

**Field**      **Arts and Crafts**

### **Registration of *Creative Promotions* skill standards**

Electrotechnology and Information Technology Industry Skills Board has registered four new skill standards for the creative industry.

**Date new versions published**

**February 2026**

**Planned review date**

**December 2030**

### **Summary**

The skill standards listed below were developed to address gaps in standards available for the creative industries, specifically in the area of creative promotion. Development of the standards began in consultation with industry and provider representatives in May 2025 and concluded in October 2025. Meetings were held from May 2025 and were attended by industry and provider representatives. The foundational skill sets and knowledge required for an individual or as part of a team to plan, develop and implement the promotion of a creative product were set.

The standards recognise the necessary skills and knowledge required to contribute to the promotion of creative products in areas such as performing arts, gaming, screen and visual arts.

The responsibility for this application has been transferred from Toi Mai Workforce Development Council to the Electrotechnology and Information Technology Industry Skills Board to reflect the VET reforms.

### **Main changes**

- Four new skill standards were developed to describe competencies valued by the industry and providers and listed in the newly registered *Creative Promotions* domain.

### **Detailed list of standards – classification, title, level, and credits**

Arts and Crafts > Creative Media > Creative Promotions

<b>ID</b>	<b>Title</b>	<b>Level</b>	<b>Credit</b>	<b>Review Category</b>
<b>41269</b>	<b>Explore the promotion of a creative product</b>	<b>4</b>	<b>5</b>	<b>NEW</b>
<b>41270</b>	<b>Produce and present a plan to promote a creative product</b>	<b>4</b>	<b>10</b>	<b>NEW</b>
<b>41271</b>	<b>Apply creative rights and budget planning for the promotion of a creative product</b>	<b>4</b>	<b>10</b>	<b>NEW</b>
<b>41272</b>	<b>Produce promotional materials for a creative product</b>	<b>4</b>	<b>25</b>	<b>NEW</b>