



Australian Government

Department of Education, Employment and Workplace Relations

SFL50110 Diploma of Floristry Design

Revision Number: 1

SFL50110 Diploma of Floristry Design

Modification History

Not applicable.

Description

This qualification reflects the role of individuals who possess a specialist range of highly developed floristry design, construction and sales skills.

They are highly skilled operators who apply a range of specialised technical, creative, conceptual and team leadership competencies to plan, carry out, evaluate and take accountability for personal outputs and, usually, those of a team. They possess a substantial depth of theoretical knowledge of floristry design elements and principles and construction techniques.

The qualification is not suitable for an Australian apprenticeship pathway.

Application

Individuals with this qualification are able to work in many floristry industry sectors and enterprise types. The designer may even be an individual freelance contractor. The structure of this qualification recognises the diversity of business models that characterise the floristry industry. The types of enterprise to which this qualification may apply include retail floristry shops, studios and businesses who sell via the internet or phone.

Work would be undertaken in any type of environment where flower and plant materials are stored and cared for and where floristry products are designed, constructed and either sold direct to customers or via the floristry distribution network. This would include on-site team co-ordination and assembly work at events.

Florists with this qualification would be senior designers in the floristry industry with considerable experience across product categories and who operate autonomously. This florist specialise by fully and formally producing designs for diverse and complex, small to large or themed products. They also have a role in the overall and long-term operation of the floristry business by having a strategic design and product planning focus as part of their job role. These senior designers can also take a lead role in coordinating the day-to-day operational activities of the floristry business and may be involved in business planning activities for the organisation.

Possible job titles include:

- specialist designer
- freelance design florist
- senior studio design florist
- senior floral designer
- floral stylist
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Pathways Information

Not applicable.

Licensing/Regulatory Information

Not applicable.

Entry Requirements

Entry requirements

This qualification is for senior florists with substantial experience that have been recognised as competent through a recognised training program or recognition process against the following units of competency:

SFLDEC407A	Design complex floristry products
SFLDEC408A	Construct complex floristry products
SFLDEC409A	Coordinate floristry products for a special occasion
SIRXINV002A	Maintain and order stock
SIRXOHS003A	Provide a safe working environment

Employability Skills Summary

EMPLOYABILITY SKILLS QUALIFICATION SUMMARY

SFL50110 Diploma of Floristry Design

The following table contains a summary of the employability skills required by the floristry industry for this qualification. The employability skills facets described here are broad industry requirements that may vary depending on qualification packaging options.

Employability Skill	Industry/enterprise requirements for this qualification include:
Communication	Negotiating and liaising with colleagues, customers and product suppliers to develop floristry designs; collaborating with others to maximise contribution of ideas to designs; analysing customers' social and cultural preferences to sell proactively and persuasively to maximise profitability; empathising and negotiating acceptable solutions to customer design issues; writing detailed production plans and job specifications for the realisation of innovative floristry products; providing briefings on production requirements to staff.
Problem-solving	Anticipating problems that may arise with customers' floral design requests; mitigating problems by planning and experimenting with designs that adhere to customer requests and minimise negative environmental impacts; resolving problems by adapting designs and negotiating changes with customers; mitigating production and display problems by developing detailed production plans which nominate risk management strategies and minimal impact practices; identifying production problems and taking full responsibility for solving construction and display issues; directing staff until issue is resolved.
Initiative and enterprise	Researching current and emerging floristry industry design and marketplace trends to inform design practices; encouraging team members to be innovative; introducing a range of floristry product and service concepts to improve existing options for the floristry business and to maximise profitability; using initiative and creativity to design and construct complex and innovative floristry products which minimise negative environmental impacts; adapting to emerging design and construction problems by initiating and implementing creative and immediate responses.
Teamwork	Mentoring and supporting team members to deliver the quality service goals of the floristry business; encouraging team members to produce innovative and profitable designs; taking responsibility for own work and the work of others in designing and constructing floristry products; providing feedback and instructions to other florists to resolve design and construction problems; managing

