

Unit G380 Investigating Performing Arts Organisations

Portfolio B Commentary

Portfolio

The candidate has presented two studies and a discussion that compares them sequentially. He has split the case studies into sections with headings and sub headings. The layout makes the document easy to read and locate the key evidence. The approach taken by this candidate in presenting the case studies is to be recommended. The case studies have been helpfully bound in a soft project folder.

The candidate has used footers throughout to authenticate the work and provide page numbers. This is good practice.

The marker has usefully annotated the script throughout but used a blue highlighter to identify key evidence. This is distracting when reading through the script and underlining in pencil would have been preferred.

The presentation

The candidate presents on the stage manager from one of the organisations studied, as required. The evidence is presented in the form of a PowerPoint print out of the slides with notes. The notes form the script of the presentation and it provides a greater depth of evidence than the slides alone.

Choice of organisations

The candidate has chosen two appropriate organisations to study. The Braid is the local venue and the candidate has good opportunity to obtain primary data from this source. The Grand Opera House is the main regional venue and again provides opportunity to visit and obtain relevant information.

The candidate gives a one page introduction to the case studies in which the organisations are described in the context of other 'notable venues' in the region. This could have been developed but it is good to see.

AO1.1 The nature of the organisations

The sectors reliance upon subsidised funding and the complex mix of revenue sources, including 'creative partnerships' is explained but its contribution in drawing economic benefits to the region is also understood.

The venues contribution to the cultural life of Ballyeana and the region is understood (pages 1 and 2) and the markets (audiences) for its products (programming) adequately explained (pages 3, 5, 13). The relationship between the organisations and their communities is very well understood.

The products (programmes) take the form of lists collected under sub headings i.e. ballet, opera etc. There is some attempt to relate the programme to the market ('one 1 ballet because it does not guarantee to sell out shows) but this is underdeveloped.

Marketing (page 7) is correctly defined as 'the key to selling shows' but the candidate then just described the promotional methods. He does not understand that marketing is the interrelationship of 'product, price, place and promotion'.

Operations are mentioned (page 7 and 21) but a clear understanding of this element is not fully evidenced.

Evidence indicates that the candidate is just working within the top mark band. **8 marks**

AO1.2 Job roles and structure.

A very brief organisational chart for The Braid is provided (page 9) but none for the Grand Opera House. This is an omission. The candidate does list all the roles and does provide some reference as to their 'significance and purpose to the organisations' (pages 9 and 17/18) - "the Director of Services has to think of the most efficient and effective way to apply funds..." He does clearly understand the responsibility invested in each role but does not show how they link into an organisational structure.

In his conclusion he does explain how job roles compare between the two organisations. (page 23)

The evidence is very adequate for AO1,2,2 and begins to edge into the top mark band. **8 marks**

AO1.3 Job role in the context of the organisation

The candidate has chosen to present on the Stage manager of the Grand Opera House. He is able to name the individual who has this position and immediately (Slide 1) begins to express an understanding of the demands of this role. He is able to list and describe the main responsibilities of the job (slides 2 and 3) and is able to expand this through 2 slides which list the necessary skills required to execute this role. He has clearly a full understanding of the 'essential features'. At a later stage the candidate explained who the SM is responsible to and responsible for but this is underdeveloped.

The account cannot be described as 'perceptive' but there is 'an understanding of the post and the responsibility invested in it'.

It does creep into the upper mark band. **8 marks**

AO4.1 Discussion and comparison

This quite a strong section and the candidate does show how the two organisations serve overlapping communities in differing but complementary ways (links across the sector) . He does give his opinions, "I think they are both very effective in serving their respective communities" (page 22) and begins to support his argument.

He describes with clear understanding the way that job roles differ while they may have the same title.

He does show that he understands the part each organisation plays within the regional performing arts sector.

There are few grammatical or spelling errors and the evidence edges this candidate into the top mark band. **9 marks**

AO4.2 Significance of the job role

The candidate is able to describe in some depth the skills required to meet the responsibilities. (slides 8 and 9). He is able to state the range of salary a SM and DSM may receive and describe the working conditions (slide 4). He describes the job role he has studied as being permanent and can explain the roles and benefits of the appropriate unions and identify the professional organisation that his subject is a member of (slide 1). There are two slides on qualifications and one on job opportunities which are irrelevant to the brief for this presentation but the key tasks; to analyse the purpose and effectiveness of the job role are met. This puts the candidate firmly in the top mark band. **9 marks**