



Australian Government

SFLDEC010 Coordinate floristry products for special occasions

Release: 1

SFLDEC010 Coordinate floristry products for special occasions

Modification History

Not applicable.

Application

This unit describes the performance outcomes, skills and knowledge required to plan the provision of floristry products and services for special occasions including small, large or themed weddings, parties, religious celebrations and funerals. It requires the ability to identify customer operational needs and style preferences, prepare and confirm proposals, prepare and implement operational plans and manage the staging of floral displays at the venue.

This unit applies to all floristry industry businesses including retail floristry shops and studio floristry businesses. It applies to senior florists and floral designers who work independently, have considerable experience across product categories and are responsible for making a range of operational and team decisions.

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

Pre-requisite Unit

Nil

Competency Field

Design and Construction

Unit Sector

Floristry

Elements and Performance Criteria

ELEMENTS

Elements describe the essential outcomes.

1. Identify scope of special occasion.
2. Prepare and present proposal.

PERFORMANCE CRITERIA

Performance criteria describe the performance needed to demonstrate achievement of the element.

- 1.1. Discuss and clarify, with customer, purpose of special occasion and design preferences for theme and style.
- 1.2. Liaise with customer to determine budget and key venue and operational issues for special occasion.
- 2.1. Develop options and ideas for special occasion

- theme and style and incorporate creative elements.
- 2.2. Verify operational practicality of floristry concept through consultation with colleagues, venue staff, and other special occasion service providers.
- 2.3. Consider options to reduce negative environmental impacts of production and staging.
- 2.4. Present creative and descriptive proposal including accurate information on range and style of floristry products.
- 2.5. Negotiate final cost and details and obtain customer approval to proceed with specific designs.
- 3. Prepare and implement operational plan for special occasion products and services
 - 3.1. Prepare operational plan identifying purchasing budget and logistics for production and delivery of products and services.
 - 3.2. Incorporate risk management issues into plan.
 - 3.3. Review, verify and finalise details with customer.
 - 3.4. Provide accurate information on operational plan to floristry team to ensure timely and effective planning and implementation.
 - 3.5. Implement, monitor and adjust operational plan throughout production and delivery of products and services.
- 4. Coordinate staging of floral displays at special occasion.
 - 4.1. Coordinate delivery or transport arrangements.
 - 4.2. Monitor loading and unloading of all floristry products.
 - 4.3. Coordinate on-site assembly and display of floristry products according to job specifications and operational plan.
 - 4.4. Discuss product displays with customer and venue staff and adjust as required.
 - 4.5. Monitor and maintain floristry products to ensure optimum appearance throughout life of special occasion.
- 5. Dismantle floral products.
 - 5.1. Coordinate transport arrangements.
 - 5.2. Coordinate removal and disposal of floristry products and ensure minimal environmental impacts.
 - 5.3. Obtain post-occasion feedback to evaluate satisfaction and use to enhance future service provision.

Foundation Skills

Foundation skills essential to performance in this unit, but not explicit in the performance criteria are listed below:

Skill	Description
Reading skills to:	• interpret unfamiliar venue information.
Oral communication skills to:	• ask open and closed probe questions and actively listen to customers about desired product theme and style.
Numeracy skills to:	• calculate dimensions of display areas and appropriate size of floristry products to suit • calculate timeframes for production and staging of special occasion products and services.
Planning and organising skills to:	• produce and use cohesive operational plans to guide production and staging activities for self and others • efficiently manage operational logistics for delivery of special occasion products and services for self and others.
Technology skills to:	• use computers and software programs to develop and document proposals and operational plans.

Unit Mapping Information

SFLDEC409A Coordinate floristry products for a special occasion

Links

Companion Volume implementation guides are found in VETNet -

<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=1fbe7a66-4c60-4b1c-8616-a3e693d9d8b9>

Assessment Requirements for SFLDEC010 Coordinate floristry products for special occasions

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:

- respond to customer briefs for special occasions and prepare:
 - two proposals, each for a different special occasion and different site environment
 - two operational plans, each for a different special occasion and different site environment
- use one of the above plans to coordinate staging of floristry displays for one special occasion to be chosen from the following types:
 - a funeral
 - a party
 - a religious celebration
 - a wedding.

Knowledge Evidence

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

- key features of these different types of special occasion:
 - funerals
 - parties
 - religious celebrations
 - weddings
- for each type of special occasion, these key features:
 - customer cultural and religious protocols and preferences for flowers, plant materials and designs
 - floristry product options, themes and styles
 - roles and responsibilities of different family members, officials and venue personnel
- intricate characteristics and interrelationships of elements and principles of design and use in floral products and displays for special occasions and venues:
 - elements of design:
 - texture
 - form

- colour
- space
- line
- principles of design:
 - harmony
 - rhythm
 - balance
 - dominance
 - scale
 - proportion
 - contrast
- staffing requirements to service floral production and staging for special occasions
- operational constraints for:
 - display of floristry products in different climatic conditions
 - floral styling within different types of venue or sites:
 - on-site assembly and display
 - maintenance for optimum appearance
 - disposal of floristry products
- space and equipment requirements to construct special occasion products off-site at the floristry business and assemble and display at venue
- risk management issues to be considered for floral production and staging for special occasions
- a range of formats for, inclusions and uses of:
 - descriptive proposals for the floral styling of special occasions
 - operational plans to guide production and staging activities for special occasions
- potential environmental impacts of assembling and maintaining floral displays at venues and practices for:
 - reducing water and energy use
 - reducing wastage of floristry raw materials
- environmentally sound disposal methods for these types of floristry construction waste at venues:
 - hazardous substances
 - spoiled and diseased flower and plant materials
 - flower and plant materials that have a propensity to propagate weeds.

Assessment Conditions

Skills must be demonstrated in a floristry design and special occasion display environment. This can be:

- an industry workplace or special occasion venue

- a simulated industry environment operated within a training organisation. This includes special occasion venues operated within a training organisation such as function rooms, restaurants, outdoor courtyards or gardens.

Assessment must ensure use of:

- computers and general software programs to document proposals and operational plans
- customer briefs for special occasions
- information about the spatial parameters and constraints of special occasion venues to allow the individual to consider appropriate floral styling concepts
- templates to record proposals and operational plans
- customers with whom the individual can consult; these can be:
 - paying customers an industry workplace with whom the individual consults during the assessment process or
 - people who participate in role plays or simulated activities, set up for the purpose of assessment, in a simulated industry environment operated within a training organisation
- a team of other florists with whom the individual can interact to coordinate production team outcomes
- venue staff with whom the individual can interact to manage on-site assembly and display of floristry products; team and venue staff can be:
 - florists and venue staff in an industry workplace or
 - people who participate in project activities, role plays or simulated activities, set up for the purpose of assessment, in a simulated industry environment operated within a training organisation
- assessment activities that allow the individual to:
 - work with commercial speed, timing and productivity to complete proposals within nominated deadlines
 - coordinate on-site assembly and display of floristry products in live time where time pressures and constraints play a key factor.

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

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