

## Administrative Information

Industry Reference Committee (IRC) name	Tourism, Travel and Hospitality Industry Reference Committee
Skills Service Organisation (SSO) name	SkillsIQ Limited
Training Package name examined	SIT Tourism, Travel and Hospitality
Training Package Product review proposed	See Attachment A
Stakeholder consultation method and scale	See Attachment B

## Background

The Australian Industry and Skills Committee (AISC) commissions Training Package development work based on evidence of industries' need for change to the current Training Package Products. SkillsIQ, under the direction of the Events Technical Advisory Committee (TAC) and the Tourism, Travel and Hospitality Industry Reference Committee (IRC), has prepared this Case for Change to set out the evidence in support of reviewing and updating Qualifications, their respective Units of Competency, and associated Skill Sets specific to the Events industry in Australia and in relation to the nationally recognised *SIT Tourism, Travel and Hospitality Training Package*.

## Training Package Products proposed for update

This Case for Change proposes an update of the following Training Package Products:

### 3 Qualifications

- SIT30516 Certificate III in Events
- SIT50316 Diploma of Event Management
- SIT60216 Advanced Diploma of Event Management

### 19 Units of Competency

- SITEEVT001 Source and use information on the events industry
- SITEEVT002 Process and monitor event registrations
- SITEEVT003 Coordinate on-site event registrations
- SITEEVT004 Provide event staging support
- SITEEVT005 Plan in-house events or functions
- SITEEVT006 Develop conference programs
- SITEEVT007 Select event venues and sites
- SITEEVT008 Manage event staging components
- SITEEVT009 Organise event infrastructure
- SITEEVT010 Manage on-site event operations
- SITEEVT011 Research event industry trends and practice
- SITEEVT012 Develop event concepts
- SITEEVT013 Determine event feasibility
- SITEEVT014 Develop and implement event management plans
- SITEEVT015 Develop event transport plans
- SITEEVT016 Develop crowd management plans
- SITEEVT017 Develop multi-venue event plans
- SITEEVT018 Plan and allocate exhibition space
- SITEEVT019 Recruit and manage exhibitors

## 2 Skill Sets

- SITSS00044 Event Coordination Skill Set
- SITSS00045 Event Development Skill Set

See **Attachment A** for a list of the Training Package Products proposed.

## Advice on new Training Package Products

This Case for Change proposes updating existing Qualifications, Units of Competency and Skill Sets from the *SIT Tourism, Travel and Hospitality Training Package* to ensure they are current and relevant. During the Training Package Product update phase, the need for new Training Package Products may be identified through stakeholder consultation.

It has been more than six years since the Training Package Products for the Events industry were formally and comprehensively updated. A minor update was conducted in 2015 to ensure the Training Package met the formatting and content requirements of the *Standards for Training Packages 2012*. However, it did not include any substantial reviews in relation to industry needs and skills gaps.

## The Case for Change

### *Defining the Events industry*

The Events industry is diverse and made up of a range of different sectors representing varied gatherings and event types. The sectors include:<sup>1</sup>

- Exhibitions – trade and consumer expos such as:
  - Business to Business (B2B) (i.e. tradeshows and trade fairs)
  - Business to Consumer (B2C)
  - Business to Government (B2G)
- Business events - meetings, conventions, incentives and exhibitions
- Live performances:
  - Ballet and dance
  - Theatre (i.e. plays, musicals, cabarets, physical theatre such as circuses and burlesques)
  - Concerts and performances (i.e. comedy)
  - Opera
  - Festivals (i.e. music, food and beverages, art shows, etc.)
- Community events (i.e. street fairs, charity races, parades, etc.)
- Private events (i.e. weddings and parties, etc.)
- Sporting events.

Employers may represent micro, small, medium and large-sized businesses involved in organising, planning, managing, supporting, running, hosting and/or supplying products and services to the sectors listed. **The review of Training Package Products proposed in this paper will be inclusive of the workforce skills needs of all sectors within the Events industry as listed above.** For the purposes of referencing, the industry in its entirety is referred to in this paper as the 'Events industry'.

<sup>1</sup> Multiple sources: The Exhibition and Event Association of Australasia (EAAA) <https://eaaa.com.au/>; Business Events Council of Australia [www.businesseventscouncil.org.au](http://www.businesseventscouncil.org.au); Meetings and Events Australia [www.meetingsevents.com.au](http://www.meetingsevents.com.au); EY (2018) *Live Performance Industry in Australia: 2017 Ticket Attendance and Revenue Report*. October 22, 2018. Australia.

