



Australian Government

SITEEVT020 Source and use information on the events industry

Release: 1

SITEEVT020 Source and use information on the events industry

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.

The skills in this unit of competency must be applied in accordance with Commonwealth and State/Territory legislation, Australian standards and industry codes of practice.

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

Pre-requisite Unit

Nil

Competency Field

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 and interpret specific information of relevance to the events industry to assist operational duties.
- 1.3. Apply events industry information to enhance quality of work performance.

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| 2. Source and use compliance information. | 2.1. Obtain and interpret information on laws and regulations specifically relevant to events, and use to work compliantly.
2.2. Source and interpret information on industry quality assurance schemes and apply 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 and interpret 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 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: | <ul style="list-style-type: none"> • 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: | <ul style="list-style-type: none"> • write and summarise notes, and record information in basic documents, information sheets and files. |
| Oral communication skills to: | <ul style="list-style-type: none"> • use open and closed questioning to interact effectively and obtain information from: <ul style="list-style-type: none"> • experienced industry personnel • colleagues • external stakeholders • suppliers • industry bodies. |
| Learning skills to: | <ul style="list-style-type: none"> • continuously update, review and maintain own knowledge of the events industry. |
| Teamwork skills to: | <ul style="list-style-type: none"> • collaborate with colleagues and external stakeholders. |

- Self-management skills to:
- provide timely reports to meet event deadlines.
- Technology skills to:
- use online information systems to search for information.

Unit Mapping Information

Supersedes and is equivalent to SITEEVT001 Source and use information on the events industry.

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 SITEEVT020 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:

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

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:
 - industry associations
 - government and regulatory bodies
 - industry publications
 - colleagues
 - suppliers
 - consultants and advisors
- types of events:
 - business and corporate
 - community
 - entertainment and leisure
 - exhibitions, expositions and fairs
 - festivals
 - fundraising
 - government and civic
 - meetings and conventions
 - social
 - sports
- methods of delivering events:
 - face-to-face
 - virtual

- hybrid
- indoor
- outdoor
- structure of the events industry:
 - key characteristics
 - main functions
 - features and services of businesses within the industry
 - business relationships
 - event supply chain
 - event products and services
- economic and social significance of the events industry:
 - community role in events
 - effect on local amenities and facilities
 - business and employment
 - role of and impacts on local communities
 - interactions and cross-over with allied industries
- roles and general responsibilities for different jobs in the industry and career opportunities
- basic aspects of the stages of event management from concept development through to execution
- basic aspects of environmental and social sustainability when operating events
- basic aspects of laws relevant to the events industry, and actions that must be adhered to or managed by organisations staging events:
 - contract law
 - duty of care and negligence
 - privacy and confidentiality
 - intellectual property, copyright and trademarks
 - e-commerce and social media
 - work health and safety
 - Australian consumer law
 - liability for and obligations of employees, agents and independent contractors
 - anti-discrimination, harassment and equal employment opportunity
 - unethical practices and consequences
- current and emerging technology used by event organisations.

Assessment Conditions

Skills must be demonstrated in:

- an industry workplace; or
- a simulated industry environment.

Assessment must ensure access to:

- communication technology and information programs used to source industry information.

Assessors must satisfy the Standards for Registered Training Organisations' requirements for assessors.

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