current and emerging trends in local and international music 1.2 Establish and maintain relationships to keep informed of developments in the music industry 1.3 Gather information on developments in the music industry and predict market trends and their impact
2. Scout and select new talent	2.1 Select new artist based on analysis of their artistic and commercial potential 2.2 Assess current and potential audience response and evaluate marketability of new artists

ELEMENT	PERFORMANCE CRITERIA
	2.3 Communicate with artist to seek their agreement and sign artist according to organisational procedures 2.4 Discuss identified market trends with required personnel, and plan development of artist in line with trends 2.5 Suggest a range of producers and other collaborators to increase artist's collective range 2.6 Mentor artists to optimise artist's artistic and commercial development
3. Facilitate agreements for artists	3.1 Provide recording, promotional and touring companies with view of artist's potential and proposed approach to artistic and commercial development 3.2 Advise artist to obtain independent legal advice regarding negotiating contracts 3.3 Facilitate and monitor drafting of contract between artist and company 3.4 Document agreement and distribute to required parties
4. Monitor progress of artist agreements	4.1 Monitor and record level of income generated from artist's work 4.2 Predict if agreement could lead to a loss for the company, and recommend action 4.3 Provide reports to organisational management on commercial viability of artist in required format and according to organisational procedures

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	Calculates different financial scenarios using required formulas and tables to clearly display the information
Oral communication	Seeks and shares information by applying listening and questioning skills
Writing	Uses industry terminology required for audience and environment
Planning and organising	Plans and sequences complex tasks and workload
Problem solving	Anticipates issues, evaluates options and determines solutions

SKILL	DESCRIPTION
Self-management	- Follows accepted consultation and communication practices - Recognises and responds to legal and contractual requirements of own and other organisations
Teamwork	Provides advice and ensures agreement by building rapport and communicating openly
Technology	Monitors, reports and manages financial, contractual and industry related information using digital technologies

Unit Mapping Information

Supersedes and is equivalent to CUAMGT502 Develop artists and repertoire.

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 CUAMGT512 Identify and develop new music artists

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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:

- 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

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