## Drivers for change

The Events industry across Australia is significant, with its growth and evolution over the past decade being exponential. The latest statistics available demonstrate the sizeable nature of the industry:

- Approximately **412,000 business events** held in a single year (2013–14) generated an estimated **179,300 jobs** - 147,500 jobs in meetings and conventions, 21,500 in exhibitions and 10,300 in incentives. These business events hosted more than 37 million visitors.<sup>2</sup> More recent estimates show that in 2017, over 41.7 million participants attended business events generating approximately **193,000 direct jobs**.<sup>3</sup>
- Australia is one of the top 10 countries in the Asia-Pacific region (i.e. positioned seventh with China in first place) offering significant **exhibition venue space**.<sup>4</sup>
- **Over 23 million tickets for live performances** were issued in 2017, making it the highest annual number of ticket sales ever recorded.<sup>5</sup>
- There are 2,150 enterprises (2017–18) in Australia involved in organising and hosting **exhibitions and conferences**, employing just over 55,000 people.<sup>6</sup> An additional 7,800 enterprises (2017–18) were involved in **event promotion and management services** across Australia, with an estimated employment level of 29,700 individuals.<sup>7</sup> The industry includes thousands of other enterprise types involved in the various sectors, delivering products and services (e.g. venues, designers, suppliers of audio and technology, equipment, transport, accommodation, catering, etc.).

The economic contribution of the industry is no less substantial, with business events contributing **\$24.9 billion in GDP (2015–16)**,<sup>8</sup> exhibition and conference centre services generating **\$11.34 billion in revenue (2017–18)**,<sup>9</sup> and organisations involved in event promotion and management services generating an additional **\$4.36 billion in revenue (2017–18)**.<sup>10</sup> Globally, Australia is ranked eighth (out of 50 countries) in terms of the volume of direct spending generated by business events.<sup>11</sup>

The Events industry overall is expected to continue to experience high growth rates. Two-thirds (66.6 per cent) of organisers/organiser associations and 88 per cent of venues indicated that they planned to deliver or host new exhibitions last year (2018).<sup>12</sup> Australian exhibition companies are positive about the future, with nearly three-quarters (73 per cent) expecting their turnover to increase in the first half of 2019.<sup>13</sup> Recently published global figures show that demand for meetings and events is forecasted to increase in 2019 by between five and ten per cent.<sup>14</sup>

<sup>2</sup> EY (2015) *The Value of Business Events to Australia*, Business Events Council of Australia, February 2015. Sydney.

<sup>3</sup> Oxford Economics (2018) *Global Economic Significance of Business Events*. Events Industry Council, November 2018. England.

<sup>4</sup> UFI (2017) World Map of Exhibition Venues. Revised June 2018 [Available at [file:///Q:/Tourism,%20Travel%20and%20Hospitality/8.%20TACs/Events%20TAC/4.%20Research%20and%20data/UFI\\_World\\_Map\\_of\\_Venues\\_2017\\_revJune18.pdf](file:///Q:/Tourism,%20Travel%20and%20Hospitality/8.%20TACs/Events%20TAC/4.%20Research%20and%20data/UFI_World_Map_of_Venues_2017_revJune18.pdf)]

<sup>5</sup> EY (2018) *Live Performance Industry in Australia: 2017 Ticket Attendance and Revenue Report*. October 22, 2018. Australia.

<sup>6</sup> IBISWorld (2018) *Industry Report X0018 Exhibition and Conference Centres in Australia* (February 2018).

<sup>7</sup> IBISWorld (2018) *Industry Report N7299 Event Promotion and Management Services in Australia* (February 2018).

<sup>8</sup> Business Events Council of Australia (2017) *Pre-Budget Submission 2017/2018* (January 2017).

<sup>9</sup> IBISWorld (2018) *Industry Report X0018 Exhibition and Conference Centres in Australia* (February 2018).

<sup>10</sup> IBISWorld (2018) *Industry Report N7299 Event Promotion and Management Services in Australia* (February 2018).

<sup>11</sup> Oxford Economics (2018) *Global Economic Significance of Business Events*. Events Industry Council, November 2018. England.

