



Australian Government

SITEEVT013 Determine event feasibility

Release: 1

SITEEVT013 Determine event feasibility

Modification History

Not applicable.

Application

This unit describes the performance outcomes, skills and knowledge required to assess the viability of a proposed event, and develop recommendations and models for its future planning and operation. It requires the ability to use advanced research, analytical and communication skills combined with a detailed knowledge of the event management process. Event feasibility may be determined after, or in parallel with, the creation of the initial event concept.

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 event managers who operate with significant autonomy and who are responsible for making a range of strategic event management decisions. They may work 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. Analyse event context and rationale.

PERFORMANCE CRITERIA

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

- 1.1. Confirm event rationale and objectives through consultation with key stakeholders and evaluation of event concept information.
- 1.2. Determine place of proposed event in relation to other

- events and its economic, environmental and social sustainability.
- 1.3. Assess marketability of proposed event through research and consultation.
 - 1.4. Evaluate internal and external factors that impact on viability of proposed event.
 2. Assess resource requirements and opportunities.
 - 2.1. Develop complete and realistic estimates of primary event costs based on breakdown of all event components.
 - 2.2. Identify potential sources of revenue and other resources, and develop realistic estimates.
 - 2.3. Test and explore different resource scenarios with a range of possible event models.
 3. Evaluate planning and operational requirements.
 - 3.1. Analyse overall event planning and management requirements.
 - 3.2. Evaluate operational requirements for each event component.
 - 3.3. Identify compliance requirements and impact on event management and operations.
 - 3.4. Consider and develop opportunities to enhance sustainability.
 4. Develop recommendations and models.
 - 4.1. Develop positions and recommendations based on outcomes of analysis.
 - 4.2. Develop planning, management and operational recommendations for overall event and key event components.
 - 4.3. Clearly articulate contingency planning requirements.
 - 4.4. Present accurate and complete income and expenditure estimates to inform future decision making.
 - 4.5. Offer different models and options, and provide details of benefits and risks of suggested models.
 - 4.6. Present key stakeholders with feasibility outcomes in appropriate format.

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:

- analyse complex event information.

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|--------------------------------------|--|
| Writing skills to: | • express complex arguments, scenarios and recommendations. |
| Oral communication skills to: | • consult and liaise with stakeholders on strategic event management proposals and issues. |
| Numeracy skills to: | • estimate costs and develop different budgetary scenarios and models. |
| Problem-solving skills to: | • analyse complex information from varying sources and develop strategic positions and recommendations as a result of analysis
• develop strategic positions and recommendations in response to complex |
| Initiative and enterprise skills to: | • develop innovative models and recommendations for event management. |

Unit Mapping Information

SITXEVT603 Determine event feasibility

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 SITEEVT013 Determine event feasibility

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:

- consult with stakeholders to clarify event rationale and context for two different events with multiple operational components
- undertake an analysis of each of the above events to determine the impact on the viability of each of the following internal and external factors:
 - competitor activity
 - industry context
 - management structure
 - organisation objectives
 - resource constraints
 - social, political or economic factors
- evaluate at least three of the following potential sources of revenue and other resources to maximise profitability of each event:
 - community organisations
 - exhibitors
 - general public
 - government funding
 - grants
 - industry bodies
 - participating organisations
 - sponsors
- undertake an analysis of the planning, management and resource requirements as listed in the knowledge evidence for each of the events
- for one of the above events, develop and present a position and recommendations from the event analysis that details the following:
 - planning, management and operational recommendations
 - contingency planning requirements
 - income and expenditure estimates
 - alternative event models and options reflecting benefits and risks.

Knowledge Evidence

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

- features and formats for different event types:
 - internal and external factors specified in the performance evidence that impact on event feasibility and affect its management and operation
 - resource requirements for the overall staging of complex events, and for specific event components
 - sources of potential revenue specified in the performance evidence for different types of events
- sources of events industry references and broader references that inform emerging and innovative practice in event management and operations
- current and emerging events industry trends across all areas of planning, management and operations:
 - marketing trends
 - management models
 - new technologies
 - sustainable event management
- planning, management and resource requirements for event:
 - administration
 - marketing
 - management structures
 - financial, human and physical resources
 - sustainability
 - technology
- operational requirements for event components:
 - minimal impact practices for the construction, maintenance and disposal of event staging components
 - paid and voluntary staff requirements
 - specialist assistance
 - staging requirements:
 - catering
 - equipment
 - infrastructure
 - security
 - transport
- risk management considerations for event feasibility:
 - compliance
 - financial or commercial
 - licensing

- operational
- safety
- security
- different formats and inclusions for the presentation of an events feasibility analysis.

Assessment Conditions

Skills must be demonstrated in an operational events context where determining event feasibility is required. This can be:

- a live event
- a simulated event set up for the purpose of skills assessment.

Assessment must ensure access to:

- dedicated event budgets
- comprehensive event plans
- current industry data and information sources to inform the feasibility analysis
- formal communication plans
- event stakeholders with whom the individual interacts; these can be:
 - those in an industry workplace who are assisted by the individual during the assessment process; or
 - individuals who participate in role plays or simulated activities, set up for the purpose of assessment, in a simulated industry environment operated within a training organisation.

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.

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