CHAPTER	UNIT OF COMPETENCE	ELEMENT OF COMPETENCE	LOCATION OF THE ELEMENT
Chapter 1 Introduction to event management	SITXEVT301 Access information on event operations	1. Access and interpret relevant industry information	Throughout the chapter
		2. Source information on event industry practice, products and services	The cultural, economic and strategic significance of events The nature and scope of events Jobs and careers in event management Corporate events and the MICE industry Social responsibility in the event industry Triple bottom line reporting
		3. Source and use compliance information in daily activities	Professional associations relevant to the Australian event industry
		4. Access and use information on events technology	The impact of globalisation Environmental sustainability in the event industry
		5. Update personal and organisational knowledge of the event industry	Throughout the chapter
	SITXEVT601 Research event trends and practices	1. Research event ideas and management practice	The cultural, economic and strategic significance of events The nature and scope of events Jobs and careers in event management Environmental sustainability in the event industry Social responsibility in the event industry Triple bottom line reporting
		2. Evaluate information to inform work practice	Professional associations relevant to the Australian event industry Environmental sustainability in the event industry
		3. Extend event management skills and knowledge	Throughout the chapter
Chapter 2 Environmental management and sustainability	BSBSUS501A Develop workplace policy and procedures for sustainability	1. Develop workplace sustainability policy	Why introduce sustainable event practices? Develop an event waste management plan
		2. Communicate workplace sustainability policy	Develop an event waste management plan Promoting environmentally sustainable measure to contractors
		3. Implement workplace sustainability policy	Develop an event waste management plan Promoting environmentally sustainable measure to contractors Reducing the event's carbon footprint

		4. Review workplace sustainability policy implementation	Briefly covered throughout the chapter
	SITXEVT601 Research event trends and practices	1. Research event ideas and management practice	Why introduce sustainable event practices? Develop an event waste management plan
		2. Evaluate information to inform work practice	Why introduce sustainable event practices? Develop an event waste management plan Promoting environmentally sustainable measure to contractors Misleading sustainability representations
		3. Extend event management skills and knowledge	Develop an event waste management plan Reducing the event's carbon footprint
Chapter 3 An introduction to the project management of events	SITXMGT502 Manage projects	1. Define project scope	The benefits of project management Key project management principles
		2. Develop project plan	Key project management principles Phases of event management
		3. Administer and monitor project	Phases of event management
		4. Evaluate project	Phases of event management
	SITXEVT603 Determine event feasibility	1. Analyse event context and rationale	Key project management principles
		2. Assess resource requirements and opportunities	Phases of event management
		3. Evaluate planning and operational requirements	Phases of event management
		4. Develop recommendations and models	Key project management principles Phases of event management
	SITXADM501 Prepare and present proposals	1. Analyse tender requirements	The benefits of project management Key project management principles
		2. Determine ability to meet tender requirements	Key project management principles
		3. Develop details for inclusion in proposal	
		4. Prepare written proposal	
		5. Submit the proposal and seek feedback	
Chapter 4 Developing an event concept	SITXEVT603 Determine event feasibility	1. Analyse event context and rationale	The nature of the event environment Establishing the event purpose (mission, aims, objectives) and scope

		2. Assess resource requirements and opportunities	Engaging sponsors as event partners Establishing the event purpose (mission, aims, objectives) and scope Evaluating the feasibility of an event concept
		3. Evaluate planning and operational requirements	Establishing the event purpose (mission, aims, objectives) and scope Establishing the event concept, theme, format and event proposal Evaluating the feasibility of an event concept
		4. Develop recommendations and models	Evaluating the feasibility of an event concept
	SITXEVT602 Develop event concepts	1. Evaluate and explore needs and opportunities	The nature of the event environment Establishing the event purpose (mission, aims, objectives) and scope
		2. Develop a range of creative approaches	Establishing the event concept, theme, format and event proposal
		3. Refine concepts	Establishing the event concept, theme, format and event proposal Evaluating the feasibility of an event concept
		4. Progress concepts to operational stage	Establishing the event concept, theme, format and event proposal Evaluating the feasibility of an event concept
Chapter 5 Event marketing	SITXCCS501 Manage quality customer service	1. Develop quality customer service practices	
		2. Manage the delivery of quality service	The key benefits of marketing
		3. Monitor and adjust customer service	
	SITXMPR404 Coordinate marketing activities	1. Plan and organise marketing activities	The application of marketing to the event industry Key marketing concepts The marketing mix The challenges of event marketing
		2. Undertake a general public relations role	
		3. Review and report on marketing activities	Implementation and control
	SITXMPR502 Develop and implement marketing strategies	1. Collect and analyse information on the internal business environment	The process of event marketing
		2. Collect and analyse information on the external	The process of event marketing

