



Australian Government

Department of Education, Employment and Workplace Relations

CULEVP202A Provide visitors with venue information and assistance

Release: 1

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Modification History

Release	Comments
Release 1	This unit of competency first released with <i>CUL11 Library, Information and Cultural Services Training Package version 1.0</i>

Unit Descriptor

This unit describes the performance outcomes, skills and knowledge required to provide visitors with a range of information in different formats about venue facilities and services, as well as with assistance with equipment and facilities.

Application of the Unit

This unit applies to those working or seeking to work in frontline customer service roles in venues open to the public, including cultural, tourism, hospitality and entertainment venues. Provision of information is often face-to-face but may be by telephone or other remote mechanisms.

Customer service personnel working under supervision undertake this role, but the unit is also relevant to those working in operational roles where customer service may not be the main focus of work (e.g. animal handlers in zoos, and collection management or administrative staff in museums).

Licensing/Regulatory Information

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

Pre-Requisites

Not applicable.

Employability Skills Information

This unit contains employability skills.

Elements and Performance Criteria Pre-Content

Element	Performance Criteria
<i>Elements describe the essential outcomes of a unit of competency.</i>	<i>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.</i>

Elements and Performance Criteria

1. Access and update information	1.1 Source and access information on facilities and services available within the organisation 1.2 Share information with colleagues 1.3 Identify and use opportunities to update and maintain facility and service knowledge
2. Provide customer service	2.1 Incorporate information into day-to-day contact with visitors , including visitors with specific needs 2.2 Provide information and assistance in a courteous, culturally appropriate and timely manner 2.3 Demonstrate and instruct visitors in the use of equipment and facilities or refer to appropriate colleagues 2.4 Refer complex enquiries to colleagues, other areas of the organisation, or to external organisations
3. Collect feedback on services	3.1 Seek feedback on services from visitors 3.2 Observe visitor behaviour to inform organisational evaluation processes 3.3 Use formal evaluation mechanisms according to organisational procedures 3.4 Provide information on visitor feedback to appropriate colleagues

Required Skills and Knowledge

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

Required skills

- communication skills to:
 - collect feedback from visitors
 - demonstrate and instruct visitors on use of equipment
 - promote internal products and services
 - provide information to meet visitor needs
 - share information with colleagues
- initiative and enterprise skills to multi-task and respond effectively to a range of different situations and enquiries
- interpersonal skills to:
 - interact in a courteous and friendly manner with visitors
 - sensitively assist visitors with specific needs
- literacy skills to read and interpret venue information and promotional material
- research skills to source information
- self-management skills to:
 - act in a professional manner
 - follow organisational procedures
- technical skills to use business technology.

Required knowledge

- commonly used information systems within organisations
- facilities, services and procedures for those with specific needs
- organisation's general services, as well as ancillary and temporary services, such as:
 - parking
 - programs
 - retail outlets
 - temporary exhibitions
- organisational procedures and practices relating to the provision of services and information
- safety and emergency procedures for visitors, colleagues and self
- sources of information on an organisation's services and facilities
- visitor service standards within the organisation.

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 ability to: • source information on services and facilities • communicate information and assist visitors in a friendly, timely and culturally appropriate manner • respond effectively to multiple requests in a range of visitor situations.
Context of and specific resources for assessment	Assessment must ensure: • interaction with others to reflect the customer service and communication skills in this unit • access to typical information storage systems.
Method of assessment	A range of assessment methods should be used to assess practical skills and knowledge. The following examples are appropriate for this unit: • direct questioning combined with review of portfolios of evidence and third-party workplace reports of on-the-job performance • direct observation of the candidate providing information and assistance to visitors, including those with special needs • evaluation of responses prepared by the candidate to meet a range of different information needs • verbal or written questioning to assess knowledge of facilities and services. Assessment methods should closely reflect workplace demands and the needs of particular client groups (consider the requirements of different age groups, clients with English as a second language, clients with disabilities, remote library users, etc.).
Guidance information for assessment	Holistic assessment with other units relevant to the industry sector, workplace and job role is recommended, for example: • BSBCUS201A Deliver a service to customers.

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.

Information on facilities and services may relate to:	• access • audio tours • car parking • cloaking • directions • guided tours • internal products and services • location of facilities • opening hours • organisation service standards • pricing • retail, food and beverage services • special activities • special instructions relating to use of facilities, such as wearing covered shoes • ticket sales • venue hire and functions.
Opportunities to update and maintain facility and service knowledge may relate to:	• discussions with colleagues • internal newsletters • launches • leaflets and brochures • staff noticeboards • team meetings • workshops.
Information may be provided:	• by mail • by phone • electronically • face-to-face.
Visitors may include:	• affiliated and special interest groups • domestic and international tourists • individuals or groups • special needs groups • sponsors and donors • the general community

	• users of the organisation's services.
Visitors with specific needs may include:	• aged people • first-time visitors • parents with young children • people with disabilities • people with special cultural needs • school groups • unaccompanied children.
Feedback may be obtained through:	• informal contact and discussion with visitors • interviews • observation of visitor behaviour • surveys.

Unit Sector(s)

Cultural services - Exhibitions and visitor programs