Australian Government

Department of Education, Employment and Workplace Relations

SFLDEC511A Style and manage an event

Revision Number: 1

INDUSTRY
SKILLS
COUNCILS
Creating Australia's Future

SFLDEC511A Style and manage an event

Modification History

Not applicable.

Unit Descriptor

Unit descriptor	This unit describes the performance outcomes, skills and knowledge required to plan the provision of floristry products and services for events. It requires the ability to develop an overall floral concept, to develop an operational plan to meet requirements and manage on-site provision of services.
	No licensing, legislative, regulatory or certification requirements apply to this unit at the time of endorsement.

Application of the Unit

Application of the unit	This unit applies to floristry styling (and not other styling requirements) for any type of event. The event may be any type including large events, themed events, corporate functions, awards events, balls and banquets. It applies to a range of industry sectors and environments. The floristry business could be a retailer, a studio or a floristry business that specialises in corporate or special events.
	This unit applies to senior floristry industry personnel with considerable experience across product categories. They operate autonomously and have a strategic design and operational management focus as part of their job role.
	This can include senior retail florists, studio florists, floral designers, florists involved in corporate or special events and owner-operators of small floristry businesses.

Licensing/Regulatory Information

Not applicable.

Pre-Requisites

Prerequisite units	Nil	

Employability Skills Information

Employability skills	This unit contains Employability Skills.

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.

Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
1. Identify overall event objectives and scope.	1.1. Clarify and agree on key objectives of the **event** in consultation with **stakeholders**. 1.2. Analyse **broad factors influencing floristry design** and consult with stakeholders to determine overall approach.
2. Prepare the floristry concept for an event.	2.1. Contribute ideas to the event concept, theme and format. 2.2. Identify and define **key floristry styling requirements** in consultation with stakeholders to reflect event or function objectives and meet customer needs. 2.3. Incorporate **creative elements** into the floristry concept and theme. 2.4. Consider negative environmental impacts and minimal impact practices to reduce these. 2.5. Provide accurate and complete information on the floral styling concept and obtain approval to proceed with designs. 2.6. Verify the operational practicality of the floristry concept, theme and format through consultation and analysis.
3. Prepare and implement an operational plan for the floral styling of an event or function.	3.1. Prepare an **operational plan** for the provision of floristry products and **ancillary services**, identifying steps, activities and sequence. 3.2. Incorporate appropriate **risk management issues** 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 stakeholders to ensure timely and effective planning and implementation. 3.5. Obtain approval from relevant stakeholders prior to implementation. 3.6. Implement and monitor the floral styling plan **for staging of the event**, making adjustments as required.
4. Co-ordinate the floral staging of the event.	4.1. Coordinate **delivery or transport** arrangements. 4.2. Monitor loading and unloading of all floristry products. 4.3. Coordinate the construction and installation of all

ELEMENT	PERFORMANCE CRITERIA
	floristry products according to the floral styling plan.
	4.4. Negotiate and amend the installation and placement, as required.
	4.5. Monitor the maintenance of all floristry products to ensure optimum appearance and minimal environmental impacts throughout the life of the event.
5. Dismantle floral styling.	5.1. Coordinate transport arrangements.
	5.2. Coordinate the removal and disposal of floristry products and ensure minimal environmental impacts.
	5.3. Obtain feedback after the event and review plans to evaluate client satisfaction and degree to which it met objectives and client requirements.

Required Skills and Knowledge

REQUIRED SKILLS AND KNOWLEDGE

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

Required skills

- critical thinking skills to analyse event concepts and develop, evaluate and select floral styling options
- creative thinking skills to develop ideas and explore a range of possible styling concepts
- planning and organisational skills to develop cohesive operational plans and procedures for event styling
- 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 complex event information and to evaluate any written feedback
- writing skills to develop detailed floral styling specifications and complex operational plans
- numeracy skills to interpret budgetary constraints, and to calculate the size and number of floristry products and components required for events.

Required knowledge

- formats and features of different types of events, including the interrelationship between floral styling and other event aspects
- the roles and responsibilities of different event personnel
- floristry product options and styles for different types of events, different types of customers and varying numbers of floral displays
- the intricate characteristics and interrelationshipsof the elements and principles of design, and their use in various large, complex or themed floral products and displays for events and event venues
- The elements of design include:
  - texture
  - form
  - colour
  - space
  - line
- The principles of design include:
  - harmony
  - rhythm
  - balance
  - dominance
  - scale

