Assessment Requirements for SFLSOP001
Source information on floristry products and services

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:

- access and interpret information about the structure and operation of the floristry industry from these sources:
  - an industry association
  - a trade magazine
  - a relay organisation
- obtain plain English information about laws specifically relevant to the floristry industry from:
  - local liquor licensing regulator
  - local food safety regulator
- use this range of methods to obtain information on products and services frequently sold by the floristry industry:
  - personal on-site observation of retail and online florists
  - accessing and reading promotional information including product brochures
  - reading trade magazines
  - sourcing information from growers
- use the Internet to research and obtain information on this range of suppliers of floristry materials:
  - major flower and plant material growers and wholesalers located:
    - locally
    - regionally
    - intra state
    - interstate
    - overseas
  - major local wholesale suppliers of:
    - foodstuffs and alcohol
    - horticultural items
    - novelties and toys
    - presentation materials
    - wrapping and packaging materials.
Knowledge Evidence

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

- sources of information on:
  - structure and operation of the floristry industry
  - products and services sold by the floristry industry
  - floristry industry suppliers
- structure of the floristry industry and for a range of business types:
  - key operational characteristics
  - business to business relationships
- primary functions of these types of organisations; especially those with which the organisation has a relationship:
  - distribution organisations
  - growers
  - industry associations
  - relay services
  - supply organisations
- basic aspects of local state or territory and commonwealth laws specifically relevant to the floristry industry:
  - environmental protection:
    - requirements that must be met by floristry businesses when sourcing and selling imported or rare, endangered, protected or quarantined plants
    - enforcement role of Australian Quarantine and Inspection Service (AQIS) and state or territory national parks and wildlife services
  - responsible service of alcohol provisions of liquor licensing law:
    - requirements that must be met when selling alcohol as part of gift hampers
  - food safety:
    - requirements that must be met when handling and selling food items as part of gift hampers
- major categories of floristry products and services sold by the industry and their key features:
  - ancillary merchandise
  - cash and carry arrangements
  - corporate products and services
  - custom-made products
  - design consultancy
  - event products and services
  - display or stock items
  - horticulture products
  - relay organisation
  - special occasion products and services
  - transportation and delivery
- methods and formats used to record and store information:
• self-produced information sheets
• portfolios
• electronic or hard copy files.

Assessment Conditions

Assessment must ensure use of:
• computers and the Internet to source information
• either electronic or hard copies of:
  • trade magazines
  • grower and other supplier brochures and information sheets
• current plain English regulatory documents distributed by government regulators for:
  • environmental protection law
  • responsible service of alcohol provisions of liquor licensing law
  • food safety.

Assessors must satisfy the Standards for Registered Training Organisation’s requirements for assessors, and:
• hold a qualification or Statement of Attainment in Floristry which includes this unit of competency or equivalent; and
• have worked as a florist in the industry for at least three years where they have applied this unit of competency or equivalent.

Links