

SFL10 Floristry Training Package Submission



November 2010
Case for Endorsement

About Service Skills Australia

Service Skills Australia is the Industry Skills Council for the service industries. Skills councils are the recognised national bodies providing advice on industry training and skills development needs to government and industry.

Service Skills Australia represents the interests of businesses across sectors including retail and wholesale, sport, fitness, community recreation, outdoor recreation, tourism, meetings and events, hospitality, restaurants and catering, caravans, hairdressing, beauty, floristry, community pharmacy and funeral services.

Service Skills Australia supports skills development for our industries by:

- providing industry intelligence and advice to Skills Australia, government and enterprises on workforce development and skills needs;
- actively supporting the development, implementation and continuous improvement of high quality training and workforce development products and services, including training packages. SSA currently manages a total of 10 industry training packages;
- providing independent skills and training advice to enterprises, including matching identified training needs with appropriate training solutions; and
- working with enterprises, employment service providers, training providers and government to allocate training places.

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Overview

Service Skills Australia (SSA) has developed the SFL10 Floristry Training Package to address current industry trends and practices.

The Process

The review of the WRF04 Floristry Training Package commenced in 2007 under the previous review model and as such was structured in two phases. This process was overseen by the Floristry Training Package Reference Group (TPRG) who ensured that the process was performed in a transparent and ethical manner. The TPRG consisted of representatives from the following:

- Roses Only
- Interflora
- Professional Florists Association of NSW
- Alstonville Florists
- Australian Florists and Allied Trader Association
- Shop, Distributive and Allied Employees Association
- a Registered Training Organisation (RTO)

Phase One – Industry trends and research

Phase One of the review commenced in January 2007 and involved research and analysis of the WRF04 Floristry Training Package to evaluate its currency and relevance for industry, and to address any barriers that inhibit quality implementation of the package. Nationally, consultations included combinations of face-to-face interviews, telephone interviews and workshops. Feedback was received via individual responses to a discussion paper that was developed at the beginning of Phase One and from reports prepared by the relevant state or territory industry training advisory body, including South Australia, Victoria and the Northern Territory.

The Phase One *Report into the Continuous Improvement of the Floristry Training Package* was developed based on the information received from stakeholders and included 13 recommendations to improve WRF04. The report was released in March 2008 and guided the continuous improvement phase of the project.

Phase Two – Continuous Improvement

Phase Two of the continuous improvement of the WRF04 Floristry Training Package commenced in July 2008 and involved technical development and refinement of training package content. The technical development of the new units of competency was guided by an initial series of technical meetings attended by current industry practitioners and further refined throughout the process by stakeholder feedback. Existing units were updated to reflect current industry practice and current Training Package Development Handbook policy.

Phase Two consisted of a series of consultation periods. The first, primary consultation period involved a number of activities aimed at gathering feedback on the first draft units of competency. These activities included a series of national workshops attended by over 80 stakeholders from industry and registered training organisations (RTOs). Where possible, these workshops were held in conjunction with the SSA network of state and territory industry training advisory bodies, who ensured attendance of appropriate

industry and RTO stakeholders. This consultation period also included individual meetings and presentations at industry and RTO network meetings. In addition stakeholders provided feedback on the SSA online feedback register and by email and telephone. This consultation period took place over a three and a half month period from February until mid-April 2009, with the workshops held in March 2009. SSA also communicated project updates and reminders to provide feedback to stakeholders on a regular basis via email and the monthly SSA e-newsletter. Stakeholder feedback was collated, analysed, discussed with the Floristry TPRG and where nationally consistent, was incorporated into a second draft for the units of competency. In the second consultation period, the second draft units of competency were circulated along with the first draft qualifications structure for a period of eight weeks from August until October 2009 to industry and RTO stakeholders nationally. Improvements to the second draft addressed stakeholder concerns relating to some of the units and resulted in two new units and the separation of one unit into two individual units to more appropriately reflect the skills being described. To further inform this consultation period, over 35 florists were interviewed face to face. The third consultation period provided a period of six weeks for stakeholders to provide feedback on the third-draft units of competency and second-draft qualifications. The qualifications, in particular the Certificate IV in Floristry, were updated to more appropriately reflect the job roles within industry, as well as ensuring that the qualifications complied with the recent policy developments relating to qualification flexibility and skills for sustainability.

The final draft contained minor editorial updates.

The SFL10 Floristry Training Package

Qualifications

The SFL10 Floristry Training Package contains four qualifications, one of which is new.

SFL10 Floristry Training Package	WRF04 Floristry Training Package
SFL20110 Certificate II in Floristry (Assistant)	WRF20104 Certificate II in Floristry
SFL30110 Certificate III in Floristry	WRF30104 Certificate III in Floristry
SFL40110 Certificate IV in Floristry	WRF40104 Certificate IV in Floristry
SFL50110 Diploma of Floristry Design	New qualification

Units of Competency

The SFL10 Floristry Training Package contains 20 units of competency. The units of competency have been realigned to better articulate the discrete skills being described. As a result, 14 units of competency have been identified as not equivalent, three are equivalent, and three are new units. New units of competency address the areas of design, the safe use and maintenance of tools, coordinating events and complex construction. One unit was deleted from the existing training package – WRFD406A Create floral designs to competition specifications - as this unit focussed on

understanding competition rules and procedures, and not specifically a job outcome for the floristry industry.

Assessment Guidelines

The SFL10 Floristry Training Package includes updated Assessment Guidelines, in which the current AQTF is included. Industry identified the need for updated floristry industry specific requirements to ensure that assessment is undertaken to meet current industry practices within realistic simulated or workplace environments. This has been addressed by:

- updating context for assessment, identifying appropriate assessment context
- strengthening definition of what constitutes a simulated environment in the floristry industry
- assessing environment requirements and
- strengthening expectations for assessors in the floristry industry.

