

41271 Apply creative rights and budget planning for the promotion of a creative product

Kaupae Level	4
Whiwhinga Credit	10
Whāinga Purpose	This skill standard is for ākonga/learners intending to work or further their study in creative industries. It provides ākonga/learners with the knowledge and skills to apply intellectual property and copyright considerations, and budget planning practices to the promotion of a creative product.

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

Hua o te ako Learning outcomes	Paearu aromatawai Assessment criteria
1. Research and document relevant legislation and how it can apply to a creator and the promotion of a creative product.	a. Research and document how intellectual property law, copyright law, and royalties can apply to a creator, and 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.
2. Produce a budget for the promotion of a creative product.	a. Develop a budget using relevant templates or tools with itemised expenses relevant to the promotion of a creative product.
	b. Research and select an appropriate pricing framework for the promotion of 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 to 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:***

Research, documentation and budget must be in the context of promoting a single chosen creative product.

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 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 1986](#).
- [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 Kouna | Quality assurance information

Ngā rōpū whakatau-paerewa Standard Setting Body	Electrotechnology and Information Technology Industry Skills Board
Whakaritenga Rārangi Paetae Aromatawai DASS classification	Arts and Crafts > Creative Media > Creative Promotions
Ko te tohutoro ki ngā Whakaritenga i te Whakamanatanga me te Whakaōritenga CMR	0099

Hātepe Process	Putanga Version	Rā whakaputa Review Date	Rā whakamutunga mō te aromatawai Last date for assessment
Rēhitatanga Registration	1	26 February 2026	N/A
Kōrero whakakapinga Replacement information	N/A		
Rā arotake Planned review date	31 December 2030		

Please contact Electrotechnology and Information Technology Industry Skills Board at qualifications@etitcib.nz to suggest changes to the content of this skill standard.