



Australian Government

Department of Education, Employment and Workplace Relations

CUEIND01C Source and apply entertainment industry knowledge

Release: 1

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Modification History

Not applicable.

Unit Descriptor

This unit describes the skills and knowledge required to source, apply and update a general knowledge of the live entertainment industry, including industry structure and operation, employment obligations and the impact of new technology. This knowledge underpins effective performance in all work roles within the entertainment industry. In-depth knowledge is not required.

No licensing, legislative, regulatory or certification requirements apply to this unit at the time of endorsement.

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Application of the Unit

Not applicable.

Licensing/Regulatory Information

Refer to Unit Descriptor

Pre-Requisites

This unit underpins effective performance in all industry work roles and could be assessed or used in training in conjunction with other operational and technical units.

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Employability Skills Information

This unit contains employability skills.

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Elements and Performance Criteria Pre-Content

Elements describe the essential outcomes of a unit of competency.

Performance criteria describe the performance needed to demonstrate achievement of the element. Where **bold italicised** text is used, further information is detailed in the required skills and knowledge section and the range statement. Assessment of performance is to be consistent with the evidence guide.

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Elements and Performance Criteria

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Element	Performance Criteria
1 Source and apply information on the structure and operation of the entertainment industry.	1.1 Correctly identify and access sources of information on the entertainment industry, including information relating to: industry structure, different sectors and the products and services available major industry bodies relationship between entertainment and other industries economic and social significance of the industry. 1.2 Use knowledge of the entertainment industry appropriately to enhance the quality of work performance.
2 Source and apply knowledge of industry employment obligations and opportunities.	2.1 Obtain information to assist in effective work performance in the entertainment industry, including information on: career opportunities roles, responsibilities and employment rights of contracted workers unions and employer bodies professional associations industrial relations issues. 2.2 Apply knowledge of industry employment

obligations and opportunities appropriately within day-to-day work activities.

3 Seek information on new technology.

3.1 Correctly identify sources of information on new technology.

3.2 Obtain relevant information to assist effective work performance, including information on:
advances in technology and equipment
likely effects of new technology on current work practices and the structure of the industry
ways of upgrading skills to allow for the use of new technology
sources of technical advice and support.

3.3 Correctly apply information on technological advances in day-to-day work activities.

4 Seek opportunities to update industry knowledge.

4.1 Identify and use a range of opportunities to update knowledge of the entertainment industry and monitor current **issues of concern** to the industry.

4.2 Share updated knowledge with customers and colleagues as appropriate, and incorporate into day-to-day work activities.

Required Skills and Knowledge

This section describes the skills and knowledge required for this unit.

Required skills:

research and literacy skills sufficient to analyse and interpret information from industry association promotional materials

personal organisational skills to keep up-to-date with industry developments 1

using technology to source information.

Required knowledge:

different sectors of the entertainment industry and their interrelationships

key work areas within the industry, how they interrelate, and key roles and responsibilities

broad knowledge of key entertainment industry terminology

issues of etiquette and ethics as they apply to key work areas within the industry

nature, role and functions of unions and employer associations, including rights and responsibilities of employers and employees

obligations of employers, including safe system of work and non-discrimination

obligations of employees, including attendance, ethical behaviour, taking directions, confidentiality, work performance, safety and care

sources of information on the entertainment industry and ways of maintaining current industry knowledge

overview of current and emerging technologies used within the relevant entertainment industry sector.

Evidence Guide

The evidence guide provides advice on assessment and must be read in conjunction with the performance criteria, required skills and knowledge, range statement and the Assessment Guidelines for the Training Package.

Critical aspects for assessment and evidence required to demonstrate competency in this unit

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

general knowledge of the entertainment industry as detailed under Underpinning skills and knowledge and their application to a particular workplace context

understanding of how industry knowledge can be applied to work activities to maximise effective performance

knowledge of how to maintain currency of knowledge.

Context of and specific resources for assessment

The assessment context must provide for:

project or work activities that allow the candidate to access and apply industry information to specific contexts and work activities.

Method of assessment

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

case studies to assess application of knowledge of different industry contexts and situations

oral or written questions to assess knowledge of different aspects of the entertainment industry

review of portfolios of evidence or 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 (eg 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).

Assessment of this unit requires access to:
sources of information on the entertainment industry.

Range Statement

The range statement relates to the unit of competency as a whole. It allows for different work environments and situations that may affect performance. **Bold italicised** wording, if used in the performance criteria, is detailed below. Essential operating conditions that may be present with training and assessment (depending on the work situation needs of the candidate, accessibility of the item, and local industry and regional contexts) may also be included.

The term **entertainment industry** covers all sectors involved in the production of any type of live theatre or event. This may include:

any type of event, eg sporting, cultural, charitable
ballet
concerts
corporate theatre and communication
drama
festivals.

Information sources and opportunities to update industry knowledge may include:

discussions with industry practitioners and colleagues
industry associations and organisations
industry functions
industry journals
Internet
media
personal observations and experience
policy and procedures manuals
reference manuals
seminars and other professional development opportunities
unions and other sources of industrial relations information.

Other industries with which the **entertainment industry** has relationship may include:

fashion
film, TV and radio
music

retail
sport
tourism
visual arts, craft and design.

Issues of concern to the industry may be related to:

changing nature of the marketplace
government initiatives
industry expansion
labour issues.

Unit Sector(s)

Not applicable.