



Australian Government

SITEEVT001 Source and use information on the events industry

Release: 1

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Modification History

Not applicable.

Application

This unit describes the performance outcomes, skills and knowledge required to access and interpret current and emerging information on the events industry to enhance the quality of event coordination. This includes industry structure, technology, laws and ethical issues specifically relevant to event coordination.

This unit is relevant to events that are diverse in nature and are coordinated in many industry contexts, including the tourism, hospitality, sport, cultural and community sectors.

It applies to individuals working at different levels in event management companies, in event venues, or in organisations that organise their own events.

No occupational licensing, certification or specific legislative requirements apply to this unit at the time of publication.

Pre-requisite Unit

Nil

Competency Field

Events

Unit Sector

Events

Elements and Performance Criteria

ELEMENTS

Elements describe the essential outcomes.

1. Source and interpret relevant industry information.

PERFORMANCE CRITERIA

Performance criteria describe the performance needed to demonstrate achievement of the element.

- 1.1. Identify sources of information on the structure, products and services of the events industry.
- 1.2. Access specific information of relevance to the events industry to assist operational duties.
- 1.3. Use knowledge of the events industry, and its products and services to enhance quality of work performance.

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| 2. Source and use compliance information. | 2.1. Obtain information on laws and regulations specifically relevant to events, and work compliantly.
2.2. Source information on industry quality assurance schemes and use to benefit own organisation.
2.3. Conduct day-to-day event activities according to ethical industry practices. |
| 3. Source and use information on events technology. | 3.1. Source information on current and emerging technologies that impact on operational duties.
3.2. Use information on technology to suggest new and improved workplace practices.
3.3. Use current and emerging technology in day-to-day work activities. |
| 4. Update personal and organisational knowledge of the events industry. | 4.1. Identify and use a range of opportunities to update knowledge of the events industry.
4.2. Monitor current issues and trends for the industry.
4.3. Share updated information with colleagues. |

Foundation Skills

Foundation skills essential to performance in this unit, but not explicit in the performance criteria are listed here, along with a brief context statement.

SKILLS	DESCRIPTION
Reading skills to:	• read the content of plain English information about laws and quality assurance processes • research and sort events industry information relevant to own work.
Writing skills to:	• write and summarise notes, and record information in basic documents, information sheets and files.
Oral communication skills to:	• use open and closed questioning to interact effectively and obtain information from: • experienced industry personnel • colleagues • suppliers • industry bodies.
Learning skills to:	• continuously update, review and maintain own knowledge of the events industry.
Technology skills to:	• use a computer and keyboard • use online information systems to search for information.

Unit Mapping Information

SITXEVT301 Access information on event industry operations

Links

Companion Volume implementation guides are found in VETNet -

<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=68c40a93-e51d-4e0f-bc06-899dff092694>

Assessment Requirements for SITEEVT001 Source and use information on the events industry

Modification History

Not applicable.

Performance Evidence

Evidence of the ability to complete tasks outlined in elements and performance criteria of this unit in the context of the job role, and:

- source and document current and emerging industry information on the events industry using at least three information sources listed in the knowledge evidence
- identify ways to integrate current events industry information into daily work activities to enhance the quality of work performance.

Knowledge Evidence

Demonstrated knowledge required to complete the tasks outlined in elements and performance criteria of this unit:

- sources of information on the events industry:
 - discussions with experienced industry personnel
 - industry accreditation operators
 - industry associations and organisations
 - industry journals, reference books and seminars
 - internet
 - libraries and media
 - networking with colleagues and suppliers
 - plain English documents, issued by government regulators, that describe laws relevant to the events industry
 - training courses
 - unions
- event types and staging elements
- event products and services
- structure of the events industry:
 - key characteristics
 - main functions
 - features and services of businesses within the local and regional industry
 - business relationships
- information of relevance to the events industry:
 - economic and social significance of the events industry:

- community role in events
- effect on local amenities and facilities
- employment
- role of and impacts on local communities
- general nature of allied and cross-over industries:
 - tourism
 - hospitality
 - entertainment
 - culture
 - sport
- career opportunities within the industry
- current issues and trends for the industry
- roles and general responsibilities for different jobs in the industry
- basic aspects of the stages of event management, from concept development through to execution
- basic aspects of Australian events industry quality assurance processes:
 - industry accreditation schemes
 - International Organization for Standardization (ISO) 20121 Event Sustainability Management Systems
 - codes of conduct or ethics
 - occupational licensing
 - reasons for participation
 - roles and responsibilities of individual staff members in quality assurance
- basic aspects of managing environmental and social sustainability when operating events
- roles and responsibilities for environmental and social sustainability in:
 - event organisations
 - event management companies
 - event venues and sites
- basic aspects of state, territory, commonwealth and local government laws specifically relevant to the events industry, and actions that must be adhered to by organisations staging events:
 - environmental protection requirements for minimal impact operations, protection of natural and cultural integrity, and waste management
 - local community protection:
 - ownership
 - requirements for management
 - access
 - maintaining lifestyle of neighbouring residents
 - consumer protection for refunds, terms and conditions of quotations, and cancellation fees
- basic aspects of equal employment opportunity (EEO) law:

- rights of employees
- responsibilities of employers to make merit-based employment decisions
- current and emerging technology used by event organisations:
 - e-business
 - social media
- ethical practices for:
 - confidentiality of customer information
 - declaration of commissions, fees and other charges
 - gifts and services provided free of charge
 - tips
 - overbooking
 - product recommendations
 - professional behaviour when participating in site inspections and industry events.

Assessment Conditions

Skills must be demonstrated in an operational events business or activity. This can be:

- an industry workplace
- a simulated industry environment.

Assessment must ensure access to:

- communication technology and information programs used to source industry information
- information on current events industry practice, products and services from:
 - accredited operators
 - associations and organisations
 - journals
 - seminars
 - colleagues
 - media
 - personal observations and experience
 - reference books
 - training courses
 - unions
 - the internet
- information on codes of conduct, membership and benefits distributed by:
 - industry associations
 - accreditation operators
 - unions
- plain English documents issued by government regulators that describe laws specifically relevant to the events industry.

Assessors must satisfy the Standards for Registered Training Organisations' requirements for assessors; and:

- have worked in industry for at least three years where they have applied the skills and knowledge of this unit of competency.

Links

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<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=68c40a93-e51d-4e0f-bc06-899dff092694>