

Training Package	Tourism, Hospitality and Events (SIT07)		HSC Requirements and Advice
Unit title	Develop and update event industry knowledge		
Unit code	Competency field	Sector	HSC Indicative Hours
SITXEVT001A	Event Management	Cross Sector	20

Unit descriptor	<p>This unit describes the performance outcomes, skills and knowledge required to develop and update general knowledge of the events industry, including industry structure, legal issues and current technology. This knowledge underpins effective performance in all meeting and event organisation and management roles.</p> <p>No licensing, legislative, regulatory or certification requirements apply to this unit at the time of endorsement.</p>
Prerequisite units	Nil
Application of the unit	<p>This unit applies to individuals working in any industry context, as event organisation and management takes place across the full spectrum of business and community activity. It has particular relevance in the cultural, community hospitality, sporting and tourism sectors.</p> <p>By its nature, the unit acknowledges the concept of an events industry and the need for individuals who participate in the event management process to be able to source, develop and apply current and emerging information about the industry. The unit is relevant to those individuals working in an event support and management role. More specialised and advanced event research and management knowledge is found in other units.</p>
Employability skills	The required outcomes described in this unit of competency contain applicable facets of employability skills. The <i>Employability Skills Summary</i> of the qualification in which this unit of competency is packaged, will assist in identifying employability skill requirements.

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 this Training Package.

Critical aspects for assessment and evidence required to demonstrate competency in this unit	Context of and specific resources for assessment	Methods of assessment	Assessing employability skills
<p>Evidence of the following is essential:</p> <ul style="list-style-type: none"> • understanding of the ways in which industry knowledge can be applied to work activities to maximise effective performance • general knowledge of the event industry • application of knowledge in specific event organisational contexts. 	<p>Assessment must ensure:</p> <ul style="list-style-type: none"> • assessment must ensure access to and use of current sources of event industry information. 	<p>A range of assessment methods should be used to assess practical skills and knowledge. The following examples are appropriate for this unit:</p> <ul style="list-style-type: none"> • case studies and problem solving to assess application of knowledge in different event organisation situations and contexts • questions to assess knowledge of different aspects of the events industry as detailed in the evidence guide 	<p>Employability skills are integral to effective performance in the workplace and are broadly consistent across industry sectors. How these skills are applied varies between occupations and qualifications due to the different work functions and contexts.</p> <p>Employability skills embedded in this unit should be assessed holistically with other relevant units that make up the skill set or</p>

		Methods of assessment cont/d	Assessing employability skills cont/d
		<ul style="list-style-type: none"> • review of portfolios of evidence and third party workplace reports of on the job performance by the candidate. <p>Holistic assessment with other units relevant to the industry sector, workplace and job role is recommended.</p>	<p>qualification and in the context of the job role.</p>

Required Skills and Knowledge		HSC Requirements and Advice
This section describes the essential skills and knowledge and their level, required for this unit.		
<p>The following skills must be assessed as part of this unit:</p> <ul style="list-style-type: none"> • research skills to source information on general industry issues within a defined range • literacy skills to interpret a wide variety of information sources. 	<p>The following knowledge must be assessed as part of this unit:</p> <ul style="list-style-type: none"> • main types of events listed in range statement, including the following for different event types: <ul style="list-style-type: none"> - objectives and roles - scope - nature of audience - marketing and distribution channels - key stakeholders - key elements of staging an event • structure and function of the event industry, including: <ul style="list-style-type: none"> - concept of an event industry and how it relates to a range of business and community activity - businesses and organisations involved in the industry - key motivations for hosting events • general nature of allied and crossover industries, including: <ul style="list-style-type: none"> - cultural - exhibition - hospitality - meetings, incentives, conferences and events - sporting and tourism • role and impact of events on local economies • legal and ethical issues that impact on event management, including overview of relevant legislation • current and emerging technology for different aspects of the event management process (at overview level only). 	<p>Key Terms and Concepts</p> <ul style="list-style-type: none"> • emerging technology • ethical practice • industry structure • legal issues • related/crossover industries • sources of information • types of events.