Section 1 Responsiveness and Recognition Quality Principles

The SFL10 Floristry Training Package meets the quality principles of responsiveness and recognition.

SFL10 Floristry – Reflects contemporary work organisation and job profiles

The SFL10 Floristry Training Package includes four qualifications that align to job roles identified and confirmed by industry throughout the consultation periods.

Industry strongly identified the need for a qualification to develop skills and knowledge of a senior florist who may have a variety of supervisory and management responsibilities – yet flexible enough to allow training to be tailored to the various business model needs. SFL10 includes the updated Certificate IV in Floristry qualification and new units of competency to address this skill area through a small core of essential units and the flexibility of an increase in elective options to tailor training to the local industry needs.

Industry also strongly identified the need for national standards for training to be developed to reflect the job role of a senior floristry designer or floral designer in the industry. This job role in the industry involves florists furthering their understanding of the components and application of design to the development of floristry products, structures and works. This was developed at a technical meeting with current practitioners and trainers in these areas and further refined through broader consultation. The end product is a qualification that reflects the highly design oriented nature of this job role in the Diploma of Floristry Design.

SFL10 Floristry – Driven by industry needs

Industry, led by the overseeing Floristry TPRG, has guided the process of updating the floristry qualifications. There has been industry consultation periods throughout the process, including presentations at industry network meetings and engagement with the key national industry associations represented on the Floristry TPRG.

Industry identified the need for florists to develop an in-depth understanding of the role that design plays in the construction of floristry products. The SFL10 Floristry Training Package contains two individual units of competency that have a strengthened focus on the elements and principle of design, SFLDEC302A Design floristry products and SFLDEC407A Design complex floristry products. The Phase One report identified the need from industry for a clearer distinction between the qualifications reflecting a floristry assistant and florist. Each of these job roles in the industry reflect a combination of skills, with the florist assistant requiring knowledge and skills to construct basic floristry products, undertake essential day-to-day tasks in the preparation and caring of flower and plant materials, as well as starting to develop customer service and selling skills. Whereas a florist has developed the skills and knowledge required to design and construct a wide range of floristry products, high-level customer service and selling skills, in addition to developing an understanding of the impact that costing and best-practice process can have on the sustainable running of the business.

In response to this issue, the Certificate II in Floristry (Assistant) and Certificate III in Floristry qualifications in SFL10 have been refined to clearly distinguish these differences. Further, the title of the Certificate II has been updated to better reflect the job role described by this qualification: an assistant.

SFL10 Floristry – Responds to government broad policy initiatives

The SFL10 Floristry Training Package has been developed to reflect the Training Package Development Handbook policy and other related policy initiatives as at November 2010.

‘Green Skills’ – the inclusion of sustainability

In October 2009, the Deputy Prime Minister announced the Government initiative for the inclusion of sustainability within all training packages by 2010. Skills for sustainability, also known as ‘green skills’, are the technical skills, knowledge, values and attitudes needed in the workforce to develop and support sustainable social, economic and environmental outcomes in business, industry and the community. SFL10 addresses sustainability in a number of ways, including the:

- embedding of sustainability within individual units of competency, where appropriate
- availability of broad environmental sustainability units to be selected in qualifications, where appropriate and
- inclusion of sustainability in the employability skills summaries, where appropriate.

More choice within training packages – an increase of flexibility in qualifications

In its December 2009 meeting the National Quality Council (NQC) approved a range of measures to increase the flexibility and consistency of qualifications. SFL10 has addressed these measures in the following ways:

Initiative	SFL10 response
ONE THIRD or more of total units required to gain a VET qualification will be ELECTIVES	All qualifications have been updated to meet this policy, with the exception of the Certificate III in Floristry (see below).
The choice of ELECTIVE units can be broadened, to allow ONE SIXTH of total units to be included from other qualifications in a Training Package, other Training Packages and accredited courses.	All qualifications have been updated to meet this policy.
Licensed and trade occupations will be exempt from these measures	The Certificate III in Floristry has been improved to better reflect the flexibility measures. However, due to its classification as a trade via the apprenticeship structure in two states and in the ANZSCO codes it is exempt from complying.
All units will be called either CORE or ELECTIVE . Recommended combinations of electives for particular specialisations will be presented as GROUPS .	All qualifications have been updated to meet this policy.

Employability Skills

In 2005, the National Quality Council endorsed the approach to incorporate employability skills within all training package qualifications and units of competency. Employability skills have been appropriately incorporated into the SFL10 Floristry Training Package – it contains an employability skills summary in each qualification with employability skills explicitly embedded in individual units of competency.

SFL10 Floristry - Recognises convergence and connectivity of skills

When revising a training package, SSA aims to minimise duplication across training packages in an effort to promote the convergence and connectivity of skills.

In reviewing the units of competency in the floristry training package, significant attention was given to ensuring the duplication across units was minimised. There are now 20 floristry-specific units of competency and 68 imported units of competency from other training packages.

SFL10 Floristry – Supports movement of skills within and across organisations and sectors

The qualifications in SFL10 have increased flexibility to allow for the transferability of skills within the floristry industry and to other industries, in line with NQC policy. The increase in flexibility of the qualifications is achieved through an increase in the number of electives, along with elective options to enable a wide variety of elective units. To meet the NQC policy, individuals are also able to select up to one sixth of the elective units from any endorsed training package or accredited course. The availability of this range of skills encourages the development of a multi-skilled individual, who is able to access employment opportunities across a range of organisations and sectors.

