



**Australian Government**

# **Assessment Requirements for SFLDEC013 Plan floristry designs with clients**

**Release: 1**

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## Modification History

Not applicable.

## Performance Evidence

Evidence of the ability to complete tasks outlined in elements and performance criteria of this unit in the context of the job role, and:

- work proactively with clients to develop and refine designs for floristry products of two types to be chosen from the following list:
  - large scale corporate displays
  - themed displays for an event or festival
  - themed displays for a wedding
  - floral displays for exhibitions
  - corporate supply contract (which could be provision of corporate weekly flowers or third party supply contract to an organisation which on-sells, e.g. a hotel banqueting department).

## Knowledge Evidence

Demonstrated knowledge required to complete the tasks outlined in elements and performance criteria of this unit:

- typical role boundaries of florists in developing and refining client design requirements
- principles of positive communication and negotiation
- open and closed questioning techniques used to elicit information and feedback
- communication methods which convey information clearly and concisely
- format, inclusions and terminology of typical written design briefs presented to florists
- a range of formats for, inclusions and uses of descriptive concept proposals for floristry designs
- methods of sketching or digitally representing floral designs
- key features of floristry products, themes and styles for:
  - corporate displays
  - themed displays for events and festivals
  - themed displays for weddings
  - floral displays for exhibitions.

## Assessment Conditions

Skills must be demonstrated in a floristry industry sales and design environment. This can be:

- an industry workplace
- a simulated industry environment operated within a training organisation.

Assessment must ensure use of:

- computers and general software programs to document concept proposals
- sketching materials and tools
- cameras, which can include phone cameras
- client briefs on which to work, including product and style preferences, budgets and operational constraints for display of floristry products
- clients with whom the individual can interact to discuss initial and evolving designs; these can be:
  - clients in an industry workplace or
  - people who participate in project activities, role plays or simulated activities, set up for the purpose of assessment, within a training organisation
- assessment activities that allow the individual to work with commercial speed, timing and productivity to present designs within nominated deadlines.

Assessors must satisfy the Standards for Registered Training Organisation's requirements for assessors, and:

- hold a qualification or Statement of Attainment in Floristry which covers the skills and knowledge requirements in this unit of competency or equivalent; and
- have worked as a florist in the industry for at least three years where they have applied the skills and knowledge covered in this unit of competency or equivalent.

## Links

Companion Volume implementation guides are found in VETNet -

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