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| Training Package | Tourism, Hospitality and Events (SIT07v2.3) | | HSC Requirements and Advice |
| Unit title | Develop and update event industry knowledge | | |
| Unit code | Competency field | Sector | HSC Indicative Hours |
| SITXEVT001B | Event Management | Cross Sector | 20 |
| Unit descriptor | <p>This unit describes the performance outcomes, skills and knowledge required to develop and update current and emerging information on the event industry, including industry structure, current technology and key environmental, community, legal and ethical issues that must be considered and applied by event industry personnel in their day-to-day work. The unit focuses on the ability to source and comprehend general event industry information and covers the initial and ongoing development of a person's required knowledge base. This information underpins effective performance in the events industry. More specialised and advanced event research and management knowledge is found in other units.</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 describes a key function for all people working in the event industry who require an essential and broad knowledge of the event industry to support all work activities. This unit applies to individuals working within any industry context and for any event organisation type, 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 is relevant to those individuals working in any meeting and event operational and management role.</p> | | |
| Employability skills | <p>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 is packaged will assist in identifying employability skill requirements.</p> | | |

Evidence Guide

The evidence guide provides advice on assessment and must be read in conjunction with the performance criteria, required skills and knowledge, the 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 |
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| <p>Evidence of the following is essential:</p> <ul style="list-style-type: none"> • ability to source initial and updated event industry information and apply this to day-to-day activities to maximise effective performance in specific event organisational contexts • general knowledge of the event industry, including main roles, functions and interrelationships of different event businesses, with a more detailed knowledge of issues that relate to a specific event or workplace • general knowledge of the key environmental, community, legal and ethical issues for the event industry. | <p>Assessment must ensure:</p> <ul style="list-style-type: none"> • access to a fully equipped office environment using appropriate computers, printers, communication technology, information programs and publications to facilitate the processes involved in sourcing industry information • access to information sources in order to conduct research and collect sufficient information • access to industry association membership information, codes of conduct and accreditation information • access to plain English documents that describe key event and general workplace legislation. | <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"> • projects to research differing aspects of the events industry and delivery of the sourced information in a brief written or oral presentation • holistic event planning project activities that allow the candidate to demonstrate the application of knowledge to specific event industry contexts and situations • case studies and problem-solving exercises to assess application of knowledge to different situations and contexts • written and oral questioning or interview to test knowledge of different businesses within the event industry and their interrelationships, the key content of legislation and industry codes of conduct • 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, for example:</p> <ul style="list-style-type: none"> • SITXADM002A Source and present information • SITXCOM004A Communicate on the telephone. | <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 qualification and in the context of the job role.</p> |

| <p style="text-align: center;">Required Skills and Knowledge</p> | | <p style="text-align: center;">HSC Requirements and Advice</p> |
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| <p style="text-align: center;">This section describes the essential skills and knowledge and their level, required for this unit.</p> | | |
| <p>The following skills must be assessed as part of this unit:</p> <ul style="list-style-type: none"> • research skills to identify, interpret and sort relevant information • communication skills including active listening and questioning to obtain information and to provide a verbal summary of information • literacy skills to read and comprehend the content of plain English information documents about legal issues, industry accreditation schemes and codes of conduct • writing skills to note take, summarise and record information in basic documents such as information sheets, portfolios and files. | <p>The following knowledge must be assessed as part of this unit:</p> <ul style="list-style-type: none"> • sources of general information on the event industry • the key characteristics of those different types of events listed in the range statement including for each specific type of event: <ul style="list-style-type: none"> - key motivations for hosting events - nature of audience - objectives - key stakeholders and their roles - scope - key elements of staging an event • primary impacts of events on local economies and community lifestyle • 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 - marketing and distribution channels • the general nature of allied and crossover industries including: <ul style="list-style-type: none"> - cultural - exhibition - tourism - hospitality - sports - incentives - conferences • the existence and primary functions of the major cross-industry and sector-specific industry associations especially those with which the business has a relationship • the existence and primary functions of trade unions in the industry • the existence and key characteristics of occupational licensing, codes of conduct or ethics and industry accreditation schemes in the event industry, the impacts of compliance and non-compliance and the roles and responsibilities of individual staff members in these quality assurance processes • the existence and basic aspects of state, territory and local council laws that impact on event operations and actions that must be adhered to by event businesses, in particular laws that cover: <ul style="list-style-type: none"> - equal employment opportunity (EEO) - anti-discrimination - occupational health and safety and workers' compensation - workplace relations | <p>Key Terms and Concepts</p> <ul style="list-style-type: none"> • technology • ethical practice • industry structure • legal and ethical issues • related/crossover industries • sources of information • types of events. |