When reviewing a training package, SSA has an internal policy of rationalisation to minimise duplication across training packages, both within the SSA suite and external to it. SFL10 contains a section of cross-sector units that are applicable to other industries such as retail, and also includes a number of cross-sector units in the imported units from the SRO7 Retail Services Training Package, in order to avoid duplication of specific skills applicable across several service industry sectors.

SFL10 Floristry – Promotes national and international portability

The SFL10 Floristry Training Package contains nationally recognised qualifications that meet the training needs of industry in each state/territory. Industry has identified that the Certificate II in Floristry (Assistant), Certificate III in Floristry and Certificate IV in Floristry as appropriate qualifications for delivery via a traineeship or apprenticeship model, encouraging national consistency in training outcomes. The inclusion of employability skills and resourcing requirements into the training package increases national consistency in the job readiness of graduates.

SFL10 Floristry – Reflects licensing and regulatory requirements

Traditionally, the floristry industry is a self-regulated industry, with the relevant licensing and regulatory requirements including occupational, health and safety, and workplace safety.

Report by Exception

Throughout the process of reviewing the Floristry Training Package, SSA has collaborated with the Professional Florists Association NSW (PFA) to work through a range of issues identified by the organisation. Through the representation of a committee member on the Floristry TPRG and ongoing communication, we were able to resolve a number of issues, including the inclusion of new units, strengthening of critical aspects of assessment and assessment guidelines. Engagement with the PFA has included representation at all seven Floristry TPRG meetings, additional meetings with representatives from the PFA committee, NSW Department of Education and Training and former NSW industry training advisory body, NSW WRAPS, as well as ongoing email, phone and formal letter correspondence,

However, at the time of submission there are a number of issues that remain outstanding.

SSA's understanding of the main outstanding issues at the time of submission is that the PFA NSW is seeking:

- inclusion of entry requirements for SFL30110 Certificate III in Floristry
- a qualification structure to better reflect the NSW industry
- inclusion of additional individual units of competency addressing very specific aspects of floristry.

Broadly speaking, these issues that remain outstanding at the time of submission of the SFL10 Floristry Training Package are not consistent with feedback received from other stakeholders nationally.

The following issues identified by the PFA are sourced from the feedback submitted in April 2010, based on the second draft qualifications and third draft units.

PFA Issue	SSA Response
Issue 1: Floristry Qualification Packaging Rules	
<p>The PFA rejects all SFL Draft 2 qualification packaging rules and requests that the PFA's advice is incorporated into any future development work on the new Floristry Training Package.</p>	<p>The PFA also provided recommendations for the content of the qualifications, including additional technical and holistic units of competency.</p> <p>The qualifications have been structured to reflect a career progression from entry level to highly specialised designer roles. This has been achieved by amending the Certificate IV and Diploma structures and by the development of new units included at the appropriate level. The qualification descriptor and application statements clearly identify competencies applicable at each career level and career progression job titles. Feedback received from a range of stakeholders on the qualifications was analysed and incorporated where nationally consistent and in keeping with the Training Package Development Handbook.</p> <p>Additional units of competency have been developed or imported where appropriate for inclusion into the qualifications structure.</p>
Issue 2: The unit content of each floristry Qualification	
<p>Given the units (and content) included in each of SSA's Draft 2 qualifications do not meet the workforce skilling requirement of florists, all Draft 2 qualifications are rejected. The PFA requests that all draft SFL qualifications be redesigned to reflect industry skill needs and vocational outcomes.</p>	<p>SSA acknowledges the feedback received by the PFA and the former NSW ITAB, NSW WRAPS and has collated this feedback along with other stakeholder feedback received. As noted above, where nationally consistent, feedback has been incorporated into the revised draft of qualifications. For example, the Certificate IV in Floristry is now a flexible qualification to allow for tailored training to the various business models within the floristry industry and also contains units to develop skills and knowledge in operating as a multi-skilled senior florist in the areas of design, construction, coordination of special occasions and supervision.</p>

PFA Issue	SSA Response
Issue 3: Entry Requirements to each Floristry qualification	
<p>The PFA rejects the Entry Requirements to the Certificates II, III, IV and Diploma as the revised Entry Requirements do not meet the industry need for a straightforward skills progression pathway through the AQF levels, as noted in our 23 October response to SSA.</p>	<p>At the meeting of the Floristry Training Package Reference Group (TPRG) on January 22, 2010, the entry requirements for the Certificate IV in Floristry and Diploma of Floristry Design were discussed. The Floristry TPRG agreed for the entry requirements to describe the skills and knowledge that would have been gained by a significant period of time working within the industry. It was agreed that the entry requirements would not include individual units listed.</p> <p>The Certificate III in Floristry does not contain entry requirements as industry has identified this as a “trade” qualification, with the inclusion of entry requirements devaluing this status. The proposed entry requirements put forward by the PFA contain skills and knowledge that is either covered by the core units or has been subsumed into units in the Certificate III in Floristry.</p>
Issue 4: Units of competency – Structure and Content	
<p>The PFA requests that SSA takes urgent action to address the outstanding content gaps in the Draft 2 qualifications by developing the necessary floristry-specific units of competency listed (in the appendix of the submission).</p>	<p>The qualifications and units of competency for the revised SFL10 Floristry Training Package have been developed in consultation with a range of stakeholders, including industry, RTOs, unions and state training authorities, to reflect current industry practices, with feedback incorporated where nationally consistent.</p>
<ul style="list-style-type: none"> Missing industry-specific units of competency 	<p>The skills and knowledge implied by the title of the missing units of competency identified by NSW PFA are contained within the units of competency being submitted for endorsement, or are addressed through an imported unit, to be contextualized in delivery.</p>

