

# CUFGEN01A Develop and apply industry knowledge

This unit describes the skills and knowledge required to access, increase and update knowledge of the film, television, radio and multimedia industry, including the role of different industry sectors, and the impacts of changing technology. This knowledge underpins effective performance in all sectors.

Element	Performance criteria
1 Seek information on the structure and operation of the industry	1.1 Correctly identify and access sources of information on the industry
	1.2 Obtain information to assist effective work performance within the industry, including information on: <ul style="list-style-type: none"><li>• different sectors of the industry, their relationships and the products and services available in each sector</li><li>• major industry bodies/associations</li><li>• relationships with other industries</li><li>• different markets and their relevance to industry sectors</li><li>• different distribution channels for industry products and services</li><li>• economic and/or social significance of the industry</li><li>• the role of local communities</li><li>• specific features of the local/regional industry</li><li>• working arrangements</li></ul>
	1.3 Access information on the specific sector of work
	1.4 Correctly apply industry information in day-to-day work activities
2 Seek information on industry employment obligations and opportunities	2.1 Obtain information to assist effective work performance within the industry, including information on: <ul style="list-style-type: none"><li>• career opportunities and career paths within the industry</li><li>• the roles, responsibilities and employment rights of contracted freelance workers within the industry</li><li>• the roles, responsibilities and inter-relationships of individual personnel in an industry environment</li><li>• unions and employer bodies</li><li>• professional associations</li><li>• industrial relations issues - awards and enterprise bargaining agreements, non award areas</li><li>• cultural issues</li></ul>
	2.2 Correctly apply industry information on employment opportunities and obligations in day-to-day work activities

3	Seek information on new technology	<p>3.1 Obtain information to assist effective work performance within the industry, including information on:</p> <ul style="list-style-type: none"> <li>• advances in any type of equipment or technology used within the industry</li> <li>• likely effects of new technology on current work practices and the structure of the organisation and industry, and the community</li> <li>• ways of upgrading skills to include the use of new technology</li> <li>• sources of technical advice and support</li> </ul> <p>3.2 Correctly apply industry information on technological advances in day-to-day work activities</p>
4	Update industry knowledge	<p>4.1 Continually apply informal and/or formal research to update general knowledge of the industry</p> <p>4.2 Monitor current issues of concern to the industry</p> <p>4.3 Share updated knowledge with customers and colleagues as appropriate, and incorporate information into day-to-day work activities</p>

## Range of variables

### Variable

### Scope

Information sources may include:

- media
- reference books, technical manuals
- libraries
- unions
- industry associations and organisations
- industry journals
- union publications – newsletters, magazines, bulletins and letters
- computer data, including internet
- induction kits
- organisational policies, procedures and journals
- job descriptions
- employment contracts
- federal and state industrial awards
- federal and state industrial relations departments
- occupational health and safety laws, regulations, journals
- personal observations and experience
- discussions with current industry practitioners
- discussions with community groups
- discussions with manufacturers - technical and sales personnel
- specialist technical publications
- manufacturers' handbooks, manuals, promotional material

- Other industries may include:
- entertainment
  - arts
  - music
  - fashion
  - events management
  - sports
  - agriculture/horticulture/aquaculture
  - conservation
  - science and research
  - retail
  - tourism
  - training and education
- Economic and social issues may include:
- employment
  - awards, enterprise agreements and working conditions
  - effect on local amenities/facilities/community
  - land ownership
  - land access and usage
  - community role in industry operations
  - diversity of culture and language
  - history of the industry

## Evidence guide

### Underpinning skills and knowledge

Assessment must include evidence of essential knowledge of, and skills in, the following areas:

- industry information sources
- technology information sources
- cultural information sources
- basic research skills:
  - identification of relevant information
  - techniques to obtain information
  - sorting and summarising information
- legislation (both state and federal) which applies across the industry in the following areas:
  - consumer protection
  - duty of care
  - equal employment opportunity
  - anti-discrimination
  - workplace relations
  - the function of relevant industry organisations

### Linkages to other units

- This is a core unit that underpins effective performance in all other film, television, radio and multimedia units. It is recommended that this unit is delivered/assessed in conjunction with other operational and technical units.

**Critical aspects of evidence**

This unit of competence applies to a range of industries, ie film, television, radio and multimedia. The focus of assessment will depend on the industry involved. Assessment must be customised to meet the needs of the particular industry and industry sector in which performance is being assessed. Assessment should only address those variable circumstances, listed in the range of variables statements, which apply to the chosen context.

Care should be taken in developing training to meet the requirements of this unit. The specific focus of training will depend upon the industry involved, for example, the film and television, radio or multimedia industry sectors. For generic pre-vocational training, organisations should provide training which is tailored to meet the needs of the particular industry. It is intended that participants will gain a breadth of industry knowledge, encompassing the full range of industry contexts, with no bias towards individual industry specialisations.

The following evidence is critical to the judgement of competence in this unit:

- ability to source industry information
- general knowledge of the industry, including main roles, functions and inter-relationships of different sectors, with a more detailed knowledge of issues which relate to a specific sector or workplace

**Method and context of assessment**

Assessment may take place on the job, off the job or a combination of both of these. Off the job assessment must be undertaken in a closely simulated workplace environment.

Assessment may incorporate a range of methods to assess performance and the application of essential underpinning knowledge, and might include:

- role play
- case studies
- work samples or simulated workplace activities
- oral questioning/interview
- projects/reports/logbooks
- third party reports and authenticated prior achievements
- portfolios of evidence

**Resource requirements**

Assessment requires access to a range of relevant and current industry information materials listed in the range of variables statement.

Workplace based assessment should use a range of materials current and relevant to that workplace environment.

Simulated workplace activities must be undertaken using a range of relevant and current material appropriate for the industry sector.

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Key competencies	Level
Collecting, organising and analysing information	3
Communicating ideas and information	1
Planning and organising activities	1
Working with others and in teams	1
Solving problems	1
Using mathematical ideas and techniques	1
Using technology	1