		business environment	
		3. Develop marketing strategies	The marketing mix The challenges of event marketing The process of event marketing
		4. Prepare marketing plan	The process of event marketing
		5. Implement and monitor marketing activities	The process of event marketing
		6. Conduct ongoing evaluation	Implementation and control
	BSBMKG401B Profile the market	1. Segment the market	The process of event marketing
		2. Identify the target market	The process of event marketing
		3. Profile the target audience	The process of event marketing
		4. Develop a positioning strategy	The marketing mix
	BSBMKG607B Manage market research	1. Prepare market research plans for implementation	The process of event marketing
		2. Engage external consultants or service providers	
		3. Manage market research activity	The process of event marketing
		4. Evaluate research processes and findings	
Chapter 6 Event sponsorship	SITXMGT501 Establish and conduct business relationships	1. Build business relationships	Sponsorship policies Sponsorship fit
		2. Conduct negotiations	The growth of sponsorship The mutual benefits associated with event sponsorship Types of sponsorship Sponsorship fit
		3. Make formal business agreements	The mutual benefits associated with event sponsorship Types of sponsorship Sponsorship leveraging Sponsorship implementation
		4. Foster and maintain business relationships	Sponsorship implementation Evaluating sponsorship impact
	SITXMPR501 Obtain and manage sponsorship	1. Determine sponsorship requirements and opportunities	The growth of sponsorship The mutual benefits associated with event sponsorship Types of sponsorship

			Sponsorship policies
		2. Source sponsorship	The mutual benefits associated with event sponsorship Sponsorship fit Sponsorship policies
		3. Service sponsors	Sponsorship leveraging Sponsorship implementation Evaluating sponsorship impact
Chapter 7 Event budgeting	SITXFIN402 Manage finances within a budget	1. Allocate budget resources	The nature and purpose of an event budget
		2. Monitor financial activities against budget	The budgeting process Breakeven analysis Income strategy
		3. Identify and evaluate options for improved budget performance	Breakeven analysis Income strategy Cash flow considerations
		4. Complete financial and statistical reports	Breakeven analysis Income strategy Cash flow considerations Review of the budget Information for development of future budgets
	SITXFIN501 Prepare and monitor budgets	1. Prepare budget information	The nature and purpose of an event budget Types of budgets The budgeting process
		2. Prepare budget	The budgeting process Breakeven analysis Income strategy Cash flow considerations
		3. Finalise budget	Review of the budget
		4. Monitor and review budget	Review of the budget Information for development of future budgets
Chapter 8 Occupational health and safety and	SITXEVT606 Develop crowd management plans	1. Analyse risks associated with large crowds	Understand the security implications of events Accreditation planning
		2. Develop crowd management strategies	Occupational health and safety obligations of event managers under occupational health and safety acts

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event security		3. Develop crowd management operational plan	Develop a security operations and safety plan Accreditation planning
NOTE – This chapter is based on outdates OHS legislation. The units of competence are based on the newer WHS legislation, so not all areas are equivalent		4. Develop emergency crowd management procedures	Develop a security operations and safety plan
		5. Evaluate crowd management plans and procedures	Develop a security operations and safety plan
	SITXGLC501 Research and comply with regulatory requirements	1. Research information required for legal compliance	Occupational health and safety obligations of event managers under occupational health and safety acts
		2. Develop and communicate policies and procedures for legal compliance	Develop a security operations and safety plan Accreditation planning
		3. Ensure compliance with legal requirements	
		4. Maintain personal and organisational knowledge of regulatory requirements	
	BSBRSK501B Manage risk	1. Establish risk context	Understand the security implications of events
		2. Identify risks	Understand the security implications of events Develop a security operations and safety plan
		3. Analyse risks	Develop a security operations and safety plan
		4. Select and implement treatments	Develop a security operations and safety plan Accreditation planning
	SITXWHS101 Participate in safe work practices	1. Work safely	Understand the security implications of events
		2. Follow procedures for emergency situations	Understand the security implications of events Develop a security operations and safety plan Accreditation planning
		3. Participate in organisational work health and safety practices	Develop a security operations and safety plan
	SITXWHS301 Identify hazards, assess and control safety risks	1. Identify hazards	Understand the safety risks associated with events and how to eliminate these risks Understand the security implications of events Develop a security operations and safety plan
		2. Assess the safety risk associated with a hazard	Understand the safety risks associated with events and how to eliminate these risks Understand the security implications of events Develop a security operations and safety plan