PFA Issue	SSA Response
<ul style="list-style-type: none"> • Lack of recognition of critical floristry workforce skill needs • Poor unit design 	<p>The 12 key groups of skills identified by NSW PFA during the early stages of the review have been addressed in the units of competency being submitted. The example provided of wiring being broken down into three individual units was discussed at multiple Floristry TPRG meetings, with the decision made that this approach does not fit within the definition of what a unit of competency is, but rather the development of training modules. The NSW PFA's representative did not agree with this decisions and this was minuted.</p> <p>SSA engaged an experienced and competent technical writer to develop the components of the revised Floristry Training Package.</p> <p>The SFL10 Floristry Training Package underwent the quality assurance process, where independent quality assurance panel members evaluated the components of the training package to ensure that they meet the four quality principles and meet the requirements of the Training Package Development Handbook.</p>
<p>PFA believes the following units are missing from Certificate II in Floristry (Assistant):</p> <ul style="list-style-type: none"> • Recognise the elements and principles of design as applied to floristry • Assemble basic hand tied bouquets • Assemble basic funeral tribute wired • Assemble basic wired designs • Assemble basic designs into floral foam 	<p>The skills and knowledge implied by the titles of this list of units is covered in the content of the unit <i>SFLDEC201A Assemble floristry products</i>.</p> <p>National industry feedback on draft 1 identified the need to include a basic awareness of the elements and principles of design as required knowledge. The unit of competency was updated to reflect this in subsequent drafts.</p> <p>The breakdown of the unit <i>SFLDEC201A Assemble floristry products</i> into four individual units was discussed at multiple Floristry TPRG meetings, with the decision made that this approach does not fit within the definition of what a unit of competency is, but rather the development of training modules. The NSW PFA's representative did not agree with this decision and this was minuted.</p>

PFA Issue	SSA Response
<p>PFA believes the following units are missing from the Certificate III in Floristry:</p> <ul style="list-style-type: none"> • Principles and elements of design • Construct heavy funeral wiring for funeral tributes • Construct fine wiring for weddings (PFA developed unit – template for SSA unit design) • Introduction to decorative wiring • Working effectively in a floristry workplace (holistic unit) • Profile a floristry market 	<ul style="list-style-type: none"> • The knowledge of the elements and principles of design is incorporated as required knowledge in four of the core units of Certificate III in Floristry. • As mentioned above, the feedback that wiring be broken down into three individual units was discussed at multiple Floristry TPRG meetings, with the decision made that this approach does not fit within the definition of what a unit of competency is, but rather the development of training modules. The NSW PFA's representative did not agree with this decision and this was minuted. • Competency in a holistic unit in the floristry industry could only be achieved if the candidate was employed or on long term work placement. Only some states and territories have apprenticeships. Only some candidates are employed and work placements can pose a difficulty. RTOs delivering in a prevocational institution based situation would be disadvantaged as could students and the floristry industry. The SSA packages that do incorporate holistic units and mandatory workplace assessment within certain qualifications are currently supported by apprenticeships and work placements. The floristry industry is not at the same level of maturity and could not support this notion. Therefore, this suggestion has not been taken up. • The imported unit <i>SIRXMPR001A Profile a retail market</i> is an elective unit in the Certificate IV in Floristry and can be contextualised to the floristry industry in its delivery.
<p>PFA believes the following units are missing from Certificate IV in Floristry:</p> <ul style="list-style-type: none"> • Design and create complex funeral designs • Design and create complex decorative wiring techniques • Design and create complex advanced wired wedding designs 	<p>All skills and knowledge implied in this list of recommended units of competency are covered by the units <i>SFLDEC407A Design complex floristry products</i> and <i>SFLDEC408A Construct complex floristry products</i>.</p>
<p>Diploma of Floristry</p> <ul style="list-style-type: none"> • Develop communication and performance skills 	<p>The skills and knowledge implied in the title of this proposed unit is covered by the imported unit <i>SITXCOM005A Make presentations</i>.</p>

PFA Issue	SSA Response
Issue 5: Employability Skills Summaries	
The Employability Skills Summaries included at the end of each SFL qualification must be amended to ensure that they accurately reflect the employability skills acquired at each AQF level.	The statement following the employability skills summary is standard SSA guidance text and simply alerts users to the variations that may occur depending on the choice of electives

SSA's responses to the above issues were informed by engagement with the Floristry TPRG and supported by the broader floristry industry at a national level.

Section 2 Flexibility and Functionality Quality Principles

This section provides evidence that the SFL10 Floristry Training Package submission meets flexibility and functionality quality principles.

SFL10 Floristry – Meets the diversity of individual and enterprise needs

The SFL10 Floristry Training Package meets individual and enterprise needs through clear and consistent packaging rules. Each qualification in SFL10 contains core and elective units. The core units can be readily applied to a range of floristry contexts. The elective units can be selected to be tailor trained to specific job outcomes, local industry requirements and the qualification level.

The reviewed training package also complies with the recent NQC policy update to increase the flexibility within packaging rules. To comply with this policy, SSA has ensured that within each qualification one third of the total units are electives and up to one sixth of the total units are able to be selected from any endorsed training package or accredited course. This allows for each qualification to have the flexibility to support a broad range of job roles to suit individual needs, whether they are specialised or multi-skilled. The Certificate III in Floristry is except from this policy as it is considered a trade by industry, however improvements have been made to the ratio of elective units to increase the flexibility of this qualification.

SFL10 Floristry – Supports equitable access and progression of learners

The qualifications and packaging of units of competency designed for the floristry industry provide multiple entry and exit points for learners. In other words, direct entry and exit at all qualification levels with a job outcome is possible. They are flexible enough to meet a wide range of job outcomes and support a diverse range of career paths and business models. This provides individuals with opportunities to work across the sector, building their skill level along the way.

