



Australian Government

SFLDEC013 Plan floristry designs with clients

Release: 1

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Modification History

Not applicable.

Application

This unit describes the performance outcomes, skills and knowledge required to work proactively with a client to develop and refine their design requirements for floristry products. At this level, floristry products would be complex, innovative, for an ongoing corporate contract or for events or exhibitions.

This unit applies to all floristry industry businesses including retail floristry shops, and studio floristry businesses. It applies to senior and specialist floral designers and floral stylists who operate with significant autonomy, have considerable experience across product categories and have a strategic design focus as part of their job role.

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 client requirements.

PERFORMANCE CRITERIA

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

- 1.1 Consult with client to clarify overall objectives for floristry products, context for display and scope of required products.
- 1.2 Liaise with client to identify and define budget and key venue and operational issues for display.
- 1.3 Determine deadlines for finalisation of concept proposals and presentation of designs.

- 1.4 Negotiate and agree terms and conditions of the brief and design project.
2. Determine product expectations.
 - 2.1 Discuss and clarify specific client preferences for colour, style and theme of floristry products to be designed.
 - 2.2 Determine quality expectations of client and client audience.
 - 2.3 Encourage and assess contribution of client ideas.
 - 2.4 Proactively suggest initial innovative and creative ideas to reflect client objectives.
 - 2.5 Evaluate client response to highly creative suggestions and determine threshold of acceptance.
 - 2.6 Agree on final nature of design brief and accurately document details.
3. Present and negotiate concept proposals.
 - 3.1 Generate and evaluate design options based on detailed review of client requirements and preferences.
 - 3.2 Present creative proposals including accurate information on floral styling concept, range and style of floristry products.
 - 3.3 Use descriptive text, sketches and photographs to enhance client understanding.
 - 3.4 Analyse and verify operational and budgetary feasibility of floristry concepts in consultation with client.
 - 3.5 Engage in ongoing discussions and elicit client feedback on different design options to satisfy product expectations.
 - 3.6 Assist client to select concepts that achieve a creative and feasible outcome.
 - 3.7 Negotiate final cost and details and obtain customer approval to proceed with specific designs.
4. Adhere to design expectations.
 - 4.1 Work within identified design specifications to generate, trial and evaluate designs.
 - 4.2 Present information on progression of designs within nominated deadlines.
 - 4.3 Adapt designs to changing client requirements or preferences within parameters of agreed costs and deadlines.

Foundation Skills

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

Skill	Description
Oral communication skills to:	- ask open and closed probe questions and actively listen to clients to generate and refine designs - clearly represent complex and innovative design concepts to clients.
Problem solving skills to:	anticipate and assess production and display difficulties and abandon unfeasible ideas before submitting proposals.
Initiative and enterprise skills to:	develop and suggest creative design concepts to enhance customer proposals.
Planning and organising skills to:	- collect, record and evaluate client information to determine initial and final designs - manage own timing and productivity to present designs within deadlines.

Unit Mapping Information

No equivalent unit.

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 SFLDEC013 Plan floristry designs with clients

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:

- work proactively with clients to develop and refine designs for floristry products of two types to be chosen from the following list:
 - large scale corporate displays
 - themed displays for an event or festival
 - themed displays for a wedding
 - floral displays for exhibitions
 - corporate supply contract (which could be provision of corporate weekly flowers or third party supply contract to an organisation which on-sells, e.g. a hotel banqueting department).

Knowledge Evidence

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

- typical role boundaries of florists in developing and refining client design requirements
- principles of positive communication and negotiation
- open and closed questioning techniques used to elicit information and feedback
- communication methods which convey information clearly and concisely
- format, inclusions and terminology of typical written design briefs presented to florists
- a range of formats for, inclusions and uses of descriptive concept proposals for floristry designs
- methods of sketching or digitally representing floral designs
- key features of floristry products, themes and styles for:
 - corporate displays
 - themed displays for events and festivals
 - themed displays for weddings
 - floral displays for exhibitions.

Assessment Conditions

Skills must be demonstrated in a floristry industry sales and design environment. This can be:

- an industry workplace
- a simulated industry environment operated within a training organisation.

Assessment must ensure use of:

- computers and general software programs to document concept proposals
- sketching materials and tools
- cameras, which can include phone cameras
- client briefs on which to work, including product and style preferences, budgets and operational constraints for display of floristry products
- clients with whom the individual can interact to discuss initial and evolving designs; these can be:
 - clients in an industry workplace or
 - people who participate in project activities, role plays or simulated activities, set up for the purpose of assessment, within a training organisation
- assessment activities that allow the individual to work with commercial speed, timing and productivity to present designs within nominated deadlines.

Assessors must satisfy the Standards for Registered Training Organisation's requirements for assessors, and:

- hold a qualification or Statement of Attainment in Floristry which covers the skills and knowledge requirements in this unit of competency or equivalent; and
- have worked as a florist in the industry for at least three years where they have applied the skills and knowledge covered in this unit of competency or equivalent.

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