

Training Package	Entertainment (CUE03)	HSC Requirements and Advice
Unit code	Unit title	HSC Indicative Hours
CUEIND01C	Source and apply entertainment industry knowledge	25

Unit descriptor	This unit describes the skills and knowledge required to source, apply and update a general knowledge of the live entertainment industry, including industry structure and operation, employment obligations and the impact of new technology. This knowledge underpins effective performance in all work roles within the entertainment industry. In-depth knowledge is not required. No licensing, legislative, regulatory or certification requirements apply to this unit at the time of endorsement.
Employability skills	This unit contains employability skills.
Prerequisite units	This unit underpins effective performance in all industry work roles and could be assessed or used in training in conjunction with other operational and technical units.

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.

Critical aspects for assessment and evidence required to demonstrate competency in this unit	Context of and specific resources for assessment	Method of assessment
<p>The following evidence is <u>critical</u> to the judgement of competence in this unit:</p> <ul style="list-style-type: none"> • general knowledge of the entertainment industry as detailed under Underpinning skills and knowledge and their application to a particular workplace context • understanding of how industry knowledge can be applied to work activities to maximise effective performance • knowledge of how to maintain currency of knowledge. 	<p>The assessment context <u>must</u> provide for:</p> <ul style="list-style-type: none"> • project or work activities that allow the candidate to access and apply industry information to specific contexts and work activities. 	<p>Assessment may incorporate a range of methods to assess performance and the application of essential underpinning knowledge, and might include:</p> <ul style="list-style-type: none"> • case studies to assess application of knowledge of different industry contexts and situations • oral or written questions to assess knowledge of different aspects of the entertainment industry • review of portfolios of evidence or third party workplace reports of on-the-job performance by the candidate. <p>Assessment methods should closely reflect workplace demands and the needs of particular groups (eg people with disabilities, and people who may have literacy or numeracy difficulties such as speakers of languages other than English, remote communities and those with interrupted schooling).</p> <p>Assessment of this unit <u>requires</u> access to:</p> <ul style="list-style-type: none"> • sources of information on the entertainment industry.

Required Skills and Knowledge		HSC Requirements and Advice
This section describes the skills and knowledge <u>required</u> for this unit.		
<p>Required skills</p> <ul style="list-style-type: none"> • research and literacy skills sufficient to analyse and interpret information from industry association promotional materials • personal organisational skills to keep up-to-date with industry developments • using technology to source information. 	<p>Required knowledge</p> <ul style="list-style-type: none"> • different sectors of the entertainment industry and their interrelationships • key work areas within the industry, how they interrelate, and key roles and responsibilities • broad knowledge of key entertainment industry terminology • issues of etiquette and ethics as they apply to key work areas within the industry • nature, role and functions of unions and employer associations, including rights and responsibilities of employers and employees • obligations of employers, including safe system of work and non-discrimination • obligations of employees, including attendance, ethical behaviour, taking directions, confidentiality, work performance, safety and care • sources of information on the entertainment industry and ways of maintaining current industry knowledge • overview of current and emerging technologies used within the relevant entertainment industry sector. 	<p>Key Terms and Concepts</p> <ul style="list-style-type: none"> • awards • basic research skills • career opportunities and pathways • communication channels • current issues • economic impact • emerging technologies • employer associations • enterprise/organisation protocols/ policies • entertainment industry • industrial relations issues • industry associations • industry bodies • industry structure • new/emerging technologies • personal attributes • roles and responsibilities • sectors • sources of information • union • upgrading skills • work ethics • working conditions • workplace relations.