<sup>12</sup> EEAA (2018) Annual Member 'PULSE' survey. 23 February 2018, Media Release.

<sup>13</sup> UFI (2018) *21<sup>st</sup> UFI Global Exhibition Barometer*. July 2018.

<sup>14</sup> CWT Meetings & Events (2018) 2019 Meetings & Events Future Trends (Available at [https://cwt.turtl.co/story/2019metrends\\_ungated#!/page/1](https://cwt.turtl.co/story/2019metrends_ungated#!/page/1)) [Viewed 1 November 2018]

To achieve this growth and success, access to a highly skilled and knowledgeable workforce is fundamental. Trends such as digitalisation and technological innovation, growth in international competition, workforce mobility, and growing customer demand and expectations for live experiences<sup>15</sup> have impacted the industry. As a result, the skills and knowledge needs of the industry's workforce have been shifting.

Workers with the right skills and knowledge are essential, not only to support employers in achieving forecasted growth, but also to ensure they remain innovative and continue to make important contributions to Australia's economy. The industry is experiencing several challenges regarding workforce skills shortages which are consequently impacting workforce supply to the industry. A summary of the **key industry and workforce-based factors driving changes** is as follows:

- *A rise in demand – large-scale public events, trade and consumer trade shows and business events*

Australia has established itself as an internationally renowned host location for major events, with its diverse range of **large-scale events increasing in number** in recent years. Notably, Vivid Sydney is an annual festival of lights, music and ideas. It has experienced exponential growth, with 550,000 attendees in 2012<sup>16</sup> rising to a record 2.33 million by 2017.<sup>17</sup> Similarly, the Australian Open (an annual tennis tournament held in Melbourne) continues to steadily attain record attendances, with almost 744,000 people in attendance in 2018,<sup>18</sup> representing a strong 15.6 per cent growth over a five-year period.<sup>19</sup> Just last year alone (2018), Australia hosted some of the largest sporting events in the world, including the Gold Coast 2018 Commonwealth Games and the Invictus Games Sydney 2018, with both these large-scale events requiring an enormous amount of planning and organisation.

Trade and consumer shows are also on the rise and, in November 2018 alone, 50 different trade fairs were registered across the country.<sup>20</sup> Large-scale shows such as the Sydney International Boat Show, Auspack (Australasia's largest biennial processing and packaging machinery exhibition covering food, beverages and pharmaceuticals), and AusRAIL (an annual rail event in Australasia) are just a few of the many international and growing trade and consumer events hosted in Australia.

Delivery of large-scale events requires a workforce skilled in the areas of **planning** and **operations**, **crowd control**, **transport management** and **logistics**, **management of facilities** and **infrastructure**, **risk management**, and **security**, including processes for dealing with terrorism and other security threats. The existing Training Package Products do not sufficiently cover these skills areas.

Demand is also growing for **business events**, which can comprise meetings, incentives, conventions, and exhibitions. Conventions often host several thousand participants, many of whom are

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<sup>15</sup> CWT Meetings & Events (2018) 2019 Meetings & Events Future Trends (Available at [https://cwt.turtl.co/story/2019metrends\\_ungated#!/page/1](https://cwt.turtl.co/story/2019metrends_ungated#!/page/1)) [Viewed 1 November 2018]

<sup>16</sup> Destination NSW (2013) *NSW Auditor-General's Report to Parliament*

<sup>17</sup> Destination NSW (2013) *NSW Auditor-General's Report to Parliament*

<sup>18</sup> Australasian Leisure Management (2018) *Record Attendance at 2018 Australian Open* (January 2018)

<sup>19</sup> Tennis Australia (2014) *AO 2014: The Final Word*, <https://www.tennis.com.au/news/2014/01/27/ao-2014-the-final-word>, [Viewed 29 October 2018]

<sup>20</sup> Available at: <https://www.tradefairdates.com/Fairs-Australia-Z14-S1.html> [Viewed 5 November 2018]

international visitors.<sup>21</sup> Over the past five years, there has been a 14.2 per cent increase in international visitors to Australia for business purposes.<sup>22</sup> Such an increase is reflected in the rise of these business events. Solid growth trends are expected to continue, with Sydney and Melbourne listed as two of the top 10 cities in the Asia-Pacific region projected to host meetings and events in 2019.<sup>23</sup>

The organisation of business events entails a range of distinct skills and knowledge areas. Employers are trading in a highly competitive marketplace, competing against both local and international organisations. It is therefore critical that the Events workforce has the necessary skills to support industry's need to deliver these high-quality and professional business events. Because demand is so strong, the need to update existing Training Package Products is fundamental to ensuring that the supply of business events products and services is supported by a skilled workforce.

