



Australian Government

CUAPPR613 Engage in the business of creative practice

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 approach the business aspects of working as a creative practitioner in a professional manner. It involves developing professional work practices, evaluating different business practices, investigating financial and legal aspects of creative practice and evaluating own professional opportunities.

The unit applies to those 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 when practicing creatively 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 Identify own skills and knowledge and assess potential for using

ELEMENT	PERFORMANCE CRITERIA
	specialist expertise
2. Evaluate different business practices	2.1 Investigate different ways that creative practitioners do business 2.2 Investigate different 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 business aspects of own practice based on evaluation of applicable information 2.6 Evaluate all aspects of own practice 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 and pursue professional opportunities	5.1 Evaluate work opportunities within and beyond the creative sector 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 different opportunities

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
Learning	Demonstrates commitment to an ongoing process of professional development
Numeracy	Interprets numerical information and manages financial aspects of the professional practice business
Oral communication	Interacts effectively with different professional practitioners, choosing language to share and explore potentially abstract creative concepts and ideas
Reading	Identifies, analyses and evaluates often complex information from different sources and identifies practices, systems and procedures that could enhance own professional creative practice
Writing	Prepares documentation of work that incorporates synthesis of knowledge and ideas using appropriate terminology and cohesive language in a format applicable to purpose
Initiative and enterprise	- Gathers applicable information and identifies, evaluates and refines options against agreed criteria using systematic and analytical processes - Identifies the way in which variables impact on decision outcomes and refines decision-making processes using experiences - Identifies the critical importance of the ongoing exploration of new ideas to the viability and effectiveness of own role
Problem solving	- Articulates and challenges the values, beliefs and assumptions that may shape thinking and routinely reframes and redefines problems when generating new ideas and fresh perspectives - Identifies different problems and responds intuitively to difficulties by quickly drawing on current knowledge and past experience to devise solutions
Self-management	- 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
Teamwork	- Contributes to a collaborative culture, collaborating with others on practice development issues, 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

Unit Mapping Information

Supersedes and is equivalent to CUAPPR603 Engage in the business of creative practice.

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 CUAPPR613 Engage in the business of creative practice

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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:

- develop at least two cohesive approaches and strategies, that are grounded in research and analysis, for developing and managing own practice.

In the course of the above, the candidate must:

- research and evaluate different complex and varied business information, including business structures, financial considerations, and legal rights and obligations
- 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 legal and moral rights and obligations relevant to own practice.

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:

- types of behaviour, skills and practice that constitute a professional way of working in the specific area of creative practice
- professional development opportunities for the specific area of creative practice
- types and sources of external expertise and professional advice for creative practitioners that could be used in professional practice, including different industry organisations
- 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
- physical resources needed for different types of professional practice and different ways they may be set up or accessed
- financial management practices that apply to all professional practitioners, including financial models and structures that apply to the specific area of creative practice

- factors to consider when costing and selling work and methods of selling work, including commissions
- trends in the consumption of culture and creative products and their impact on professional creative practice
- legal and moral obligations of creative practitioners, including intellectual property, work health and safety, and sustainability considerations.

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:

- interaction with others required to demonstrate the performance evidence
- general business information 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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