

## FORM 29 CUASS00099 Course Outline Brochure

### CUASS00099 Community Broadcasting Marketing Skill Set

The Community Media Training Organisation (CMTO) is a Registered Training Organisation (RTO ID 91800) delivering Nationally Recognised Training. We have a commitment to helping people achieve their learning goals, in a fun and supportive learning environment.

The CMTO provides specialised industry training for anyone considering a career and employment within the community broadcasting industry and the wider media.

#### **How can training benefit you?**

A Nationally Recognised qualification upon successful completion of the course

- Fun and flexible delivery of training and assessment by experienced industry trainers and assessors
- The opportunity to choose a career path through recognised qualifications
- Learning of new skills
- Develop your existing skills further, or have your existing skills recognised with a nationally recognised qualification
- Meet new people and gain confidence in your broadcasting skills!

#### **Qualification Pathways**

The Creative Arts and Culture (CUA) Training Package does not mandate particular pathways to the achievement of qualifications.

However, the CMTO suggests possible pathways for graduates to participate in further studies:

- BSB52318 Diploma of Governance
- BSB42415 Certificate IV in Marketing and Communication
- CUA51020 Diploma of Screen and Media.

## **What content is covered in the training?**

The CUASS00099 Community Broadcasting Marketing Skill Set is designed for people working, either paid or voluntarily, in a community broadcasting station where there are supporting management roles.

These units of competency from the BSB Business Services and CUA Creative Arts and Culture Training Packages meet the training requirements for community broadcasting station managers, coordinators and Board Members involved in project management, promotions, fundraising, and volunteer management

After the successful completion of this training product, participants will have the competencies required by industry to perform various roles in the community media sector including:

- Station Manager/Coordinator
- Fundraising Manager/Coordinator
- Board Member
- Project Manager
- Sponsorship Manager/Coordinator

## **Units**

Consistent with the packaging rules, this training product comprises the following 6 units of competence:

- CUAIND311 Work effectively in the creative arts industry
- BSBCMM411 Make presentations
- BSBLDR602 Provide leadership across the organisation
- BSBMKG434 Promote products and services
- BSBPMG430 Undertake project work
- BSBPUB503 Manage fundraising and sponsorship activities

## **Who can undertake the training?**

This course is suitable for community media staff and volunteers who are active members of a station. Learners will be involved with the management of the organisation, have been through a station induction process and must be involved in a range of compulsory station activities to complement their learning experience, including attending station board or committee meetings.

## **What are the entry requirements for this course?**

Learners must be volunteers or workers at a community radio station. They must have undergone a station induction process and be engaged at the station for the duration of the course in compulsory station activities including participating in board or committee meetings.

## **How is the course delivered and assessed?**

Training and assessment will take place online and on-the-job at a community broadcasting station with the option of two face-to-face intensive workshops at the beginning and end of the course.

The course is delivered with both theory and practical elements and is completed both in a simulated working environment and on-the-job. The delivery of training will include a mixture of online learning activities through the Moodle Learning Management System, online group meetings, and individual research and exercises.

Assessment is used to provide you with feedback on your progress and to measure your skills and knowledge against the training qualification requirements and those of the industry. The assessment process will include written and practical presentations, observation and online participation and will require time for completing assignments and self-paced exercises.

### How long is the course?

This course is delivered over a period of 30-34 weeks. The course includes the following structured learning stages:

Course induction, LLN assessment and support planning	Week 1-2
Understanding Community Broadcasting – industry overview and copyright	Week 3-4
Station research – organisation income and governance	Week 5-6
Core concepts - fundraising, sponsorship, grants and volunteer management	Week 7 (3-day F2F)
Marketing project	Week 8-13
Enterprise project	Week 14-21
Final assessments	Week 22 (2-day F2F)

### How often are the courses offered?

The CUASS00099 Community Broadcasting Marketing Skill Set is offered on an annual basis via an application process with classes being held at times which suit the majority of students.

### How much will it cost?

CMTO training is subsidised by the Community Broadcasting National Training - Industry Capacity & Skills Development Grant, fully subsidised courses are limited to the funding available. For fully subsidised courses, the CMTO does not charge course fees to participants.

For all other courses, including courses which are customised to your needs, contact the CMTO office for fee details.

### **Other fees**

For re-issuance of Certificates and Statements of Attainments the student will be charged \$20 per document required. Payment for the re-issuance of such documents is required prior to the re-issuance occurring by the RTO.

### **How do I enrol?**

Simply complete the following steps and you could be on your way to starting a course:

1. Read and understand the information contained in FORM 22 Student Information Handbook.
2. Talk with your trainer about the course.
3. Apply for a Unique Student Identifier (USI). This can be done by going to the Unique Student Identifier website (<http://www.usi.gov.au/>). All students enrolling after January 2015 must have a USI. If you would like assistance call the CMTO office on 02 9318 9626
4. Sign the Enrolment Form to show that you understand all of the information provided and return the Enrolment Form to your trainer or the CMTO.

### **Would you like more information?**

Go to [www.cmto.org.au](http://www.cmto.org.au) where you will find out all you need to know about opportunities to learn more about the media!

Or you can contact our friendly team at the Community Media Training Organisation by calling: 02 9318 9626 (Office Hours: Mon-Fri 9am-5pm).