

Industry brief - CUA

May 2016

Defining the sector

Training Package name:

Creative Arts & Culture (code CUA)

Industry name:

Culture and related industries

Training Package includes:

- 53 qualifications
- 675 native and 546 imported UoCs
- 45 skills sets

Recent updates:

CUA (current release 2.0) was released on 15 January 2016. This release brought together the contents of previous training packages:

- CUA (Live Performance)
- CUE (Entertainment)
- CUV (Visual Arts, Crafts and Design)
- CUS (Music)
- CUF (Screen and Media)

Note: most CUL (library and information services) qualifications moved in to BSB.

Occupations served by Training Package:

- **Customer service** (e.g. usher, front of house)
- **Performer** (e.g. dancers, musicians)
- **Visual artist** (e.g. photographers, illustrators, ceramic artist)
- **Technician** (e.g. lighting technician, camera operator, make-up)
- **Administration and management** (e.g. venue manager, business owner in the sector, art support worker)
- **Teacher** (e.g. dance teacher, music tutor)

Sector	Culture and Related Industries				
Sub-sector	Live Performance and Entertainment	Music Industry	Screen and Media	Visual Arts, Craft and Design	Galleries, Libraries, Archives, Records and Museums
Qualification areas	Cultural Services	Music Industry	Broadcast	Aboriginal and Torres Strait Islander Cultural Arts	Arts Administration
	Dance		Screen and Media	Ceramics	Galleries
	Dance Teaching			Design	Libraries
	Event and Venue Management			Photography	Archives
	Musical Theatre			Product Development	Records
	Technical Production			Visual Arts	Museums

Sector wide trends

1. Funding availability

Job demand:

- Harder to access revenue could mean less artistic production in the sector and slower job growth.
- As the outlook for the sector becomes more uncertain, employers may become more hesitant to lock in long term commitments.

Skills needs:

- Workers will need specific skills to be able to access those limited jobs and funding, including marketing themselves and commercial skills to help apply for funding.
- Workers will also need to think more creatively in generating funding or consumer interest in their work.

3. Digital change

Job demand:

- Artists will be able collaborate from anywhere or deliver content to a consumer anywhere and open potential new job opportunities, although competition from international artists is also likely to increase.

Skills needs:

- Digital literacy will be a skill requirement for all graduates to actively participate in the job market and to communicate with employers and consumers.
- Specific digital skills may be required in certain sub-sectors as they adapt to new ways of working and creating art.

2. Working environment

Job demand:

- Difficult working environments, including low incomes, contract nature of the work and mental health issues may discourage workers out of the sector. However, the continued oversupply of learners training for the sector may imply this is not occurring.

Skills needs:

- Workers will need resilience skills to deal with the difficult conditions, particularly interpersonal and mental health issues.
- If workers are mostly required to work as contractors, they will need at least basic commercial skills to be able to meet their legal, taxation, insurance and other requirements.

4. New service offerings

Job demand:

- If the new service offerings (such as broader advertising content or creative programs for social inclusion) can be accessed, new jobs using culture and related industries sector skills will be available.

Skills needs:

- Critical thinking skills are needed to evaluate and predict potential for these new service offerings.
- Service offerings outside the sectors traditional domain will require specific skills on top of existing traditional occupation skills.

Priority skill needs

A changing funding environment, increasing digital change, the continued casual and contractor nature of the workforce, and emerging service offerings such as health care and disability services, will require workers in the culture and related industries sector to obtain a broader set of skills, over and above technical or performance skills. Technical skills currently acquired in training will remain important, but workers will also need the ability to adapt and change, deal with challenging people and operate commercially in the sector.

Skill	Definition
Creative and critical thinking	Ability to be creative and adaptable and to use problem solving skills in difficult situations. This includes agile thinking and active processing capabilities as well as the ability to apply up to date technologies and ideas to any problem at hand.
Communication and relationship building	Ability to build working relationships with a wide variety of stakeholders from differing backgrounds and work in teams. This includes resilience and communication techniques for identifying and working with difficult personalities.
Personal branding	Marketing and strategy skills for creative people including cultivating a personal brand, marketing yourself to consumers, employers and potential financiers and strategies for securing and maintaining funding.
Small business and contracting skills	Essential skills for operating as a freelancer or contractor in the culture and related industries sector includes contracting, intellectual property rights, insurance, other legal protections and budgeting.

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