Element	Performance Criteria	Range Statement	HSC Requirements and Advice
<p>1 Source and apply general information on the structure and operation of the event industry.</p>	<p>1.1 Correctly identify <i>sources of information</i> about the <i>event industry</i>, including sources providing information relating to industry structure, different event types and staging elements, event protocols, major industry bodies or associations, impacts of events on local economies and career opportunities.</p>	<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 in the performance criteria is detailed below.</p> <p><i>Sources of information</i> may include:</p> <ul style="list-style-type: none"> • industry journals • industry associations • internet • colleagues. <p><i>Event industry</i> relates to any type of event, including:</p> <ul style="list-style-type: none"> • conference • symposium • exhibition • festival • promotion • show • sporting event • parade • cultural celebration • trade and consumer show • social event • private and public event • corporate event • charitable or fundraising event. 	<p>Learning experiences for the HSC must address:</p> <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>An understanding of sources of current events 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 procedure manuals • personal observations and experience • industry contacts, mentors and experience • colleagues, supervisors/team leaders and managers • professional development opportunities • industry functions. <p>How to access and validate sources of information that are relevant to the events industry.</p> <p>An understanding of the structure and function of the events industry including:</p> <ul style="list-style-type: none"> • concept of events industry and how it relates to a range of business and community activities • businesses and organisations involved in the industry • key motivations for hosting events. <p>An understanding of the interrelationship between the events industry and related/crossover industries including:</p> <ul style="list-style-type: none"> • tourism • retail • hospitality • meetings, incentives, conferences and events (MICE) • sporting.

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			<p>A knowledge of the following in relation to the events industry in Australia:</p> <ul style="list-style-type: none"> • employment • current trends • national economic importance. <p>A knowledge of the range and types of events and staging elements for each industry including:</p> <ul style="list-style-type: none"> • objectives and roles • scope • nature of audience • marketing and distribution channels • key stakeholders • key elements of staging an event. <p>A knowledge of event protocols including:</p> <ul style="list-style-type: none"> • political • religious • business • cultural. <p>Key stakeholders in decision-making and event organisation including:</p> <ul style="list-style-type: none"> • host organisation • host community • sponsors • media • participants • spectators/audience • local government. <p>Key motivations for hosting events:</p> <ul style="list-style-type: none"> • celebrations of significance <ul style="list-style-type: none"> - cultural - historical - religious - social • commercial reasons • political reasons • fundraising/charitable. <p>Principal motivations for spectator/audience participation including:</p>

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			<ul style="list-style-type: none"> • socialisation/family togetherness • excitement/escape • event novelty. <p>An understanding of the positive and negative impact of events on the local community including:</p> <ul style="list-style-type: none"> • social and cultural • economy • tourism • amenities and infrastructure • employment and careers • environmental. <p>An understanding of the primary role/function of key industry bodies including:</p> <ul style="list-style-type: none"> • employer/employee groups <ul style="list-style-type: none"> - Australian Federation of Travel Agents (AFTA) - Restaurant and Catering Australia (RCA) - Australian Hotels Association (AHA) - Meetings and Events Australia (MEA) - Council of Australian Tour Operators • unions <ul style="list-style-type: none"> - The Liquor, Hospitality and Miscellaneous Workers Union (LHMU) - The Australian Services Union (ASU) • marketing <ul style="list-style-type: none"> - Tourism Australia (TA) - Tourism New South Wales - Australian Tourism Export Council (ATEC) • research <ul style="list-style-type: none"> - Bureau of Tourism Research (BTR) - Tourism Task Force (TTF) • training <ul style="list-style-type: none"> - Service Skills Australia (SSA). <p>Knowledge of career pathways within the events industry and knowledge and skills required for different job roles.</p>
	<p>1.2 Enhance the quality of work performance through <i>effective application of industry knowledge</i>.</p>	<p><i>Effective application of industry knowledge</i> may include using industry knowledge to:</p> <ul style="list-style-type: none"> • access networks for obtaining information • suggest new ways of doing things • make key contacts to assist with work 	<p>Learning experiences for the HSC must address:</p> <p>An understanding of the importance of networks and contacts in maintaining effective and current events industry knowledge.</p>

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		operations.	<p>An understanding of the importance of updating tourism information in order to:</p> <ul style="list-style-type: none"> • maintain professionalism • ensure quality service • promote products and services. <p>Application of industry knowledge to day-to-day activities including:</p> <ul style="list-style-type: none"> • providing consistent quality service to customers • providing information to customers relating to specific products and services.
2 Source and apply information on ethical and legal issues for the event industry.	2.1 Obtain information on ethical and <i>legal issues</i> to assist effective work performance.	<p>Legal issues may include:</p> <ul style="list-style-type: none"> • public liability • duty of care • licensing • risk management • OHS. 	<p>Learning experiences for the HSC must address:</p> <p>An awareness of a range of legal issues affecting the events industry including:</p> <ul style="list-style-type: none"> • public liability • duty of care • licensing • risk management • occupational health and safety (OHS). <p>A basic understanding of the legislative requirements for a range of areas including:</p> <ul style="list-style-type: none"> • environment <ul style="list-style-type: none"> - <i>Smoke Free Environment Act 2000</i> (NSW) • health and safety <ul style="list-style-type: none"> - <i>Occupational Health and Safety Act 2000</i> (NSW) - <i>Occupational Health and Safety Regulation 2001</i> (NSW) • workers compensation <ul style="list-style-type: none"> - <i>Workers Compensation Act 1987</i> (NSW) (as amended) • consumer protection and trade practices <ul style="list-style-type: none"> - <i>Fair Trading Act 1987</i> (NSW) (as amended) - <i>Trade Practices Act 1974</i> (Cth) (as amended) • workplace relations <ul style="list-style-type: none"> - <i>Workplace Relations Act 1996</i> (Cth) (as amended). <p>An understanding of the principles of anti-discrimination and an awareness of the intent of the <i>Anti-Discrimination Act 1977</i> (NSW).</p>