Element	Performance Criteria	Range Statement	HSC Requirements and Advice
<p>1 Source and apply information on the structure and operation of the entertainment industry.</p>	<p>1.1 Correctly identify and access sources of information on the entertainment industry, including information relating to:</p> <ul style="list-style-type: none"> • industry structure, different sectors and the products and services available • major industry bodies • relationship between entertainment and other industries • economic and social significance of the industry. 	<p>The range statement relates to the unit of competency as a whole. It allows for different work environments and situations that may affect performance. <i>Bold italicised</i> wording, if used in the performance criteria, is detailed below.</p> <p>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.</p> <p>The term <i>entertainment industry</i> covers all sectors involved in the production of any type of live theatre or event. This may include:</p> <ul style="list-style-type: none"> • any type of event, eg sporting, cultural, charitable • ballet • concerts • corporate theatre and communication • drama • festivals. <p>Other industries with which the <i>entertainment industry</i> has relationship may include:</p> <ul style="list-style-type: none"> • fashion • film, TV and radio • music • retail • sport • tourism • visual arts, craft and design. 	<p>Learning experiences for the HSC must address:</p> <p>Sectors of the entertainment industry including:</p> <ul style="list-style-type: none"> • drama • ballet • concerts • festivals • corporate theatre and communication • events <ul style="list-style-type: none"> - sporting - cultural - charitable - public celebrations. <p>Knowledge of industry sectors including:</p> <ul style="list-style-type: none"> • the role and services offered by each sector • examples of businesses in each sector • interrelationship between sectors. <p>An awareness of the interrelationship between the entertainment industry and other related industries including:</p> <ul style="list-style-type: none"> • film, TV and radio • music • fashion • sport • tourism • retail • visual arts, craft and design. <p>The role and function of key entertainment industry bodies including:</p> <ul style="list-style-type: none"> • Department of Arts, Sport and Recreation • Department of the Environment, Water, Heritage and the Arts • Media, Entertainment and Arts Alliance (MEAA) • Live Performance Australia (LPA) • industry skills council and state industry training advisory body (ITAB) • Australian Network for Art and Technology (ANAT)

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			<ul style="list-style-type: none"> • Australasian Performing Right Association (APRA) • Australia Council for the Arts <p>Information relating to the entertainment industry including:</p> <ul style="list-style-type: none"> • statistics <ul style="list-style-type: none"> - employment - income - patronage - the multiplier effect • current trends • issues affecting the industry. <p>Basic research skills for:</p> <ul style="list-style-type: none"> • identification of relevant information • questioning techniques to obtain information • sorting, summarising and presenting information. <p>Sources of current industry information including:</p> <ul style="list-style-type: none"> • industry associations and organisations • unions • industry journals • media • the internet • libraries • reference manuals • policy and procedures manuals • personal observations and experience • industry contacts, mentors and advisors • colleagues, supervisors and managers • professional development opportunities • industry functions • trade shows. <p>A basic awareness of the social and environmental effects of the entertainment industry including:</p> <ul style="list-style-type: none"> • positive and negative impacts on a community • positive and negative impacts on the environment • the role of environmental guidelines and legislation in the operation of an entertainment business.

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			<p>An awareness of the stages of a production including:</p> <ul style="list-style-type: none"> • pre-production • bump in • technical week • production • bump out • post-production.
<p>2 Source and apply knowledge of industry employment obligations and opportunities.</p>	<p>2.1 Obtain information to assist in effective work performance in the entertainment industry, including information on:</p> <ul style="list-style-type: none"> • career opportunities • roles, responsibilities and employment rights of contracted workers • unions and employer bodies • professional associations • industrial relations issues. 	<p>Information sources and opportunities to update industry knowledge may include:</p> <ul style="list-style-type: none"> • discussions with industry practitioners and colleagues • industry associations and organisations • industry functions • industry journals • Internet • media • personal observations and experience • policy and procedures manuals • reference manuals • seminars and other professional development opportunities • unions and other sources of industrial relations information. <p>The term entertainment industry covers all sectors involved in the production of any type of live theatre or event. This may include:</p> <ul style="list-style-type: none"> • any type of event, eg sporting, cultural, charitable • ballet • concerts • corporate theatre and communication • drama • festivals. 	<p>Learning experiences for the HSC must address:</p> <p>Career opportunities and pathways within the industry.</p> <p>The role and function of industry personnel including:</p> <ul style="list-style-type: none"> • producer • production manager • director • stage manager • choreographer • musical director • design team • riggers • operators • construction/trades • front of house manager • venue manager • tour manager. <p>Industrial working conditions including:</p> <ul style="list-style-type: none"> • awards • contract of employment • certified agreement • enterprise agreement • workplace agreement.