- *Skills and knowledge gaps*

The industry has evolved significantly over the years and, as a result, so too have the skills needs of the workforce. Organising and running events and exhibitions can involve a vast number of activities and skills.

Employers across the industry are currently experiencing difficulties in finding staff equipped with the range of skills required to support and/or organise an event. Current training is considered outdated and lacking in the significant skills areas now needed by the industry. Industry has voiced these skills and knowledge gaps in the nationally recognised Training Package as being those which follow below. (Please note that these skills represent a combination of technical and soft skills areas in the context of the Events industry.)

- **Foundation knowledge of the Events industry** – There is a lack of understanding among entrants of the Events industry's ecosystem, including the different types of events that exist. An understanding of the commercial operating environment, legislative requirements and regulations pertaining to the operation of events should be covered by learners when commencing an Events Qualification.
- **Research skills** – Workers are regularly required to source information to support the organisation and delivery of an event. An ability to source details regarding suppliers (i.e. venues, audio visual, catering, facilities, transport, etc.) and information to support the decision-making process is imperative within the industry. The Events industry is also more than just about events. It supports an array of industries through the delivery of key industry-specific functions, and workers therefore need to be able to quickly grasp an understanding of the topic and/or the industry hosting the event. Research skills to gather information and learn about a new topic or industry are fundamental for a worker in the industry.
- **Event design** – The planning and designing of an event are key skills in the Events industry, and the foundation to doing this well is **establishing the strategic goal** for an event at the

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<sup>21</sup> Business Events Council of Australia (2011) *About Business Events*, <http://www.businesseventscouncil.org.au/about-business-events.html>, viewed 25 October 2018.

<sup>22</sup> Tourism Research Australia (2018) *International Visitor Survey Results* (August 2018)

<sup>23</sup> CWT Meetings & Events (2018) 2019 Meetings & Events Future Trends (Available at [https://cwt.turtl.co/story/2019metrends\\_ungated#!/page/1](https://cwt.turtl.co/story/2019metrends_ungated#!/page/1)) [Viewed 1 November 2018]

outset, **understanding end users** and their attitudes, behaviour and mindsets in deciding to attend an event, and determining methods for measuring performance. These learnings can support decisions relating to the maximising and design of floor plans, stand layouts, and venue arrangements. Preliminary skills in the design of event layouts can also serve as a catalyst for understanding other areas relating to **logistics** and **crowd flow**.

- **Creative design** – Live experiences are now a fundamental element within the industry, and live events<sup>24</sup> are now being used more than ever to provide customers with a unique and memorable experience. Creativity is essential to this, and there is a lack of training available to embed creativity principles in individual workers so that they can be encouraged to evolve with the ‘customer journey experience’. This was further reiterated recently by the International Live Events Association (ILEA) in its global report.<sup>25</sup>
- **Project management** – Employers have indicated that *all* their workers at some point have had to undergo on-the-job training in project management skills. Relevant skills areas also considered critical by employers include:
  - **Onsite logistics planning and safety** (onsite issues generally need to be addressed by project managers)
  - **Time management** (setting a timeline for activities and delivery to deadlines), and
  - **Financial management** (budgetary awareness, generating Profit & Loss statements, understanding the concept of Return on Investment (ROI), etc.)
- **Technology and digital skills** – The adoption of technology in the Events industry is vital and presents opportunities to improve business processes and enhance customer experiences. The workforce needs to be equipped with the confidence and skills to embrace technology and to continue supporting employers to innovate in this space.
- **Critical thinking / Problem solving** – Events are often struck with unforeseen circumstances and workers can be faced with the need to ‘think on their feet’ and come up with solutions to ensure services are delivered successfully.
- **Business skills** – Business acumen and an understanding of themes related to commercial viability and operations are lacking in the workforce, and employers would like to see emerging graduates have some level of commercial acumen to support their organisations. This includes strategy and understanding business strategic plans.
- **Communication (Written and verbal)** – Well-developed written and verbal communication skills are of critical importance in the Events industry. Employees across different roles are regularly asked to prepare written communication pieces (e.g. briefings, business cases, emails, content for use in marketing and proposals, etc.) and employers have indicated the quality of written outputs is currently low. The ability to effectively liaise with customers and suppliers, and to negotiate verbally, is also important, as are **presentation skills**. However, skills in these areas are lacking, especially among younger members of the workforce who are commencing their professional careers. Current Training Package content relating to written communication is at the Advanced Diploma level, and there exists a need to develop these skills at all levels of qualification for a range of job roles.
- **Marketing** – Event promotion and sales are core to successful events. Marketing has become an essential skills area for the workforce in order to drive the successful delivery of an event.

