



Information Booklet

for

smArt in Business

A course in business skills for creative people

National code 40594SA

Version 1.1

8 December 2010

1. What is Smart in Business?

A course in business skills for creative people

A ten module (core module + a choice of nine electives) training program for people involved in the arts, cultural or community sectors, particularly in regional and remote Australia, but equally applicable in metropolitan areas.

One-unit modules take one day to complete with double-unit modules taking the equivalent of two days face-to-face.

The course is nationally recognised under the Australian Qualifications Training Framework (AQTF) and has been delivered by Registered Training Organisations (RTOs) throughout Australia.

The course was originally called *Creative Volunteering: No Limits* but was renamed to *A course in business skills for creative people* (national code 40594SA) and branded as Smart in Business in 2008.

The course is nationally accredited to February 2013.

2. Reasons to purchase Smart in Business

- The annual license fee means you can deliver the course as many times as you like, to as many people as you like, wherever you like, for no additional cost
- You can recover the cost of the license fee after only one delivery
- Course materials are included in the license fee (20 resource books for each module licensed), which means the right to deliver the course is only a small portion of the overall fee
- No need to put time and effort into maintaining and developing the course. The quality of the course is managed by RAA, responsible for ensuring units are up-to-date, developing new units, maintaining learning standards and ensuring ongoing accreditation.
- National promotion through listing of RTOs and units offered on the RAA website
- The course has a proven track record having been delivered over six years in over 130 locations to 2,872 participants, with extensive evaluation showing a high level of satisfaction with the course
- High quality, comprehensive resource book and trainers' guides

3. Key selling points

- It's a short business course tailored specifically for arts, cultural and other community groups, with arts and cultural case studies and activities
- Participants can tailor the course to suit their own needs, selecting four electives out of nine, plus one core unit
- The course can be delivered in any location, from the classroom to a community hall, even under a tree

- Practical, short and affordable
- National accreditation

4. Product details

The product includes:

- a license to deliver units from the nationally accredited course Smart in Business
- supply of 20 resource books for each module licensed.

UNITS

There are 10 modules within the course:

- One core unit, Network within communities (CVNWC01B)
- Seven single elective units:
 - Carry out business planning (CVBXP02B)
 - Develop funds and resources (CVFAS03B)
 - Undertake marketing (CVMGP04B)
 - Work with collections (CVWWC05B)
 - Plan and program events (CVPPE06B)
 - Contribute to effective organisation governance (CVGOV07B)
 - Cultivate productive relationships (CVTPRF08B)
- Two double elective units:
 - Train others (CVCRT09A, TAAENV043B, TAADEL301B)
 - Manage a project (CUSADM03A)

Each module is designed to be delivered in one day with the exception of the double-unit modules which are delivered over the equivalent of two days. Participants can choose to complete the assessment or not.

The modules have been updated on a regular cycle to ensure relevance and to broaden the market appeal beyond the original target audience of volunteers.

The course is accredited through the AQTF. With the new arrangements for the SA Certificate of Education (SACE), any students undertaking a National Training Information Service (NTIS) accredited program through an RTO can have this recognised on their SACE certificate. Essentially, this means that RTOs offering SIB can accept senior secondary students or TAFE students who can have their work recognised on their SACE certificate.

MINIMUM UNIT PURCHASE

Participants can achieve a Statement of Attainment for the course if they complete the core unit and four elective units (which can consist of four single units, two double units, or a mix)

Licensee's must purchase a license for at least the core and four electives, so that participants have the option of completing the course. Licensee's can also choose to purchase additional units.

The license fee for each unit for one year is \$1,000. The minimum annual license fee is therefore \$5,000 (5 unit x \$1,000/unit).

DURATION OF LICENSE

The license agreement is for a period of two-years, with an opt-out option after one year, and a right to renew after the license period is complete.

COURSE MATERIALS

Course materials include trainers' guidelines and resource books.

- The recommended retail price for a single volume of the course materials is \$40
- The licensee receives 20 volumes of the resource books for the core unit and the first four elective units (valued at \$40/book)
- The licensee can purchase additional copies of the trainers' guides and resource books for half of the recommended retail price (ie \$20)
- Total value of the course materials included in the license fee is \$4,000
- As such, the licensee is only paying \$1,000 for the right to deliver the course (5 modules) to an unlimited number of participants for an unlimited number of workshops throughout the 12 month license period.