The qualifications and units of competency also support equitable access and progression of the individuals by minimising prerequisite units of competency and removing co-requisite units of competency according to current Training Package Development Handbook policy. The inclusion of entry requirements for the Certificate IV in Floristry and Diploma of Floristry ensures that individuals commencing training in each qualification respectively, have the skill base and experience that industry have identified is required to undertake this level of training.

Furthermore, the qualifications and units of competency that comprise this submission have been proofread and edited against Training Package Development Handbook policy by Service Skills Australia prior to the editorial and equity review by Quality Assurance panel members.

Please refer to the quality report in Appendix A for specific information on the equity aspects of this submission.

SFL10 Floristry – Supports learner transition between education sectors

The qualifications in SFL10 are all aligned to the appropriate level within the Australian Qualifications Framework (AQF). Advice is given within the qualification descriptors indicating the education sectors in which delivery is appropriate, for example in the descriptor of the Certificate II in Floristry (Assistant) it is identified that this qualification is

appropriate for delivery within the secondary sector, in a VET in schools program. At the other end of the spectrum is the Diploma of Floristry Design.

SFL10 Floristry – Supports implementation across a range of settings

The components of the SFL10 Floristry Training Package have been written to allow implementation across a range of settings, where appropriate. The Assessment Guidelines, as outlined in Volume 1, contain specific advice for delivery of training within the floristry industry. As reflected in SFL10, industry supports delivery of training in a variety of contexts, including in a workplace environment, simulated environment and institutional environment.

Furthermore, advice is provided on Australian Apprenticeships and training both on and off the job within the floristry industry.

SFL10 Floristry – Supports sound assessment practice

The SFL10 Floristry Training Package contains detailed guidelines for RTOs on appropriate assessment practice for qualifications within the floristry industry. The Assessment Guidelines in Volume 1 contain detailed advice on industry requirements for the quality assessment in the floristry industry, including:

- what it means to be a current and experienced assessor
- a definition of a simulated environment and
- appropriate assessment environment.

The Evidence Guides of individual units of competency have been strengthened to identify the industry expectations for the depth and breadth of skills and knowledge required to be assessed and recommend appropriate methods of assessment. The inclusion of employability skills, both embedded in units of competency and as summaries for each qualification, provides the framework and parameters to encourage consistency in the training delivery outcomes for job ready graduates.

SFL10 Floristry – Does not impose structural barriers to implementation

The SFL10 Floristry Training Package contains four qualifications developed to address industry needs in a flexible and accessible way. A wide range of stakeholders, including RTOs and state training authorities, were involved in the consultation processes throughout the development of SFL10 to ensure that the final product can be implemented with ease to provide job ready graduates for the floristry industry.

Section 3 Impact of Changes

The WRF04 Floristry Training Package has been reviewed in its entirety resulting in the SFL10 Floristry Training Package.

SFL10 Floristry – Implications

The implications of the SFL10 Floristry Training Package are described below in the section on impacts and also in the mapping documents in the appendices.

SFL10 Floristry – Industry imperatives

The continuous improvement of the Floristry Training Package has been driven by industry stakeholders and reflects current industry job roles and practices. Speed to market of SFL10 is important as it contains a range of updated and new units of competency that reflect current technologies and trends. The increased flexibility of the Certificate IV in Floristry to more appropriately reflect the job role in industry now provides an opportunity to address a priority training area for industry due to recent growth and increasing professionalism within industry. The timely and appropriate implementation of this qualification is a high priority to address industry needs.

SFL10 Floristry - Impact of changes for stakeholders

The SFL10 Floristry Training Package will have a range of impacts depending on the particular stakeholder group.

Registered Training Providers – public and private

The impact of the SFL10 Floristry Training Package depends upon which qualifications are being delivered by the RTO. Across the SFL10 qualifications the packaging rules have been clarified to provide clear and concise direction, in particular in the strengthened clarification between the Certificate II in Floristry (Assistant) and Certificate III in Floristry. All qualifications also contain increased flexibility options to allow for the delivery of tailored training that is specific to organisational and individual requirements.

For RTOs delivering the current qualifications that are equivalent in SFL10, there will be little impact on the structure of the qualifications under SFL10. However, should the RTO elect to deliver the new qualifications, such as the Diploma of Floristry Design, it is the recommendation of industry that the RTO demonstrates its ability to deliver this qualification to provide quality training outcomes. Of particular concern to industry is the resourcing of both trainers and assessors and equipment for the quality delivery of the Diploma of Floristry Design. Industry has identified in the Assessor Requirements that it is essential for assessors to have significant experience and comprehensive knowledge of current industry practices to be competent to assess this qualification.

The improvements to individual units of competency are primarily technical and relate to reflecting the current Training Package Development Handbook policy, as well as current industry practice. The mapping documentation identifies a significant updating of the units of competency, however, the focus of these changes has been the improvement of the technical nature of them, including the removal of duplication and the discrete skills being more appropriately aligned in units of competency. In essence, the majority of the content is the same but it is packaged differently.

The impact on RTOs on an individual unit of competency basis is noteworthy, though in many cases only minor updates may be required to existing learning and assessment strategies and learner and trainer resources. However, the alignment of existing resources to the units of competency may impact on the RTOs time in transitioning to SFL10.

Enterprises and Industry

The industry has been involved in the development of SFL10 and has provided significant feedback to ensure that the components of the revised training package reflect current industry practice. The implications for industry are positive in nature as SFL10 reflects current industry practices and provides a national training framework for emerging trends. The updating of the Certificate IV in Floristry and inclusion of the Diploma of Floristry Design will provide industry with a quality assured, industry developed set of standards with which to up skill practitioners.

