

Training Package	Entertainment (CUE03)	HSC Requirements and Advice
Title	Source and apply entertainment industry knowledge	
Unit code CUEIND01B	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.	HSC Indicative Hours 25

Evidence Guide			
Underpinning skills and knowledge	Linkages to other units	Resource requirements	HSC Requirements and Advice
<p>Assessment must include evidence of the following knowledge and skills:</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>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.</p>	<p>Assessment of this unit requires access to:</p> <ul style="list-style-type: none"> • sources of information on the entertainment industry. 	<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

Method and context of assessment	Critical aspects of evidence	HSC Requirements and Advice
<p>The assessment context must 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>The following evidence is critical 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. 	<ul style="list-style-type: none"> upgrading skills work ethics working conditions workplace relations.

Key competencies in this unit

Key competencies are built into all workplace competencies. The table below describes those applicable to this unit. Trainers and assessors should ensure that they are addressed in training and assessment.

Level 1 = Perform Level 2 = Administer and Manage Level 3 = Design and Evaluate

Key competencies	Level	Examples
Collecting, organising and analysing information	2	Deciding whether to join an industry association based on promotional materials
Communicating ideas and information	1	Liaising with colleagues from other industry sectors
Planning and organising activities	1	Organising a personal program to keep up-to-date with industry developments
Working with others and in teams	1	Discussing industry events with colleagues
Using mathematical ideas and techniques	-	-
Solving problems	1	Responding to a situation which involves dealing with a sector of the industry with which you are not familiar
Using technology	1	Using the Internet to source information

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 following explanations identify how this unit may be applied in different workplaces, sectors and circumstances.</p> <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"> • drama • ballet • concerts • festivals • corporate theatre and communication • any type of event, e.g. sporting, cultural, charitable <p>Information sources and opportunities to update industry knowledge may include:</p> <ul style="list-style-type: none"> • industry associations and organisations • unions and other sources of industrial relations information • industry journals • media • Internet • reference manuals • policy and procedures manuals • personal observations and experience • discussions with industry practitioners and colleagues • seminars and other professional development opportunities • industry functions <p>Other industries with which the entertainment industry has relationship may include:</p> <ul style="list-style-type: none"> • film, TV and radio • music • fashion • sport • tourism • retail • 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"> • NSW Ministry for the Arts • Media, Entertainment and Arts Alliance (MEAA) • Australian Entertainment Industry Association (AEIA) • National/State ITAB/Skills Council • Australian Network for Art and Technology (ANAT) • Australasian Performing Rights Association (APRA) • Australia Council for the Arts • Department of Communications, Information Technology and the Arts.

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			<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. <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.
	<p>1.2 Use knowledge of the entertainment industry appropriately to enhance the quality of work performance</p>		

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2 Source and apply knowledge of industry employment obligations and opportunities	2.1 Obtain information to assist in effective work performance in the entertainment industry, including information on: <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>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"> • drama • ballet • concerts • festivals • corporate theatre and communication • any type of event, e.g. sporting, cultural, charitable <p>Information sources and opportunities to update industry knowledge may include:</p> <ul style="list-style-type: none"> • industry associations and organisations • unions and other sources of industrial relations information • industry journals • media • Internet • reference manuals • policy and procedures manuals • personal observations and experience • discussions with industry practitioners and colleagues • seminars and other professional development opportunities • industry functions 	<p>Learning experiences for the HSC must address:</p> <p>Career opportunities and pathways within the industry.</p> <p>Industrial working conditions including:</p> <ul style="list-style-type: none"> • awards • contract of employment • certified agreement • enterprise agreement • workplace agreement. <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>
	2.2 Apply knowledge of industry employment obligations and opportunities appropriately within day-to-day work activities		

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3 Seek information on new technology	3.1 Correctly identify sources of information on new technology	Information sources and opportunities to update industry knowledge may include: <ul style="list-style-type: none"> • industry associations and organisations • unions and other sources of industrial relations information • industry journals • media • Internet • reference manuals • policy and procedures manuals • personal observations and experience • discussions with industry practitioners and colleagues • seminars and other professional development opportunities • industry functions 	Learning experiences for the HSC must address: How to source current information about emerging technologies relevant to the entertainment industry.
	3.2 Obtain relevant information to assist effective work performance, including information on: <ul style="list-style-type: none"> • advances in technology and equipment • likely effects of new technology on current work practices and the structure of the industry • ways of upgrading skills to allow for the use of new technology • sources of technical advice and support 		Learning experiences for the HSC must address: Technologies including: <ul style="list-style-type: none"> • digital technology • bluetooth technology • multimedia • broadband • project management systems • internal booking systems. The effects of emerging technology on: <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 and sound • current work practices. Opportunities for upgrading skills including: <ul style="list-style-type: none"> • industry seminars • in-services • training courses • in-house training

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	3.3 Correctly apply information on technological advances in day-to-day work activities		<ul style="list-style-type: none"> • reference manuals. Sources of technical advice and support including: <ul style="list-style-type: none"> • industry bodies • journals • the Internet • experts. Learning experiences for the HSC must address: The application of enterprise/organisation protocols and policies in relation to current and emerging technology.
4 Seek opportunities to update industry knowledge	4.1 Identify and use a range of opportunities to update knowledge of the entertainment industry and monitor current issues of concern to the industry	Issues of concern to the industry may be related to: <ul style="list-style-type: none"> • government initiatives • labour issues • industry expansion • changing nature of the marketplace 	Learning experiences for the HSC must address: A basic awareness of current issues of concern to the industry relating to: <ul style="list-style-type: none"> • government initiatives • labour issues • industry expansion • changing nature of the marketplace • funding • public liability • risk management • occupational health and safety (OHS) • emerging technologies.
	4.2 Share updated knowledge with customers and colleagues as appropriate, and incorporate into day-to-day work activities		Learning experiences for the HSC must address: Dissemination of information through a variety of communication channels including: <ul style="list-style-type: none"> • one-on-one communication • team/group meetings • internet/intranet • call centres • seminars • marketing and promotional material • direct mail.