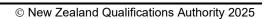
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Apply creative rights and budget planning for the promotion of a creative product

Kaupae Level	4
Whiwhinga Credit	10
Whāinga Purpose	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.
	It is for ākonga/learners intending to work or further their study in creative industries.



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

Hua o te ako Learning outcomes		Paearu aromatawai Assessment criteria	
Present how intellecture copyright law and royal creator and the promount product.	alties can apply to a	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. 	
	С	c. Explain ways to protect and develop a sustainable creative career pathway.	
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	c. Identify a contingency scenario in the promotion of a creative product and using a problemsolving process address the financial implications.	
	d	d. Incorporate the contingency financial implications in the planned budget.	
	е	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, performancebased)
- · 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
- <u>Unsolicited Electronic Messages Act 2007 No 7 (28 October 2021), Public Act Contents New</u>
 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

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

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

Skill standard

Rā arotake	TBC 5 years from listing
Planned review date	

Please contact Toi Mai at qualifications@toimai.nz to suggest changes to the content of this skill standard.

