



Australian Government

Department of Education, Employment and Workplace Relations

SFLDEC409A Coordinate floristry products for a special occasion

Revision Number: 1

SFLDEC409A Coordinate floristry products for a special occasion

Modification History

Not applicable.

Unit Descriptor

Unit descriptor	<p>This unit describes the performance outcomes, skills and knowledge required to plan the provision of floristry products and services for special occasions. It requires the ability to prepare an overall concept plan, prepare and implement an operational plan to meet requirements and to manage the provision of services at the venue.</p> <p>No licensing, legislative, regulatory or certification requirements apply to this unit at the time of endorsement.</p>
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Application of the Unit

Application of the unit	<p>This unit applies to the coordination of floristry products for any type of special occasion including weddings, parties, religious celebrations and even funerals. It applies to a range of industry sectors; the floristry business could be a retailer or a studio business.</p> <p>This unit applies to senior floristry industry personnel with considerable experience across product categories. They operate autonomously and have an operational management focus as part of their job role.</p> <p>This can include senior retail florists, studio florists and owner-operators of small floristry businesses.</p>
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Licensing/Regulatory Information

Not applicable.

Pre-Requisites

Prerequisite units	Nil	

Employability Skills Information

Employability skills	This unit contains Employability Skills.
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Elements and Performance Criteria Pre-Content

Elements describe the essential outcomes of a unit of competency.	Performance criteria describe the performance needed to demonstrate achievement of the element. Where bold italicised text is used, further information is detailed in the required skills and knowledge section and the range statement. Assessment of performance is to be consistent with the evidence guide.
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Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
1. Identify scope of the special occasion.	1.1. Discuss and clarify the <i>key design requirements</i> of the <i>special occasion</i> with the client. 1.2. Identify and define <i>key operational requirements</i> for the special occasion including the venue for <i>staging the special occasion</i> .
2. Prepare and present an overall concept plan for the special occasion.	2.1. Incorporate <i>creative elements</i> into the floristry concept and theme. 2.2. Verify the operational practicality of the floristry concept through consultation with <i>relevant personnel</i> . 2.3. Consider negative environmental impacts and minimal impact practices to reduce these. 2.4. Provide accurate and complete information on the range and style of floristry products and obtain approval to proceed with specific designs.
3. Prepare and implement an operational plan for the provision of special occasion products and services.	3.1. Prepare an <i>operational plan</i> for the provision of floristry products and <i>ancillary services</i> , identifying steps, activities and sequence. 3.2. Incorporate appropriate <i>risk management issues</i> into the plan. 3.3. Review, verify and finalise details with the client. 3.4. Provide accurate and complete information on operational plans to all relevant personnel to ensure timely and effective planning and implementation. 3.5. Implement and monitor the operational plan for the special occasion, making adjustments as required.
4. Co-ordinate the floral staging of the special occasion.	4.1. Coordinate <i>delivery or transport</i> arrangements. 4.2. Monitor loading and unloading of all floristry products. 4.3. Coordinate the construction and installation of all floristry products according to job specifications and operational plan. 4.4. Discuss the installation and placement of products with client and venue staff members and make adjustments as required. 4.5. Monitor the maintenance of all floristry products to ensure optimum appearance and minimal environmental impacts throughout the life of the special occasion.
5. Dismantle floral	5.1. Coordinate transport arrangements.

ELEMENT	PERFORMANCE CRITERIA
products.	5.2. Coordinate the removal and disposal of floristry products and ensure minimal environmental impacts. 5.3. Obtain feedback after the occasion to evaluate client satisfaction.

Required Skills and Knowledge

REQUIRED SKILLS AND KNOWLEDGE

This section describes the skills and knowledge required for this unit.

Required skills

- creative thinking skills to develop ideas and explore a range of possible product concepts
- planning and organisational skills to develop cohesive operational plans and procedures for coordinating floristry product provision for special occasions
- communication skills including active listening and open and closed questioning to consult and liaise on floristry requirements with customers and other stakeholders
- literacy skills to interpret unfamiliar and detailed venue information and to evaluate any written feedback
- writing skills to develop complex operational plans
- numeracy skills to interpret budgetary constraints, and to calculate the size and number of floristry products and components required for special occasions.

