

**1XXXXX**

## **Apply creative rights and budget planning for the promotion of a creative product**

<b>Kaupae   Level</b>	4
<b>Whiwhinga   Credit</b>	10
<b>Whāinga   Purpose</b>	<p>This skill standard provides ākonga/learners with the knowledge and skills to understand creative rights and apply budget planning practices relevant to the promotion of a creative product.</p> <p>It is for ākonga/learners intending to work or further their study in creative industries.</p>

**Hua o te ako me Paearu aromatawai | Learning outcomes and assessment criteria**

Hua o te ako   Learning outcomes	Paearu aromatawai   Assessment criteria
1. Present how intellectual property law, copyright law and royalties can apply to a creator and the promotion of a creative product.	a. Research and document how copyright law, intellectual property law and royalties can apply in the promotion of a creative product using credible and relevant sources.
	b. Research and document copyright licensing bodies and how they can license the promotion of a creative product.
	c. Explain ways to protect and develop a sustainable creative career pathway.
2. Produce a budget for the promotion of a creative product.	a. Develop a budget using relevant templates or tools with itemized expenses relevant to the promotion of a creative product.
	b. Research and select an appropriate pricing framework for a creative product and include in budget.
	c. Identify a contingency scenario in the promotion of a creative product and using a problem-solving process address the financial implications.
	d. Incorporate the contingency financial implications in the planned budget.
	e. Select a tracking tool or process to monitor the budget.

**Pārongo aromatawai me te taumata paearu | Assessment information and grade criteria***Assessment specifications:*

A budget for the promotion of a creative product is presented and includes:

- Budgeting templates or tools (e.g. budget spreadsheet, mobile apps)
- Promotional expenses including resources (e.g. people and equipment)
- Pricing frameworks (e.g. cost-plus pricing model, project based, hourly-rate, performance-based)
- Contingency financial implications in budget

**Ngā momo whiwhinga | Grades available**

Achieved

**Ihirangi waitohu | Indicative content**

- Legal considerations (e.g. Copyright, licensing, Intellectual Property, Fair Trading Act, Privacy Act, and business obligations).
- A sustainable career pathway (e.g. Describing the nature of work, roles and employment opportunities associated with the creative product).
- Budgeting, pricing work, tracking income and expenses.
- Creative product income including, f, pricing framework, projected royalties.
- Templates and tools for tax calendars, budgets, contracts and invoicing.
- Best practice resources (e.g. IRD guidance, industry bodies, creative sector support services).
- Problem-solving processes.

### Rauemi | Resources

- [Navigating the law | Creative New Zealand](#)
- Department of Inland Revenue [Inland Revenue - Te Tari Taake](#)
- Ministry of Business, Innovation and Employment [Home | Ministry of Business, Innovation & Employment](#)
- [Copyright Licensing New Zealand • Let's do the right thing.](#)
- [Income Tax Act 2007 No 97 \(25 July 2025\), Public Act CC 9 Royalties – New Zealand Legislation](#)
- [ASA – Advertising Standards Authority – Every ad a responsible ad](#)
- Fair Trading Act
- [Unsolicited Electronic Messages Act 2007 No 7 \(28 October 2021\), Public Act Contents – New Zealand Legislation](#)
- [Health and Safety at Work Act 2015 No 70 \(05 April 2025\), Public Act Contents – New Zealand Legislation](#)

### Pārongo Whakaū Kounga | Quality assurance information

<b>Ngā rōpū whakatau-paerewa  </b> Standard Setting Body	Toi Mai Workforce Development Council
<b>Whakaritenga Rārangi Paetae Aromatawai  </b> DASS classification	Field > Subfield > Domain
<b>Ko te tohutoro ki ngā Whakaritenga i te Whakamanatanga me te Whakaōritenga  </b> CMR	<nnnn>

<b>Hātepe   Process</b>	<b>Putanga   Version</b>	<b>Rā whakaputa   Review Date</b>	<b>Rā whakamutunga mō te aromatawai   Last date for assessment</b>
<b>Rēhitatanga   Registration</b>	1	TBC	N/A
<b>Kōrero whakakapinga   Replacement information</b>	N/A		

<b>Rā arotake  </b> Planned review date	TBC 5 years from listing
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Please contact Toi Mai at [qualifications@toimai.nz](mailto:qualifications@toimai.nz) to suggest changes to the content of this skill standard.

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