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			<p>A basic awareness of the <i>Privacy Act 1988</i> (Cth) including:</p> <ul style="list-style-type: none"> • information privacy principles • national privacy principles <p>The application of enterprise protocols in relation to:</p> <ul style="list-style-type: none"> • public liability • duty of care • licensing • risk management • OHS.
	<p>2.2 Conduct day to day event organisation activities according to legal obligations and <i>ethical industry practices</i>.</p>	<p><i>Ethical industry practices</i> may relate to:</p> <ul style="list-style-type: none"> • procedures for payment of commissions • bookings at venues • confidentiality • overbooking • subcontracting • pricing. 	<p>Learning experiences for the HSC must address:</p> <p>Define:</p> <ul style="list-style-type: none"> • ethics • ethical behaviour. <p>Awareness of a range of ethical issues affecting the events industry including:</p> <ul style="list-style-type: none"> • confidentiality • bookings at venues • overbooking • subcontracting • pricing • gifts, free of charge and familiarisations • commission procedures • tipping • funding for events.
<p>3 Source and apply information on event industry technology.</p>	<p>3.1 Source and access information on current and emerging <i>technologies that impact on the event organisation process</i>.</p>	<p><i>Technologies that impact on the event organisation process</i> may relate to:</p> <ul style="list-style-type: none"> • project management systems • delegate registration and tracking systems • computer-aided design (CAD) systems • internal venue booking systems 	<p>Learning experiences for the HSC must address:</p> <p>An understanding of the need to incorporate new technologies into work practices to enable efficient and productive outcomes.</p> <p>An awareness of a range of current and emerging technologies used in organisations including:</p> <ul style="list-style-type: none"> • digital technology • multimedia • broadband • project management systems

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			<ul style="list-style-type: none"> • delegate registration and tracking systems • computer-aided design (CAD) systems • internal venue booking systems.
	3.2 Identify the potential effects of different technologies on the event organisation process.		<p>Learning experiences for the HSC must address:</p> <p>An understanding of the effects of emerging technology on event organisation processes including:</p> <ul style="list-style-type: none"> • marketing and promotion • processing event information • registration, ticketing and seating • national and international participants • sponsorship • special effects • lighting and sound.
	3.3 Apply knowledge of current and emerging technology in day to day work activities.		
4 Update event industry knowledge.	4.1 Identify and use a range of <i>opportunities to update knowledge</i> of the event industry.	<p><i>Opportunities to update knowledge</i> may include:</p> <ul style="list-style-type: none"> • industry seminars • training courses • industry association membership • participation in events industry association activities • informal networking with colleagues • reading industry journal. • internet research. 	<p>Learning experiences for the HSC must address:</p> <p>Opportunities for updating knowledge including:</p> <ul style="list-style-type: none"> • industry seminars • in-house training • training courses • industry association membership • industry association activities • industry journals • internet and intranet • professional networks.
	4.2 Monitor current issues of concern to the industry.		<p>Learning experiences for the HSC must address:</p> <p>A basic awareness of current issues of concern related to the events industry including:</p> <ul style="list-style-type: none"> • funding for events • public liability • risk management • occupational health and safety • government policy

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			<ul style="list-style-type: none"> • emerging technologies • environmental issues • social issues. <p>A basic understanding of the effects of a range of issues on:</p> <ul style="list-style-type: none"> • local economic conditions • legal obligations • workplace conditions and employment opportunities <ul style="list-style-type: none"> - current work practices/productivity - work methods/techniques • market conditions.
	<p>4.3 Share appropriate knowledge with clients and colleagues, and incorporate into day to day work activities.</p>		<p>Learning experiences for the HSC must address:</p> <p>An understanding of the value of sharing and updating information including:</p> <ul style="list-style-type: none"> • maintaining professionalism • promoting products and services • meeting work goals • improving customer service • promoting positive work relations. <p>Providing assistance to team members including:</p> <ul style="list-style-type: none"> • formal/informal support • mentoring • sharing ideas and knowledge. <p>Disseminating information through a variety of channels including:</p> <ul style="list-style-type: none"> • direct mail • seminars • corporate websites/e-newsletters • call centre • team meetings • one-on-one communication.