Required knowledge

- formats and features of different types of special occasions
- the roles and responsibilities of different family members, officials and venue personnel for an extensive range of special occasions
- floristry product options and styles for different types of special occasions, different types of customers and varying numbers of floral displays
- the intricate characteristics and interrelationships of the elements and principles of design, and their use in various floral products and displays for special occasions and venues
- The elements of design include:
 - texture
 - form
 - colour
 - space
 - line
- The principles of design include:
 - harmony
 - rhythm
 - balance
 - dominance
 - scale
 - proportion
 - contrast
- operational constraints for floral styling within different styles of venue or site such

REQUIRED SKILLS AND KNOWLEDGE

- as on-site construction, maintenance and disposal of floristry products
- operational constraints for the display of floristry products in different climatic conditions
- space and equipment requirements for different styles and varying numbers of floristry products
- staffing requirements to service particular types of special occasions
- a range of formats for and inclusions of operational plans produced to design and stage the floral components of special occasions
- a range of formats for and inclusions of running sheets for the staging of special occasions
- risk management issues to be considered for the floral design and staging of special occasions
- the environmental impacts of constructing and maintaining floral displays at venues and minimal impact practices to reduce these especially those that relate to resource, water and energy use and to the use of floristry raw materials
- correct and environmentally sound disposal methods for all types of waste and in particular for hazardous substances, spoiled and diseased flower and plant materials and those that have a propensity to propagate weeds.

Evidence Guide

EVIDENCE GUIDE

The Evidence Guide provides advice on assessment and must be read in conjunction with the performance criteria, required skills and knowledge, range statement and the Assessment Guidelines for the Training Package.

Overview of assessment

Critical aspects for assessment and evidence required to demonstrate competency in this unit

Evidence of the following is essential:

- ability to plan floral styling that reflects customer requirements and operational practicality
- knowledge of the elements and principles of design, their interrelationships and application to various floristry options to be considered for different special occasion styles and venues
- knowledge of issues and challenges associated with the coordination of special occasions
- ability to style multiple and diverse floristry products for special occasions in response to different customer briefs. To ensure consistency of performance and ability to respond to different requirements, this must occur over a period of time and cover the provision of floristry products of differing complexities e.g. large, themed occasions.
- development of floristry styling designs that meet the requirements of multiple venue environments to ensure that skills can be adapted to different display contexts
- project or work activities conducted over a sufficient period so that the special occasion requirements can be planned; however, this must be achieved within commercial time constraints and deadlines determined by the customer or the organisation.
- presence of commercial time pressures related to the on-site management of a special occasion.

Context of and specific resources for assessment

Assessment must ensure:

- access to comprehensive and sufficient information about special occasions to allow the candidate to fully develop overall design concepts and operational plans to meet the special occasion requirements
- access to a fully equipped office environment using appropriate computers, software and information programs and publications to facilitate the processes involved in developing and documenting design

EVIDENCE GUIDE	
	<p>concepts and operational plans</p> <ul style="list-style-type: none"> • access to special occasions and venues on which the candidate can work • interaction with others to reflect the communication aspects of the unit • access to and interaction with venue coordinators to reflect the on-site management aspects of the unit.
Method of assessment	<p>A range of assessment methods should be used to assess practical skills and knowledge. The following examples are appropriate for this unit:</p> <ul style="list-style-type: none"> • direct observation of the candidate completing tasks during set-up, operation and break-down of the special occasion • evaluation of the floral styling on-site at the venue where floral styling is managed by the candidate • review of operational plans prepared by the candidate for the special occasion • case studies to assess ability to develop styling concepts and plans for different types of special occasion • evaluation of reports prepared by the candidate detailing the planning processes undertaken for special occasions and highlighting particular challenges and issues • written and oral questioning or interview to test knowledge of matters such as formats and features of different types of special occasions, floristry product options and styles for different types of special occasions, varying operational constraints, risk management issues and minimal impact practices • review of portfolios of evidence and third-party workplace reports of on-the-job performance by the candidate. <p>Holistic assessment with other units relevant to the industry sector, workplace and job role is recommended, for example:</p> <ul style="list-style-type: none"> • BSBDES402A Interpret and respond to a design brief • CUVCOR08A Produce drawings to represent and communicate the concept • SFLDEC408A Construct complex floristry products • SFLSOP308A Prepare quotations for floristry products.

Range Statement

RANGE STATEMENT

The range statement relates to the unit of competency as a whole. It allows for different work environments and situations that may affect performance. Bold italicised wording, if used in the performance criteria, is detailed below. Essential operating conditions that may be present with training and assessment (depending on the work situation, needs of the candidate, accessibility of the item, and local industry and regional contexts) may also be included.