			Accreditation planning
		3. Eliminate or control the risk	Understand the safety risks associated with events and how to eliminate these risks
			Understand the security implications of events
			Develop a security operations and safety plan
			Accreditation planning
Chapter 9 Event staffing	SITXHRM501 Recruit, select and induct staff	1. Identify recruitment needs	Importance of the staffing function
			The nature of staffing in the event industry
			Human resource planning
		2. Administer recruitment	Recruitment of staff and volunteers
		3. Select staff	Selecting the best applicants
		4. Plan and organise induction programs	Induction of employees and volunteers
			The implementation of appropriate employee and volunteer policies
	SITXHRM502 Manage volunteers	1. Research, determine and define needs for volunteer involvement	The nature of staffing in the event industry
			Human resource planning
		2. Undertake volunteer recruitment	Recruitment of staff and volunteers
			Selecting the best applicants
			Induction of employees and volunteers
		3. Maximise volunteer retention	Induction of employees and volunteers
			The implementation of appropriate employee and volunteer policies
		4. Ensure a positive experience for volunteers	The implementation of appropriate employee and volunteer policies
Chapter 10 Key human resource management issues	SITXHRM502 Manage volunteers	1. Research, determine and define needs for volunteer involvement	The importance of human resources
		2. Undertake volunteer recruitment	
		3. Maximise volunteer retention	Motivating employees and volunteers
			Training employees and volunteers
		4. Ensure a positive experience for volunteers	Motivating employees and volunteers
			Training employees and volunteers
			Integrating the efforts of employees and volunteers
	SITXHRM503 Monitor staff	1. Monitor staff performance and provide feedback	Motivating employees and volunteers

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	performance	2. Recognise and resolve performance problems	Training employees and volunteers
		3. Implement performance management systems	Motivating employees and volunteers
	BSBHRM604A Manage employee relations	1. Implement employee relations strategy and policies for own work area	
		2. Build and maintain a productive culture	Motivating employees and volunteers Training employees and volunteers
		3. Resolve employee relations problems	
		4. Manage diversity	
	SITXHRM402 Lead and manage people	1. Model high standards of performance and behaviour	Leading and managing employees and volunteers Training employees and volunteers
		2. Develop team commitment and cooperation	Motivating employees and volunteers Training employees and volunteers Integrating the efforts of employees and volunteers
		3. Manage team performance	Training employees and volunteers Integrating the efforts of employees and volunteers
Chapter 11 Event logistics	SITXEVT606 Develop crowd management plans	1. Analyse risks associated with large crowds	The nature and importance of logistics in an event management context Communication and information flows
		2. Develop crowd management strategies	The nature and importance of logistics in an event management context Event customers Event product Event equipment, facilities and amenities Event catering operations
		3. Develop crowd management operational plan	Event customers Event product Event equipment, facilities and amenities Event catering operations Communication and information flows
		4. Develop emergency crowd management procedures	Event customers Event product Event equipment, facilities and amenities VIPs and the media

