



Australian Government

SITX EVT502 Select event venues and sites

Release 1

SITX EVT 502 Select event venues and sites

Modification History

The version details of this endorsed unit of competency set are in the table below. The latest information is at the top.

Version	Comments
1.0	E Replaces and is equivalent to SITX EVT 012A Select event venues and sites. Re-worked Elements, Performance Criteria, Required skills and Required knowledge to more fully articulate content. Re-worked Evidence Guide to better articulate rigorous assessment requirements.

Unit Descriptor

This unit describes the performance outcomes, skills and knowledge required to source and select venues or sites for events. It requires the ability to analyse event plans to determine venue or site requirements, develop selection specifications, assess, choose and contract venues or sites.

Application of the Unit

Events are diverse in nature and this unit is relevant to any type of event coordinated in any industry context, including the tourism, hospitality, sport, cultural and community sectors. This unit applies to event coordinators who operate independently, and are responsible for making a range of operational decisions. They may work in event management companies or in organisations which organise their own events.

Licensing/Regulatory Information

No licensing, legislative, regulatory or certification requirements apply to this unit at the time of endorsement.

Pre-Requisites

Not applicable.

Employability Skills Information

This unit contains employability skills.

Elements and Performance Criteria Pre-Content

Elements and Performance Criteria

Elements describe the essential outcomes of a unit of competency.

Performance criteria describe the performance needed to demonstrate achievement of the element. Where bold italicised text is used, further information is detailed in the required skills and knowledge section and the range statement. Assessment of performance is to be consistent with the evidence guide.

- | | |
|--|--|
| <ol style="list-style-type: none"> 1. Determine venue or site requirements. | <ol style="list-style-type: none"> 1.1 Review and analyse <i>event</i> proposal or plan and determine <i>overall venue or site requirements</i>. 1.2 Develop and document detailed and accurate <i>venue or site specifications</i> to facilitate the research and selection process. 1.3 Integrate the needs of all <i>stakeholders</i> into venue or site specifications. |
| <ol style="list-style-type: none"> 2. Source event venues and sites. | <ol style="list-style-type: none"> 2.1 Research potential venues and sites using appropriate <i>information sources</i> and <i>research methods</i>. 2.2 Assess the suitability of venues and sites against requirements outlined in venue specifications. 2.3 Evaluate capacity to deliver a range of quality outcomes through discussions with venue and site personnel. 2.4 Identify <i>risk, regulatory and sustainability issues</i> associated with venues and sites and evaluate during selection process. 2.5 Provide clear and accurate briefings on venue or site options to stakeholders, include recommendations and gain approvals. |
| <ol style="list-style-type: none"> 3. Confirm venue or site bookings. | <ol style="list-style-type: none"> 3.1 Make written bookings for venues or sites when selection process is finalised. 3.2 Review and sign venue or site contracts within appropriate timeframes and within scope of individual responsibility. 3.3 Integrate venue or site issues into event management plans. |

Required Skills and Knowledge

This section describes the skills and knowledge required for this unit.

Required skills

- communication skills including active listening and open and closed questioning to:
 - consult with venue or site personnel on capacity to meet event requirements
 - provide clear and accurate stakeholder briefings on venue or site options
- critical thinking skills to:
 - analyse event staging plans and determine venue or site requirements
 - evaluate a range of venue or site options against complex specifications and make substantiated selection
- learning skills to seek and assimilate new knowledge of event venues and sites
- literacy skills to:
 - read and interpret complex event plans and product and service specifications for venues and sites
 - research, collate and analyse information on new venue and site options
 - write detailed and accurate venue or site specifications
- numeracy skills to determine a range of spatial venue or site specifications including:
 - attendee capacity
 - size of assembly, storage and maintenance areas for event staging items
 - size and capacity of various areas for seating, stands and on-site registration
- planning and organising skills to access and collate all information required for venue or site selection and to source and select venues or sites within designated deadlines
- problem-solving skills to anticipate and analyse risks associated with venues or sites and to resolve with risk management plans or abandon options before selection
- self-management skills to take responsibility for all processes involved in sourcing and selecting venues or sites for events
- teamwork skills to integrate the needs of all stakeholders when defining venue or site specifications and to consult with them during the selection process
- technology skills to use calculators, computers, printers, word processing and spread sheet software packages.

Required knowledge

- operational and venue requirements for different types of events
- sources of information on event venues or sites for a broad range of event types
- key features of event venues or sites, especially those in the local area, and their capacity to service different types of events including venues for:
 - exhibitions, expositions and fairs
 - festivals
 - meetings and conventions
 - social functions

- event staging products and services offered by event venues or sites and their suitability for particular event types
- risk and regulatory issues associated with different types of venues and sites and methods of managing these
- social and environmental sustainability issues associated with different venues and sites including:
 - water and energy use
 - waste
 - local community rights during operation of events
 - maintenance of natural and cultural integrity
- operational structures within venues and sites, including relevant personnel, organisational relationships and reporting structures
- a range of formats for, inclusions and uses of:
 - venue or site specifications for the staging of events
 - venue or site contracts.

Evidence Guide

The evidence guide provides advice on assessment and must be read in conjunction with the performance criteria, required skills and knowledge, range statement and the Assessment Guidelines for the Training Package.

