



Australian Government

Assessment Requirements for SITEEV031

Determine event feasibility

Release: 1

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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 above 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 above 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 production 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
 - profitability
 - sustainability
 - technology
- operational requirements for event components:
 - minimal impact practices for the construction, maintenance and disposal of event production components
 - paid and voluntary staff requirements
 - specialist assistance
 - production 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 event feasibility analysis
- organisational procedures for evaluation.

Assessment Conditions

Skills must be demonstrated in:

- 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.

Links

Companion Volume implementation guides are found in VETNet -

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