REQUIRED SKILLS AND KNOWLEDGE

- • proportion
- • contrast
- operational constraints for floral styling within different styles of venue or site such 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 events
- a range of formats for and inclusions of operational plans produced to style and stage the floral components of events
- a range of formats for and inclusions of running sheets for the staging of events
- risk management issues to be considered for the floral styling and staging of events
- the environmental impacts of constructing and maintaining floral displays at event sites 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 event objectives, customer requirements and operational practicality • knowledge of the elements and principles of design, their interrelationships and use in various floristry options to be considered for different event styles and sites • knowledge of issues and challenges associated with event styling • ability to style multipleand diverse events in response to different customer briefs. To ensure consistency of performance and ability to respond to differentrequirements,this must occur over a period of time and cover the provision floristry products of differing complexities e.g. large, themed events. • development of floristry styling designs that meet the requirements of multiple site environments to ensure that skills can be adapted to different display contexts • project or work activities conducted over a sufficient period so that the event 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 an event.
Context of and specific resources for assessment	Assessment must ensure: • access to comprehensive and sufficient information about the events to allow the candidate to fully develop styling concepts and operational plans to meet the event requirements • access toa fully equipped office environment using appropriate computers, software and information programs and publications to facilitate the processes involved in developing and documenting styling concepts and operational plans.

EVIDENCE GUIDE	
	• access to events and event venues on which the candidate can work • interaction with others to reflect the communication aspects of the unit • access to and interaction with event and venue coordinators to reflect the on-site management aspects of the unit.
Method of assessment	A range of assessment methods should be used to assess practical skills and knowledge. The following examples are appropriate for this unit: • direct observation of the candidate completing tasks during set-up, operation and break-down of the events • evaluation of the floral styling on-site at the events where floral styling is managed by the candidate • review of operational plans prepared by the candidate for the styling of the events • case studies to assess ability to develop styling concepts and plans for different types of events • evaluation of reports prepared by the candidate detailing the planning processes undertaken for the events and highlighting particular challenges and issues • written and oral questioning or interview to test knowledge of such things as formats and features of different types of events, floristry product options and styles for different types of events, 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. Holistic assessment with other units relevant to the industry sector, workplace and job role is recommended, for example: • BSBDES402A Interpret and respond to a design brief • CUVCOR09B Select and apply drawing techniques and media to represent and communicate the concept • SFLDEC510A Design and produce innovative 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.	
Event may include:	• corporate events • balls and banquets • themed events • industry and other awards presentations • theatrical performances • trade shows • exhibitions • floral competitions • floral festivals.
Stakeholders may include:	• event customers • suppliers and contractors • local community • venue staff and management • funeral directors and operators of cemeteries ad crematoria • security contractors • caterers • organising committees • colleagues • facilitators • entertainers.
Broad factors influencing floristry design may include:	• event purpose • concept, style and theme • date and time • duration • nature of venue or site • numbers of floral components or displays • audience or market profile • equipment availability • overall budget estimate.
Key floristry styling requirements may include:	• theme or style of event • customer preferences

RANGE STATEMENT

	• sympathy with and integration of corporate livery or branding
	• expense of locating and transporting any special components
	• location of event and transportation requirements
	• parameters of any site where the product will be displayed including:
	   • type (internal or external)
	   • dimensions of display area
	   • dimensions of delivery access and storage areas
	   • access to installation and maintenance facilities
	• consideration of negative environmental impacts and minimal impact practices for the event and particular site
	• structural constraints of any site where the product will be displayed including:
	   • pipes and drainage
	   • earthwork
	   • brickwork
	   • stone masonry
	• variety and size of the various products to be produced
	• off and on-site staff requirements
	• liaison with others involved in the event.

Creative elements may include:	• innovative presentation of floristry products
	• floristry products with interesting links to other event aspects
	• unusual combinations of floristry components
	• theme of any event
	• customer preferences for certain types of flower and plant materials or colours
	• incorporation of any corporate livery and or branding
	• spatial requirements for the floral display including:
	   • size, floor space
	   • shape
	   • contours

RANGE STATEMENT

	• views and orientation • natural features of outside event venues. • innovative options to address particular operational limitations.
Operational plan may include details of:	• 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 storage and maintenance areas • 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.

Ancillary services may relate to:	• providing ancillary items and merchandise including:
	    • 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:
	    • gift cards and message items
	    • corporate advertising of the business
	    • corporate materials provided by the customer.
	• on-site installation and disposal of floral display
	• on-site maintenance of all floral displays throughout the life of the event.

Risk management issues may	• a requirement for public liability or other types of insurance coverage

RANGE STATEMENT	
relate to:	• 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 deposits, ongoing payments or cancellation fees • short life cycle and problems with maintaining quality during storage, production and display at the event • 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 adverse weather conditions on event staging.
Delivery or transport arrangements may involve:	• vehicles operated by the business • hire vehicles • contracted transport companies or removalists.
Staging of the event may take place at:	• exhibition centres • ball rooms • restaurants and reception centres • theatres • galleries • hotels • government buildings • hospitals • corporate offices • marquees • gardens • cruise boats.

Service Skills Australia

Unit Sector(s)

Unit sector	Floristry

Competency field

Competency field	Floristry design and construction

Co-requisite units

Co-requisite units		