



Australian Government

SFLSOP001 Source information on floristry products and services

Release: 1

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Modification History

Not applicable.

Application

This unit describes the performance outcomes, skills and knowledge required to source and use fundamental information about the floristry industry and the various products and services it provides. It requires the ability to identify appropriate information sources and to research, develop and maintain a knowledge base. This essential knowledge underpins effective performance for all sales, design and construction activities.

This unit applies to all floristry industry businesses including retail floristry shops, studio or online businesses and those that specialise in corporate or special events. It applies to florists working at all levels including junior and senior florists, studio florists and floral designers.

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

Pre-requisite Unit

Nil

Competency Field

Sales and Operations

Unit Sector

Floristry

Elements and Performance Criteria

ELEMENTS

Elements describe the essential outcomes.

1. Source and use information about the floristry industry.

PERFORMANCE CRITERIA

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

- 1.1 Identify the sales or operational need for industry and product information.
- 1.2 Identify sources of information on the floristry industry.
- 1.3 Access and interpret information about industry structure and operation and use to assist with sales and

- operational duties.
- 1.4 Obtain information on laws specifically relevant to the floristry industry and work compliantly.
2. Source and use information on floristry products.
- 2.1 Use a range of methods to obtain information on products and services frequently sold by the floristry industry.
- 2.2 Read and interpret specific product information to develop product knowledge and enhance quality of work performance.
- 2.3 Identify features of the particular floristry product range of the business and use in day-to-day activities.
- 2.4 Obtain information on suppliers of floristry materials and use in day-to-day activities.
- 2.5 Record and store information for future use.
3. Update knowledge of floristry industry and products.
- 3.1 Update knowledge of floristry industry, products and services regularly.
- 3.2 Seek feedback from colleagues and customers on experiences with floristry products and services.
- 3.3 Share updated information with colleagues.

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:	- comprehend the content of plain English information about laws - interpret unfamiliar and detailed in-house and supplier product information documents.
Writing skills to:	produce notes, summarise and record information in basic documents such as information sheets, portfolios and files.
Oral communication skills to:	ask open and closed probe questions and actively listen to clarify information from other florists, suppliers and industry bodies.
Self-management skills to:	take responsibility for sourcing and updating current and emerging floristry industry information and products and services.
Technology skills to:	use a computer and keyboard and the Internet to search for information.

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 SFLSOP001 Source information on floristry products and services

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:

- access and interpret information about the structure and operation of the floristry industry from these sources:
 - an industry association
 - a trade magazine
 - a relay organisation
- obtain plain English information about laws specifically relevant to the floristry industry from:
 - local liquor licensing regulator
 - local food safety regulator
- use this range of methods to obtain information on products and services frequently sold by the floristry industry:
 - personal on-site observation of retail and online florists
 - accessing and reading promotional information including product brochures
 - reading trade magazines
 - sourcing information from growers
- use the Internet to research and obtain information on this range of suppliers of floristry materials:
 - major flower and plant material growers and wholesalers located:
 - locally
 - regionally
 - intra state
 - interstate
 - overseas
 - major local wholesale suppliers of:
 - foodstuffs and alcohol
 - horticultural items
 - novelties and toys
 - presentation materials
 - wrapping and packaging materials.

Knowledge Evidence

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

- sources of information on:
 - structure and operation of the floristry industry
 - products and services sold by the floristry industry
 - floristry industry suppliers
- structure of the floristry industry and for a range of business types:
 - key operational characteristics
 - business to business relationships
- primary functions of these types of organisations; especially those with which the organisation has a relationship:
 - distribution organisations
 - growers
 - industry associations
 - relay services
 - supply organisations
- basic aspects of local state or territory and commonwealth laws specifically relevant to the floristry industry:
 - environmental protection:
 - requirements that must be met by floristry businesses when sourcing and selling imported or rare, endangered, protected or quarantined plants
 - enforcement role of Australian Quarantine and Inspection Service (AQIS) and state or territory national parks and wildlife services
 - responsible service of alcohol provisions of liquor licensing law:
 - requirements that must be met when selling alcohol as part of gift hampers
 - food safety:
 - requirements that must be met when handling and selling food items as part of gift hampers
- major categories of floristry products and services sold by the industry and their key features:
 - ancillary merchandise
 - cash and carry arrangements
 - corporate products and services
 - custom-made products
 - design consultancy
 - event products and services
 - display or stock items
 - horticulture products
 - relay organisation

- special occasion products and services
- transportation and delivery
- methods and formats used to record and store information:
 - self-produced information sheets
 - portfolios
 - electronic or hard copy files.

Assessment Conditions

Assessment must ensure use of:

- computers and the Internet to source information
- either electronic or hard copies of:
 - trade magazines
 - grower and other supplier brochures and information sheets
- current plain English regulatory documents distributed by government regulators for:
 - environmental protection law
 - responsible service of alcohol provisions of liquor licensing law
 - food safety.

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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