Licensing and regulatory environments

The floristry industry is an unregulated industry with the relevant licensing and regulatory requirements that are OHS, and workplace-related in nature. SFL10 has minimal impact on these current licensing and regulatory requirements.

Policy Environment

As noted in Section 1, SFL10 has been developed to reflect current government policy directives. Of particular note is ensuring that skills relating to sustainability are incorporated throughout the training package and that the qualifications meet the recent directive for increased flexibility.

SFL10 Floristry – Systemic issues

Industry identified a number of concerns relating to the quality implementation of training in the floristry industry during the development of SFL10. In 2009, SSA also undertook a research project called 'The New Deal' to investigate industry concerns about the quality delivery of training and assessment within the national VET system and how SSA can contribute to the provision of quality training and assessment.

Three main areas have been identified in *the New Deal – ISC Role in Quality Training and Assessment Report* as key priorities to examine, and are consistent with industry concerns raised throughout the process to develop SFL10:

- the ISC and industry role in quality training and assessment
- effective workforce development of trainers and assessors who work in the service industries
- effectively and transparently recognising high quality training products, services and support materials.

SSA will engage with industry and RTOs to develop an implementation program to assist in the quality delivery of SFL10 and address industries concerns. This will include:

- a series of professional development workshops focused on the unpacking of SFL10 and specific expectations of niche areas

- the development of a User Guide to identify industry's expectations of quality delivery of training in the floristry industry and
- the development of an industry tool to enable industry experts to verify that RTOs have sufficient and appropriate equipment to perform assessment.

Appendix A

Components for Endorsement

- Qualifications
- Units of Competency
- Occupational and licensing requirements
- Mapping information
- Training Package Modification history

SFL10 Floristry – Qualifications

SFL10 contains four qualifications:

SFL20110 Certificate II in Floristry (Assistant)

A total of 12 units to be completed:

- all 8 core units
- 4 elective units:
 - a minimum of 2 units must be selected from the elective units listed below
 - the remaining units may be selected from this or another endorsed Training Package or accredited course; these must be units which are first packaged at AQF level 1, 2 or 3.

SFL30110 Certificate III in Floristry

A total of 21 units to be completed:

- all 16 core units
- 5 elective units:
 - a minimum of 3 elective units must be selected from the elective units listed below
 - the remaining units may be selected from this or another endorsed Training Package or accredited course; these must be units which are first packaged at AQF level 2, 3 or 4.

SFL40110 Certificate IV in Floristry

A total of 15 units to be completed:

- all 5 core units
- 10 elective units:
 - a minimum of 7 elective units must be selected from the elective units listed below
 - the remaining units may be selected from this or another endorsed Training Package or accredited course; these must be units which are first packaged at AQF 3, 4 or 5.

SFL50110 Diploma of Floristry Design

A total of 12 units to be completed:

- all 6 core units
- 6 elective units:
 - a minimum of 4 elective unit must be selected from the elective

units listed below

- the remaining units may be selected from this or another endorsed Training Package or accredited course; these must be units which are first packaged at AQF level of 4, 5 or 6.

SFL10 Floristry – Units of Competency

Units of Competency

Unit Code	Unit Title
Floristry Design and Construction	
SFLDEC201A	Assemble floristry products
SFLDEC302A	Design floristry products
SFLDEC303A	Maintain floristry tools and equipment
SFLDEC304A	Construct hand tied floristry products
SFLDEC305A	Construct wired floristry products
SFLDEC306A	Construct floristry products with a base medium
SFLDEC407A	Design complex floristry products
SFLDEC408A	Construct complex floristry products
SFLDEC409A	Coordinate floristry products for a special occasion
SFLDEC510A	Design and produce innovative floristry products
SFLDEC511A	Style and manage an event
Floristry Sales and Operations	
SFLSOP201A	Source information on floristry products and services
SFLSOP202A	Recognise flower and plant materials
SFLSOP203A	Receive and store floristry stock
SFLSOP204A	Prepare and care for floristry stock
SFLSOP205A	Display and merchandise floristry products
SFLSOP306A	Provide quality service to floristry customers
SFLSOP307A	Sell floristry products
SFLSOP308A	Prepare quotations for floristry products
SFLSOP509A	Research, assess and develop a floristry product range

SFL10 Floristry – Occupational and licensing requirements

There are no occupational and licensing requirements impacting on the SFL10 Floristry Training Package.

SFL10 Floristry – Mapping information

Qualifications

Code and Title	Relates to	Nature of Relationship
SFL20110 Certificate II in Floristry (Assistant)	WRF20104 Certificate II in Floristry	<p>SFL20110 is equivalent to WRF20104 Certificate II in Floristry.</p> <p>The intent of this qualification has been broadened so that it can now apply to multiple industry environments, including traditional retail floristry shops, studios and floristry businesses who sell via the internet or phone. The core focuses on floristry specific operational and construction competencies. The pool of electives has been increased to allow for flexibility.</p> <p>The core units and the new title better reflect the fundamental nature of job roles for entry level workers with this qualification.</p> <p>The total number of units required to achieve this qualification has decreased from 15 to 12.</p> <p>The number of core units required has decreased from 14 to 8.</p> <p>The number of elective units required has increased from 1 to 4.</p>
SFL30110 Certificate III in Floristry	WRF30104 Certificate III in Floristry	<p>SFL30110 is equivalent to WRF30104 Certificate III in Floristry.</p> <p>The intent of this new qualification has been broadened so that it can now apply to multiple industry environments including traditional retail floristry shops, studios and floristry businesses who sell via the internet or phone. The core focuses floristry specific operational, design and construction competencies. The pool of electives has been increased to allow for flexibility.</p> <p>The total number of units required to achieve this qualification has decreased from 22 to 21.</p> <p>The number of core units required has decreased from 20 to 16.</p> <p>The number of elective units required has increased from 2 to 5.</p>

