



Australian Government

Department of Education, Employment and Workplace Relations

CUFIND201A Develop and apply creative arts industry knowledge

Revision Number: 1

CUFIND201A Develop and apply creative arts industry knowledge

Modification History

Not applicable.

Unit Descriptor

Unit descriptor	This unit describes the performance outcomes, skills and knowledge required to develop and apply basic industry practices within the creative arts industries. This unit addresses the collection, application and updating of general information relevant to work roles within the creative arts industry sectors, including industry structures and operations, employment obligations and opportunities, the impact of new technology and the identification of industry laws and regulations. No licensing, legislative, regulatory or certification requirements apply to this unit at the time of endorsement.
------------------------	--

Application of the Unit

Application of the unit	This unit underpins effective performance within the following industry sectors: • Entertainment • Film, Television, Radio and Interactive Media • Museums and Library Services • Music • Visual Arts, Craft and Design. This unit requires a basic application of creative arts industry knowledge. The advanced application of creative arts industry knowledge is addressed in individual units developed for specific job tasks.
--------------------------------	--

Licensing/Regulatory Information

Not applicable.

Pre-Requisites

Prerequisite units		

Employability Skills Information

Employability skills	This unit contains employability skills.
-----------------------------	--

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.
---	--

Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
Source and apply industry information	1. Seek information on the <i>structure and operation</i> of the <i>creative arts industries</i> using <i>appropriate sources</i> 2. Seek information on <i>employment obligations and opportunities</i> within the creative arts industries using appropriate sources 3. Seek information on <i>new technology</i> affecting the creative arts industries using appropriate sources 4. Comply with copyright requirements when accessing information 5. Apply information in day-to-day work activities to enhance quality of work performance
Identify industry laws and regulations	6. Seek information on <i>laws and regulations</i> affecting the creative arts industries using appropriate sources 7. Identify implications of breaching laws and regulations affecting the creative arts industries 8. Apply information to ensure laws and regulations are not breached in day-to-day work activities
Update and maintain industry knowledge	9. Identify and use a range of opportunities to update knowledge of the creative arts industries 10. Identify <i>current issues of concern</i> to the creative arts industries 11. Share updated knowledge with colleagues 12. Establish and maintain effective contacts in the creative arts industries

Required Skills and Knowledge

REQUIRED SKILLS AND KNOWLEDGE

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

Required skills

- communication skills sufficient to communicate industry information to colleagues
- learning skills sufficient to maintain knowledge of industry information
- literacy skills sufficient to read and understand industry information and terminology
- numeracy skills sufficient to interpret relevant technical data
- planning and organising skills sufficient to identify relevant industry information
- technology skills sufficient to access and download industry information

Required knowledge

- basic understanding of the following areas and how they apply to day-to-day work activities (in relation to the particular creative arts industry sector in which knowledge is being assessed):
 - industry structure and operation
 - employment obligations and opportunities
 - new technology
 - laws and regulations
 - current issues of concern

Evidence Guide

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.

Overview of assessment

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

Evidence of the following is essential:

- ability to source industry information
- ability to seek appropriate assistance to collect industry information
- ability to apply industry information to day-to-day work activities to enhance work outcomes
- understanding of the ways in which to maintain currency of industry knowledge.

Context of and specific resources for assessment

This unit of competency applies to a range of creative arts industry sectors. The focus of assessment will therefore depend on the industry sector involved. Assessment must be customised to meet the needs of the particular industry sector in which performance is being assessed. Assessment should only address those variable circumstances, listed in the range statement, which apply to the chosen context.

Assessment must ensure:

- access to appropriate technology to collect, download and store industry information
- access to a range of relevant and current industry information
- access to appropriate learning and assessment support when required
- use of culturally appropriate processes and techniques appropriate to the language and literacy capacity of learners and the work being performed.

Method of assessment

The following assessment methods are appropriate for this unit:

- direct observation of the candidate collecting and organising industry information
- case studies to assess ability to apply knowledge to different industry contexts and situations
- written or oral questioning to test knowledge of the

EVIDENCE GUIDE	
	different aspects or distinguishing features of the creative arts industries • review of portfolios of evidence and third-party workplace reports of on-the-job performance, including authenticated samples of work in collecting and organising industry information.
Guidance information for assessment	Holistic assessment with other units relevant to the industry sector, workplace and job role is recommended.

Range Statement

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.

Structure and operation may include:

- distribution channels for products and services
- industry sectors and their products and services
- key contacts and support networks
- major industry bodies and associations
- prominent practitioners and practices
- relationship with other creative arts industry sectors
- specific features of local and regional industry sectors, including their relationship with local community.

Creative arts industries may include:

- Entertainment
- Film, Television, Radio and Interactive Media
- Museums and Library Services
- Music
- Visual Arts, Craft and Design.

Appropriate sources may include:

- agents and artists' managers
- copyright representatives
- discussions with current industry practitioners, colleagues and community groups
- electronic and print media, including news, reviews and articles
- employee and industry association representatives
- events, including industry functions, conferences, trade fairs, community activities, exhibitions, festivals and social events
- government bodies and associated publications
- induction kits
- industry managers
- internet
- libraries and telephone books
- peak copyright organisations

RANGE STATEMENT	
	• personal observations and experience • reference books, industry information sheets, magazines and journals • retail and wholesale suppliers of products and services • technical publications • training programs, seminars, conferences, symposiums, workshops, master classes and other professional development opportunities • union publications (e.g. newsletters, magazines, bulletins and letters) and other sources of industrial relations information.
<i>Employment obligations and opportunities</i> may include:	• career opportunities and career paths • codes of conduct and codes of ethics • employer bodies and professional associations • employment conditions • employment contracts and job descriptions • industrial relations issues, including award provisions, enterprise bargaining agreements and non-award areas • roles, responsibilities and employment rights of individuals and contracted freelance workers • unions.
<i>New technology</i> may include:	• advances in any type of equipment or technology used within the industry • likely effects of new technology on current work practices and the structure of the industry • sources of technical advice and support • ways of upgrading skills to allow for the use of new technology.
<i>Laws and regulations</i> may include:	• anti-discrimination • consumer protection • contempt of court • copyright • defamation • duty of care • environmental issues • equal employment opportunity • industrial relations, awards and enterprise agreements

RANGE STATEMENT	
	• insurance issues • intellectual property • libel • obscenity • OHS • plagiarism • privacy legislation • racial vilification • slander.
<i>Current issues of concern</i> may include:	• changing nature of the marketplace, including marketing and production of products and services • cultural protocols • funding policies • government initiatives • importing and exporting issues • industry contraction or expansion • insurance issues • taxation issues • trends in industry practice.

Unit Sector(s)

Unit sector	
--------------------	--

Competency field

Competency field	Industry capability - industry context
-------------------------	--

Co-requisite units

Co-requisite units	

Co-requisite units		