



**Australian Government**

**Department of Education, Employment and Workplace Relations**

# **SFL30110 Certificate III in Floristry**

**Revision Number: 1**

## **SFL30110 Certificate III in Floristry**

### **Modification History**

Not applicable.

### **Description**

This qualification reflects the role of individuals who possess a range of well-developed floristry design, construction and sales skills. They are skilled operators who apply a broad range of floristry technical competencies using discretion and judgement and have a sound theoretical knowledge of floristry design elements and principles and construction techniques. They may provide technical advice and support to team members. This qualification is suitable for an Australian Apprenticeship pathway.

### **Pathways Information**

Not applicable.

### **Licensing/Regulatory Information**

Not applicable.

## Entry Requirements

### Entry requirements

There are no entry requirements to this qualification.

### Application

Individuals with this qualification are able to work in many floristry industry sectors and enterprise types. The structure of this qualification recognises the diversity of business models that characterise the floristry industry. The types of enterprise to which this qualification may apply include retail floristry shops, studios and businesses who sell via the internet or phone.

Work would be undertaken in any type of environment where flower and plant materials are stored and cared for and where floristry products are designed, constructed and either sold direct to customers or via the floristry distribution network. This could include on-site assembly work at special occasions.

Florists with this qualification would design, construct and sell a diverse range of floristry products.

Possible job titles include:

- florist in any environment including a retail shop florist, studio florist or in-house florist.
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## Employability Skills Summary

### EMPLOYABILITY SKILLS QUALIFICATION SUMMARY

#### SFL30110 Certificate III in Floristry

The following table contains a summary of the employability skills required by the floristry industry for this qualification. The employability skills facets described here are broad industry requirements that may vary depending on qualification packaging options.

Employability Skill	Industry/enterprise requirements for this qualification include:
Communication	Communicating with colleagues, customers and product suppliers to plan customers' floristry designs; determining and interpreting customers' social and cultural preferences to sell proactively and persuasively to maximise profitability; empathising and negotiating acceptable solutions to customer problems and complaints; preparing clear records of floristry designs and job specifications for use during the construction phase; communicating production requirements to other staff; providing clear, accurate verbal and written information to customers and suppliers to ensure a positive experience with the floristry business.
Problem-solving	Anticipating problems that may arise with customers' floral design requests; mitigating problems by planning and testing designs that adhere to customer requests and minimise negative environmental impacts; resolving problems through adapting designs and negotiating changes with customer; identifying and resolving

**EMPLOYABILITY SKILLS QUALIFICATION SUMMARY**

	production problems, taking responsibility for or requesting assistance from team members and suppliers in solving construction issues.
Initiative and enterprise	Showing the independence, initiative and creativity required to design and construct floristry products; adapting to emerging design and construction problems by initiating and implementing creative and immediate responses to ensure customer and production requirements are met; identifying and discussing a range of floristry product and service concepts to improve profitability and product and service options for the floristry business.
Teamwork	Working as a team member to deliver the quality service goals of the floristry business; taking responsibility for own work in designing and constructing floristry products; working collaboratively as a team member by providing feedback and assistance to other florists to resolve design and construction problems; providing guidance and instruction to assistant or trainee florists; showing social and cultural sensitivity to team members.
Planning and organising	Collecting, analysing and organising customer and product information to quote on, sell and design profitable floristry products; determining deadlines for the quotation, design and production of floristry products and organising own daily work activities to achieve these; designing floristry products and producing full job specifications to ensure the planned design is realised; planning the construction of floristry products to achieve production deadlines.
Self-management	Complying with the legal requirements that apply to own role in servicing the floristry customer; taking responsibility for own job role in floristry sales, design and construction activities; prioritising day to day activities so that quotes, designs and floristry products are constructed in a logical sequence and timely manner; evaluating own floristry designs and constructed products; actively seeking feedback on work from colleagues, customers and managers.
Learning	Knowing the structure of networks within, and sources of new information on, the floristry industry to enable sourcing of ongoing learning opportunities; knowing own knowledge and design and construction skill strengths and weaknesses, and taking responsibility for own professional development; proactively seeking and sharing information with colleagues on new flowers and plant materials, floristry products, new services and suppliers.
Technology	Understanding the operating capability of and selecting and using computer systems and software that assist in quoting, selling and

**EMPLOYABILITY SKILLS QUALIFICATION SUMMARY**

	designing floristry products; correctly selecting, safely using and maintaining tools and equipment to construct floristry products; seeking alternative technology to meet special construction needs.
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**Packaging Rules****Packaging Rules****Qualification rules**

To achieve the SFL30110 Certificate III in Floristry, 21 units must be completed:

- 16 core units
- 5 electives:
  - a minimum of 3 elective units must be selected from the elective units listed below
- the remaining units may be selected from this or another endorsed Training Package or accredited course.

In all cases, selection of electives must be guided by the job outcome sought, local industry requirements and the characteristics of this qualification (as per the AQF descriptors).

**Core units**

BSBDES402A	Interpret and respond to a design brief
CUVCOR07B	Use drawing techniques to represent the object or idea
SFLDEC302A	Design floristry products
SFLDEC303A	Maintain floristry tools and equipment
SFLDEC304A	Construct hand tied floristry products
SFLDEC305A	Construct wired floristry products
SFLDEC306A	Construct floristry products with a base medium
SFLSOP201A	Source information on floristry products and services
SFLSOP202A	Recognise flower and plant materials
SFLSOP203A	Receive and store floristry stock
SFLSOP204A	Prepare and care for floristry stock
SFLSOP306A	Provide quality service to floristry customers
SFLSOP307A	Sell floristry products

**Core units**

SFLSOP308A	Prepare quotations for floristry products
SIRXIND001A	Work effectively in a retail environment
SIRXOHS001A	Apply safe working practices

**Elective units****Assessment and Training**

TAEDEL301A	Provide work skill instruction
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**Client and Customer Service**

SIRXCCS001A	Apply point-of-sale handling procedures
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**Computer Operations and ICT Management**

SIRXICT001A	Operate retail technology
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**Design**

BSBDES202A	Evaluate the nature of design in a specific industry context
BSBDES301A	Explore the use of colour

**E-Business**

BSBEBU401A	Review and maintain a website
SIRXEBS001A	Acquire and retain online customers

**Finances**

BSBFIA301A	Maintain financial records
SIRXFIN001A	Balance point-of-sale terminal

**First Aid**

HLTFA301B	Apply first aid
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**Floristry Sales and Operations**

SFLSOP205A	Display and merchandise floristry products
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**Food Safety**

**Elective units**

SIRRFSA001A                      Apply retail food safety practices

**Horticulture**

RTF2008A                        Maintain indoor plants

RTF2024A                        Tend nursery plants

RTF3020A                        Install and maintain interior plant displays

**Information Technology**

BSBITU305A                      Conduct online transactions

**Merchandising**

SIRXMER005A                    Create a display

**Purchasing**

BSBPUR301B                      Purchase goods and services

**Quality and Innovation**

SIRXQUA001A                    Develop innovative ideas at work

**Risk Management and Security**

SIRXRSK001A                    Minimise theft

**Sustainability**

BSBSUS201A                      Participate in environmentally sustainable workplace practices

**Visual Arts**

CUVCRS03B                        Produce computer aided drawings

**Work in Industry**

BSBWOR202A                      Organise and complete daily work activities