



Australian Government

Department of Education, Employment and Workplace Relations

SFLSOP201A Source information on floristry products and services

Revision Number: 1

SFLSOP201A Source information on floristry products and services

Modification History

Not applicable.

Unit Descriptor

Unit descriptor	This unit describes the performance outcomes, skills and knowledge required to source and apply fundamental details about the floristry industry and the various products it sells. It requires the ability to identify appropriate information sources and to research, develop and maintain a product knowledge base. The related function of researching and interpreting specific details about flower and plant materials is covered in: • SFLSOP202A Recognise flower and plant materials. No licensing, legislative, regulatory or certification requirements apply to this unit at the time of endorsement.
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Application of the Unit

Application of the unit	This unit describes a key workplace skill for all people working in the floristry industry. They require a broad knowledge of the industry and essential product knowledge that supports many sales and operational work activities. It applies to the full range of industry sectors and environments; the floristry business could be a retail, studio or online business. All personnel at all levels would apply this skill and it applies to a diverse range of people such as retail floristry personnel, telephone sales agents, e-business sales personnel, studio florists, floral designers, florists involved in corporate or special events and owner-operators of small floristry businesses.
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Licensing/Regulatory Information

Not applicable.

Pre-Requisites

Prerequisite units	Nil	

Employability Skills Information

Employability skills	This unit contains Employability Skills.
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Elements and Performance Criteria Pre-Content

Elements describe the essential outcomes of a unit of competency.	Performance criteria describe the performance needed to demonstrate achievement of the element. Where bold italicised text is used, further information is detailed in the required skills and knowledge section and the range statement. Assessment of performance is to be consistent with the evidence guide.
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Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
1. Identify and access information about the floristry industry.	1.1. Identify the <i>sales or operational need</i> for industry and product information and clarify with the help of <i>relevant personnel</i>. 1.2. Identify <i>sources of information</i> to obtain information on the floristry industry. 1.3. Access <i>information about the industry</i> from sources and select according to the identified need.
2. Source and comprehend information on floristry products.	2.1. Use a <i>range of methods</i> to obtain information on <i>products and services frequently sold by the floristry industry</i> including those for <i>events and special occasions</i> and <i>ancillary merchandise</i>. 2.2. Read and interpret <i>specific product information</i> to further develop product knowledge. 2.3. Comprehend the <i>features</i> of the particular floristry product range of the business and apply this in day to day activities. 2.4. Obtain information on <i>suppliers of floristry materials</i> and apply this in day to day activities. 2.5. Record and <i>store information</i> for future use according to the organisation's systems.
3. Update personal and organisational knowledge of floristry products.	3.1. Obtain information to continuously update knowledge of floristry products and services. 3.2. Seek feedback from colleagues and customers on experience with floristry products. 3.3. Share updated information with colleagues according to the organisation's procedures.

Required Skills and Knowledge

REQUIRED SKILLS AND KNOWLEDGE

This section describes the skills and knowledge required for this unit.

Required skills

- research skills to identify, interpret and sort relevant information
- communication skills including active listening and questioning to obtain information and to provide a verbal summary of information
- literacy skills to read and comprehend the content of sometimes unfamiliar and detailed product information documents, including in-house and supplier product sheets or manuals
- writing skills to summarise and record information in basic documents such as information sheets, portfolios and files.

Required knowledge

- sources of general information on the floristry industry
- sources of product information including industry, supplier and grower sources
- key characteristics of the floristry industry, including structure and business interrelationships
- the existence and operational function of relay services, in particular those that apply to the business
- the existence and main operational functions of industry and grower associations, supply and distribution organisations especially those with which the business has a relationship
- the key characteristics of major categories of floristry products sold by the industry
- the key features of products sold by the floristry industry including ancillary products and special occasion and event products and, in particular, the products and services sold by the organisation
- the existence and basic aspects of state and territory laws and actions that must be adhered to by floristry businesses, in particular laws that cover:
 - environmental protection (this would include requirements that must be met by floristry businesses when sourcing and selling protected flowers)
 - consumer protection (this would include refund requirements that must be met by floristry businesses, terms and conditions of quotations and cancellation fees)
 - responsible service of alcohol
 - food safety.
- different formats for recording product information.

Evidence Guide

EVIDENCE GUIDE

The Evidence Guide provides advice on assessment and must be read in conjunction with the performance criteria, required skills and knowledge, range statement and the Assessment Guidelines for the Training Package.

Overview of assessment

Critical aspects for assessment and evidence required to demonstrate competency in this unit

Evidence of the following is essential:

- ability to obtain current, relevant and accurate information on the floristry industry and products sold by accessing a range of information sources and using different research methods
- ability to relay knowledge of current information sources
- ability to describe the key features of the floristry industry and products sold
- ability to regularly source and use information on a variety of floristry products. To ensure consistency of performance and ability to respond to different requirements, this should occur over a period of time and the information should be tailored to meet different sales and operational needs
- completion of research activities within commercial time constraints and within any operational deadlines.

Context of and specific resources for assessment

Assessment must ensure:

- access to information equipment such as computers, communication technology, printers, information programs and publications currently used in the floristry industry to source and store floristry related information
- access to sources of product information such as reference books, sales brochures, product and service manuals, supplier information kits, electronic information sources, the Internet and information databases.

Method of assessment

A range of assessment methods should be used to assess practical skills and knowledge. The following examples are appropriate for this unit:

- evaluation of information sourcing activities that are integrated with other activities such as organising a relay sale or delivery, selling, assembling or

EVIDENCE GUIDE

constructing floristry products

- projects, case studies or work activities to assess ability to obtain current, accurate and relevant information for particular operational purposes
- evaluation of documented sources of information and portfolios of product information prepared by the candidate to meet differing operational needs
- written and oral questioning or interview to test knowledge of the sources of information and the various key features of the floristry industry and its products
- review of portfolios of evidence and third-party workplace reports of on-the-job performance by the candidate.

