



Australian Government

Department of Education, Employment and Workplace Relations

SIT60207 Advanced Diploma of Events

Revision Number: 1

SIT60207 Advanced Diploma of Events

Modification History

Not applicable.

Description

This qualification provides the skills and knowledge for an individual to be competent in wide-ranging, highly specialised technical event management skills with a strategic research, planning and communication focus. Event organisation and management takes place across the full spectrum of business and community activity. The qualification has particular relevance in the community, cultural, hospitality, sporting and tourism sectors.

Work would be undertaken in both an office environment where event planning and organisation takes place, and at an event site.

The qualification reflects the role of individuals who analyse, design and execute judgements using wide-ranging technical, creative, conceptual or managerial competencies. Their knowledge base may be specialised or broad. These individuals are often accountable for group outcomes.

The qualification is not suitable for an Australian apprenticeship pathway.

Job roles

Individuals with this qualification are able to work in a range of organisations where event management takes place, and such organisations are diverse in nature. Examples include professional conference organisers, exhibition and event management companies, sporting associations, community organisations, hospitality and cultural venues.

Possible job titles include:

- event manager
- venue manager
- conference manager
- exhibitions manager.

Prerequisite requirements

There are two alternative pathways for entry into the Advanced Diploma of Events. The candidate must either:

1. Have achieved the Diploma of Events.

OR

2. Have paid or voluntary employment experience at a coordination or management level. As a minimum, employment experience must reflect the scope and range of competencies in a Diploma of Events.

Pathways Information

Not applicable.

Licensing/Regulatory Information

Not applicable.

Entry Requirements

Not applicable.

Employability Skills Summary

EMPLOYABILITY SKILLS SUMMARY

SIT60207 Advanced Diploma of Events

The following table contains a summary of the employability skills required by the events industry for this qualification. The employability skills facets described here are broad industry requirements that may vary depending on qualification packaging options.

Employability skill	Industry/enterprise requirements for this qualification include:
Communication	Negotiating and liaising with a broad range of event stakeholders, including staging contractors, venue or site personnel, regulatory authorities and customers; consulting with others to gain input into planning and operational issues; providing briefings to operational staff and other stakeholders; developing event planning and operational documentation.
Teamwork	Building, motivating and leading diverse teams; providing support and coaching; planning work operations to take account of team member strengths; taking a lead role in agreeing and establishing work team goals.
Problem solving	Developing and applying a range of strategies to resolve diverse management and operational problems; developing contingency plans to address typical event management challenges; developing and applying a range of strategies to address problems with event contractors or other stakeholders; responding effectively to a wide range of event operational issues requiring immediate resolution; working with event suppliers, customers and other stakeholders to develop practical solutions; evaluating the effectiveness of solutions and approaches to inform future event planning.
Initiative and enterprise	Initiating creative and innovative event concepts; developing models and options and management practices to translate ideas into action; generating a range of options and ideas to address different event management challenges; developing ideas about ways to improve event operations; encouraging team members to be innovative; using knowledge of current and emerging industry and marketplace trends to inform approaches to event planning and operations.
Planning and organising	Developing and managing strategies across the broad spectrum of event management practice; researching and critically analysing current and emerging industry practice;

Employability skill	Industry/enterprise requirements for this qualification include:
	forecasting and managing budget and other resources; critically analysing a broad range of information to inform event planning and project management; establishing clear goals for different aspects of event planning; developing, implementing and monitoring plans, procedures and systems; setting and monitoring priorities, timelines and resource strategies; assessing and managing risk; communicating plans and strategies to stakeholders.
Self-management	Reviewing and reflecting on own work practice; using research and networks to extend event management skills and knowledge proactively; using knowledge of organisational, industry and legal frameworks to inform event management practice; maintaining and updating knowledge of different event management practices; consulting with others to gain input and feedback.
Learning	Developing and maintaining the legal knowledge required for business compliance; researching new event management ideas, concepts and technologies; using industry and other networks to develop skills and knowledge; exploring and testing new event management ideas and approaches; encouraging and supporting learning within the team.
Technology	Researching new technological solutions to inform event management practice; integrating appropriate technologies into the event management process; selecting different technologies to address specific event management situations.

