



**Australian Government**

# **SFL50125 Diploma of Floristry Design**

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## Modification History

Release	Comments
1	This qualification was first released in SFL Floristry Training Package Release 2.0.

## Qualification Description

This qualification reflects the role of highly skilled senior floral designers who use a range of specialist technical, creative and conceptual floristry skills to design, construct and sell a diverse range of complex, small to large or themed products. These individuals have substantial depth of knowledge of floristry construction techniques and design elements and principles. With considerable experience across product categories they have a strategic design and product planning focus as part of their job role.

They work with significant autonomy, are accountable for personal outputs and, usually, those of a team. Some senior floral designers take a lead role in coordinating the day-to-day operational and business planning activities of floristry businesses.

This qualification provides a pathway to work as a senior floral designer in a diversity of floristry industry business types including retail floristry shops, studios and those that specialise in corporate or special events. Floral designers may also be individual freelance contractors.

## Licensing/Regulatory Information

No licensing, legislative or certification requirements apply to this qualification at the time of publication.

## Entry Requirements

Entry to this qualification is open to individuals who have:

- achieved a Certificate III in Floristry; **AND**
- demonstrated industry experience in the application of the skills and knowledge of the core units of the Certificate IV in Floristry. This applied experience may be demonstrated either by:

- providing a portfolio of evidence outlining how the skills and knowledge gained in the core units of the Certificate IV in Floristry have been applied in an industry context; **OR**
- 3 years post qualification industry experience.

## Packaging Rules

### 12 units must be completed:

- **6 core units**
- **6 elective units**, consisting of:
  - 3 units from the list below
  - 3 units from the list below, elsewhere in SFL Floristry Training Package, or any other current Training Package or accredited course.

The selection of electives must be guided by the job outcome sought, local industry requirements and the complexity of skills appropriate to the AQF level of this qualification.

<b>Core units</b>	
SFLDEC004	Design and produce innovative floristry products
SFLDEC011	Style and manage floristry for events
SFLDEC013	Plan floristry designs with clients
SFLDEC014	Research theories of creativity
SFLDEC015	Research global floristry trends
SFLSOP011	Develop a floristry product range
<b>Elective units</b>	
<i>Administration</i>	
BSBFIN302	Maintain financial records
BSBPRC402	Negotiate contracts
CUAPPR417	Select and prepare creative work for exhibition
SFLSOP012	Maintain and order floristry stock
<i>Design</i>	

AHCPGD403	Design plant displays
BSBCRT512	Originate and develop concepts
CUADES511	Implement design solutions
CUAACD311	Produce drawings to communicate ideas
CUAACD312	Produce computer-aided drawings
CUAACD411	Integrate colour theory and design processes
CUADIG315	Produce digital images
<i>E-business</i>	
BSBTEC405	Review and maintain organisation's digital presence
BSBTEC501	Develop and implement an e-commerce strategy
<i>Horticulture</i>	
AHCNSY310	Install and maintain plant displays
<i>Management</i>	
SFLMGT001	Coordinate floristry work teams
SITXHRM009	Lead and manage people
<i>Marketing</i>	
BSBCMM411	Make presentations
<i>Small business management</i>	
BSBESB402	Establish legal and risk management requirements of new business ventures
BSBESB403	Plan finances for new business ventures
BSBESB404	Market new business ventures
BSBESB401	Research and develop business plans

BSBESB406	Establish operational strategies and procedures for new business ventures
BSBESB407	Manage finances for new business ventures
BSBHRM415	Coordinate recruitment and onboarding
<i>Sustainability</i>	
BSBSUS511	Develop workplace policies and procedures for sustainability
<i>Training and education</i>	
TAEDEL311	Provide work skill instruction
TAEDEL414	Mentor in the workplace
<i>Work health and safety</i>	
SFLWHS002	Provide a safe work environment

## Pre-requisite Requirements

There are no prerequisite requirements for this qualification

## Qualification Mapping Information

Current Code and Title	Previous Code and Title	Comments	Equivalence
SFL50125 Diploma of Floristry Design	SFL50115 Diploma of Floristry Design	All deleted imported units have been removed.	Equivalent

## Links

Companion volumes, including implementation guides, are found in TGA - <https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=1fbe7a66-4c60-4b1c-8616-a3e693d9d8b9>