<sup>24</sup> Also referred to as Creative Events by the International Live Events association [Available at: [www.ileahub.com](http://www.ileahub.com)][Viewed 1 December 2018]

<sup>25</sup> International Live Events Association (ILEA)(2018) *Unifying the Live Events Industry: A Global Events Industry Report*. Global Event Forum.



Examples of key skill and knowledge areas include developing marketing plans, understanding market segments, developing marketing content for different segments and channel executions, data privacy, copyright and Intellectual Property (IP) protocols, and **analytics** (to understand the impact of marketing activities).

- **Partnership and sponsorship** – The attraction of sponsors or partners and their subsequent relationship management are critical areas of skills need which are no longer the responsibilities of senior management. Employees at all levels need to understand the importance of these relationships and have the skills to contribute to managing them.
- Other skills gaps noted by industry to be addressed in the updated Training Package Products include:
  - **Online and social media skills** – This will be looked at in conjunction with the current cross-sector project in this area
  - **Sustainability** – Understanding the principles of environmental sustainability and how they apply to the Events industry
  - **Security** protocols and planning (i.e. the ability to develop critical incident frameworks, risk strategies, etc.)
  - **Corporate Social Responsibility (CSR).**

- *Evolving job roles*

The *Certificate III in Events* was designed for the job roles that were current at the time of development some six years ago. The Qualification was mainly targeted at entry-level positions with professional conference organisers, where the employee was working under the direction of more senior personnel and undertaking routine activities. The reality of the job roles in industry today is that entry-level employees are expected to be able to undertake a range of tasks across the organisation of the entire event, rather than being siloed into individual departments. Employees are regularly given carriage of the event organisation from conceptualisation through to execution and evaluation, and a far broader range of skills is therefore required, even for entry-level roles. Job roles also covered by the Diploma and Advanced Diploma have evolved significantly over the past years and many current job roles now require workers to be multi-levelled and multi-skilled. Some examples of current job titles used in the industry which are not currently listed in the Training Package Products but which exemplify the diverse range of current job roles and employment opportunities include:

- |                                  |  |
|----------------------------------|--|
| ○ Event Marketing Coordinator    | ○ Account Manager                      |
| ○ Sponsorship Coordinator        | ○ Operations Manager                   |
| ○ Campaign and Event Coordinator | ○ Sponsorship Manager                  |
| ○ Activation Coordinator         | ○ Partnership Manager                  |
| ○ Function Coordinator           | ○ Event Experience Manager             |
| ○ Senior Event Planner           | ○ Field Event Manager                  |
| ○ Specialist Event Planner       | ○ Catering and Special Events Manager. |
| ○ Digital Event Marketer         |  |

- *Outdated processes and terminology*

The existing Training Package Products refer to outdated and/or obsolete terminology and processes. For example the *Certificate III in Events* and the *Diploma of Event Management* contain core Units which provide skills to coordinate 'on-site event registrations'. Given the substantial developments in technology over the past three to five years, the registration process has changed significantly and this Unit is no longer representative of the required skills. In addition, not all job roles will require these skills and should this Unit continue to be included in the Qualifications, it would be better placed as an elective. Further, an example of current text in the Unit which is in need of updating states that 'calculators, computers, software programs, printers and other business technology for processing event registrations' are the key technology skills requirements (please see *SITEEVT002 Process and monitor event registrations*), which is again reflective of outdated industry practice.

