



Australian Government

Department of Education, Employment and Workplace Relations

CUEFOH06B Manage venue services

Release: 1

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Modification History

Not applicable.

Unit Descriptor

This unit describes the skills and knowledge required to control venue services at a theatre, event or cinema venue at the time of performance. It deals with the co-ordination of the venue set-up prior to the performance and the management of on-site customer service. Venue services management requires considerable communication, negotiation and problem solving skills and would normally be undertaken by senior venue personnel such as a front of house manager.

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Application of the Unit

Not applicable.

Licensing/Regulatory Information

Not applicable.

Pre-Requisites

Not applicable.

Employability Skills Information

Not applicable.

Elements and Performance Criteria Pre-Content

Not applicable.

Elements and Performance Criteria

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Element	Performance Criteria
1 Prepare venue for patrons	1.1 Liaise with the appropriate personnel and check that all required services have been arranged 1.2 Check that all aspects of the venue set-up, facilities and equipment allows for easy patron access, especially for those with disabilities, and to minimise risk of injury to patrons 1.3 Identify any deficiencies, including staff shortages, and take prompt action to rectify the situation 1.4 Provide a briefing, as required, to service personnel prior to the opening of the venue 1.5 Open the venue at scheduled opening time
2 Monitor venue services	2.1 Monitor the provision of services, identify any problems as they arise and take prompt action to resolve the situation 2.2 Take responsibility for the resolution of any escalated problems or complaints 2.3 Greet VIP patrons and provide special assistance, as required 2.4 Make clear and accurate public announcements as required 2.5 Liaise with back-of-house to maximise quality of service to patrons 2.6 Debrief personnel as required and use feedback constructively to enhance quality of future service provision 2.7 Complete and distribute any documentation relating to service operation, including relevant management reports 2.8 Close and secure venue as required in accordance with organisational procedures

Required Skills and Knowledge

Not applicable.

Evidence Guide

Underpinning skills and knowledge

Assessment must include evidence of the following knowledge and skills:

- operational aspects of service facilities which operate at the venue, e.g. box office, food and beverage outlets, cloakroom, merchandising store/stand
- in-depth knowledge of policies and procedures applicable to delivering services to venue customers, including refunds and exchanges
- opening and closing procedures for the venue
- emergency evacuation procedures
- operation of the public address system
- communication and conflict resolution techniques
- staff responsibilities and reporting mechanisms
- incident report documentation.

Linkages to other units

This unit has strong linkages to the following units, and combined training and/or assessment may be appropriate:

CUECOR04A - Deal with conflict and resolve complaints

BSXFLM507A - Manage quality customer service

Critical aspects of evidence

The following evidence is critical to the judgement of competence in this unit:

- ability to manage the on-site operation of venue services, including all aspects of preparing the venue, briefing and monitoring staff, and closing down the venue
- knowledge of the range of problems which may arise and ability to resolve them.

Method and context of assessment

The assessment context must provide for:

- practical demonstration of skills within a fully equipped operational venue, e.g. a cinema, live theatre, conference centre, on more than one occasion
- involvement of a team of operational venue personnel involved in delivering venue services
- presence of commercially realistic time pressures involved in the operation of the front-of-house at the time of a performance/session/event
- commercially realistic ratios of customers to operational personnel to reflect typical workplace pressures.

Assessment may incorporate a range of methods to assess practical skills and the application of essential underpinning knowledge, and might include:

- direct observation of the candidate managing venue services
- evaluation of reports prepared by the candidate on the venue service management process, including the issues and solutions associated with delivering efficient outcomes
- review of documentation prepared by the candidate such as running sheets, incident reports, briefing notes
- role plays to assess ability to negotiate solutions to problems
- written or oral questions, tests and interview to assess knowledge of the venue and procedures
- review of portfolios of evidence and third party workplace reports of on-the-job performance by the candidate.

Assessment methods should closely reflect workplace demands and the needs of particular groups (e.g. people with disabilities, and people who may have literacy or numeracy difficulties such as speakers of languages other than English, remote communities and those with interrupted schooling).

Resource requirements

Assessment of this unit requires access to:

a venue where performances/cinema sessions/events take place

a range of operational outlets commonly operated within a venue, e.g. box office, merchandising store/stand

policy and procedures for front-of-house services, e.g. emergency evacuation, refunds, opening and closing.

Key competencies in this unit

Key competencies are built into all workplace competencies. The following table describes those applicable to this unit. Trainers and assessors should ensure that they are addressed in training and assessment.

Level 1 = Perform

Level 2 = Administer and Manage

Level 3 = Design and Evaluate

Collecting, organising and analysing information (2)

Assessing operational issues.

Communicating ideas and information (2)

Providing briefings to staff.

Planning and organising activities (2)

Organising team tasks.

Working with others and in teams (2)

Monitoring team work patterns.

Using mathematical ideas and techniques (1)

Monitoring times/schedules.

Solving problems (2)

Resolving escalated complaints.

Using technology (1)

Using house information system.

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Range Statement

The following explanations identify how this unit may be applied in different workplaces, sectors and circumstances.

Venues may be:

permanent

temporary.

Venue services may include:

front-of-house

ushering

visitor information

box office

guiding.

Checking all aspects of the set-up of the venue, facilities and equipment may include:

the cloakroom

bathroom facilities

box office operations

food and beverage outlets

promotional displays

merchandising stores/stands

program stands

checking that auditorium is correctly configured

checking that all emergency evacuation areas are clear and that safety equipment is operational

checking that venue is clean and tidy

cleaning and tidying venue or instructing other staff to clean and tidy venue.

Staff briefing may include:

details of event

fire drills

house policies

information on VIP attendance

information about products and services available

organisational policies and procedures

special seating arrangements

notification of forthcoming events

prior knowledge of special needs of particular patrons.

Assisting with the workflow of service personnel may involve:

working food and beverage outlets

selling programs and other merchandise

ushering patrons.

Documentation relating to the front-of-house operation may include:

staff timesheets

ticket sales reports

merchandise sales reports

incident reports.

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Unit Sector(s)

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