



**Australian Government**

# **SFLDEC010 Coordinate floristry products for special occasions**

**Release: 1**

# SFLDEC010 Coordinate floristry products for special occasions

## Modification History

Not applicable.

## Application

This unit describes the performance outcomes, skills and knowledge required to plan the provision of floristry products and services for special occasions including small, large or themed weddings, parties, religious celebrations and funerals. It requires the ability to identify customer operational needs and style preferences, prepare and confirm proposals, prepare and implement operational plans and manage the staging of floral displays at the venue.

This unit applies to all floristry industry businesses including retail floristry shops and studio floristry businesses. It applies to senior florists and floral designers who work independently, have considerable experience across product categories and are responsible for making a range of operational and team decisions.

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

## Pre-requisite Unit

Nil

## Competency Field

Design and Construction

## Unit Sector

Floristry

## Elements and Performance Criteria

### ELEMENTS

Elements describe the essential outcomes.

1. Identify scope of special occasion.
2. Prepare and present proposal.

### PERFORMANCE CRITERIA

Performance criteria describe the performance needed to demonstrate achievement of the element.

- 1.1. Discuss and clarify, with customer, purpose of special occasion and design preferences for theme and style.
- 1.2. Liaise with customer to determine budget and key venue and operational issues for special occasion.
- 2.1. Develop options and ideas for special occasion

- theme and style and incorporate creative elements.
- 2.2. Verify operational practicality of floristry concept through consultation with colleagues, venue staff, and other special occasion service providers.
- 2.3. Consider options to reduce negative environmental impacts of production and staging.
- 2.4. Present creative and descriptive proposal including accurate information on range and style of floristry products.
- 2.5. Negotiate final cost and details and obtain customer approval to proceed with specific designs.
- 3. Prepare and implement operational plan for special occasion products and services
  - 3.1. Prepare operational plan identifying purchasing budget and logistics for production and delivery of products and services.
  - 3.2. Incorporate risk management issues into plan.
  - 3.3. Review, verify and finalise details with customer.
  - 3.4. Provide accurate information on operational plan to floristry team to ensure timely and effective planning and implementation.
  - 3.5. Implement, monitor and adjust operational plan throughout production and delivery of products and services.
- 4. Coordinate staging of floral displays at special occasion.
  - 4.1. Coordinate delivery or transport arrangements.
  - 4.2. Monitor loading and unloading of all floristry products.
  - 4.3. Coordinate on-site assembly and display of floristry products according to job specifications and operational plan.
  - 4.4. Discuss product displays with customer and venue staff and adjust as required.
  - 4.5. Monitor and maintain floristry products to ensure optimum appearance throughout life of special occasion.
- 5. Dismantle floral products.
  - 5.1. Coordinate transport arrangements.
  - 5.2. Coordinate removal and disposal of floristry products and ensure minimal environmental impacts.
  - 5.3. Obtain post-occasion feedback to evaluate satisfaction and use to enhance future service provision.

## Foundation Skills

Foundation skills essential to performance in this unit, but not explicit in the performance criteria are listed below:

Skill	Description
Reading skills to:	<ul style="list-style-type: none"><li>interpret unfamiliar venue information.</li></ul>
Oral communication skills to:	<ul style="list-style-type: none"><li>ask open and closed probe questions and actively listen to customers about desired product theme and style.</li></ul>
Numeracy skills to:	<ul style="list-style-type: none"><li>calculate dimensions of display areas and appropriate size of floristry products to suit</li><li>calculate timeframes for production and staging of special occasion products and services.</li></ul>
Planning and organising skills to:	<ul style="list-style-type: none"><li>produce and use cohesive operational plans to guide production and staging activities for self and others</li><li>efficiently manage operational logistics for delivery of special occasion products and services for self and others.</li></ul>
Technology skills to:	<ul style="list-style-type: none"><li>use computers and software programs to develop and document proposals and operational plans.</li></ul>

## Unit Mapping Information

SFLDEC409A Coordinate floristry products for a special occasion

## Links

Companion Volume implementation guides are found in VETNet -

<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=1fbe7a66-4c60-4b1c-8616-a3e693d9d8b9>