			Communication and information flows Event security and emergency procedures Event shutdown
		5. Evaluate crowd management plans and procedures	
	SITXEVT502 Select event venues and sites	1. Determine venue or site requirements	The nature and importance of logistics in an event management context Event venue Event customers Event product Event equipment, facilities and amenities VIPs and the media
		2. Source event venues and sites	Event venue
		3. Confirm venue or site bookings	Communication and information flows
	SITXEVT605 Develop event transport operations	1. Analyse transport needs	The nature and importance of logistics in an event management context Event venue Event customers Event product
		2. Develop transport strategies	Event venue Event customers Event product Communication and information flows
		3. Develop transport operational plan	Event venue Event customers Event product Communication and information flows Event security and emergency procedures Event shutdown
		4. Evaluate transport strategies	
	CUEFOH06C Manage venue services	1. Prepare venue for patrons	The nature and importance of logistics in an event management context Event venue Event customers

			Event product
			Event equipment, facilities and amenities
		2. Monitor venue services	Event venue
			Event customers
			Event product
			Event equipment, facilities and amenities
			VIPs and the media
			Event shutdown
Chapter 12 Financial considerations	BSBFIM601A Manage finances	1. Plan for financial management	The potential benefits of accounting and financial analysis
		2. Establish budgets and allocate funds	Double-entry accounting and the accounting process Development and use of a trial balance
		3. Implement budgets	Double-entry accounting and the accounting process Development and use of a trial balance
		4. Report on finances	Record keeping for taxation purposes Development and use of a trial balance Development of financial statement: balance sheet and profit and loss statement Financial ratios The value of financial analysis in making business decisions
Chapter 13 Event legal compliance	SITXEVT502 Select event venues and sites	1. Determine venue or site requirements	
		2. Source event venues and sites	
		3. Confirm venue or site bookings	Understanding contracts
	SITXGLC501 Research and comply with regulatory requirements	1. Research information required for legal compliance	The difference between public liability, property and professional indemnity insurance Understanding negligence claims Licensing and copyright in relation to music
		2. Develop and communicate policies and procedures for legal compliance	Understanding contracts Obtaining an entertainment visa
		3. Ensure compliance with legal requirements	Understanding contracts The different types of artist payment structures (deals)
		4. Maintain personal and organisational knowledge of regulatory requirements	Understanding negligence claims Licensing and copyright in relation to music
	SITXEVT503 Manage event	1. Analyse staging requirements	

	staging components	2. Source and organise staging contractors	The difference between public liability, property and professional indemnity insurance Understanding negligence claims Licensing and copyright in relation to music Understanding contracts The different types of artist payment structures (deals)
		3. Monitor staging preparations	Understanding negligence claims Licensing and copyright in relation to music Understanding contracts The different types of artist payment structures (deals)
		4. Evaluate staging components	
Chapter 14 Monitoring performance and continuous improvement	SITXEVT301 Access information on event operations	1. Access and interpret relevant industry information	Aiming for stakeholder satisfaction
		2. Source information on event industry practice, products and services	Monitoring event performance Aiming for stakeholder satisfaction Developing a market orientation
		3. Source and use compliance information in daily activities	Monitoring event performance
		4. Access and use information on events technology	Monitoring event performance Achieving a sustainable competitive advantage
		5. Update personal and organisational knowledge of the event industry	
	SITXHRM503 Monitor staff performance	1. Monitor staff performance and provide feedback	Monitoring event performance Achieving a sustainable competitive advantage Developing a market orientation Developing a learning orientation
		2. Recognise and resolve performance problems	Monitoring event performance Achieving a sustainable competitive advantage Developing a market orientation Developing a learning orientation
		3. Implement performance management systems	Controlling event performance Aiming for stakeholder satisfaction Developing a learning orientation
	SITXMGT501 Establish and	1. Build business relationships	Aiming for stakeholder satisfaction

	conduct business relationships	2. Conduct negotiations	Aiming for stakeholder satisfaction Developing a market orientation
		3. Make formal business agreements	
		4. Foster and maintain business relationships	Achieving a sustainable competitive advantage Aiming for stakeholder satisfaction Developing a market orientation
	BSBMGT516C Facilitate continuous improvement	1. Lead continuous improvement systems and processes	Controlling event performance Achieving a sustainable competitive advantage Developing a learning orientation Organisational change and continuous improvement
		2. Monitor and adjust performance strategies	Controlling event performance Achieving a sustainable competitive advantage Aiming for stakeholder satisfaction Developing a market orientation Developing a learning orientation
		3. Manage opportunities for further improvement	Aiming for stakeholder satisfaction Developing a market orientation Developing a learning orientation Organisational change and continuous improvement
Chapter 15 Production and theming	SITXEVT503 Manage event staging components	1. Analyse staging requirements	Audio requirements Understanding stage plots and technical specifications Rigging and power
		2. Source and organise staging contractors	Audio requirements Understanding stage plots and technical specifications Rigging and power
		3. Monitor staging preparations	Understanding stage plots and technical specifications Rigging and power Stage management
		4. Evaluate staging components	Stage management
	SITXEVT304 Provide event staging support	1. Prepare for event staging	Understanding stage plots and technical specifications Rigging and power Special effects Stage management

