



Australian Government

SITEEVT035 Develop multi-venue event plans

Release: 1

SITEEVT035 Develop multi-venue event plans

Modification History

Not applicable.

Application

This unit describes the performance outcomes, skills and knowledge required to address the particular issues that apply to planning and evaluating events that operate across a number of venues. It requires the ability to use significant analytical and management skills, combined with a strong understanding of event management operational issues. It focuses only on the additional knowledge and skills required in the context of cross-venue event operations.

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 workers who operate with significant autonomy and who are responsible for making strategic event management decisions. They may work in event management companies, 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. Conduct multi-venue selection process.

PERFORMANCE CRITERIA

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

- 1.1. Identify parameters for venue selection based on client and event requirements.
- 1.2. Incorporate multi-venue considerations into the venue or site selection process.

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| | 1.3. Determine best combination of venues to meet event needs. |
| 2. Analyse multi-venue planning and management implications. | 2.1. Determine potential impact of multi-venue operations through analysis of event requirements.
2.2. Analyse risks associated with multi-venue events.
2.3. Assess and respond to geographical factors arising from multi-venue operations.
2.4. Assess inter-venue communication needs and determine most appropriate forms of communication.
2.5. Evaluate need for consistency across venues and develop guidelines in consultation with venue personnel.
2.6. Integrate multi-venue considerations into broader event management structures and processes. |
| 3. Develop operational plan to address multi-venue issues. | 3.1. Develop and document multi-venue operational procedures and contingency procedures.
3.2. Identify critical tasks and allocate responsibilities and timelines.
3.3. Obtain approval for plan from relevant stakeholders.
3.4. Provide operational information to staff, venues and other stakeholders. |
| 4. Evaluate success of multi-venue operations. | 4.1. Obtain feedback from stakeholders according to predetermined evaluation criteria.
4.2. Evaluate multi-venue operations in terms of operational efficiency and service quality.
4.3. Use information to enhance future event planning. |

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:	interpret complex event documentation.
Oral communication skills to:	- consult with stakeholders on complex management and operational requirements - manage relationships and negotiations with venue stakeholders.
Numeracy skills to:	calculate budgetary impacts of multi-venue operations.
Problem-solving skills to:	anticipate and address management and operational issues across multiple venues.

Planning and organising skills to:

- manage information from multiple sources.

Unit Mapping Information

Supersedes and is equivalent to SITEEVT017 Develop multi-venue event plans.

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 SITEEVT035 Develop multi-venue event plans

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:

- determine requirements and select venues for at least one multi-venue event with multiple operational components
- conduct planning and risk analysis for the above event, giving consideration to:
 - risks associated with using multiple venues for events
 - geographical factors
 - communication requirements between venues
- develop and document details of the following operational procedures and information for the above multi-venue event:
 - communication protocols
 - key personnel in each venue
 - management structures
 - transport scheduling
 - contingency procedures
 - emergency information
 - event rosters, running sheets and schedules across venues
 - event uniformity requirements
 - route maps between venues and sites
 - information on venues, sites and local area
- evaluate stakeholder feedback on the success of the above multi-venue event operations against the following criteria:
 - communication
 - contingency management
 - operational efficiency
 - profitability
 - resource efficiency
 - success in meeting event objectives.

Knowledge Evidence

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

- types of events that require the use of multiple venues
- implications of multi-venue event operations and ways to address them:
 - communication
 - management structures
 - operational complexities
 - resources:
 - financial
 - human
 - physical
 - safety
 - geographical factors:
 - distance between venues
 - pick-up and drop-off points
 - terrain
 - traffic routes
 - transport requirements
- inter-venue communication options and relevant technologies to suit particular event requirements:
 - computer networks
 - telephone systems or teleconferencing
 - two-way radios
 - video links or videoconferencing
- risk management issues associated with the use of multiple venues for an event:
 - communication issues
 - contractor management
 - consistency of presentation and standards
 - crowd control
 - delays
 - emergency services access
 - security complications
- additional resource and production requirements of a multi-venue event
- organisational procedures to gather stakeholder feedback to evaluate events and report on improvements.

Assessment Conditions

Skills must be demonstrated in:

- a live event; or
- a simulated industry event set up for the purpose of assessment.

Assessment must ensure access to:

- multiple venues and sites where events are operated
- event budgets
- event plans
- current industry documentation and publications relating to venues and sites
- formal communications plans
- operational information for multi-venue events:
 - contingency procedures
 - emergency information
 - event rosters
 - event running sheets
 - event schedules across venues
 - maps and other geographical information:
 - route maps between venues and sites
 - information for venues, sites and local area
- an event operations team and event stakeholders with whom the individual consults and venue personnel with whom operational and communication strategies and procedures can be established. 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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