**The Events industry is an underlying driver for many industries, facilitating the promotion of information and ideas as well as networking and trade opportunities. Its impact on economic growth is significant.**

**This Case for Change proposes to update the Training Package Products outlined earlier to address the key skills gaps identified across the industry, and to ensure that training practices are up to date with what industry needs.**

## Industry Support for Change

### Method and scale of stakeholder consultation

In February 2018, the newly appointed Tourism, Travel and Hospitality IRC met and reiterated support for this project, which was first identified by the interim IRC in its initial four-year plan. The IRC agreed to form a Technical Advisory Committee (TAC) to take the work forward. The TAC met and members discussed various aspects of the project, including significant industry developments, skills gaps and other industry issues to inform this Case for Change. Additional feedback to support the work was also gathered during the compilation of the *2018 Tourism, Travel and Hospitality Industry Skills Forecast*.

Public consultation will be held to collect additional feedback on this Case for Change.

### Unresolved issues and sensitivities

No issues or sensitivities regarding the update of the Events Training Package Products have been identified.

All work carried out to update the Training Package Products will take into account any other update work occurring across the *SIT Tourism, Travel and Hospitality Training Package*, and other Training Packages, to ensure the work is coordinated. Wider projects, including the development of cross-sector Training Package Products led by the Australian Industry and Skills Committee (AISC), such as the project relating to the use of online and social media, will also be monitored to determine the relevance of Training Package Products for the industry.



## Impact of Change

### Impact analysis

The impacts of the proposed changes on stakeholders can be summarised as follows:

#### *Industry and employers*

The Events industry is experiencing significant workforce issues due to skills shortages. This is creating a real concern for employers, with a majority relying on the recruitment of contractors to fill vacancies. Hiring contractors is not a sustainable solution and can create instability for employers, and the industry overall.

Access to a skilled workforce is essential to support employers in achieving strong growth and continuing to flourish in an ever-changing and competitive landscape. Employers require a permanent and skilled workforce to drive high quality innovation and to support the Australian market in strongly positioning itself as a desirable destination to host all types of events.

The risk of **not** updating the Events industry's Training Package Products to overcome the immediate and future industry skills shortages will likely mean that employers will continue to struggle to recruit trained professionals and revert to short-term solutions such as outsourcing activities to third-parties and/or relying on overseas workers to fill vacancies.

#### *Registered Training Organisations (RTOs)*

Ensuring Training Package Products are current and relevant will improve opportunities for RTOs to better support the quality of the talent pool in the Events industry, and ensure workers are equipped with an appropriate level of knowledge to develop a career in the industry. Future students will be more receptive to Training Products that have been developed in recognition of prominent and long-lasting trends, possibly improving the uptake of the courses RTOs offer. Updates to Training Package Products will ensure that RTO training better meets industry demands.

The risk of **no** change to Training Package Products is that enrolments in the Events Qualifications may experience a decline, as learners will instead be attracted to industries where there are visible opportunities to learn and grow professionally and enhance their employability.

#### *Learners*

Learners will benefit from access to Training Products that are current and relevant, ensuring they have the right knowledge and skills to apply for job roles within the evolving Events industry. An increasing awareness of the career paths and job roles in the industry, and the employment opportunities which are available via up-to-date Training Products, will provide many learners with new employment avenues to consider. A career in Events may be something which many learners may not have previously considered. The update to these Training Products is therefore designed to attract learners and ensure they gain real-life, job-ready skills so that they are well equipped for entry into the industry.

The risk of **no** change is that learners will continue having limited opportunities to become appropriately skilled and knowledgeable in the Events industry. Their skills training will be focussed

on administration and general project management, covering activities and terms no longer applied in the industry.

### Estimated timeframes

Central to the update process is the ongoing involvement of industry and national stakeholder engagement. It is estimated that development will take approximately nine months. Stages of development include:

- Prepare DRAFT 1 of Training Package products
- Industry consultation – involving national workshops, webinars, SkillsIQ’s Online Feedback Forum, survey and stakeholder interviews
- Prepare DRAFT 2 of Training Package products based on public feedback
- DRAFT 2 validation
- Consultation with State Training Authorities (STAs)
- Quality Assurance
- Submit to the AISC for endorsement.

This work will be conducted under the guidance of the Tourism, Travel and Hospitality IRC.

