



Australian Government

Department of Education, Employment and Workplace Relations

SFL40110 Certificate IV in Floristry

Revision Number: 1

SFL40110 Certificate IV in Floristry

Modification History

Not applicable.

Description

This qualification reflects the role of individuals who possess a broad range of highly developed floristry design, construction and sales skills. They have a substantial depth of theoretical knowledge of floristry design elements and principles and construction techniques. They also have supervisory responsibilities within a small floristry business and have the competencies to plan, carry out and evaluate the work of team members.

The qualification is suitable for an Australian apprenticeship pathway.

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 and supervisory work at special occasions or events.

Senior florists with this qualification would operate autonomously, be multi-skilled and would design, construct and sell a diverse range of floristry products while taking a lead role in coordinating the day-to-day operational and business activities of the organisation.

Possible job titles include:

- senior florist
- senior florist and retail shop manager
- senior florist and studio manager
- florist and owner operator of a small retail floristry business
-

Pathways Information

Not applicable.

Licensing/Regulatory Information

Not applicable.

Entry Requirements

Entry Requirements

This qualification is designed for senior florists with substantial experience that have been recognised as competent through a recognised training program or recognition process against the following units of competency:

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

Employability Skills Summary

EMPLOYABILITY SKILLS QUALIFICATION SUMMARY

SFL40110 Certificate IV 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	Negotiating and liaising with team member florists, supervisors, other managers and product suppliers to operate a profitable floristry business; providing briefings and communicating operational requirements to staff members; completing detailed reports on stock related issues; 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.
Problem-solving	Anticipating business management, staffing, stock control and floristry production problems; mitigating problems by developing detailed operational plans which nominate risk management strategies and minimal impact practices; responding effectively to a wide range of operational issues requiring immediate resolution; collaborating with staff to develop practical solutions; monitoring and evaluating the effectiveness of solutions.
Initiative and enterprise	Using initiative and creativity to design and construct complex and innovative floristry products which minimise negative environmental impacts; adapting to emerging design and construction problems by initiating and implementing creative and immediate responses; encouraging team members to produce innovative and profitable designs.
Teamwork	Motivating and leading diverse creative and technical team members; planning work operations to take account of team member strengths in the sale, design and construction of floristry products; mentoring and supporting team members to deliver the quality service goals of the floristry business; taking responsibility for own work and the work of others to achieve deadlines for quoting on, designing and constructing floristry products; coordinating work teams for the production of a range of floristry products designed for special occasions; showing social and cultural sensitivity to team members.
Planning and organising	Planning and organising correct stock and staffing levels to meet current consumer needs and to meet general production

EMPLOYABILITY SKILLS QUALIFICATION SUMMARY

	requirements and those for special occasions; developing detailed production plans and job specifications for the realisation of complex floristry products; organising own daily work activities and those of others to achieve deadlines for the quotation, design, production and display of floristry products.
Self-management	Taking full responsibility for own job role in floristry business and operational management activities; prioritising own day to day activities so that the floristry business operates efficiently and profitably; actively evaluating own business management performance, seeking and acting on guidance.
Learning	Proactively maintaining and updating knowledge of floristry industry product trends and business practices; actively seeking floristry industry and business professional development opportunities and taking responsibility for participating; accepting opportunities to learn new trends in design, production and distribution of floristry products; supporting team members to learn.
Technology	Identifying the need for updated technologies which support quoting, selling, designing and constructing floristry products; assessing, selecting and implementing new technologies; sourcing technology to meet special construction and display needs; providing skill development to use new technologies, safely using and maintaining computer systems and software that assist in sales, quotations and business management activities.

Packaging Rules

Packaging Rules

Qualification rules

To achieve the SFL40110 Certificate IV in Floristry, 15 units must be completed:

- 5 core units
- 10 elective units:
 - a minimum of 7 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, these must be units which are first packaged at AQF level 3,4 or 5..

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

SFLDEC407A

Design complex floristry products

Core units

SFLDEC408A	Construct complex floristry products
SFLDEC409A	Coordinate floristry products for a special occasion
SIRXINV002A	Maintain and order stock
SIRXOHS003A	Provide a safe working environment

Elective units**Assessment and Training**

TAEASS401A	Plan assessment activities and processes
TAEASS402A	Assess competence
TAEASS403A	Participate in assessment validation
TAEDEL301A	Provide work skill instruction

Computer Operations and ICT Management

SIRXICT004A	Adopt mobile commerce applications to improve sales and service
-------------	---

E-Business

BSBEBU401A	Review and maintain a website
BSBEBU501A	Investigate and design e-business solutions
BSBEBU502A	Implement e-business solutions
BSBITU305A	Conduct online transactions
SIRXEBS001A	Acquire and retain online customers
SIRXEBS004A	Select an e-business model

Finance

BSBFIA301A	Maintain financial records
------------	----------------------------

Human Resources

SIRXHRM001A	Administer human resources policy
SIRXHRM002A	Recruit and select personnel

Core units**Management**

SIRXMGT001A	Coordinate work teams
SIRXMGT003A	Lead and manage people
SITXMGT006A	Establish and conduct business relationships

Marketing and Public Relations

SIRXMPR001A	Profile a retail market
-------------	-------------------------

Occupational Health and Safety

SIRXOHS002A	Maintain store safety
-------------	-----------------------

Quality

SIRXQUA002A	Lead a team to foster innovation
SIRXQUA003A	Create an innovative work environment
SIRXQUA004A	Set up systems that support innovation

Risk Management and Security

SIRXRSK001A	Minimise theft
-------------	----------------

Small Business

BSBSMB401A	Establish legal and risk management requirements of small business
BSBSMB402A	Plan small business finances
BSBSMB403A	Market the small business
BSBSMB404A	Undertake small business planning
BSBSMB405A	Monitor and manage small business operations
BSBSMB406A	Manage small business finances
BSBSMB407A	Manage a small team

Sustainability

Core units

BSBSUS301A	Implement and monitor environmentally sustainable workplace practices
BSBSUS501A	Develop workplace policy and procedures for sustainability

Visual Arts

CUVCOR08A	Produce drawings to represent and communicate the concept
CUVCRS03B	Produce computer aided drawings
CUVVSP12B	Produce digital images