



Australian Government

SITX EVT605 Develop event transport plans

Release 1

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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 018B Develop a transport strategy for an event. Simplified title. 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 analyse event transport needs and develop appropriate plans and procedures for transporting people to, from and between event venues. It requires the ability to use critical thinking, planning and organisational skills, combined with a knowledge of transport management issues and options.

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 managers who operate with significant autonomy and who are responsible for making a range of strategic event management decisions. They may work in event management companies, in event venues, or in organisations that organise their own events.

The unit may have particular application in the transport industry, where transport companies may be called upon to work on the development of an event transport strategy. However, the unit does not cover the specialist skills required to manage and monitor large transport fleets, as these roles are undertaken by people working as transport specialists.

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.

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|--|---|
| 1. Analyse transport needs. | 1.1 Determine <i>event</i> transport needs based on analysis of <i>key event information</i> .
1.2 Identify and assess transport needs of different <i>event stakeholders</i> , including those with special needs.
1.3 Assess need for assistance from transport specialists or involvement of <i>authorities</i> in the transport planning process. |
| 2. Develop transport strategies. | 2.1 Identify and analyse <i>transport options and resources</i> in consultation with relevant suppliers.
2.2 Assess <i>transport issues and risks</i> presented by event location and geography.
2.3 Analyse and respond to compliance requirements.
2.4 Analyse and incorporate transport issues and risks into transport strategy development.
2.5 Evaluate and respond to <i>broader event management constraints and issues</i> as they relate to event transport.
2.6 Consult with event stakeholders about transport strategies at appropriate times prior to the event.
2.7 Develop <i>evaluation criteria</i> for the transport strategy in consultation with stakeholders. |
| 3. Develop transport operational plan. | 3.1 Develop and document <i>transport procedures</i> for event components, including <i>contingency procedures</i> .
3.2 Determine and document internal and external <i>resource requirements</i> to maximise efficient use, cost effectiveness and profitability.
3.3 Identify critical tasks and allocate responsibilities and timelines.
3.4 Develop contractor specifications as required.
3.5 Obtain approval for plan from relevant stakeholders.
3.6 Provide <i>operational information</i> to staff and other stakeholders. |
| 4. Evaluate transport strategies. | 4.1 Evaluate efficiency and effectiveness of the transport strategy based on agreed evaluation criteria.
4.2 Incorporate outcomes of evaluation into future planning. |

Required Skills and Knowledge

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

Required skills

- communication skills to consult with diverse stakeholders on complex management and operational issues
- critical thinking skills to:
 - analyse complex event information to determine nature of transport requirements
 - develop practical and operationally sound event transport solutions
- literacy skills to:
 - interpret complex event documentation
 - develop plans and operational documents for the management of event transport
- numeracy skills to work with event budgets
- planning and organisational skills to develop cohesive operational plans and procedures
- problem-solving skills to anticipate and respond to potential transport risks and problems with effective strategies and procedures.

Required knowledge

- role of transport planning in the overall context of event management
- types of events that require the development of dedicated transport strategies
- sources of specialist assistance for complex transport planning
- transport alternatives for consideration in the planning process:
 - private
 - public
 - air, land and sea
- legislation, regulations and industry codes that affect transport planning
- transport strategy resource requirements:
 - financial
 - human
 - physical
- issues and risks associated with event transport:
 - access
 - availability of services
 - congestion
 - distance
 - sustainability considerations.

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:

- develop transport plans for events involving:
 - comprehensive event plans
 - dedicated event budgets
 - formal communications plans
 - multiple operational components
 - an event operations team
 - a wide range of stakeholders
- analyse event transport needs and develop resource and cost efficient strategies and operational plans for multiple and diverse events
- integrate knowledge of:
 - transport alternatives
 - legislation, regulations and industry codes that affect transport planning
 - transport strategy resource requirements
 - issues and risks associated with event transport.

Context of and specific resources for assessment

Assessment must ensure use of:

- real or simulated events for which transport plans are developed. 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
- comprehensive event plans
- dedicated event budgets
- formal communications plans
- current industry documentation and publications relating to transport options
- event stakeholders with whom the individual consults.

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:

- evaluation of event transport strategies and operational plans prepared by the individual
- use of case studies to assess individual's ability to develop transport strategies for a range of different events
- written or oral questioning to assess detailed knowledge of different event transport issues and options
- 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.

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.

Events may include:

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

Key event information may relate to:

- dates and times
- duration
- management structures
- general nature of event
- level of government involvement
- location
- number and type of activities
- numbers attending
- scope of physical staging elements.

Event stakeholders may include:

- attendees:
 - audience
 - competitors
 - delegates
 - participants
 - spectators
 - VIPs
- authorities:
 - emergency services
 - local government
 - roads authorities
- media
- officials
- organising committees
- staff:

- paid
 - voluntary.
- Authorities** may include:
- emergency services
 - land management and protection agencies
 - government:
 - local
 - state
 - industry bodies.
- Transport options and resources** may include:
- private transport system, including:
 - airlines
 - coach services
 - taxis
 - hire cars, minibuses and limousines
 - private vehicles
 - charter services
 - dedicated disabled transport, including taxis and buses
 - animal transport
 - public transport system, including:
 - trains
 - bus network
 - ferries
 - light rail and trams.
- Transport issues and risks** may relate to:
- access:
 - road surface
 - terrain
 - availability of services
 - communication considerations:
 - mobiles
 - radios
 - walkie talkies
 - congestion:
 - pedestrian
 - traffic
 - distance:
 - between event venues
 - between event venues and other facilities such as accommodation and service centres
 - environmental sensitivity
 - location type:

Broader event management constraints and issues may include:

- major metropolitan
- regional
- country
- remote
- security:
 - access restrictions
 - accreditation
 - threats
- signage.
- overall event management structures
- specific event objectives
- budget
- human resources
- other staging requirements
- factors external to the event, such as other events
- requirements to manage minimal impact to the natural environment of access to and the site itself.

Evaluation criteria may relate to:

- attendance targets
- efficient use of combined transport options to maximise profitability for the event operator
- environmental targets
- financial targets
- service quality
- time targets for movement of people and equipment.

Transport procedures may relate to:

- adequate provision for buses
- adequate provision for disabled people
- arrival of clients – dump or trickle
- communication
- contingency and backup options
- emergency services presence and access
- human resource requirements:
 - drivers
 - guides
 - marshals
 - site supervisors
- parking
- pick-up and drop-off
- security
- timetabling
- training requirements
- vehicle refuelling.

Contingency procedures may relate to:

- breakdown
- delays:
 - internal
 - external
- illness
- weather.

Resource requirements may be:

- financial
- human:
 - drivers
 - guides
 - interpreters
 - marshals
 - on-site supervisors
 - volunteers
- physical:
 - equipment
 - signage
 - vehicles
 - vessels.

Operational information may include:

- contingency procedures
- emergency information
- event information:
 - rosters
 - running sheets
 - schedules
- maps and other geographical information:
 - route maps between venues and sites
 - information for venues, sites and local area.

Unit Sector(s)

Cross-Sector

Competency Field

Events