Holistic assessment with other units relevant to the industry sector, workplace and job role is recommended, for example:

- BSBPUR301B Purchase goods and services
- SFLDEC201A Assemble floristry products
- SFLDEC302A Design floristry products
- SFLSOP307A Sell floristry products
- SFLSOP308A Prepare quotations for floristry products
- SIRXINV002A Maintain and order stock
- SIRXSLS001A Sell products and services.

Range Statement

RANGE STATEMENT

The range statement relates to the unit of competency as a whole. It allows for different work environments and situations that may affect performance. Bold italicised wording, if used in the performance criteria, is detailed below. Essential operating conditions that may be present with training and assessment (depending on the work situation, needs of the candidate, accessibility of the item, and local industry and regional contexts) may also be included.

Sales or operational need may involve:

- providing product information and advice to the customer
- selling floristry products
- organising a relay sale or delivery
- designing suitable floristry products
- assembling or constructing floristry products
- purchasing or receiving and storing floristry stock
- preparing quotations.

Relevant personnel may include:

- colleagues
- supervisors
- managers
- floral designers
- studio designers
- more experienced florists
- owner-operators of a small floristry business
- production managers.

Sources of information on the floristry industry may include:

- the Internet or intranet
- major suppliers to the floristry industry
- major relay organisations or distributors
- state and federal government authorities e.g. the Australian Quarantine Information Service (AQIS) and state or territory national parks and wildlife services
- media
- reference books
- libraries
- industry associations
- grower associations
- unions
- industry journals or trade magazines
- personal observation and experience
- colleagues, supervisors and managers

RANGE STATEMENT	
	• industry contacts, mentors and advisors • professional development activities including: • product launches • promotional seminars • trade shows • workshops • conferences • demonstrations.
<i>Information about the industry</i> may include:	• different floristry sectors or business types within the industry and their interrelationships • major industry, union and grower associations and their role • major relay or distribution organisations and their role • different industries to which the floristry industry supplies products or has a relationship with including: • tourism and hospitality • events • entertainment • retail • wholesale • horticulture • fashion • the relationship that the particular floristry business has with others • current and emerging industry technologies • current issues of concern to the floristry industry including: • proposed or changing legislation that may affect the floristry business • negative environmental impacts of producing floristry products especially those that relate to resource, water and energy use • emerging markets • effects of economic situations on consumer spending.
<i>Range of methods</i> to obtain information may involve:	• informal discussions with colleagues • formal study and research

RANGE STATEMENT	
	• accessing and reading promotional information, including product brochures and updates • talking to trade and general media • attending professional development activities including: • product launches • promotional seminars • trade shows • workshops • conferences • demonstrations • direct contact with other organisations, including suppliers, industry associations, grower associations and distribution chains • attending floral festivals and competitions • accessing the Internet and intranet • personal on-site observation or exploration of parks, gardens, state forests and national parks • organising information from own memory and experiences • watching television, videos and films • listening to radio • reading newspapers, books and other references.
There is a broad range of <i>products and services frequently sold by the floristry industry</i> including:	• flowers including: • fresh (common, exotic and Australian wildflowers) • dry and preserved • artificial. • plant materials including: • fresh (common, exotic and Australian foliage) • dry and preserved • artificial • potted plants • fruit and vegetables. • horticulture products • display or stock items • cash and carry arrangements • custom-made products

RANGE STATEMENT	
	• services such as: • design consultancy • event styling • relay organisation • transportation and delivery • labour for management of on-site events or special occasions • on-site installation and disposal of floral displays • on-site maintenance of all floral displays throughout the life of an event or special occasion • large, small or themed corporate displays including components constructed off-site and assembled on-site for: • exhibition centres • ball rooms • restaurants and reception centres • theatres • galleries • hotels • government buildings • hospitals • corporate offices • marquees • gardens • cruise boats • churches or chapels.
<i>Events and special occasions</i> may include:	• corporate events • balls and banquets • themed events • industry and other awards presentations • theatrical performances • trade shows • exhibitions • floral competitions • floral festivals • special occasions including: • weddings

RANGE STATEMENT	
	- parties e.g. birthdays and engagements - religious celebrations e.g. communions, bar mitzvahs - funerals.
<i>Ancillary merchandise</i> may include:	- chocolates, fruit, nuts, alcohol - hampers - gift items of any type - novelties such as balloons and toys - flower preservatives and conditioning agents - presentation materials including: - wrapping - gift cards and message items.
<i>Specific product information</i> may be found in:	- product labels - brochures - e-brochures - organisation-designed information systems, e.g. inventory control database, product and service manuals, price lists - supplier price lists - sales kits - supplier information kits - advertising flyers - manufacturer specifications.
<i>Features</i> of the particular floristry product range may include:	- supply cost - usual mark-up - sale cost - cost of any specials - products subject to promotions - suppliers - seasonal availability - complementary products and services - appropriateness for special occasions or events - appropriateness of different products to meet different customer needs.
<i>Suppliers of floristry materials</i> may include:	- flower and plant materials growers and wholesalers no matter where located: - locally - regionally - intra state

RANGE STATEMENT	
	• interstate • overseas • wholesale suppliers of: • presentation materials • wrapping and packaging materials • foodstuffs and alcohol • novelties and toys • horticultural items.
<i>Storage of information</i> may include:	• card reference systems • files and notes on particular floristry products • files and notes on suppliers of various floristry products • computerised database of information • personal product preference manual.

Unit Sector(s)

Unit sector	Floristry
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Competency field

Competency field	Floristry Sales and Operations
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Co-requisite units

Co-requisite units		