



Australian Government

Department of Education, Employment and Workplace Relations

CUV40503 Certificate IV in Arts Administration

Release: 1

CUV40503 Certificate IV in Arts Administration

Modification History

Not Applicable

Description

Not Applicable

Pathways Information

Not Applicable

Licensing/Regulatory Information

Not Applicable

Entry Requirements

Not Applicable

Employability Skills Summary

The following table contains a summary of the **Employability Skills** required for a marketing and promotions officer. The Employability Skills facets described here are broad industry requirements that may vary depending on qualification packaging options.

Communication

- Exchanging information with arts professionals.
- Establishing and maintaining industry networks.
- Preparing and distributing promotional materials.
- Contributing to the flow of information and ideas in the workplace.
- Communicating effectively with an audience during presentations.
- Interpreting the results of surveys.
- Writing reports on market research findings.
- Negotiating resource requirements for new administration systems/procedures.

Teamwork

- Sharing information with colleagues.
- Showing sensitivity to cultural and social differences when communicating with others.
- Collaborating with colleagues and others on a range of administrative tasks.
- Leading a team.

Problem Solving

- Dealing with problems that arise from diversity issues.
- Using manuals and online help to overcome problems with database design and production.
- Offering alternatives when product requested is not available.
- Adjusting work practices to suit particular arts contexts and to enhance accessibility.
- Adjusting a presentation to maintain rapport with an audience.

Initiative and Enterprise

- Using functions of software applications to enhance the presentation of business documents.
- Making recommendations on ways to improve accessibility within the organisation.
- Using market research to assist with future planning.
- Pursuing revenue opportunities that will be of most benefit to the organisation.

Planning and Organising

- Planning, organising and prioritising work tasks and responsibilities.
- Organising work tasks to ensure safety.
- Designing and producing business documents.
- Creating and using simple databases.

- Developing and implementing arts administration systems and procedures.
- Organising meetings, including preparing papers and minutes.
- Developing plans for and managing straightforward projects.
- Planning and preparing for presentations.
- Managing a budget.
- Planning and undertaking market research.
- Researching and assessing funding opportunities.

Self-management

- Following workplace procedures, particularly in relation to OHS.
- Maintaining personal presentation standards.
- Acting within the scope of own job role.
- Completing work within given timelines.
- Demonstrating leadership.
- Evaluating one's own presentations to inform subsequent presentations.
- Pursuing revenue opportunities that are in line with the organisation's overall vision and direction.

Learning

- Providing mentoring/coaching support to team members on OHS and new administration systems/procedures.
- Keeping up to date with industry developments.
- Using manuals and online help to improve own skills.
- Coaching colleagues in ways of accepting diversity in relation to colleagues and customers.
- Identifying training needs in relation to diversity issues.
- Seeking specialist assistance on market research.

Technology

- Using the internet as a source of information about the industry.
- Using word processing and database applications.
- Organising teleconferences.
- Preparing AV presentation aids.

Packaging Rules

Core Units

Complete 6 core units

BSBDIV301A Work effectively with diversity

BSBWOR402A Promote team effectiveness

CUEOHS01B	Implement workplace health, safety and security procedures
CUVADM01B	Develop and implement arts administration systems and procedures
CUVADM11B	Work within an arts organisation context
CUVADM12B	Work with arts professionals in an arts organisation
Elective Units	
Complete 13 other units At least 2 units must be selected from the following Training Package: • Business Services, e.g. recordkeeping, specialist administration, governance At least 3 units must be selected from the following Training Packages (in addition to the 2 units from Business Services) • Business Services, e.g. recordkeeping, specialist administration, governance • Entertainment • Museums and Library/Information Services, e.g. exhibitions • Music, e.g. performance • Screen and Media, e.g. digital content, set and scenery construction • Visual Arts Craft and Design Remaining units may be selected from other areas of the Visual Arts Craft and Design Training Package or any relevant endorsed Training Package at the appropriate level. The total package of units must meet the requirements of the Australian Qualifications Framework Descriptor for a Certificate IV. In all cases selection of electives must be guided by the job outcome sought, local industry requirements and the level of the qualification.	

Notes on the Certificate IV in Arts Administration

This qualification is designed to reflect the role of individuals working in arts administration who demonstrate understanding of a broad knowledge base, apply solutions to a defined range of unpredictable problems, apply skill and knowledge to a wide variety of contexts, and take responsibility for their own outputs. They may take limited responsibility for the output of others.

This qualification is applicable to a broad range of industry contexts including galleries, museums, theatres and community arts centres. The workplace context must guide the selection of elective units.

Examples of other Training Packages, which may be relevant to this qualification, are as follows:

- Business Services, e.g. computer technology
- Entertainment, e.g. props, sets, scenic art, costume
- Financial Services, e.g. bookkeeping
- Furnishing, e.g. furniture production
- Hospitality, e.g. food and beverage
- Information Technology, e.g. Internet

- Museums and Library/Information Services, e.g. exhibitions
- Music, e.g. performance
- Printing and Graphic Arts, e.g. pre-press
- Retail, e.g. customer service, sales
- Screen and Media, e.g. digital content, set and scenery construction
- Textile, Clothing and Footwear, e.g. clothing production
- Tourism, e.g. guiding

Examples of appropriate units for particular jobs at this level are as follows:

Event Promotions Officer

BSBADM405B Organise meetings
BSBCMM401A Make a presentation
BSBITU302A Create electronic presentations
BSBITU309A Produce desk top published documents
BSBPMG510A Manage projects
CUEFIN02B Manage a budget
CUEMAR03B Undertake marketing activities
CULMS504B Organise and monitor exhibition installation/dismantling
CUVADM10B Research and utilise revenue and funding opportunities
THTFME03A Develop and update event industry knowledge
THTFME06A Manage event contractors
THTFME09A Develop and update knowledge of protocol
THTSMA01B Coordinate the production of brochures and other marketing materials

Marketing and Promotions Officer

BSBADM405B Organise meetings
BSBCMM401A Make a presentation
BSBITU301A Create and use databases
BSBITU302A Create electronic presentations
BSBITU309A Produce desk top published documents
BSBPMG510A Manage projects
CUEFIN02B Manage a budget
CUEIND03B Integrate accessibility principles into work practices
CUEMAR02B Undertake market research
CUEMAR03B Undertake marketing activities
CUETEM09B Manage diversity
CUVADM10B Research and utilise revenue and funding opportunities
THTSMA01B Coordinate the production of brochures and other marketing materials