Code and Title	Relates to	Nature of Relationship
SFL40110 Certificate IV in Floristry	WRF40104 Certificate IV in Floristry	<p>SFL40110 is equivalent to WRF40104 Certificate IV in Floristry.</p> <p>The intent of this new qualification has been broadened so that it can now apply to multiple industry environments.</p> <p>An entry requirement has been introduced; this qualification is open to those who have significant vocational experience as a florist in the floristry industry.</p> <p>The SFL40110 core focuses on the complex design and construction competencies required by those who are progressing their career to the level of a more technically proficient craftsman. The pool of elective units allows florists to acquire skills to supervise staff and daily operational activities and to manage a small floristry business.</p> <p>The total number of units required to achieve this qualification has decreased from 32 to 15.</p> <p>The number of core units required has decreased from 26 to 5.</p> <p>The number of elective units required has increased from 6 to 10.</p>
SFL50110 Diploma of Floristry Design	New qualification.	<p>SFL50110 has no equivalent in the WRF04 Floristry Training Package.</p> <p>SFL50110 contains high-order design, construction and product development competencies required by highly-skilled floral designers. The pool of elective units allows senior designers to acquire skills to coordinate the day to day operational activities of the floristry business and to take a lead role in business planning activities for the organisation.</p>

Units of Competency

There are 20 units of competency in the SFL10 Floristry Training Package:

Code and Title	Relates to	Nature of Relationship E = equivalent N = not equivalent
Floristry Design and Construction		
SFLDEC201A Assemble floristry products	WRF0204B Assemble and prepare floristry products	<p>E</p> <p>Updated unit based on WRF0204B and is equivalent.</p> <p>This updated unit builds upon WRF0204B and has more explicit references to the fundamental nature of the floristry products to be assembled, and the application of the unit to trainee or junior florists. The notion of working under supervision and to pre-determined job specifications has been clarified through re-wording of elements and performance criteria.</p>
SFLDEC302A Design floristry products	<p>WRFD301B Create floristry designs using hand tied techniques</p> <p>WRFD302B Create floristry designs using wiring techniques</p> <p>WRFD303B Create floristry designs using a base medium</p>	<p>N</p> <p>New unit that covers elements of WRFD301B, WRFD302B and WRFD303B but is not equivalent. SFLDEC302A focuses on the design process for a diverse range of products. The pre-existing units combined both design and construction. In this new unit, design has been split from construction as, while they can be interdependent, they are two different skills.</p> <p>References to following a customer brief have been removed to ensure there is no duplication with the imported unit BSBDES402A Interpret and respond to a design brief.</p>
SFLDEC303A Maintain floristry tools and equipment	New unit	<p>N</p> <p>New unit focuses on regular maintenance activities for tools and equipment used for the preparation, construction and maintenance of floristry products.</p>

Code and Title	Relates to	Nature of Relationship E = equivalent N = not equivalent
SFLDEC304A Construct hand tied floristry products	WRFD301B Create floristry designs using hand tied techniques	<p>N</p> <p>Replacement unit covers elements of WRFD301B but is not equivalent. SFLDEC304A builds upon WRFD301B and has more explicit references to the construction process for a diverse range of hand tied products.</p> <p>WRFD301B combined both design and construction. In SFLDEC304A design has been split from construction as, while they can be interdependent, they are two different skills. Design aspects are covered by the unit SFLDEC302A Design floristry products.</p> <p>The packaging and wrapping elements have been rationalised for simplicity.</p>
SFLDEC305A Construct wired floristry products	WRFD302B Create floristry designs using wiring techniques	<p>N</p> <p>Replacement unit that covers elements of WRFD302B but is not equivalent.</p> <p>SFLDEC305A builds upon WRFD302B and has more explicit references to the construction process for a diverse range of products using wiring techniques.</p> <p>WRFD302B combined both design and construction. In SFLDEC305A, design has been split from construction as, while they can be interdependent, they are two different skills. Design aspects are covered by the unit SFLDEC302A Design floristry products.</p> <p>The packaging and wrapping elements have been rationalised for simplicity.</p>

Code and Title	Relates to	Nature of Relationship E = equivalent N = not equivalent
SFLDEC306A Construct floristry products with a base medium	WRFD303B Create floristry designs using a base medium	<p>N Replacement unit that covers elements of WRFD303B but is not equivalent. SFLDEC306A builds upon WRFD303B and has more explicit references to the construction process for a diverse range of products with a base medium. WRFD303B combined both design and construction. In SFLDEC306A, design has been split from construction as, while they can be interdependent, they are two different skills. Design aspects are covered by the unit SFLDEC302A Design floristry products. The packaging and wrapping elements have been rationalised for simplicity.</p>
SFLDEC407A Design complex floristry products	WRFD404B Create custom made, advanced and large scale floristry designs	<p>N New unit that covers elements of WRFD404B but is not equivalent. SFLDEC407A focuses on the design process for a diverse range of complex products. WRFD404B combined both design and construction. In SFLDEC407A, design has been split from construction as, while they can be interdependent, they are two different skills. References to following a customer brief have been removed to ensure there is no duplication with the imported unit BSBDES402A Interpret and respond to a design brief.</p>