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			<p>Personal attributes and work ethics of entertainment industry staff including:</p> <ul style="list-style-type: none"> • attendance and punctuality ethical behaviour • honesty • work performance • taking directives • attention to detail • personal presentation and grooming • attitude • confidentiality • consistency of service • safe work practices. <p>Workplace relations including:</p> <ul style="list-style-type: none"> • employer groups <ul style="list-style-type: none"> - Australian Entertainment Industry Association (AEIA) • unions <ul style="list-style-type: none"> - Media, Entertainment and Arts Alliance (MEAA) - Musicians Union of Australia/NSW • professional associations. <p>An awareness of current industrial relations issues affecting the industry.</p>
3	<p>2.2 Apply knowledge of industry employment obligations and opportunities appropriately within day-to-day work activities.</p> <p>3.1 Correctly identify sources of information on new technology.</p> <p>3.2 Obtain relevant information to assist effective work performance, including information on:</p> <ul style="list-style-type: none"> • advances in technology and equipment • likely effects of new technology on 		<p>Learning experiences for the HSC must address:</p> <p>How to source current information about emerging technologies relevant to the entertainment industry.</p> <p>Learning experiences for the HSC must address:</p> <p>Technologies including:</p> <ul style="list-style-type: none"> • digital technology • bluetooth technology • multimedia

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	<p>current work practices and the structure of the industry</p> <ul style="list-style-type: none"> • ways of upgrading skills to allow for the use of new technology • sources of technical advice and support. 		<ul style="list-style-type: none"> • broadband • project management systems • internal booking systems. <p>The effects of emerging technology on:</p> <ul style="list-style-type: none"> • the marketing and promotion of events information • ways that consumers research event information • speed of processing event information • registration, ticketing and seating • sponsorship • special effects • lighting, sound, vision and staging • current work practices. <p>Opportunities for upgrading skills including:</p> <ul style="list-style-type: none"> • industry seminars • in-services • training courses • in-house training • reference manuals. <p>Sources of technical advice and support including:</p> <ul style="list-style-type: none"> • industry bodies • journals • the Internet • experts.
	<p>3.3 Correctly apply information on technological advances in day-to-day work activities.</p>		<p>Learning experiences for the HSC must address:</p> <p>The application of enterprise/organisation protocols and policies in relation to current and emerging technology.</p>
<p>4 Seek opportunities to update industry knowledge.</p>	<p>4.1 Identify and use a range of opportunities to update knowledge of the entertainment industry and monitor current <i>issues of concern</i> to the industry.</p>	<p><i>Issues of concern</i> to the industry may be related to:</p> <ul style="list-style-type: none"> • changing nature of the marketplace • government initiatives • industry expansion • labour issues. 	<p>Learning experiences for the HSC must address:</p> <p>A basic awareness of current issues of concern to the industry relating to:</p> <ul style="list-style-type: none"> • government initiatives • labour issues • industry expansion • changing nature of the marketplace

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	4.2 Share updated knowledge with customers and colleagues as appropriate, and incorporate into day-to-day work activities.		<ul style="list-style-type: none"> • funding • public liability • risk management • occupational health and safety (OHS) • emerging technologies. <p>Learning experiences for the HSC must address:</p> <p>Dissemination of information through a variety of communication channels including:</p> <ul style="list-style-type: none"> • one-on-one communication • team/group meetings • internet/intranet • call centres • seminars • marketing and promotional material • direct mail.