Overview of assessment

Critical aspects for assessment and evidence required to demonstrate competency in this unit

Evidence of the ability to:

- research and select appropriate venues and sites for events involving:
 - comprehensive event plans
 - dedicated event budgets
 - formal communications plans
 - multiple operational components
 - an event operations team
 - a wide range of stakeholders
- develop selection specifications, assess and choose venues or sites for multiple and diverse events
- integrate knowledge of:
 - key features of event venues or sites, especially those in the local area, and their capacity to service different types of events
 - key features and functions of event staging products and services offered by event venues or sites and their suitability for particular event types
 - formats for and inclusions of venue or site specifications for the staging of events
- source and select venues or sites within commercial time constraints and event deadlines.

Context of and specific resources for assessment

Assessment must ensure use of:

- actual events for which event venues and sites are selected. Events may be created for the specific purpose of skills assessment, but must still meet the requirements outlined under Critical aspects of assessment, and have commercial, community or business relevance. Small personal events are not appropriate as a means of assessing an individual's skills and knowledge
- venues and sites where events are operated; these can be:
 - real event venues and sites
 - event venues and sites operated within a training organisation such as auditoria, exhibition areas, conference rooms, restaurants and sporting facilities where real events

are staged

- event stakeholders with whom the individual consults
- venue personnel with whom the individual liaises during the selection process
- comprehensive event plans
- dedicated event budgets
- current and comprehensive event venue or site information:
 - product information within sales kits, brochures, product manuals, supplier information kits or information databases
 - site specifications, operational and capacity information
 - technical production and staging specifications
- industry current template venue or site specifications for the staging of events.

Method of assessment A range of assessment methods should be used to assess practical skills and knowledge. The following examples are appropriate for this unit:

- case studies that allow the individual to analyse event plans and determine venue or site requirements for multiple and diverse events
- evaluation of venue or site specifications developed by the individual
- review of a comprehensive portfolio prepared by the individual that documents the entire venue selection process including notes on the event plan, draft and final venue specification, notes on discussions with venue personnel, issues taken into account when assessing various venues to meet event requirements and rationale for the final selection
- written or oral questioning to assess knowledge of:
 - key features of event venues or sites and their capacity to service different types of events
 - key features and functions of event staging products and services offered by event venues or sites and their suitability for particular event types
 - formats for and inclusions of venue or site specifications for the staging of events
- review of portfolios of evidence and third-party workplace reports of on-the-job performance by the individual.

Guidance information for assessment The assessor should design integrated assessment activities to holistically assess this unit with other units relevant to the industry sector, organisation and job role, for example:

- BSBWRT401A Write complex documents
- SITX EVT 504 Organise event infrastructure
- SITX GLC 501 Research and comply with regulatory

requirements.

Range Statement

The range statement relates to the unit of competency as a whole. It allows for different work environments and situations that may affect performance. Bold italicised wording, if used in the performance criteria, is detailed below. Essential operating conditions that may be present with training and assessment (depending on the work situation, needs of the candidate, accessibility of the item, and local industry and regional contexts) may also be included.

Event may include:

- business and corporate
- entertainment and leisure
- exhibitions, expositions and fairs
- festivals
- fundraising
- government and civic
- marketing
- meetings and conventions
- social
- sports.

Overall venue or site

requirements may relate to:

- attendee profile
- budget
- estimated attendee numbers
- event theme and image
- facilities and services to be provided
- location
- multiple:
 - sites in one location
 - venues at one site.

Venue or site specifications may include requirements for:

- access and timing for set-up and break-down
- access times for service personnel, client and attendees
- accommodation
- cost
- crowd control
- ease of access for attendees
- dates available
- facilities for the use of event operator personnel
- food and beverage
- location
- multiple:
 - sites in one location
 - venues at one site
- on-site management
- on-site registration facilities

- quality of service and service style
- security
- set up and capacity of:
 - client displays and livery
 - exhibitor or sponsor stands
 - merchandising stands
 - seating
 - tables
- size and attendee capacity of:
 - site
 - venues
- size and availability of assembly, storage and maintenance areas for event staging items
- staffing:
 - contractors
 - venue staff
- storage facilities
- technical equipment and services:
 - audio-visual
 - pyrotechnics
 - rigging
 - sound and lighting
 - special effects
 - stage design and construction
 - venue styling
- touring the event
- transportation
- waste management.

Stakeholders may include:

- attendees, delegates, guests or participants including those with disabilities
- clients
- colleagues
- contractors and suppliers
- emergency services
- host organisation
- sponsors
- state, territory and local government regulatory authorities
- volunteers.

Information sources may include:

- convention and visitor bureaus
- destination brochures

- land management and protection agencies
- local, regional or state cultural, tourism and sporting organisations
- the Internet
- trade journals
- venue publications and directories.

Research methods may include:

- calling for tenders
- conducting desk research
- inspecting venues or sites
- using own event industry networks.

Risk, regulatory and sustainability issues may relate to:

- access complications
- liquor licensing
- minimisation of environmental impacts on the site
- number of contractors to be coordinated
- physical constraints
- safety issues
- security issues
- social and environmental sustainability credentials of venues or sites
- venue or site appeal for intended audience
- waste management.

Unit Sector(s)

Cross-Sector

Competency Field

Events