<table>
<thead>
<tr>
<th>Title:</th>
<th>USHER PATRONS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unit Code</td>
<td>Unit Descriptor:</td>
</tr>
<tr>
<td>CUEFOH4A</td>
<td>This unit describes the skills and knowledge required to effectively usher patrons. This unit also describes a range of other basic associated tasks.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Methods and Context of Assessment</th>
<th>Critical aspects of Evidence</th>
<th>Concurrent Assessment</th>
<th>Resource Requirements</th>
<th>HSC Requirements and Advice</th>
</tr>
</thead>
</table>
| This unit should be assessed on the job or in a simulated situation. Assessment may be required on more than one occasion in order to ensure consistency in performance. | Evidence to demonstrate consistent achievement of this unit’s outcomes include:  
- understanding of the importance of maintaining a high standard of personal presentation (e.g. in wearing uniforms and personal grooming)  
- displaying a positive and pleasant attitude  
- ushering patrons quickly and efficiently to meet performance/events schedules  
- communicating effectively within the range of situations required for the job role  
- understanding of communication and customer service and its importance in an entertainment context  
- dealing effectively with cultural diversity | This unit may be assessed concurrently with the following units of competency:  
- Apply organisation and industry knowledge  
- Follow health, safety and security procedures  
- Respond positively to patrons  
- Work with others | This unit of competency should be assessed through access to a range of patrons, in a range of circumstances in an entertainment |

**Key Terms and Concepts:**  
- personal presentation  
- performance/events schedules  
- effective communication  
- customer service  
- customer satisfaction  
- cultural diversity  
- cultural sensitivity  
- organisational procedures  
- special access requirements  
- venue layout  
- emergency evacuation procedures  
- public announcements  
- first aid procedures  
- crowd movement  
- empathy
<table>
<thead>
<tr>
<th>ELEMENT</th>
<th>PERFORMANCE CRITERIA</th>
<th>RANGE OF VARIABLES</th>
<th>EVIDENCE GUIDE</th>
<th>HSC REQUIREMENTS AND ADVICE</th>
</tr>
</thead>
</table>
| 1. Check and process tickets | • Patrons are met and greeted in a manner that achieves and maintains customer satisfaction  
• Tickets/passes are checked for accuracy and validity, processed in accordance with organisational procedures and appropriate action is taken as problems arise  
• Information is provided to patrons as required | The following variables may apply:  
Information provided to patrons may include:  
• cloakroom arrangements  
• correct venue entrance  
• asking questions to gain information and clarify ambiguities  
• refunds to other appropriate personnel  
• Tickets may be collected or not according to organisation’s procedures.  
• Patrons may include those from a range of cultural customs/backgrounds/protocols/etiquette.  
Special access requirements may include:  
• wheelchair access  
• hearing assistance  
• translation assistance  
Appropriate personnel may include:  
• front-of-house manager  
• management  
• other front-of-house staff | UNDERPINNING KNOWLEDGE AND SKILLS  
Skills and knowledge are required in:  
• knowledge of organisational procedures  
• knowledge of layout of venue including location of exits, seating layout, other facilities  
• first aid procedures  
• knowledge of and ability to apply emergency evacuation procedures  
• understanding of the requirements of patrons with special needs  
• communicating effectively including active listening, questioning and non verbal communication  
• dealing with conflict  
• work cooperatively as part of a team  
• knowledge of cultural diversity and ability to demonstrate cultural sensitivity and respond to special needs  
• giving and receiving spoken and/or written instructions  
• occasion in order to ensure consistency in performance | Learning experiences for the HSC must address:  
- Understanding of organisational procedures related to the handling of tickets and passes  
- Understanding the variables underpinning customer satisfaction  
- Understanding how to meet the specific requirements of patrons with special needs  
- Understanding active listening techniques, body language and conflict resolution procedures |
<table>
<thead>
<tr>
<th><strong>Element</strong></th>
<th><strong>Performance Criteria</strong></th>
<th><strong>Range of Variables</strong></th>
<th><strong>Evidence Guide</strong></th>
<th><strong>HSC Requirements and Advice</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>2. Seat patrons</td>
<td>• Patrons are encouraged to enter the appropriate location in accordance with public announcements</td>
<td>Material to be read includes:</td>
<td>Learning experiences for the HSC must address:</td>
<td>- Understanding factors which facilitate or hinder effective crowd movement</td>
</tr>
<tr>
<td></td>
<td>• Queues are dealt with efficiently and quickly</td>
<td>• tickets and passes</td>
<td>- Knowledge of seating plans and diagrams</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Crowd movement is monitored and action to disperse bottlenecks is taken</td>
<td>• Material to be written includes:</td>
<td>- Understanding organisational procedures including complaints policy and protocols, lateness protocols and points of referral</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Patrons receive instructions on seat location or are guided to seats as appropriate</td>
<td>• short reports or memos about complaints and inquiries</td>
<td>- Understanding the importance of empathy and negotiation skills</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Any seating problems are dealt with according to organisational procedures</td>
<td>• Patrons with special needs are identified and seated at the most appropriate time for the comfort and convenience of all parties</td>
<td>- Understanding how to meet the needs of patrons with special needs</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Latecomers are dealt with tactfully according to organisational procedures</td>
<td>• Patrons with special needs are identified and seated at the most appropriate time for the comfort and convenience of all parties</td>
<td></td>
<td>- Latecomers are dealt with tactfully according to organisational procedures</td>
</tr>
<tr>
<td></td>
<td>• Enquiries and/or complaints are dealt with in an informative, accurate and polite manner and referred to the appropriate personnel as required</td>
<td>• Latecomers are dealt with tactfully according to organisational procedures</td>
<td></td>
<td>- Enquiries and/or complaints are dealt with in an informative, accurate and polite manner and referred to the appropriate personnel as required</td>
</tr>
</tbody>
</table>

