



Australian Government

CUAPPR603 Engage in the business of creative practice

Release: 1

CUAPPR603 Engage in the business of creative practice

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 approach the business aspects of working as a creative practitioner in a professional manner.

It applies to individuals who, depending on the creative practice, operate as sole practitioners, in artist cooperatives, or as freelance or contract workers. Regardless of the business model, all practitioners earning income from their practice engage with the professional business requirements for a sustainable creative practice. Independent creative practitioners sometimes work as employees in small and large organisations.

No licensing, legislative or certification conditions apply to this unit at the time of publication.

Unit Sector

Industry capability – professional practice

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. Develop and apply professional work practices	1.1 Develop a professional work ethic to support creative practice 1.2 Collaborate and communicate with other professionals about the business aspects of creative practice 1.3 Determine the skills and knowledge needed to operate as a successful creative practitioner 1.4 Evaluate own current skills and knowledge and the need for related professional development 1.5 Assess potential for using specialist expertise to complement own skills and knowledge

ELEMENT	PERFORMANCE CRITERIA
2. Evaluate different business practices	2.1 Investigate different ways that creative practitioners do business 2.2 Investigate range of business practices, systems and procedures that need to be considered as part of professional creative practice 2.3 Assess relevance and implications of particular business structures 2.4 Identify physical resources required by own creative practice and how they might be accessed 2.5 Develop an overall approach to the business aspects of own practice based on evaluation of relevant information 2.6 Evaluate all aspects of own practice on an ongoing basis, as a key component of business and personal growth
3. Address financial aspects of creative practice	3.1 Investigate financial considerations for creative practice 3.2 Research and assess different ways of commercialising work and ideas 3.3 Evaluate different ways of costing and selling creative work 3.4 Assess broader financial management requirements and their application to own practice 3.5 Develop and apply individual approaches to financial management of practice
4. Analyse the rights and obligations of creative practitioners	4.1 Evaluate legal and moral rights and obligations of professional creative practice 4.2 Practise work and business in ways that meet legal and moral obligations 4.3 Pursue own rights as a creative practitioner consistent with own professional and ethical standards 4.4 Establish and maintain sound approaches to safety and sustainability in professional practice
5. Evaluate professional opportunities	5.1 Evaluate work opportunities within and beyond the creative sectors 5.2 Identify and pursue potential work opportunities beyond established patterns of work 5.3 Identify and access sources of professional advice 5.4 Evaluate local and global opportunities for own practice 5.5 Identify and evaluate opportunities offered by current and emerging trends in the consumption of culture and creative products 5.6 Analyse the experiences of others as a way of discovering

ELEMENT	PERFORMANCE CRITERIA
	different opportunities

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
Learning	2.6	Commits to an ongoing process of professional development and lifelong learning
Reading	2.1, 2.2, 2.4, 3.2, 5.2, 5.3, 5.5	Identifies, analyses and evaluates often complex information from a range of sources in order to identify practices, systems and procedures that could enhance own professional creative practice
Writing	2.5	Prepares documentation of work that incorporates synthesis of knowledge and ideas using appropriate terminology and cohesive language in a format appropriate to purpose
Oral communication	1.2, 5.3, 5.6	Interacts effectively with a range of professional practitioners, choosing language to share and explore potentially abstract creative concepts and ideas
Numeracy	3.1, 3.4, 3.5	- Interprets numerical information to manage financial aspects of the professional practice business - Prepares a detailed budget for a creative project and manages expenditure, making adjustments to ensure the project is completed within budget
Navigate the world of work	1.1, 1.3, 1.4, 3.2, 4.1-4.4, 5.1	- Works with a high degree of autonomy, taking responsibility and ownership for all aspects of work, including compliance with legal and regulatory rights and responsibilities - Keeps abreast of trends and issues in a dynamic world and readily adapts to changing needs and priorities - Identifies innovative ways of developing and sharing skills and knowledge with others
Interact with others	1.2, 5.3, 5.6	- Fosters a collaborative culture, collaborating with others on practice development issues and facilitating a sense of commitment and cohesion and highlighting and using the strengths of those involved - Invests time and energy in building rapport with other

		creative and business professionals as an integral part of addressing management and development issues
Get the work done	1.5, 2.1-2.5, 3.3, 5.2, 5.4, 5.6	• Uses systematic, analytical processes in a variety of situations to gather relevant information and identify, evaluate and refine options against agreed criteria • Uses experiences to reflect on the way in which variables impact on decision outcomes and to contribute to refinement of decision-making processes • Recognises the critical importance of the ongoing exploration of new ideas to the viability and effectiveness of own role • Articulates and challenges the values, beliefs and assumptions that may shape thinking and routinely reframes and redefines problems to generate new ideas and fresh perspectives • Recognises a range of problems and responds intuitively to difficulties by quickly drawing on current knowledge and past experience to devise solutions

Unit Mapping Information

Code and title current version	Code and title previous version	Comments	Equivalence status
CUAPPR603 Engage in the business of creative practice	CUVPRP603A Engage in the business of creative practice	Updated to meet Standards for Training Packages and clarify intent. 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 CUAPPR603 Engage in the business of creative practice

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:

- research and evaluate a broad range of complex and varied business information, including business structures, financial considerations, and legal rights and obligations
- develop cohesive approaches and strategies, that are grounded in research and analysis, for developing and managing own practice
- interact with other professionals on management and development issues
- identify professional work opportunities within and beyond the creative sectors, including new and emerging opportunities
- apply relevant legal and moral rights and obligations in own practice.

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:

- summarise the types of behaviour, skills and practice that constitute a professional way of working in the specific area of creative practice
- outline professional development opportunities for the specific area of creative practice
- identify types and sources of external expertise and professional advice for creative practitioners that could be used in professional practice, including different industry organisations
- explain general business structures, practices, systems and procedures that apply to all professional practitioners, as well as typical ways that business is done in the specific area of creative practice
- summarise the physical resources needed for different types of professional practice and different ways they may be set up or accessed

- explain the financial management practices that apply to all professional practitioners, including financial models and structures that apply to the specific area of creative practice
- identify the factors to consider when costing and selling work and methods of selling work, including commissions
- summarise trends in the consumption of culture and creative products and their impact on professional creative practice
- list and describe the legal and moral obligations of creative practitioners, including intellectual property, work health and safety, and sustainability considerations.

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:

- interaction with others
- general business information.

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>