



Australian Government

SFL50115 Diploma of Floristry Design

Release 1

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Modification History

Not applicable.

Qualification Description

This qualification reflects the role of highly skilled senior floral designers who use a range of specialist technical, creative and conceptual floristry skills to design, construct and sell a diverse range of complex, small to large or themed products. These individuals have substantial depth of knowledge of floristry construction techniques and design elements and principles. With considerable experience across product categories they have a strategic design and product planning focus as part of their job role.

They work with significant autonomy, are accountable for personal outputs and, usually, those of a team. Some senior floral designers take a lead role in coordinating the day-to-day operational and business planning activities of floristry businesses.

This qualification provides a pathway to work as a senior floral designer in a diversity of floristry industry business types including retail floristry shops, studios and those that specialise in corporate or special events. Floral designers may also be individual freelance contractors.

No occupational licensing, certification or specific legislative requirements apply to this qualification at the time of publication.

Entry Requirements

Entry to this qualification is open to individuals who have:

- achieved a Certificate III in Floristry; AND
- demonstrated industry experience in the application of the skills and knowledge of the core units of the Certificate IV in Floristry. This applied experience may be demonstrated either by:
 - providing a portfolio of evidence outlining how the skills and knowledge gained in the core units of the Certificate IV in Floristry have been applied in an industry context;
 - OR
 - 3 years post qualification industry experience.

Packaging Rules

12 units must be completed:

- 6 core units
- 6 elective units, consisting of:
 - 3 units from the list below
 - 3 units from the list below, elsewhere in SFL Floristry Training Package, or any other current Training Package or accredited course.

The selection of electives must be guided by the job outcome sought, local industry requirements and the complexity of skills appropriate to the AQF level of this qualification.

Core units

SFLDEC004	Design and produce innovative floristry products
SFLDEC011	Style and manage floristry for events
SFLDEC013	Plan floristry designs with clients
SFLDEC014	Research theories of creativity
SFLDEC015	Research global floristry trends
SFLSOP011	Develop a floristry product range

Elective units

Administration

BSBFIA301	Maintain financial records
BSBPUR402	Negotiate contracts
CUVPRP303A	Select and prepare creative work for exhibition
SFLSOP012	Maintain and order floristry stock

Design

AHCPGD401A	Design plant displays
BSBCRT501	Originate and develop concepts
BSBDES501	Implement design solutions
CUVACD301A	Produce drawings to communicate ideas
CUVACD302A	Produce computer-aided drawings
CUVACD401A	Integrate colour theory and design processes

CUVDIG301A Produce digital images

E-Business

BSBEBU401 Review and maintain a website

BSBEBU501 Investigate and design e-business solutions

BSBEBU502 Implement e-business solutions

SIRXEBS001A Acquire and retain online customers

SIRXEBS004A Select an e-business model

SIRXICT404 Adopt mobile commerce applications to improve sales and service

Horticulture

AHCNSY303A Install and maintain plant displays

Management

SFLMGT001 Coordinate floristry work teams

SIRXCCS509 Manage business customers

SITXHRM402 Lead and manage people

Marketing

BSBCMM401 Make a presentation

SIRXMPR008A Implement advertising and promotional activities

Quality and Innovation

SIRXQUA002A Lead a team to foster innovation

SIRXQUA003A Create an innovative work environment

SIRXQUA004A Set up systems that support innovation

Small Business Management

BSBSMB401 Establish legal and risk management requirements of small business

BSBSMB402 Plan small business finances

BSBSMB403 Market the small business

BSBSMB404 Undertake small business planning

BSBSMB405 Monitor and manage small business operations

BSBSMB406 Manage small business finances

BSBSMB407 Manage a small team

Sustainability

BSBSUS501 Develop workplace policy and procedures for sustainability

Training and Education

TAEDEL301A Provide work skill instruction

TAEDEL404A Mentor in the workplace

Work Health and Safety

SFLWHS002 Provide a safe work environment

Qualification Mapping Information

SFL50110 Diploma of Floristry Design

Links

Companion Volume Implementation Guide: - <http://www.serviceskills.com.au/resources>