<p><i>Key design requirements</i> may include</p>	<ul style="list-style-type: none"> • type of special occasion • theme or style of the occasion • style and colour of attire to be worn by official party • role of various guests and family members • customer preferences • cultural protocols • customer budget • variety, size and number of the various floristry products to be produced.
<p><i>Key operational requirements</i> may include:</p>	<ul style="list-style-type: none"> • date and time • duration • location of venue and transportation requirements • nature and parameters of the special occasion venue: <ul style="list-style-type: none"> • type (internal or external) • dimensions of various display areas • dimensions of delivery access and storage areas • access to installation and maintenance facilities • consideration of negative environmental impacts and minimal impact practices for the venue • off and on-site staff requirements • liaison with others involved in delivering the special occasion.
<p><i>Special occasion</i> may include:</p>	<ul style="list-style-type: none"> • themed special occasions • large or small special occasions including: <ul style="list-style-type: none"> • weddings • parties e.g. birthdays and engagements • religious celebrations e.g. communions, bar

RANGE STATEMENT	
	<p>mitzvahs</p> <ul style="list-style-type: none"> • funerals.
<i>Creative elements</i> may include:	<ul style="list-style-type: none"> • innovative presentation of floristry products • floristry products with interesting links to other special occasion aspects • unusual combinations of floristry components • theme of any special occasion • customer preferences for certain types of flower and plant materials or colours • spatial requirements for the floral displays including: <ul style="list-style-type: none"> • size, floor space • shape • contours • views and orientation • natural features of outside the venue • innovative options to address particular operational limitations.
<i>Relevant personnel</i> may include:	<ul style="list-style-type: none"> • manager • other senior florists • floral designer • studio designer • owner-operator of a small floristry business • other florists involved in the team • venue staff and management • suppliers and contractors • caterers • security contractors • funeral directors and operators of cemeteries and crematoria • religious officials and celebrants • facilitators • entertainers.
<i>Operational plan</i> may include details of:	<ul style="list-style-type: none"> • costing of all floristry products to be provided • purchasing of floral and ancillary components • construction timelines and staffing requirements • logistics and transport details • on-site management and maintenance • size and availability of on-site assembly

RANGE STATEMENT	
	<p>storage and maintenance areas</p> <ul style="list-style-type: none"> • conflicting activities in on-site assembly, storage and presentation areas • on-site staffing and roles and responsibilities • on-site resources, e.g. venue, commodities, equipment, machinery, vehicles and staff • minimal impact practices for the construction, maintenance and disposal of floral displays • security arrangements • storage of floral components or displays, maintenance materials and equipment • risk management issues.
<i>Ancillary services</i> may relate to:	<ul style="list-style-type: none"> • providing ancillary items and merchandise including: <ul style="list-style-type: none"> • chocolates, fruit, nuts, alcohol • hampers • gift items of any type • novelties such as balloons and toys • flower preservatives and conditioning agents • providing presentation materials including: <ul style="list-style-type: none"> • gift cards and message items • corporate advertising of the business • materials provided by the customer • on-site installation and disposal of floral displays • on-site maintenance of all floral displays throughout the life of the special occasion.
<i>Risk management issues</i> may relate to:	<ul style="list-style-type: none"> • a requirement for public liability or other types of insurance coverage • product price fluctuations • fluctuations in exchange rates • product, tax and levy costs not clearly defined by the supplier • product provision, deposit, payment and cancellation terms and conditions not clearly defined by the supplier • seasonal non-availability of the product • potential non-delivery of the product from unknown supplier • potential non-payment by customers of

RANGE STATEMENT	
	<p>deposits, ongoing payments or cancellation fees</p> <ul style="list-style-type: none"> • short life cycle and problems with maintaining quality during storage, production and display at the venue • lack of experience with flowers and plant materials • size and availability of on-site assembly storage and maintenance areas • conflicting activities in on-site assembly, storage and presentation areas • venue access and impacts on assembling the floristry products to meet deadlines • impacts of bad weather conditions on delivery of the special occasion.
<i>Delivery or transport arrangements</i> may involve:	<ul style="list-style-type: none"> • vehicles operated by the business • hire vehicles • contracted transport or removalist companies.

Unit Sector(s)

Unit sector	Floristry
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Competency field

Competency field	Floristry Design and Construction
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Co-requisite units

Co-requisite units	