Material to be read includes:
- tickets and passes
- Material to be written includes:
- short reports or memos about complaints and inquiries

Numeracy tasks may include:
- counting tickets and ticket stubs

Oral communications tasks which include:
- listening to instructions
- speaking clearly to be understood, and listening carefully to understand
- asking questions to gain information and clarify ambiguities
- empathising with the patron’s situation while upholding venue or hirer policy
- accurately receiving and passing on requests and instructions
- accurate, concise summarising of information in brief verbal reports
- stating opinions and points of view in a cooperative, constructive manner
- instructing or negotiating to move incorrectly seated patrons, often in the dark
## ELEMENT

<table>
<thead>
<tr>
<th>PERFORMANCE CRITERIA</th>
<th>RANGE OF VARIABLES</th>
<th>EVIDENCE GUIDE</th>
<th>HSC REQUIREMENTS AND ADVICE</th>
</tr>
</thead>
</table>
| 3. Carry out other duties | • The closing of venue doors is carried out as required  
• Lost property is handled according to organisational procedures  
• Cleaning/tidying of venue is undertaken as required  
• Emergency evacuation procedures are followed in the event of an emergency  
• Patrons are assisted in vacating the venue at the end of the performance/event as required | Cultural awareness may include:  
• dealing with patrons who have not attended a venue before, and who are unfamiliar with venue customs  
• listening accurately to information, requests and instructions spoken with accents, or by people with intellectual disabilities  
• rephrasing statements, or speaking slowly and clearly and using a limited vocabulary, so as to be understood by patrons for whom English is not their first language  
• awareness of special needs of people with disabilities  
• dealing with anger or intimidation | Learning experiences for the HSC must address:  
- Understanding of procedures required for closing down after an event  
- Understanding how to deal with variations to routine which may impinge on ushering duties (including medical emergencies and heckling)  
- Understanding of needs of patrons with special needs |

### KEY COMPETENCIES

<table>
<thead>
<tr>
<th>KEY COMPETENCY</th>
<th>LEVEL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Collecting, analysing and organising ideas and information</td>
<td>1</td>
</tr>
<tr>
<td>Communicating ideas and information</td>
<td>1</td>
</tr>
<tr>
<td>Working with others and in teams</td>
<td>1</td>
</tr>
<tr>
<td>Solving problems</td>
<td>1</td>
</tr>
<tr>
<td>Using technology</td>
<td>1</td>
</tr>
</tbody>
</table>