| Required Skills and Knowledge cont/d | | |
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| | <ul style="list-style-type: none"> - legal liability and duty of care of customers - environmental protection (this would include requirements that must be met by event businesses when staging events) - local community protection (this would include land ownership, management and access requirements that must be met by event businesses when staging events) - consumer protection (this would include refund requirements that must be met by event management businesses, terms and conditions of quotations and cancellation fees) - responsible service of alcohol - food safety • current and emerging technology used in the event industry, including e-business. | |

| Element | Performance Criteria | Range Statement | HSC Requirements and Advice |
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| <p>1 Source and apply general information on the structure and operation of the event industry.</p> | <p>1.1 Identify <i>sources of information</i> about the <i>event industry</i> to understand the structure and operation of <i>the event industry</i>.</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. Bold italicised wording in the performance criteria is detailed below.</p> <p><i>Sources of information</i> on and <i>opportunities to update knowledge</i> may include:</p> <ul style="list-style-type: none"> • formal and informal research • media • reference books • legislation or plain English publications describing the law and responsibilities to comply • libraries • unions • industry associations and organisations • industry journals • computer data, including internet • personal observations and experience • informal discussions and networking with colleagues • industry seminars • training courses • familiarisation tours of event destinations and facilities • participation or membership in professional industry associations • participation in industry accreditation schemes • use of industry codes of conduct or ethics. <p><i>Event industry</i> relates to any type of event and information <u>must</u> be sourced for and applied to:</p> <ul style="list-style-type: none"> • conference • symposium • exhibition • festival • promotion • show • sporting 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 awareness 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 <ul style="list-style-type: none"> – their interrelationship – services available • 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 |

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| | | <ul style="list-style-type: none"> • parade • cultural celebration • trade and consumer show • social event • private and public event • corporate event • charitable or fundraising event. | <ul style="list-style-type: none"> • meetings, incentives, conferences and events (MICE) • sporting. <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 |
| | <p>1.2 Access and comprehend specific information of relevance to the event industry.</p> | <p>Information of relevance to the <i>event industry</i> <u>must</u> include:</p> <ul style="list-style-type: none"> • economic and social significance of the event industry which may relate to: <ul style="list-style-type: none"> - employment - effect on local amenities and facilities - population change due to event facility development - community role in events • role of and impacts on local communities • different event markets and their relevance to industry sectors • relationships between the event and other industries, including: <ul style="list-style-type: none"> - tourism - hospitality - entertainment - arts - sports - agriculture - conservation - retail • different sectors and businesses within the industry, their interrelationships and the services available in each sector • different event types and staging elements • major event industry bodies and associations • environmental issues for events, including: <ul style="list-style-type: none"> - protection of natural and cultural integrity - minimal impact operations - environmental sustainability - waste management | <ul style="list-style-type: none"> • 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> <ul style="list-style-type: none"> • socialisation/family togetherness |

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| | | <ul style="list-style-type: none"> - energy-efficient operations - land ownership - land access and usage • industrial relations • specific features of the local and regional industry • career opportunities within the industry • roles and responsibilities of individual staff members in a successful events business, including ethical practices and quality assurance. | <ul style="list-style-type: none"> • excitement/escape • event novelty. <p>Knowledge of career pathways within the events industry and knowledge and skills required for different job roles.</p> <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 • social significance. <p>An understanding of the role within and 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 awareness of current industrial relations issues affecting the industry.</p> <p>An understanding of the primary role/function of key industry bodies and associations including:</p> <ul style="list-style-type: none"> • employer/employee groups/professional associations <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 (CATO) • unions • marketing <ul style="list-style-type: none"> - Tourism Australia (TA) - Destination NSW - Australian Tourism Export Council (ATEC) • research <ul style="list-style-type: none"> - Tourism Research Australia (TRA) - Tourism Task Force (TTF) • training. |