Code and Title	Relates to	Nature of Relationship E = equivalent N = not equivalent
SFLDEC408A Construct complex floristry products	WRFD404B Create custom made, advanced and large scale floristry designs	<p>N</p> <p>Replacement unit that covers certain elements of WRFD404B but is not equivalent.</p> <p>SFLDEC408A builds upon WRFD404B and has more explicit references to the construction process for a diverse range of complex products.</p> <p>WRFD404B combined both design and construction. In SFLDEC408A, design has been split from construction as, while they can be interdependent, they are two different skills. Design aspects are covered by the unit SFLDEC407A Design complex floristry products. The packaging and wrapping elements have been rationalised for simplicity.</p>
SFLDEC409A Coordinate floristry products for a special occasion	New unit	<p>N</p> <p>New unit that focuses on the overall planning and co-ordination skills required by senior florists when the business is involved in the production of products for special occasions.</p>
SFLDEC510A Design and produce innovative floristry products	New unit	<p>N</p> <p>New unit that has a tight focus on the design and construction process for a diverse range of innovative products. This unit describes a highly creative and innovative design function undertaken by senior designers in the floristry industry.</p>

Code and Title	Relates to	Nature of Relationship E = equivalent N = not equivalent
SFLDEC511A Style and manage an event	WRFD405A Design and manage large scale floral events	<p>E</p> <p>Updated unit based on WRFD405A and is equivalent.</p> <p>SFLDEC511A builds upon WRFD405A and focuses on the overall planning and co-ordination skills required by senior florists when the business is involved in the production and assembly of products for events.</p> <p>Title amended for clarity as the unit does not apply to floral events but to the floral styling of any type of event.</p> <p>Design and costing elements have been removed to ensure there is no duplication with suite of new design and costing units.</p>
Floristry Sales and Operations		
SFLSOP201A Source information on floristry products and services	<p>WRF0204A Apply techniques to update floristry industry knowledge</p> <p>WRF0306B Apply product knowledge to meet customer needs</p> <p>WRF0307B Recommend on floristry products and services</p>	<p>N</p> <p>Replacement unit based on elements of WRF0204A, WRF0306B and WRF0307B but is not equivalent.</p> <p>SFLSOP201A focuses on the development of floristry industry knowledge and essential product knowledge required to fulfil a range of sales and operational functions performed by a diverse range of floristry industry personnel.</p>
SFLSOP202A Recognise flower and plant materials	<p>WRF0306B Apply product knowledge to meet customer needs</p> <p>WRF0307B Recommend on floristry products and services</p>	<p>N</p> <p>Replacement unit based on elements of WRF0306B and WRF0307B but is not equivalent.</p> <p>SFLSOP202A focuses on the development of knowledge of flower and plant materials and their visual recognition, which is required to fulfil a range of operational functions performed by a diverse range of floristry industry personnel.</p>
SFLSOP203A Receive and store floristry stock	New unit	<p>N</p> <p>New unit focuses on the receipt and storage of floristry stock and maintaining the cleanliness of all stock handling and storage areas.</p>

Code and Title	Relates to	Nature of Relationship E = equivalent N = not equivalent
SFLSOP204A Prepare and care for floristry stock	WRF0202B Care for floristry stock and merchandise	<p>E</p> <p>Updated unit based on WRF0202B and is equivalent.</p> <p>SFLSOP204A builds upon WRF0202B and focuses on the core intent of caring for flower and plant materials and other merchandise, including maintaining clean premises to avoid stock spoilage.</p>
SFLSOP205A Display and merchandise floristry products	WRF0203B Prepare and display floristry stock	<p>N</p> <p>Replacement unit based on elements of WRF0203B but is not equivalent.</p> <p>SFLSOP205A builds upon WRF0203B and focuses on the core intent of displaying and merchandising floristry stock and other merchandise.</p> <p>The content relating to conditioning, monitoring and maintaining the quality of flower and plant materials has been removed and included in SFLSOP204A Prepare and care for floristry stock.</p>
SFLSOP306A Provide quality service to floristry customers	WRF0201B Provide service to floristry customers	<p>E</p> <p>This unit is based on WRF0201B and is equivalent.</p> <p>SFLSOP306A builds upon WRF0201B and focuses on the communication and relationship building skills required to service the special needs of floristry customers. Personal presentation issues are included.</p>

Code and Title	Relates to	Nature of Relationship E = equivalent N = not equivalent
SFLSOP307A Sell floristry products	WRF0306B Apply product knowledge to meet customer needs WRF0307B Recommend on floristry products and services	N Replacement unit that covers elements from WRF0306B and WRF0307B but is not equivalent. SFLSOP307A builds upon these two units and focuses on the higher order selling skills required by the floristry industry, not previously covered. It requires the application of in-depth product knowledge. The duplicative content relating to the development of product knowledge and knowledge of flower and plant materials has been removed (now found in SFLSOP201A Source information on floristry products and services, and SFLSOP202A Recognise flower and plant materials).
SFLSOP308A Prepare quotations for floristry products	New unit	N New unit that focuses on the costing of products to meet customer requirements.
SFLSOP509A Research, assess and develop a floristry product range	WRF0408B Implement floristry products and services plan	N Replacement unit that covers certain elements of WRF0408B but is not equivalent. SFLSOP509A builds upon WRF0408B and focuses on the core intent of product development. It more explicitly and extensively covers the specific research and analysis requirements of product development, the interrelated structure of the industry, price setting, the product preferences and requirements of different markets, and maximising profitability for the business. The content relating to contracted negotiation has been removed and is covered by SITXMGTO06A Establish and conduct business relationships.
No unit	WRFD406A Create floral designs to competition specifications	The unit WRFD406A Create floral design to competition specifications has been deleted as this unit focussed on understanding competition rules and procedures, not specifically job outcome for the floristry industry.

SFL10 Floristry – Training Package modification history

Version	Release Date	Comments
1	NA	Primary release SFL10 replaces the WRF04 Floristry Training Package.