## Implementing the COAG Industry and Skills Council Reforms for Training Packages

The recommended work in this Case for Change is consistent with the COAG Industry and Skills Council (CISC) reforms for Training Packages insofar as it:

- documents industry expectations for training delivery and assessment, particularly in terms of providing current, relevant and flexible options that consistently deliver quality outcomes
- enhances the portability of skills between occupations, as well as career progression, by providing training which facilitates mobility
- fosters the recognition of Skill Sets through the review of the three specific Skill Sets and ensures the Training Package Products address the specific knowledge and skills needs of the Events industry.

**This Case for Change is to be proposed and endorsed by the Tourism, Travel and Hospitality IRC.**

## ATTACHMENT A - Training Package Components to Update

### SkillsIQ

Contact details: Melinda Brown, General Manager

Date submitted: *to be completed upon submission*

### Material for update:

**See Table 1: Qualification** - *SIT30516 Certificate III in Events, SIT50316 Diploma in Event Management, SIT60216 Advanced Diploma in Event Management*

**See Table 2: Units of Competency** - *SITEEVT001 Source and use information on the events industry, SITEEVT002 Process and monitor event registrations, SITEEVT003 Coordinate on-site event registrations, SITEEVT004 Provide event staging support, SITEEVT005 Plan in-house events or functions, SITEEVT006 Develop conference programs, SITEEVT007 Select event venues and sites, SITEEVT008 Manage event staging components, SITEEVT009 Organise event infrastructure, SITEEVT010 Manage on-site event operations, SITEEVT011 Research event industry trends and practice, SITEEVT012 Develop event concepts, SITEEVT013 Determine event feasibility, SITEEVT014 Develop and implement event management plans, SITEEVT015 Develop event transport plans, SITEEVT016 Develop crowd management plans, SITEEVT017 Develop multi-venue event plans, SITEEVT018 Plan and allocate exhibition space, SITEEVT019 Recruit and manage exhibitors*

**See Table 3: Skill Set** - *SITSS00044 Event Coordination Skill Set, SITSS00045 Event Development Skill Set*

**Table 1: Qualifications to update**

Training Package Code	Training Package Name	Qualification Code	Qualification Name	IRC Name	Review Status
SIT	SIT Tourism, Travel and Hospitality	SIT30516	<i>Certificate III in Events</i>	Tourism, Travel and Hospitality IRC	Proposed for updating
SIT	SIT Tourism, Travel and Hospitality	SIT50316	<i>Diploma of Event Management</i>	Tourism, Travel and Hospitality IRC	Proposed for updating
SIT	SIT Tourism, Travel and Hospitality	SIT60216	<i>Advanced Diploma of Event Management</i>	Tourism, Travel and Hospitality IRC	Proposed for updating

**Table 2: Units of Competency to update**

Training Package Code	Training Package Name	Unit of Competency Code	Unit of Competency Name	IRC Name	Review Status
SIT	SIT Tourism, Travel and Hospitality	SITEEVT001	Source and use information on the events industry	Tourism, Travel and Hospitality IRC	Proposed for updating
SIT	SIT Tourism, Travel and Hospitality	SITEEVT002	Process and monitor event registrations	Tourism, Travel and Hospitality IRC	Proposed for updating
SIT	SIT Tourism, Travel and Hospitality	SITEEVT003	Coordinate on-site event registrations	Tourism, Travel and Hospitality IRC	Proposed for updating

SIT	SIT Tourism, Travel and Hospitality	SITEEVT004	Provide event staging support	Tourism, Travel and Hospitality IRC	Proposed for updating
SIT	SIT Tourism, Travel and Hospitality	SITEEVT005	Plan in-house events or functions	Tourism, Travel and Hospitality IRC	Proposed for updating
SIT	SIT Tourism, Travel and Hospitality	SITEEVT006	Develop conference programs	Tourism, Travel and Hospitality IRC	Proposed for updating
SIT	SIT Tourism, Travel and Hospitality	SITEEVT007	Select event venues and sites	Tourism, Travel and Hospitality IRC	Proposed for updating
SIT	SIT Tourism, Travel and Hospitality	SITEEVT008	Manage event staging components	Tourism, Travel and Hospitality IRC	Proposed for updating
SIT	SIT Tourism, Travel and Hospitality	SITEEVT009	Organise event infrastructure	Tourism, Travel and Hospitality IRC	Proposed for updating
SIT	SIT Tourism, Travel and Hospitality	SITEEVT010	Manage on-site event operations	Tourism, Travel and Hospitality IRC	Proposed for updating
SIT	SIT Tourism, Travel and Hospitality	SITEEVT011	Research event industry trends and practice	Tourism, Travel and Hospitality IRC	Proposed for updating