EMPLOYABILITY SKILLS QUALIFICATION SUMMARY	
	work teams for events; showing social and cultural sensitivity to team members.
Planning and organising	Strategically focusing on the operation of the floristry business by planning product development; planning and organising appropriate and profitable distribution methods for the floristry business; planning and organising correct stock and staffing levels to meet current consumer needs and to meet production requirements of events; developing detailed production plans and job specifications for the realisation of innovative floristry products; organising own daily work activities and those of others to achieve deadlines for the quotation, design, production and display of floristry products.
Self-management	Taking full responsibility for own job role in floristry sales, design and construction activities; prioritising day to day activities so that quotes, designs and floristry products are completed in a logical sequence and timely manner; evaluating own floristry designs; actively reviewing own performance, seeking and acting on guidance.
Learning	Proactively maintaining and updating knowledge of floristry industry trends and practices; actively seeking floristry industry professional development opportunities and taking responsibility for participating; supporting team members to learn.
Technology	Identifying the need for updated technologies which support quoting on, selling, designing and constructing floristry products; assessing, selecting and implementing new technologies; sourcing technology to meet special construction and display needs; providing skill development to use new technologies, safely using and maintaining computer systems and software and equipment that assist in sales, design and construction activities.

Packaging Rules

Qualification rules

To achieve the SFL50110 Diploma of Floristry Design, 12 units must be completed:

- 6 core units
- 6 electives:
 - a minimum of 4 units must be selected from the elective units listed below
 - the remaining units may be selected from the elective units listed below or from any other endorsed Training Package or accredited course, these must be units which are first packaged at AQF level 4 or above.

In all cases selection of electives must be guided by the job outcome sought, local industry requirements and the characteristics of this qualification (as per the AQF descriptors).

Core units

BSBCRT601A	Research and apply concepts and theories of creativity
BSBDES602A	Research global design trends
BSBDES701A	Research and apply design theory
SFLDEC510A	Design and produce innovative floristry products
SFLDEC511A	Style and manage an event
SFLSOP509A	Research, assess and develop a floristry product range

Elective units**Assessment and Training**

TAEASS401A	Plan assessment activities and processes
TAEASS402A	Assess competence
TAEASS403B	Participate in assessment validation
TAEDEL301A	Provide work skill instruction

Communications

SITXCOM005A	Make presentations
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Computer Operations and ICT Management

SIRXICT004A	Adopt mobile commerce applications to improve sales and service
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Creativity

BSBCRT501A	Originate and develop concepts
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Design

BSBDES502A	Establish, negotiate and refine a design brief
BSBDES501A	Implement design solutions

Elective units

CUVDES04B Integrate colour theory and design processes in response to a brief

E-Business

BSBEBU401A Review and maintain a website

BSBEBU501A Investigate and design e-business solutions

BSBEBU502A Implement e-business solutions

SIRXEBS001A Acquire and retain online customers

SIRXEBS004A Select an e-business model

Horticulture

RTF3020A Install and maintain interior plant displays

RTF4001A Design plant displays

Management

SIRXMGT001A Coordinate work teams

SIRXMGT003A Lead and manage people

SITXMGT006A Establish and conduct business relationships

Marketing and Public Relations

SIRXMPR001A Profile a retail market

Occupational Health and Safety

SIRXOHS002A Maintain store safety

Quality

SIRXQUA002A Lead a team to foster innovation

SIRXQUA003A Create an innovative work environment

SIRXQUA004A Set up systems that support innovation

Small Business

BSBSMB402A Plan small business finances

Elective units

BSBSMB403A	Market the small business
BSBSMB404A	Undertake small business planning
BSBSMB405A	Monitor and manage small business operations
BSBSM B406A	Manage small business finances

Sustainability

BSBSUS301A	Implement and monitor environmentally sustainable workplace practices
BSBSUS501A	Develop workplace policy and procedures for sustainability

Visual Arts

CUVCOR09B	Select and apply drawing techniques and media to represent and communicate the concept
CUVCRS03B	Produce computer aided drawings
CUVCRS11B	Select and prepare work for exhibition
CUVVSP12B	Produce digital images