Due to the high proportion of electives required by this qualification, the industry/enterprise requirements described above for each employability skill are representative of the events industry in general and may not reflect specific job roles. Learning and assessment strategies for this qualification should be based on the requirements of the units of competency for this qualification.

Packaging Rules

QUALIFICATION RULES

To achieve an Advanced Diploma of Events, 24 units must be completed:

- all 16 core units
- 8 elective units which may be selected from the list below, or from this or another

endorsed Training Package or accredited course.

In all cases selection of electives must be guided by the job outcome sought, local industry requirements and the characteristics of this qualification.

CORE UNITS

SITXCCS003A	Manage quality customer service
SITXEVT006A	Research and evaluate event industry trends and practices
SITXEVT007B	Determine event feasibility
SITXEVT009A	Develop event concepts
SITXEVT010B	Evaluate and address event regulatory requirements
SITXEVT012A	Select event venues and sites
SITXEVT013A	Manage event staging
SITXEVT017B	Provide on-site event management services
SITXFIN005A	Prepare and monitor budgets
SITXFIN006A	Obtain and manage sponsorship
SITXFIN008A	Manage financial operations
SITXGLC001A	Develop and update legal knowledge required for business compliance
SITXMGT003A	Manage projects
SITXMGT005A	Manage business risk
SITXMGT006A	Establish and conduct business relationships
BSBMGT502B	Manage people performance

ELECTIVE UNITS	
Commercial Cookery and Catering	
SITHCCC038B	Plan catering for an event or function
Creative and Technical Production	
CUEPMT11B	Manage the production process
CUESMT05B	Stage manage the production/event
CUESMT10B	Organise and facilitate rehearsals
CUESMT11B	Create, update and use production reference documents
CUFPOP03B	Compile a production schedule
CULMS008A	Conceive, develop and realise exhibition designs
Events	
SITXEVT011A	Develop crowd control plans and procedures
SITXEVT014A	Develop conference programs
SITXEVT015B	Manage exhibitions
SITXEVT016B	Organise and monitor event infrastructure
SITXEVT018B	Develop a transport strategy for an event
SITXEVT019A	Manage multi-venue events
CULMS012A	Plan event touring

Finance

SITXFIN004A	Manage finances within a budget
SITXFIN007A	Manage physical assets
CUSFIN01A	Finance a project

Human Resource Management

SITXHRM004A	Manage volunteers
SITXHRM007A	Manage workplace diversity
SITXHRM008A	Manage workplace relations

Management and Leadership

SITXMGT004A	Develop and implement a business plan
BSBMGT617A	Develop and implement a business plan

Marketing and Public Relations

SITXMPR001A	Coordinate production of brochures and marketing materials
SITXMPR005A	Develop and manage marketing strategies
BSBMKG401B	Profile the market
BSBMKG509A	Implement and monitor direct marketing activities
BSBMKG605B	Evaluate international marketing opportunities
BSBMKG606B	Manage international marketing programs
BSBMKG607B	Manage market research
CULLB510B	Develop and maintain community/stakeholder relationships
CUVADM08B	Develop and manage public relations strategies

Planning and Product Development

SITTPPD001B	Research, assess and develop tourism products
SITTPPD006B	Plan and develop ecologically sustainable tourism operations
SITTPPD007A	Plan and develop culturally appropriate tourism operations
SITTPPD009A	Assess tourism opportunities for local communities

Venue and Facility Management

CUEFOH06C	Manage venue services
SRXFAC003B	Implement facility maintenance programs
SRXFAC005B	Coordinate facility and equipment acquisition and maintenance
SRXFAC008B	Obtain facilities
SRXFAC009B	Plan, develop and commission facility development

Examples of elective units relevant to specific job outcomes and contexts at this level are as follows:

Independent event manager

SITHCCC038B Plan catering for an event or function

SITXEVT014A Develop conference programs

SITXEVT015B Manage exhibitions

SITXEVT018B Develop a transport strategy for an event

SITXEVT019A Manage multi-venue events

SITXMPR001A Coordinate production of brochures and marketing materials