		2. Provide on site staging assistance	Understanding stage plots and technical specifications Rigging and power Special effects Stage management
		3. Provide feedback on event operations	
	CUESOU07B Apply a general knowledge of audio to work activities	1. Make preparations for audio set-up	Audio requirements Rigging and power
		2. Complete tasks using audio equipment	Audio requirements Rigging and power Stage management
	CUEAUD06B Apply a general knowledge of vision systems to work activities	1. Make preparations for simple vision system activities	Understanding stage plots and technical specifications Rigging and power
		2. Complete tasks using vision systems	Understanding stage plots and technical specifications Rigging and power Stage management
	CUELGT09B Apply a general knowledge of lighting to work activities	1. Make preparations for lighting set up	Luminaries and lighting plans Rigging and power
		2. Complete tasks using lighting equipment	Luminaries and lighting plans Rigging and power Stage management
Chapter 16 Event staging and venues	SITXEVT502 Select event venues and sites	1. Determine venue or site requirements	Selecting an event venue or site Understanding event venue or site requirements General event staging considerations
		2. Source event venues and sites	Selecting an event venue or site Understanding event venue or site requirements Registration, accreditation and riders General event staging considerations
		3. Confirm venue or site bookings	Confirming venue agreements Event staging (set-up and scheduling)
	SITXEVT503 Manage event staging components	1. Analyse staging requirements	Event staging (set-up and scheduling) Understanding event venue or site requirements Registration, accreditation and riders General event staging considerations

		2. Source and organise staging contractors	Event staging (set-up and scheduling) Working with contractors Understanding event venue or site requirements Registration, accreditation and riders General event staging considerations
		3. Monitor staging preparations	Event staging (set-up and scheduling) Working with contractors The running schedule Registration, accreditation and riders Front and back of house General event staging considerations
		4. Evaluate staging components	Working with contractors After the event
	SITXEVT304 Provide event staging support	1. Prepare for event staging	Event staging (set-up and scheduling) Working with contractors Understanding event venue or site requirements Registration, accreditation and riders Front and back of house General event staging considerations
		2. Provide on site staging assistance	Event staging (set-up and scheduling) Working with contractors The running schedule Registration, accreditation and riders Front and back of house General event staging considerations
		3. Provide feedback on event operations	After the event
	SITHKOP404 Plan catering for events or functions	1. Identify purpose and scope of the event	Planning catering
		2. Prepare catering proposal for event or function	Working with contractors Front and back of house Planning catering
		3. Prepare and implement operational plan for the catering of an event or function	Working with contractors Front and back of house Planning catering

Chapter 17 Risk and emergency services management	SITXGLC501 Research and comply with regulatory requirements	1. Research information required for legal compliance	Fireworks and pyrotechnics licensing
		2. Develop and communicate policies and procedures for legal compliance	
		3. Ensure compliance with legal requirements	Fireworks and pyrotechnics licensing
		4. Maintain personal and organisational knowledge of regulatory requirements	
	SITXWHS301 Identify hazards, assess and control safety risks	1. Identify hazards	Process of risk management
		2. Assess the safety risk associated with a hazard	Process of risk management Safety at outdoor events
		3. Eliminate or control the risk	Process of risk management Safety at outdoor events
	SITXEVT604 Develop and implement event management plans	1. Define planning requirements	Safety at outdoor events Emergency response plan
		2. Develop event plans	Safety at outdoor events Emergency response plan
		3. Monitor event plans	Safety at outdoor events Emergency response plan
		4. Evaluate event and event plans	