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| | <p>1.3 Access and use knowledge of the event industry to <i>enhance the quality of work performance</i>.</p> | <p><i>Enhancing the quality of work performance</i> may involve:</p> <ul style="list-style-type: none"> • making contacts with networks for obtaining key information to develop, deliver and improve events • suggesting new and improved ways of doing things • performing work duties within legal, ethical and social guidelines to ensure smooth operation of events • improving skills, knowledge and productivity by accessing and attending industry professional development courses or activities. | <p>Learning experiences for the HSC must address:</p> <p>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. <p>An understanding of the importance of networks and contacts in maintaining effective and current events industry knowledge.</p> <p>An overview of the role of employees in quality assurance.</p> |
| <p>2 Source and apply information on legal and ethical issues for the event industry.</p> | <p>2.1 Obtain information on ethical and <i>legal issues</i> to assist effective work performance.</p> | <p><i>Legal issues</i> may include:</p> <ul style="list-style-type: none"> • consumer protection • EEO • anti-discrimination • workplace relations • public liability and duty of care • licensing • land ownership, management and access • environmental management • 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>An awareness of the purpose and intent of 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) (as amended) - environmental protection • health and safety <ul style="list-style-type: none"> - <i>Occupational Health and Safety Act 2000</i> (NSW) (as amended) - <i>Occupational Health and Safety Regulation 2001</i> (NSW) (as amended) |

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| | | | <ul style="list-style-type: none"> • 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"> - Australian Consumer Law • workplace relations <ul style="list-style-type: none"> - <i>Workplace Relations Act 1996</i> (Cth) (as amended) • food safety <ul style="list-style-type: none"> - <i>Food Act 2003</i> (NSW) (as amended) • liquor <ul style="list-style-type: none"> - Responsible Service of Alcohol. <p>An understanding of the principles of anti-discrimination and an awareness of the intent of the <i>Anti-Discrimination Act 1977</i> (NSW) (as amended).</p> <p>A basic awareness of the <i>Privacy Act 1988</i> (Cth) (as amended) 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"> • maintaining the rights and lifestyle conditions of local community residents • agreed compliance with codes of conduct, practice or ethics • truth and honesty regarding all information given to customers • product recommendations • declaration of commissions, fees and other charges • subcontracting and provision of services as promoted • 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 |

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| | | <ul style="list-style-type: none"> • procedures for payment of commissions • bookings at venues • overbooking • confidentiality of customer information • tipping • familiarisations • gifts and services free of charge • preferred product arrangements. | <ul style="list-style-type: none"> • commission procedures • tipping • funding for events. |
| 3 Source and apply information on event industry technology. | 3.1 Source and access information on current and emerging <i>technologies that impact on the event organisation process</i> . | <p><i>Technologies that impact on the event organisation process</i> may relate to:</p> <ul style="list-style-type: none"> • current and emerging industry technology, including e-business • internal and industry wide delegate registration, reservation, operations and financial and tracking systems • project management systems • computer-aided design (CAD) 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 • e-business • project management systems • 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. | | |

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| 4 Update personal and organisational knowledge of the events industry. | 4.1 Identify and use a range of <i>opportunities to update knowledge</i> of the event industry. | | <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 <i>issues of concern</i> to the industry. | <p><i>Issues of concern</i> to the industry may relate to:</p> <ul style="list-style-type: none"> • maintaining organisational and industry profitability by productivity and pricing flexibility • industry initiatives • government initiatives • emerging markets • environmental and social issues • labour issues • industry expansion or retraction. | <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 • 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. |
| | 4.3 Share updated information with colleagues, according to organisational procedures, and incorporate into day-to-day work activities. | | <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 |

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| | | | <ul style="list-style-type: none"> • 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. |