Quantity	Number of materials	Type of material	Recommended retail price/volume	Total retail value
3	1	Trainers guides	\$40	\$120
20	5	Resource books	\$40	\$4,000
				\$4,120

DELIVERY

The course is only offered face-to-face but is very flexible in delivery approach, aware that not all regional locations have sophisticated training facilities or even halls and meeting rooms that can be used.

5. Pricing

PRICING STRATEGY

The pricing strategy has been developed to meet the following objectives:

- To maintain the affordability of the course for small, often volunteer managed, arts, cultural and community organisations
- To enable RTOs to recover the cost of their license fee after one or two deliveries
- To ensure the course was affordable for small, not-for-profit RTOs

- To provide flexibility for RTOs to set their prices to suit their target market
- Recommended participation fee is \$100, including the resource book (although this is not capped)
- RTO could sell the course to a group or organisation (eg local council) and the purchaser takes responsibility for the numbers attending.

As such, the recommended prices for workshop participation and resource book sales and the license fee are at the lower to mid price range compared to similar products on the market.

SUMMARY OF PRICING

License fee per unit per year	\$1,000
Minimum license fee (5 units) per year	\$5,000
Recommended participation fee (including resource book)	\$100/participant/workshop
Recommended retail price for course materials	\$40/volume
Licensee's fee for course materials (half price)	\$20/volume

PROFIT

- Break even point – one delivery with 20 participants or two deliveries with 15 participants
- Profitable with 15 participants once licensing costs are covered
- See tables 1 and 2.

Table 1: RTOs profit/loss per module for one delivery

	Number of participants				
	10	15	20	25	30
1 Income (\$100 pp per module)	1,000	1,500	2,000	2,500	3,000
Expenditure					
2 License fee	750	750	750	750	750
3 Resource books	0	0	0	100	200
4 Trainer costs per day	600	600	600	600	600
5 Trainer travel and accommodation	0	0	0	0	0
6 Induction (amortised by 5 modules)	200	200	200	200	200
8 Advertising and administration	200	200	400	400	400
9 Total	1,750	1,750	1,950	2,050	2,150
10 Profit/loss	-750	-250	50	450	850

TABLE 2: RTOs profit/loss per module for two deliveries

	Number of participants				
	10	15	20	25	30
1 Income (\$100 pp per module)	1,000	1,500	2,000	2,500	3,000
Expenditure					
2 Amortisation of license fee (750/2)	375	375	375	375	375
3 Resource books	0	0	0	100	200
4 Trainer costs per day	600	600	600	600	600
5 Trainer travel and accommodation	0	0	0	0	0
6 Induction (amortised: 5 mod x 2)	100	100	100	100	100
8 Advertising and administration	200	200	200	200	200
9 Total	1,275	1,275	1,275	1,375	1,475
10 Profit/loss	-275	225	625	1,025	1,525

6. Access to information and materials

- The RAA website will be a key contact point for RTOs and general public. The RTOs that are licensed to deliver the courses, and a schedule of their workshops (and locations) will be listed on the site. The general public will be able to sort the schedule of workshops by date, location and RTO.
 - the list of licensed RTOs will be maintained by RAA
 - the schedule of workshops will be maintained by the licensee (RTO).
- Course materials will be ordered online, by email or by phone, and distributed directly from the printer. “Just in time” printing will probably constitute the bulk of printing.

7. Responsibilities

PROMOTION BY RAA

Regional Arts Australia will promote the course and RTOs licensed to deliver the course through its website.

- Hotlink from homepage directly to the course
- General information about the course for the general public, including list and summary of each unit
- Information about the course for RTOs (including downloadable promo flier and course info booklet)
- List of RTOs licensed to deliver the course
- List of scheduled workshops

- Password protected virtual office for RTOs to access information, such as marketing protocols, course updates, tips on selling the course etc

VISUAL IDENTITY

- The books and logo for Smart in Business have been developed by a graphic designer and give the course a highly professional and contemporary feel.
- All course materials and promotional materials will bear the Smart in Business and Regional Arts Australia logos, and the graphic design used on the cover of the current resource books.
- All licensees will be given a set of marketing protocols to ensure their promotional materials and online promotions adhere to the Smart in Business visual identity. Licensees will be required to submit a sample of their promotional material to RAA for approval.

ROLES

- RAA – course provider maintaining learning standards and licensing others in all elements of delivery
- RTOs – assessment, marketing (to participants, groups and organisations that might like to participate in a course, groups that could sponsor a course), management, evaluation, reporting against KPIs