SIT	SIT Tourism, Travel and Hospitality	SITEEVT012	Develop event concepts	Tourism, Travel and Hospitality IRC	Proposed for updating
SIT	SIT Tourism, Travel and Hospitality	SITEEVT013	Determine event feasibility	Tourism, Travel and Hospitality IRC	Proposed for updating
SIT	SIT Tourism, Travel and Hospitality	SITEEVT014	Develop and implement event management plans	Tourism, Travel and Hospitality IRC	Proposed for updating
SIT	SIT Tourism, Travel and Hospitality	SITEEVT015	Develop event transport plans	Tourism, Travel and Hospitality IRC	Proposed for updating
SIT	SIT Tourism, Travel and Hospitality	SITEEVT016	Develop event transport plans	Tourism, Travel and Hospitality IRC	Proposed for updating
SIT	SIT Tourism, Travel and Hospitality	SITEEVT017	Develop multi-venue event plans	Tourism, Travel and Hospitality IRC	Proposed for updating
SIT	SIT Tourism, Travel and Hospitality	SITEEVT018	Plan and allocate exhibition space	Tourism, Travel and Hospitality IRC	Proposed for updating
SIT	SIT Tourism, Travel and Hospitality	SITEEVT019	Recruit and manage exhibitors	Tourism, Travel and Hospitality IRC	Proposed for updating



**Table 3: Skill Sets to update**

Training Package Code	Training Package Name	Skill Set Code	Skill Set Name	Unit of Competency Code	Unit of Competency Name	Review Status
SIT	SIT Tourism, Travel and Hospitality	SITSS00044	Event Coordination Skill Set	SITEEVT002	Process and monitor event registrations	Proposed for updating
				SITEEVT008	Manage event staging components	
SIT	SIT Tourism, Travel and Hospitality	SITSS00045	Event Development Skill Set	CUAFIM501	Source funding for projects	Proposed for updating
				SITEEVT012	Develop event concepts	
				SITEEVT013	Determine event feasibility	

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## ATTACHMENT B – Stakeholder Consultation Method and Scale

### Stakeholder Consultation

Name of Stakeholder	Organisation	Detail Method(s) and Scale of Consultation
<b>Tourism, Travel and Hospitality Industry Reference Committee (IRC)</b>		
Bradley Woods	Australian Hotels Association	Current IRC Chair
John Hart	Restaurant and Catering Industry Association of Australia	Current IRC Deputy Chair
Robyn Agnew	Austrade (The Australian Trade and Investment Commission)	Current IRC member
Stephen Lunn	Australian Culinary Federation National Office	Current IRC member
Rick Myatt	Australian Federation of Travel Agents	Current IRC member / TAC member
Justin Cooney	Australian Municipal, Administrative, Clerical and Services Union	Current IRC member
Stuart Lamont	Caravan Industry Association of Australia	Current IRC member
Ron Browne	Clubs Australia	Current IRC member
David Gigg	Compass Group	Current IRC member
Lynda Douglas	Defence Catering	Current IRC member
Joyce DiMascio	Exhibition and Event Association Australasia (EEAA)	Current IRC member / TAC Chair
Iain McDougall	Hospitality Group Training	Current IRC member
Adele Sheers	Qantas Airways	Current IRC member
Janette Illingsworth	The Star Entertainment Group	Current IRC member
Stephen Schwer	Tourism Central Australia	Current IRC member

<b>Events Technical Advisory Committee (TAC)</b>		
Joyce DiMascio	Exhibition & Event Association of Australasia (EAAA)	TAC Chair
Claudia Hunter	Exhibition & Event Association of Australasia (EAAA)	TAC member
Rick Myatt	Australian Federation of Travel Agents	TAC member
Libbie Ray	AV 24/7	TAC member
Elke Rintel	Reed Exhibitions	TAC member
Jim Delahunty	ExpoNet	TAC member
Dominic Le Roy	Design team	TAC member
Elizabeth Bindon-Bonney	North Metropolitan TAFE	TAC member
Daniel Armstrong	Staging Connections	TAC member
Jacinta Francis	William Angliss Institute	TAC member